

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Pytchley Golf Lodge 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 Pytchley Golf Lodge 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 Pytchley Golf Lodge, 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 Pytchley Golf Lodge.
- 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 Pytchley Golf Lodge plan to achieve this:

1. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter
2. To become a SafeGolf accredited Club and ensure that policies and procedures remain up to date
3. Ensure that we continue to consider employment on an equal opportunities' basis
4. Increase our female membership using a pathway to golf that encourages women to start the game and join our membership
5. Continue to offer an affordable membership option and promote it using social media platforms and using appropriate content that shows women's representation in the club
6. Impact Measures

Signed on Behalf of Pytchley Golf Lodge:

Club Owner: Judith Shemilt
Date: 17/12/20

Signed: J Shemilt

Charter Champions: Emily-Jane Brighton
Reece Carpenter

Signed: EJ Brighton
Signed: R Carpenter

Date:
17/12/20

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	Appoint a designated Charter Champion within the club who can assist with the promotion and reporting 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
2	To become a SafeGolf accredited Club and ensure that policies and procedures remain up to date	Adopted the SafeGolf Safeguarding Policy and England Golf Safeguarding Adults Policy and communicate this to our members, visitors, staff, and volunteers. A Club Welfare Officer is to be appointed	The Management Council at the Club have approved all policies and procedures. All documentation is up to date on the Golfmark portal and notify our local England Golf Support Officer	Keep a register of when the key policies and documentation need to be updated and when key members of staff and volunteers need to undertake relevant training
3	Ensure that we continue to consider employment on an equal opportunities' basis	Both female and male representation in part time and full-time staff as well as management.	Ensure that job advertisements remain non-gender specific and complying with the relevant legislation.	Continue to ensure Club Policy on Equality and Diversity is fulfilled and to review and update it annually.
4	Increase our female membership using a pathway to golf that encourages women to start the game and join our membership	10 female members. 12 women currently having 1-1 coaching sessions.	Create new initiatives to encourage an increase: introductory coaching sessions/group coaching, introductory round with the GM/Secretary and a pathway to golf program that leads to an affordable, alternative membership that allows you to gain a Handicap Index whilst continuing to pay and play.	To increase female membership with 5 more ladies by 30/06/21 and 5 more ladies by 30/06/22
5	Continue to offer an affordable membership option and promote it using social media platforms and using	Our membership allows a player to gain affiliation to the club and gain a Handicap Index whilst still paying green fees. Current Twitter followers 758	Targeted Marketing – use our social media platforms and representative advertising campaigns within the Clubhouse to promote an alternative Club Membership option that is	Increase followers over social media platforms that may lead to an increase in coaching sessions and in turn, more memberships. Target women and juniors to gain

	appropriate content that shows women's representation in the club	Current Instagram followers 211	affordable and appealing to 'busy' potential players.	10 more of each by 30/06/21 and 10 for 30/06/22 in line with membership increases.
6	Impact Measures	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