



The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Ashton under Lyne 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 Ashton under Lyne 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.
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The Charter:

- Is a statement of intent from the golf industry and Ashton under Lyne 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 Ashton under Lyne 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 Ashton under Lyne GC Plan to achieve this:

- To achieve and maintain 30% female representation on our Management Committee by actively promoting these positions linked to appropriate rôle descriptions that are not gender specific.
- Deliver a minimum number of four initiatives each year targeting women, girls and families that are aligned with key England Golf campaigns.
- Formally promote inclusion to the wider community via the Club website, social media accounts and local community groups.
- Promote a membership pathway for women, girls and families to progress within the Club.
- Have designated Champions/Mentors within the club who can assist and support new participants and members.
- Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the Charter.

Signed on Behalf of Ashton under Lyne GC:

Secretary: Steve Martin

Date: 24th November 2020.

Charter Champion: Kath Watson

Date: 24th November 2020.

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

<u>Commitment</u>	<u>Current Situation</u>	<u>How this will be achieved</u>	<u>Date/Progress/Targets/Comments</u>
1 To achieve and maintain 30% female representation on The Management Committee by actively promoting these positions for women.	At present the Lady Captain is ex-officio on the Committee. There are up to thirteen other positions on the Committee, all of which are presently held by men. A recruitment process on to the Committee is done by means of a written Nomination Sheet which is posted on a communal wall in the Club. Our constitution permits members of both sexes to be nominated to the Committee, the requirement is to have been a member for three years. A reorganisation of the Committee to slim it down and have rôles which focus on delivering the business plan is	We will actively promote and support women in applying for positions on the Committee by advertisements in the Clubhouse and word of mouth. All Committee positions will be advertised in the Club newsletter. Committee members will spread the inclusivity message and be on hand to assist new members at regularly convened meetings. As a future aspiration we will consider the dissolution of the women's committee and absorption into one joint Committee.	Our AGM is in November and nominations for this year have already been made. In future years, if there aren't any women successfully elected, co-option will be necessary. Committee members to report to the Committee at monthly intervals on recruitment. We want at least two women on the Committee from November 2021.

		being undertaken in 2021.		
2	Deliver a minimum of four initiatives each year targeting women and girls.	<p>We run an Academy for women and girls which provides them with lessons and a buddy system. They do not pay any subscriptions for the first year and reduced subscriptions for the following two years.</p> <p>We ran three Academy/Member fun competitions this year and want to run more Academy/Member competitions to encourage the novice golfers. The Academy is a success story for AUL GC with five new recruits bringing the total to twenty.</p>	<p>We will run more competitions next year; at least four; and also provide the experienced women golfers with lessons from the professional at a reduced rate.</p> <p>We will restart our supper nights to integrate the new recruits into the Club.</p> <p>We will ask the professional to stock women's clothes and equipment.</p> <p>We will ask for a Ladies' toilet on the course.</p>	<p>Diarise four Academy events at the start of the golf year.</p> <p>Lessons to run for all from March 2021.</p> <p>Obtain monthly feedback from new recruits on equipment issues.</p> <p>The aim is for a ten per cent increase in our Academy members by the end of the 2021 season.</p>
3	Formally promote inclusion to the wider community via the Club website and social media.	<p>We use a company called Albatross in our marketing. We also have an active presence on Facebook with around 2000 followers at present.</p> <p>The majority of novice women join us after seeing us on Facebook.</p>	<p>An assessment of the subscriptions locally for women will be made together with evaluation of how we fit in.</p> <p>Targeted messages will be posted on social media thereafter to encourage joiners.</p> <p>A sub-committee to run this aspect of matters to include the Committee's Marketing representative.</p> <p>Albatross are to be consulted regarding the addition of a "Beginners' Page" to our website.</p>	<p>An increase in followers on Facebook by ten percent.</p> <p>More positive messages required on Facebook.</p> <p>Feedback required from Albatross on a regular basis as to positive and negative comments.</p>
4	Promote a membership pathway for women and girls to progress within the Club.	<p>We have an active Junior Section but there are few girls.</p> <p>The juniors are encouraged to play in joint competitions with older players.</p> <p>There are seven girls in the Junior Section, only one of whom enters competitions.</p>	<p>We will advertise volunteering and competition opportunities in the Club newsletter and describe the various membership categories.</p> <p>We want more juniors to become familiar with competitions and the Club generally.</p> <p>Two more members to</p>	<p>We want at least a ten per cent increase in the numbers of junior girls and participation, by them in Club competitions.</p> <p>Two members of the Junior coaching team will report back on competition involvement.</p> <p>We will offer "Girls Only"</p>

		Some assistance is given in Opens for example by the Juniors.	be recruited as Junior Coaches.	competitions. We will introduce a pathway whereby girls who have reached a consistent standard will be invited to play with the Ladies' Academy.
5	Designate mentors within the Club who can assist and support members.	We have mentors aka Buddies in the Women's section. There are seven buddies at present. They contact their Academy woman on an ad-hoc basis.	Appoint more mentors. A rôle description will be prepared. It will include a commitment to introduce themselves and the Club and to exchange all contact details. Then to initiate contact at least once every two weeks, and to arrange to meet and practice or play golf either as a group or person to person.	Monthly contact with new members as a minimum. We want four new mentor appointed. At least 75% of the mentors to play in Academy competitions. Mentors to report to the Lady Captain on a three monthly basis regarding progress.
6	Promotion of the Charter and appoint a Charter Champion.	Kath Watson has been appointed the Charter Champion and is promoting 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. It will also be e mailed out to the members.	The Charter Champion to provide England Golf with an annual report on progress on commitments made.

Review of Commitments as at 24th November 2021.

1. This has been achieved. There are now two women on the main committee, The Lady Captain and one other. The Lady Captain canvassed the applicant, promoted her and successfully delivered an excellent committee member, in line with the Charter provisions.

She was nominated in the usual fashion and has been elected to serve, she has been given a specific role concerning the running of Open competitions and will therefore play an active part in the committee.

There are no present plans to absorb the women's committee into the main committee.

ACTION; any amalgamation to be discussed by both committees.

2. This has been achieved. There were in excess of four events involving the Academy Ladies in the form of fun, limited holes events playing in a pair with experienced golfers. Lessons ran on a monthly basis. Feedback was obtained from the members in the form of a general questionnaire sent to all of them. Issues have been addressed.

The upshot is that there is now a new Academy Lead. Amy McGee and Deputy, Michele Del Piano.

A winter league purely involving them is to run and feedback meetings planned (probably on the day of the Comp)

There are now twenty Stage 1 academy and thirteen Stage 2 (those with handicaps). This well exceeds the target of a ten per cent growth (there were 20 gross as at Nov 2020). Word of mouth has worked very well to increase the numbers and the Ashton mentors/buddies should be congratulated for their rôles in this.

Supper nights have re commenced but still hampered by Covid. No plans at present for a toilet on the Course.

ACTION; Aim for a five per cent growth in Academy by the end of season 2022. Pure Academy events to be diarised, probably on Saturday afternoons.

3. This has been partially achieved; the club has switched from Albatross marketing to a company called Sam Poole golf management. Sam did work with Albatross. He is to provide professional insight into marketing and the AUL GC brand.

To date he has produced brochures for events thereby increasing our marketing presence

In view of this change Facebook figures feedback has not been obtained. However it should be noted that FB has been a major tool in recruiting for the Academy.

ACTION; Sam Poole golf management to provide insight and advice into recruitment and retention of female members and to provide feedback on the positive and negative comments received.

4. This has been achieved. From ten girls (seven of whom were active) as at Nov 2020 there are now fifteen. This well exceeds the ten per cent target. The then LC produced a written Pathway for Junior girls joining the Ladies section which has been forwarded to England Golf. This with a view to being included in Academy events.

This has proved highly effective in recruitment. Indeed the LC gave a great deal of time and effort (and prizes!) to the encouragement of Juniors. In particular she could be regularly seen marking a card for a junior girl for Handicap whilst not playing herself. This is to be applauded.

The Pro is to re-commence lessons for the juniors in March 2021. A £25 annual fee is to be levied

ACTION; LC and Committee to actively promote the involvement of Junior girls in Academy Comps and events. Publicity for this to go in Club newsletter intended to gain attention of parents of would-be junior golfers.

5. This has been substantially achieved.

There are now eighteen mentors/buddies compared to six in November 2020. This is way in excess of the four target and is a credit to the then organiser, Jacqui Dawber who wrote and circulated a buddy role description. Reporting to LC on progress has been sporadic.

There have not been 75 per cent of the mentors playing in the fun competitions although low numbers of entrants from Academy on occasions may account for that.

ACTION; Target of one buddy to be recruited per two new Academy members. Reinforcement of buddy rôle requirements to be done by LC and reporting on progress to occur.

6. This has been achieved by virtue of this report.

Kath Watson Charter Champion

