



The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Hillsborough GC 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 Hillsborough GC 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 Hillsborough GC, 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 Hillsborough GC
- 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 Hillsborough GC Plan to achieve this

- Increase a female presence on our board and/or sub-committees to 30%
- Actively promote female membership and coaching four times per year
- Increase our female golfer social media presence (once per month). Encouraging female golfers to visit our club
- To become a SafeGolf accredited club and ensure policies and procedures remain up to date
- Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Hillsborough GC:

Club Manager/Secretary: Mark Allen
Date: 17/12/20

Signed: *Mark Allen*

Charter Champion: Zoe Styring (Lady Captain 2020) Signed: *Zoe Styring*
Date: 17/12/20

These objectives will be embedded into the club business 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	Increase a female presence on our board and/or sub-committees to 30%	We currently have three female sub-committee/board members which represents 12%. Our main board has five members and two other invited attendees, one of which is the lady Captain but they do not have a vote. The three female members on current committees are two ladies on the competitions committee and one lady on the membership committee.	Actively encouraging female members to participate plus ensuring role descriptors are not gender specific. Promoting the need for more women to stand for election at AGM in monthly club newsletters and impact they can achieve by sharing roles and responsibilities. HGC will use England Golf's Governance Guide to help support our commitment of achieving 30% representation across sub-committee/board.	Target date – December 2022
2	Actively promote female membership and coaching four times per year	We currently have general membership promotions but nothing specific to females adult or juniors. We currently have 32 female members. <ul style="list-style-type: none"> - 12 in a couples membership - 4 over 80 years of age - 6 full members - 8 flexible members - 2 Juniors 	Working with our marketing team (including a female presence on the marketing team) to publicise promotions in the local community. Also working with the pro shop team to organise female only coaching sessions. The coaching sessions will include beginner “get into golf” sessions at various times of the day. After completing the initial coaching session we move people onto a second coaching course which includes more time on the golf course. We have a three tier academy membership which is designed to move female golfers into full membership, tier one academy membership gives the new golfer 15 off-peak rounds plus an individual lesson package. The following tiers build upon this. Our aim is to create a marketing strategy that includes social media, website promotion and traditional marketing techniques to achieve our desired target. This is in align with commitment number 4.	Target of 50 female members at our club with a completion date – September 2021.
3	Increase our female golfer social media presence (once per month).	Our social media content is non gender specific. With no specific female posts.	Utilising the Women In Golf Charter resources and current lady members for input on social media posts.	Target start date – Jan 2021 and will continue as one post per month (at least) for the foreseeable future.

	Encouraging female golfers to visit our club		<p>A member of ours runs the clubs social media content, we will share all EGU and R&A Women In Golf Charter images and campaigns with him</p> <p>We will look to promote “good news stories” to develop the image of female golf at HGC.</p>	
4	To become a SafeGolf accredited club and ensure policies and procedures remain up to date	<p>a. Adopted the required club policies</p> <p>b. Appointed a Club Welfare Officer</p> <p>c. DBS checks are obtained for relevant club personnel</p> <p>d. Club staff and volunteers have obtained any required qualifications</p> <p>e. PGA Professional(s) are included on PGA SafeGolf Coaches Register</p>	<p>The management team at the club has approved all the policies and procedures.</p> <p>All documentation is up to date on the England Golf portal and notify our local England Golf Club Support Officer.</p> <p>We expect to complete by 31st March 2021.</p> <p>Our annual review date is XXX</p>	Keep a register of when the key policies and documentation needs to be updated and when key members of staff and volunteers need to undertake relevant training
5	Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter	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	Formally share progress and updates/changes to the charter with England Golf moving forward	To provide annual measures to help 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.	The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release	The charter Champion to provide England Golf with an annual report on progress on commitments made