



The Ashbourne Golf Club Women in Golf Charter

A commitment to a more inclusive culture within golf

Ashbourne 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, Ashbourne 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 Ashbourne 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 Ashbourne 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 Ashbourne Golf Club plan to achieve this:

1. Deliver two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns.
2. Formally promote inclusion to the wider community via the club website, social media accounts and local community groups.
3. Promote a membership pathway, for women/girls and families to progress within the club.
4. Have designated Champions/Mentors within the club who can assist and support new participants and members.
5. To achieve and maintain 30% female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific.
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter.

Signed on Behalf of Ashbourne Golf Club GC:

Chairman:

Charter Champion:

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	Situation at Present	How this will be achieved	Date/Progress/Targets/Comments
1	Continue and develop our Gateway to Golf scheme to encourage more women to try golf, especially beginners and also those returning to the game.	<p>One year of the 'Gateway to Golf' Initiative in summer 2020.</p> <p>Repeated in 2021 weekly coaching from the professional and support from ladies' section. Limited social activities and gatherings so far because of Covid19</p> <p>2020 – 2 Ladies returned to golf with Lifestyle membership. One now a full member.</p> <p>3 other ladies committed to and paid Gateway to Golf membership (and are continuing into 2021 @ £300)</p> <p>3 other ladies attended coaching sessions without membership. 1 joined Gateway this year and others attended some of the coaching sessions</p> <p>2021- 5 new ladies onto the Gateway membership plus 5 other ladies attending coaching.</p>	<p>2021 – Slightly different from 2020. - Women commit to the Gateway to Golf membership scheme - 6 months for £100 April – September/October. Tweaked 2021</p> <p>Improve marketing strategy. Introductory Coffee and Cake and Golf mornings.</p> <p>Lady members supporting the pro's coaching sessions for ladies new to golf and returning to golf and keeping in regular touch.</p> <p>More opportunities for working ladies- evenings and weekend sessions – open evening/afternoon/weekend coaching</p>	<p>5 to 10 ladies each year onto the Gateway course and membership over the next two years.</p> <p>4 levels of achievement from beginner to golfer with handicap.</p> <p>Calendar of dates for open evenings and weekend coaching. Need to be fixed well in advance and ladies section involved.</p> <p>4 of 2020 new ladies now have handicaps.</p> <p>3 of 2021 new ladies have already got a handicap 2 have handed in handicap cards.</p>
2	<p>Develop a strategy that takes women from beginners/returners to playing regularly and becoming an active golfing member of the club and increasing ladies' membership</p> <p>This can be done by:- Introducing more ladies/mixed social competitions and events.</p>	<p>Continue Pro's group coaching sessions for women.</p> <p>More on course experience with members.- New members playing in groups with established members and in their own groups.</p>	<p>Develop a buddy system where established club members take new ladies out on the course and support them regarding rules, course management, etiquette and help them where appropriate to achieve a handicap index.</p>	<p>We would like to recruit 5-6 buddies from our current membership. Our buddies can make use of the buddy course from England Golf - Buddies E learning - Golf Hero's E-Learning - https://www.englandgolf.org/club-support/membership-growth-retention/your-volunteers/golf-buddies/</p>

	<p>Increasing ladies' entry generally into Thursday, Sunday, Social and Mixed competitions.</p> <p>This can be done by:-</p> <p>Reviewing the time and format of both "formal" and social competitions to involve a greater variety of times and formats.</p>	<p>Presently around 16 - 25 ladies play 9 or 18 holes most weeks once or twice a week. Only a handful of ladies - often less than 8 play in stroke play competitions especially medals.</p> <p>Some 'major' competitions and mixed competitions generate more entries around 12-16 ladies. Only 3/4 ladies in a number of competitions this year.</p> <p>Approximately 18 ladies have been involved in the 4 main teams. (some who would not normally play have not done so because of injury, unavailability and not wishing to play in teams.)</p> <p>27 ladies of all abilities played in Lady Captain's Day including 5 of the 2020/21 new ladies.</p> <p>18 and 9 hole competitions to accommodate ladies of all abilities.</p> <p>Ladies have set days for qualifying competitions - Thursdays and Sundays. Presently some casual 9 hole competitions on Tuesdays and in the winter on Thursdays. Also mixed social Wednesday 9 hole competitions open to all.</p>	<p>New member handbook by September 2021 which will set out essential information regarding the club, golf, procedures, competitions and etiquette.</p> <p>Flexible times for taking ladies out- to fit in with their lifestyle. Introduce ladies to social competition golf such as Texas Scramble and assist in understanding & marking cards.</p> <p>Improve/extend marketing of the club's initiatives.</p> <p>Reduced subscriptions for Gateway second year followed by ladies' commitment to one of the main categories of club membership.</p> <p>Play different formats to introduce qualifying competitions and match play.</p> <p>Expand weekly less formal/ social nine hole competitions if necessary with small prizes.</p> <p>Reduce points cost for Lifestyle Members for Wednesday 9 hole social comps to encourage more participation.</p> <p>Coffee/drinks and social get together afterwards.</p> <p>Run the above in the winter too.</p> <p>Look at possibility of mixed tee competitions.</p>	<p>Increase in ladies' membership of at least 8% each year, initially over three years. 10 % = 4-5 ladies Summer 2021-2023.</p> <p>More ladies representing the club in matches and increased no. of ladies entering both qualifying and social competitions.</p> <p>What are the figures now? Making the target measurable</p> <p>Numbers can be checked on Howdidido and EG apps -see other details under present situation</p> <p>Calendar of new nine hole competitions.</p> <p>2021 introduce 2 or 3 mixed tee competitions and monitor response from members.</p>
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3	To fully integrate new ladies into social aspects of club life particularly those who are not established golfers,	Limited social integration/gatherings because of Covid restrictions. Pre Covid - mainly gatherings after golf.	Social golf competitions/team events Social events - Coffee mornings, 'Golf and Prosecco' Meals out. Weekend and away day activities.	Set dates for events and record participation numbers
4	Investigate the use of "social tees" to encourage less proficient/elderly members to play some of the more challenging holes.	Holes 9, 12,13 and 16 are particularly challenging holes for short hitters and terrain is difficult.	Shorten holes and provide appropriate tees. Adapt score card as required for social competitions using these tees. Discuss with course manager and Board the possibilities for 'easier' tees and rating of a shorter course for beginner/less able men and women Also rate the red course for men.	By summer July 2023 shorter tees in use on challenging holes. Social competitions using these tees. Look into eventually getting shorter holes /course rated? It will provides stepping stones up and down for competitive golf.
5	To maintain our Safegolf accreditation and ensure policies and procedures remain up to date	Safeguarding policies are completed and in place Appointed a Club Welfare Officer DBS checks are obtained for relevant club personnel Club staff and volunteers have obtained any required qualifications	The management team at the club has approved all the policies and procedures. All documentation is up to date on the England Golf portal and notify our local England Golf Club Support Officer.	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 Our Safegolf renewal date is 16.2.22
	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