

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Bush Hill Park 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 Bush Hill Park 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 Bush Hill Park 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 Bush Hill Park 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 Bush Hill Park 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 role descriptors 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 Bush Hill Park Golf Club:

General Manager: Stewart Judd
Date:

Signed:

Charter Champion: Sue Agapiou
Date:

Signed:

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	Increase the % of Women golfers in the Club from 12% to 20%	Current female golfing membership 53, target incremental increases to reach 100 women by 2025.	Incremental increases annually through targeted marketing, social media and conversions from our beginner and affiliate programme(s).	Target to grow the Women's section year on year from 53 to 100 in 2025.
2	Further growth of the affiliate programme to increase to 25 affiliates in 2021	15 Affiliates on year one programme	Target social members, local press/advertising, roadside advertising boards and social media.	Target to convert 12 Affiliates to full membership from year 2. Capacity limited to PGA Professional availability
3	Grow Women's Beginner sessions to assist with a feeder programme for the affiliate membership. Target to have 5 full beginner classes April-Sept and 3 full classes Oct-Mar	Approx. 20 women attending Tuesday beginner sessions	Local advertising, roadside signage, social media and targeting social members who may wish to 'try golf'.	Convert 30% of Beginners to the affiliate programme
4	Grow Juniors Girls to 10 by 2025	4 Junior Girls	Grow weekly junior beginner sessions, targeting schools, promote our Female PGA Professional as a role model for young girls to want to play golf.	Reach a point of critical mass with enough junior girls to provide competition and friendship group(s).
5	Grow the number of Women taking Director and Committee roles in the Club	Female Chairman of Management and Women's Captain currently take 2 of 9 Director/Management Committee roles	Establishing the Women in Golf Charter within the core values of the Board and the Club. Encouraging members of the Women's Committee to put themselves forward for vacant roles at the AGM.	We have an equality of opportunity for all positions within the Club and the imbalance is largely related to the proportion of men to women in the Club. This will be addressed as we increase the number of female golfers and through our implementation of the Women in Golf charter.
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.

7	Promotion 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
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