

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Bury Golf Club call on everyone involved in golf to play their part in developing a culture that values women's involvement in every aspect of the sport, from participating to pursuing a career.

- Our aim is to increase the number of women and girls playing and working in golf.
- To achieve this goal and to enable women to flourish throughout golf, we recognise the need for a fundamental shift in culture. There is a clear ethical need for change and the potential economic benefits of growing the sport through more women and girls playing are substantial.
- The R&A commits to playing a leading role in this process and to working with affiliates, partners and the wider golf industry towards achieving this goal.
- In signing this Charter, we Bury Golf Club commit to making tangible efforts to develop a welcoming and inspiring environment for women. We will do more to attract women into golf, to remain, and to have rewarding careers.

The Charter:

- Is a statement of intent from the golf industry and Bury Golf Club, to unite and to focus gender balance at all levels
- Commits us all to supporting measures to increase the number of women, girls and families playing golf
- Calls for positive action to encourage women to pursue careers in all areas of the sport
- Recognises the need for change that creates an inclusive environment within golf and our golf club

Signatories commit to activate this Charter by:

- Developing and implementing an internal strategy for enhancing gender balance at every level
- Establishing senior management responsibility and accountability for gender balance and inclusion, which is discussed and reviewed at committee/board level with Bury Golf Club
- Strongly advocating more women and girls playing and working in golf.
- Working with key stakeholders to develop and embed a more inclusive culture.
- Promoting the Charter and our goal of encouraging more women and girls to play golf and work in golf.

How we at Bury Golf Club plan to achieve this

1. Deliver a minimum number of two initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns
2. Promote a membership pathway, for women/girls and families to progress within the club
3. Have designated Champions/Mentors within the club who can assist and support new participants and members
4. To work to achieving and maintaining 30% female representation on our active committees by actively promoting these positions linked to appropriate role descriptors that are not gender specific
5. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Bury Golf Club:

Chairman: Ian McGloughlin

Date: 11th December 2020

Charter Champion: Susan Warrington

Date: 11th December 2020

These objectives will be embedded into the club business/operational plan and reviewed on an annual basis, to ensure that this inclusive commitment remains robust.

	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
1	<p>Deliver a minimum number of two initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns</p>	<p>Our club currently has only infrequent recruitment events which are organised on an irregular basis and do not always get followed through.</p> <p>We currently have 45 lady members in the playing categories and this represents approximately 12% of the overall membership. The average age is approximately 67 years which is not sustainable as members through ill health etc. choose not to play. The mens section has seen some significant growth in the young adult categories and so we need to do the same for the ladies section.</p> <p>We have 2 Junior Girls who attend Junior Group Coaching Sessions every Tuesday Evening throughout the golf season. Our Junior section is not gender specific as recommended by England Golf. We have appointed a new Junior Organiser who plans to deliver a variety of events throughout the golfing season.</p> <p>We aim to reduce the age demographic of the Club by ensuring our Ladies and Junior Memberships are attractive to the modern working lady and millennial.</p> <p>Bury Golf Club achieved the Safe Golf Accreditation 2019 and successfully renewed the accreditation in 2020</p>	<p>By doing some research into what todays ladies/girls want from golf – ask the question on Women’s Facebook Groups, Twitter etc and look at whether the Club can make the necessary changes to accommodate the modern lady golfer</p> <p>By Organising Free Taster Days under the guidance of England Golf CSO</p> <ul style="list-style-type: none"> • By arranging at least 2 annual taster days, advertising and recruiting volunteers to assist. Holding one midweek and one at weekend to accommodate ladies and girls from all walks of life • Recruit Lady Members to help on the day with meeting and greeting, showing them round the Club facilities and telling them about the benefits gained from the sport and Golf Club life • Organise golf equipment required • Ensure the support of the Professional to let the ladies try out hitting the ball or putting if they wish to • End the taster with refreshments and chat to allow everyone share their experience and make contact with each other to encourage a group of likeminded penitential new members <p>Junior Girls Junior Organiser to contact the Regional Development Officer for the Golf Foundation to facilitate their help to work towards becoming a HSBC Roots centre.</p>	<p>One event will be organised for April 2021(Covid-19 Restrictions allowing) and a further one will be organised in September 2021. Attempts will be made to organise other events during the interim period.</p> <p>We hope these initiatives will recruit 5 new Lady Academy Members by December 2021.</p> <p>We will advertise via Flyers, Facebook, Twitter, Club Website externally targeting Sports Clubs, local Women’s Community Groups, Schools & Colleges, Gyms, large companies. Also advertise within our existing membership to encourage “Family Time” and focusing on the health and social aspects of taking up golf</p>

<p>2</p>	<p>Promote a membership pathway, for women/girls and families to progress within the club</p>	<p>Our Club currently has a Ladies' Academy Membership but this needs more promotion</p> <p>The Academy Membership is a 3-year Journey to full membership: -</p> <p>1. Taster Evening - Free Anyone interested will be asked to sign up for 6 x 1-hour group lessons (£30 per person to be paid in full at the first group coaching session) We provide the equipment and encourage the ladies to engage with all Social aspects of the Club/Ladies Section during this period.</p> <p>2. Year 1. For those who wished to continue after their group lessons, we offer Academy Membership @ £100 for their first year this includes</p> <ul style="list-style-type: none"> • Social Membership - this to include all the benefits of a standard BGC Social Membership including a member's club card which gives discount on bar purchases • Further 6 group lessons • Access to practise facilities • On course assistance and mentoring from Lady Members. <p>The fee to be paid to the Club and our Professional would invoice the Club for the coaching.</p> <p>3. Year 2. Half the Ladies Full Membership Fee. To include: -</p> <ul style="list-style-type: none"> • Social Membership 	<p>By ensuring the club professional is involved and works with the club to encourage new members to take part</p> <p>This will be done by involving him in the planning from the start, seeking his advice on how the coaching programme should be undertaken and allowing him to deliver to the lessons as he sees fit. Discuss with him what support he needs to deliver his part of the initiatives</p> <p>Offering group coaching to the Academy Ladies, will give the Professional opportunity to earn a little income from the venture and hopefully his advice and interest will lead to golf equipment and clothing purchases</p> <p>Member Retention Policy</p> <ul style="list-style-type: none"> • Continue to conduct the annual member satisfaction survey that was commenced in 2019 • New members should be encouraged to take part in this survey to receive feedback as to their experience of becoming a new member of the Golf Club • Take on board the advice given in the retention policies published online by England Golf • Look at the Marketing advice given by England Golf online and the Webinars arranged by the Lancashire Golf Union • Professional to offer group coaching to all Lady Members – this will create income for himself whilst at the same time, create a sense of belonging/inclusivity in the Club for the new members 	<p>COVID Restrictions permitting we would target recruiting 5 new Academy Members each year with at least 3 completing the 3-year journey.</p>
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<p>3</p>	<p>Have designated Champions/Mentors within the club who can assist and support new participants and members</p>	<p>Our new appointed Charter Champion has 58 years' experience in Club and County Golf. She serves on the Board, Captains Committee and Ladies Committee.</p> <p>We have 6 other ladies who have volunteered to become "Golf Buddies"</p> <p>A WhatsApp Group for Academy Members, Volunteers and Professional has been set up to keep everyone in contact and up to date with arrangements.</p>	<p>We have recruited 6 Lady Members who are willing to act as "Golf Buddies" but are looking to bring on board the whole Club to:</p> <ul style="list-style-type: none"> • Engage with recruiting new members by spreading the word and advertising the taster days amongst friends • Encouraging and welcoming the Academy Members into the Club. <p>Lady Captain and the Charter Champion to arrange a Volunteer recruitment meeting where the England Golf "Buddy" role descriptors and advice would be discussed and points implemented.</p> <p>The volunteers to be invited to join in with the provided refreshments at Taster Events and lored at every</p>	<p>We aim to have at least 2 buddies to every 5 Academy Members but will encourage all members to support the new Ladies/ Girls</p>

			opportunity to show appreciation of their time and efforts/	
4	To work to achieving and maintaining 30% female representation on our active committees by actively promoting these positions linked to appropriate role descriptors that are not gender specific	<ul style="list-style-type: none"> Board consists of 1 lady out of 8 existing members Greens Committee consists of 1 lady out of 4 members Captains Committee consists of 4 Lady members out of 10 members 	<p>Complete a skills matrix of existing Board Members to ascertain gaps in current skills</p> <p>Promote any vacancies to Lady members with job descriptors to encourage them to put up for election</p> <p>The Board will provide regular newsletters/updates and provide access to Board Minutes to give an insight on the running of the Club Business and its requirements.</p>	<p>We aim to encourage more ladies put to up for election to the board and ensure the makeup of the other committees is, at least, maintained.</p> <p>We aim to achieve 30% women's representation by May 2021. This may, of course, be dependent on the impact that COVID-19 may have.</p>
5	Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter	<ul style="list-style-type: none"> To capture and record a baseline of all the key measures we are committing to within the charter including membership data for our club to determine the impact of the Charter To appoint a Charter Champion utilising the role description provided. The Champion will be responsible for the promotion, activation and reporting on the progress of the Charter. 	<ul style="list-style-type: none"> Formally share progress and updates/changes to the Charter with England Golf moving forward The Club will formally display the Charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release 	<ul style="list-style-type: none"> To provide annual measures to help determine the impact of the charter The charter Champion to provide England Golf with an annual report on progress on commitments made