

## The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Fulford 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 Fulford 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 Fulford 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 Fulford 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 Fulford Golf Club plan to achieve this**

1. Deliver two initiatives annually which are aligned with key England Golf campaigns and which specifically aimed at women/girls and families.
2. Introduce a Membership pathway aimed at encouraging female beginners to join Fulford.
3. Offer coaching sessions to new golfers offsite at schools and at our local David Lloyd Health Club.
4. Maintain a minimum of 3 women attending our Board of Directors meetings
5. Maintain our Safegolf accreditation
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

### **Signed on Behalf of Fulford Golf Club:**

General Manager:  
Date:

Signed:

Charter Champion:  
Date:

Signed:

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	Deliver two initiatives annually which are aligned with key England Golf campaigns and which specifically aimed at women/girls and families.	We currently have 74 adult women members and 13 Junior girls. In 2019 we had 16 girls attend the Girls Golf Rocks sessions and we will be taking part in the scheme again this year (due to 2020 being cancelled due to Covid). We will be carrying out more coaching sessions of this nature such as our Winter Junior Range sessions which in 2020 saw 6 girls attend and 4 of whom ended up joining the club.	Using our team of professionals we will continue with Girls Golf Rocks as well as introducing Women and Girls Golf Week. This will be advertised locally through structured marketing campaigns, aimed at not just members but also to the local community of Fulford and York. These coaching sessions will be open to all and aimed at giving people their first taste of golf in a relaxed fun, social environment.	During 2021 – subject to Covid This will be advertised in our display at David Lloyd, local means and social media. Introducing 40-50 women/girls to try golf for the first time in 2021 is a realistic target. The breakdown of this would be Girls Golf Rocks = 25 Women's Group Coaching = 20 Junior Winter Range Sessions = 5
2	Introduce a Membership pathway aimed at encouraging female beginners to join Fulford.	Currently those who attend beginner coaching, find themselves with a dilemma at the end of their coaching sessions as they are ready to play a few holes on the course but taking out a full membership is often to great a step at this time.	A proposal will be put to the Board showing how the membership will work, allowing access to practice areas and use of the golf course from the green tees at off peak times. We will look to use resources available to help us create this new pathway into membership. Seeking advice from governing bodies and other clubs to allow us to create a membership option which suits all parties.	Up and running by August 2021. A total of 10 memberships initially available, with the aim of 5 of those 10 taking full membership within two years of becoming an Academy Member.
3	Offer coaching sessions to new golfers offsite at schools and at our local David Lloyd Health Club.	Guy (Head Professional) and his team have got the equipment and expertise to offer coaching away from the club and David Lloyd are open to holding such a session on their tennis courts. We have an ongoing relationship with Tadcaster Grammar School and Fulford Primary, where coaching has been delivered with the support of the Golf Foundation and England Golf.	Meetings will be held with David Lloyd to confirm dates and plans. We can use existing and new contacts at schools with the aim of securing dates where our team can take golf to them. The sessions at David Lloyd will be targeted at their members and guests initially but we would encourage David Lloyd to open the sessions up to the wider community to promote both the health club and golf.	By the end of 2021, we aim to have introduced a further 50 people to golf through these sessions. Those who attend will be invited to join a follow up session at Fulford Golf Club, with the aim of them continuing the pathway of more coaching, then Academy Membership and eventually Full Membership.
4	Maintain a minimum of 3 women attending our Board of Directors meetings	Currently we have 3 women as Directors of the Club. The Board consists of 12 x Directors. Our female President and both Vice Captain's are invited to attend Board Meetings, meaning that of the 14 Members attending the meetings 5 are women.	Current Directors will need to plan ahead to make sure that when they are due to step down from the Board, that suitable replacements are being identified and encouraged to become a Director. The Board of Directors are continuously reviewing the governance structure to ensure that there is a fair representation of the membership and providing the best opportunity to allow the club to flourish.	Ongoing The Club has proactively encouraged this in recent years so it is important to build on this momentum.

5	Maintain our Safegolf accreditation	a. Adopted the required club policies b. Appointed a Club Welfare Officer c. DBS checks are obtained for relevant club personnel d. Club staff and volunteers have obtained any required qualifications e. PGA Professional(s) are included on PGA SafeGolf Coaches Register	The management team at the club have approved all the policies and procedures. All documentation is up to date and has been shared your local England Golf Club Support Officer.  Our annual review date is January	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
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