
WOMEN IN GOLF CHARTER

A commitment to a more inclusive culture within golf.

We, Sickleholme 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 Sickleholme 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 Sickleholme 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 Sickleholme 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 Sickleholme Golf Club Plan to achieve this

1. To maintain current levels of female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific.
2. Deliver a minimum number of 2 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns.
3. Formally promote inclusion to the wider community via the club website, social media accounts and local community groups.
4. Promote a membership pathway, for women/girls and families to progress within the club.
5. Have designated Champions/Mentors within the club who can assist and support new participants and members.
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter.
7. To become a SafeGolf accredited club and ensure policies and procedures remain up to date

Signed on Behalf of Sickleholme Golf Club:

Club Manager/Secretary: Patrick Taylor

Signed:



Date: 01 March 2021

Charter Champion: Matt Bruce

Signed:



Date: 01 March 2021

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	To maintain current levels of female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific	<p>Our current General Committee currently comprises of 12 members. The representation split is: 5 female to 7 male members.</p> <p>Sickleholme Golf Club has a tradition of great female representation on the Board of Directors.</p> <p>The selection criteria are gender neutral and applicants are voted for by the members based on their skills and talents.</p> <p>We will look to use England Golf's Governance Guide to improve our recruitment process by looking to introduce role descriptors and a skills matrix.</p>	<p>We will monitor this by way of seeing the % female representation of standing applicants to the Board.</p> <p>We will look to have role descriptors & skills matrix in place before 31/12/2021</p>
2	Deliver a minimum number of two initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns	Sickleholme Golf Club promotes New to Golf Sessions for Women and actively promotes this in the local media and social media. Historically this has been successful in attracting new members to the club.	<p>To deliver at least one initiative within a 6 month period. And throughout 2021 where Covid restrictions permit.</p> <p>In a 12 month period it would be great to recruit at least 5 new members. Those who participate or have participated in the "New To Golf" initiative will be asked to provide feedback about how it was and any improvements that can be made.</p>



3	Formally promote inclusion to the wider community via the club website, social media accounts and local community groups.	Sickleholme Golf Club promotes New to Golf Sessions for Women and actively promotes this in the local media and social media. We also ensure we promote mixed golf events too.	By continuing to raise the profile of women/girls golf via appropriate marketing and to engage with England Golf Campaigns to further align and support this.	To promote inclusion to the wider community via our marketing channels at least once per quarter. This will be reinforced by the creation of an inclusive marketing plan to ensure fair representation.
4	Promote a membership pathway, for women/girls and families to progress within the club	Sickleholme Golf Club actively promotes progression of existing lady golfers and new members of all ages. In recent years we have seen this be successful albeit on a small scale. We have 130 women members of which 93 play in competitions.	By asking for feedback from members to ensure that this pathway remains effective and appropriate as further support between "New to Golf" and being an established golfer may need to be considered. An appropriate survey methodology will be considered to inform our form your strategic direction.	To continually seek feedback and analyse other club's membership offerings/ tiers and fees. This will allow us to benchmark ourselves to ensure progression is both attractive, supported and maintained. This information will help us to ensure that we continue to attract women/girl golfers to both join the membership and progress within the club. Success is viewed as new members and retained members.
5	Have designated Champions/Mentors within the club who can assist and support new participants and members	Our club currently has an established buddy/mentor scheme in place for women/ girls who are new to golf. This is well established and continues to work well at the club.	By building on the effectiveness of our buddy program and consider how Golf Hero's eLearning may assist us with this. By asking for feedback from members to ensure that this	We want to continue to encourage members as buddy's and provide them with appropriate training and guidance to fulfil the role effectively.



			pathway remains effective and appropriate	
6	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
7	To become a SafeGolf accredited club and ensure policies and procedures remain up to date	<ul style="list-style-type: none"> a) Adopted the required club policies b) b. Appointed a Club Welfare Officer c) DBS checks are obtained for relevant club personnel d) Club staff and volunteers have 	<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>	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.

Sickleholme



Golf Club
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SICKLEHOLME GOLF CLUB

Station Road, Hope Valley, S33 0BN

01433 651306

enquiries@sickleholme.co.uk

www.sickleholme.co.uk

		obtained any required qualifications		
		PGA Professional(s) are included on PGA SafeGolf Coaches Register		

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