

THE R&A WOMEN IN GOLF CHARTER

A commitment to a more inclusive culture within golf

We, **The Knutsford 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, **The Knutsford 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 The Knutsford 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 The Knutsford 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 The Knutsford Golf Club plan to achieve this:

- To achieving and maintain 30% female representation on our Board of Directors by actively promoting these positions linked to appropriate roledescriptors that are not gender specific
- Deliver a minimum number of 4 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 The Knutsford Golf Club

Honorary Secretary, Peter Gough

Charter Champion,

Dianne Finn

These objectives will be embedded into the club business 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 achieving 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 | Historically, the Club operated with a Council which oversaw Club management and the running of the men's section. There was a separate Ladies Section run by a Committee, which reported into the Council. We currently have a female Club President and ladies section representation on Greens management | The full structure of the Club has been revised. The positions of the men's and ladies' captains have equal standing within the Club. The Club appointed its first female President in 2016 | Club appointments are open to any member who meets the relevant criteria in terms of experience. All Role descriptions are gender non-specific. Our target is to have female representation across all aspects of the Club's management. There is opportunity to have further female representation on Course management, financial and facilities management, which would increase female representation from 2 to 5 over the next year. |
| 2 | Deliver a minimum number of 4 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns | Get into Golf was initiated in 2016. This comprised a free taster event, follow up group lessons with our Pro, trial membership and coaching/mentoring sessions. | This format has been followed each year with a free taster session followed up with Introductory membership and Group lessons | Since 2016, we have had approximately 12-15 ladies per year sign up for this initiative. June- Sept 2020 – regular weekly sessions organised to attain handicaps and to start competitive golf over 9 holes. 15 participants. September 2020 – 18-hole team competition including new and experienced golfers – 28 participants October 2020 – Taster session for ladies new to golf held – 25 participants, follow up group lessons planned. Zoom calls covering rules and etiquette have been held and will be repeated in 2021. October 2020 – Taster session for ladies new to golf held – 25 participants, follow up group lessons planned, October 2020 – Taster session for ladies new to golf held – 25 participants, follow up group lessons planned Zoom calls covering rules and etiquette have been held and will be repeated in 2021. |

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|---|---|---|---|---|
| 2 | Continued | | | Covid 19 etiquette and rules sessions have been initiated WHS explanation sessions and updates rolled out Continued integration into the Club, using support from experienced ladies as playing partners and buddies Target: to increase female membership by 5% annually |
| 3 | Formally promote inclusion to the wider community via the club website, social media accounts and local community groups | Club website was not regularly updated , social media little used. | A Club Marketing Committee has been set up, and an action plan is in place to overhaul the website and to use social media to attract interest from potential new members | Website is being revamped with specific sections covering ladies and juniors golf. Social media accounts now active and regularly used |
| 4 | Promote a membership pathway, for women/girls and families to progress within the club | See above for initiatives to attract women into golf Juniors programme is ongoing | We have a vibrant and active junior section, run by our Professional, Tim Maxwell | Juniors have a full development programme, and participate in Club and County competitions. The non-golfing parents are being actively recruited to take up the game as well. A message of encouragement from several top professionals (including Tommy Fleetwood) has been arranged and shared on the Club website Programme of mixed competitions to be expanded once Covid restrictions allow. Target: to increase membership by 5% annually |

| | Commitment | Current Situation | How this will be done | Date/Progress/Targets/Comments |
|---|---|---|--|---|
| 5 | Have designated Champions/Mentors within the club who assist & support new players & members | Each new member previously had a sponsor and seconder as they joined the Club. | This has been expanded to now include additional mentors to help both on and off the course. | England Golf Champion has been appointed Active group of mentors and potential playing partners is in place WhatsApp group in place to share knowledge and ideas, and also to arrange playing partners e.g. for marking supplementary cards |
| 6 | Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter | New appointee 2020 | Action plan to be drawn up and submitted Action to underpin the Charter to become embedded into Club operations | England Golf Champion has been appointed Charter submission completed and updated Governance/Monitoring of actions to be implemented The charter Champion will provide England Golf with an annual report on progress on commitments |
| 7 | To become a Safe Golf accredited club and ensure policies and procedures remain up to date | Adopted the England Golf Safeguarding policy and England Golf Safeguarding Adults policy and communicate this to our members, visitors, staff and volunteers. A Club Welfare Officer has been appointed with the relevant qualifications and training | 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 |
| 8 | 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 |