

The R&A Women in Golf Charter DGC V2 Aug 2023

A commitment to a more inclusive culture within golf in line with England golf and Cheshire golf charters

We, DAVENPORT 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.

- Davenport GC's aim is to increase the number of women, girls and families playing and working in golf.
- To achieve this goal and to enable women to flourish throughout golf, Davenport GC recognises 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 DAVENPORT 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.

The Charter:

- Is a statement of intent from the golf industry and DAVENPORT GC, to unite and to focus gender balance at all levels
- Commits us all at Davenport GC 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 DAVENPORT 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 DAVENPORT GC 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 the Council 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 DAVENPORT GC:



ENGLAND
GOLF

Club Chairman: Rod Powell
Date: September 2023

Signed:

Charter Champion: Shirley Luther
Date: September 2024

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	Encourage more women, including working to play golf	<p>We have an ageing membership - 45 aged 60-70 and 91 aged 70+</p> <p>We have no gender specific barrier to membership categories. Female members as at Aug 2023 6 Platinum members 86 gold 26 bronze 12 off peak 4 junior</p> <p>2022 re-introduced the late tees for mid-week competition allowing women to play any time on the Wed competition day</p> <p>A welcome document has been prepared for all new members</p>	<p>Sales and Marketing group to do a Promotional campaign aimed at women who are working in Partnership with Intuitive Edge Golf Promote the Platinum intermediate membership (England Golf Initiative) to allow the younger members a lower membership rate on a sliding scale based on age</p> <p>Promote all member benefits at Poynton show Aug 23</p>	<p>Meeting arranged Sept 23 (see no 4)</p> <p>Target is an additional 2 platinum women and 4 Gold members by Sept 2024</p>
2	Increase women members using the "Get into Golf scheme"	<p>The get into golf scheme is organised in conjunction with the Club Professional. This has been ongoing and resulted in 4 full members in 2022</p> <p>There is a passport scheme - people who are not ready to do a full round can buy 180 holes so they can play 4holes and increase as they improve. This is managed by the Pro shop on behalf of the club</p>	<p>May 2023 - 6 week free lesson then option to go onto passport/off peak</p> <p>Introduction of Sunday tee time for business ladies</p> <p>Possible Business ladies team for 2024</p>	<p>Target 4 on the lessons Currently 6 attendees,</p> <p>Aug 3 tees booked - monitor attendance</p> <p>Decision to be made before the ECICS meeting in Sept 23</p> <p>Ladies committee to complete a "Brain storming" session re membership development</p>

	Buddy Scheme	<p>No formal plan in place to promote the get into golf scheme</p> <p>We have a list of “Buddies” who will mentor new members coming through the get into golf scheme and open days. This will help them feel at ease, introduce to other, members, aware of booking system, competitions, informal roll ups and social events/activities</p>	<p>Set out a formal plan for 2024 recruitment with the ladies committee in conjunction with the marketing group.</p> <p>Lady Captain to ensure all new members are allocated a Buddy. Monitor and review progress at committee meetings</p> <p>Encourage communication</p>	<p>Marketing plan to be completed by Feb 24</p> <p>Minutes recorded</p> <p>WhatsApp groups have been set up for Thurs pm Ladies, Sun business ladies and Mon roll up</p>
3	Increase number of juniors and families playing at the club Passport to golf scheme	<p>The Club is SafeGolf registered and we will renew and maintain the SafeGolf accreditation accordingly</p> <p>We have a successful Junior programme running on Sat mornings and offer a 6 week free coaching with a complimentary 12 month membership</p> <p>As at Aug23 there are 33 juniors on the scheme</p> <p>The aim is to get all juniors handicap qualified</p> <p>NB The practice ground improvements were completed in 2022 and are a great asset to the coaching programme</p>	<p>Chair of H&S to ensure qualification is maintained</p> <p>All volunteer helpers are DBS cleared</p> <p>Need more additional volunteers to assist - request for volunteers in the monthly newsletter</p> <p>Explore additional coaching qualifications for the volunteers</p> <p>Members to assist with marking cards, list has been set up and is place</p> <p>4 matches organised to give a taste of competitive golf</p> <p>5 matches arranged in the Derbyshire and Cheshire league</p>	<p>Safegolf accreditation is renewed</p> <p>Target 25% of juniors to have an official handicap by Sept 24</p> <p>Publish results in the monthly newsletter</p>
4	Raise profile of the club, women in golf on social media	<p>There has been an increase of 402 followers on FB Currently 1158 as at Aug 23</p> <p>A monthly Club newsletter including updates on the women’s section</p> <p>2023 - We now use an external</p>	<p>Social media campaign via the marketing group</p> <p>Promotion of the women’s golf charter</p> <p>Link to social media - campaign to include member stories how got into golf, social aspect.</p>	<p>Target 1,300 followers by end of 2024</p> <p>Min 2 feature per month on FB</p> <p>Meeting arranged with IEM Sept</p>

		recruiting company via social media. Very successful but mainly male new members	Marketing to discuss how to focus for Women on their next campaign.	2023 Target 5 new female members by April 2024
6	Introduce succession planning to Increase female officers	We have one female on Council Mar23 1 x female on the finance committee 1 x Female representative on greens committee 2 x female representatives on the Golf committee We have a ladies committee with 9 members	Lady Captain attends Council meetings and feedback given at Ladies committee meeting	Roles on the Council are advertised with a job description to all club members as a when there are vacancies
7	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 Council and England Golf moving forward	Feedback and review with Ladies and Golf Committee every two months to consider progress and determine the impact of the charter. Send progress report to Council quarterly
		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	S Luther to be the Charter Champion and provide England Golf with an annual report on progress on commitments made