# The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Burnham & Berrow Golf Club (B&BGC) 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 Burnham & Berrow 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 Burnham & Berrow 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 Burnham & Berrow 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 Burnham & Berrow Golf Club plan to achieve this

1. Deliver a minimum of two initiatives each year targeting women/girls that are aligned with key England Golf campaigns
2. Promote a membership pathway, for women/girls to progress within the club.
3. Have designated Mentors/Buddies within the club who can assist and support new participants and members.
4. To achieving and maintaining 30% representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific.
5. To maintain our status as a SafeGolf accredited club and ensure policies and procedures remain up to date.
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the Charter.

Signed on Behalf of Burnham & Berrow Golf Club

Club Managing Secretary/Chairman:
Date: 8.7.21

Signed:

Charter Champion: Alysia Rees
Date: 8.7.21

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 |
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| 1 | Deliver a minimum of two initiatives each year targeting women/girls that are aligned with key England Golf campaigns | Our Head Teaching Professional, Nicola Stroud, favours the Love.Golf approach to women's golf coaching. This is ideal for those who would like to learn through playing the game within a supported group environment. Fundamental skills are introduced when required & in context. Equipment is provided. Rules & etiquette are introduced later.<br><br>As a result of Taster sessions in 2020 there are currently 10 ladies taking part in the love.golf group scheme for beginner golfers We are not looking to increase this number in 2021.<br><br>New golfers who prefer to learn individually may arrange private lessons with Nicola or one of the other Professionals. | We have set up a Women in Golf Charter Committee to focus on delivery of our Charter commitments.<br><br>We will use any guidance available from England Golf.<br><br>We will arrange Get into Golf Taster sessions/Open Days in Spring 2022 for women and girls followed by a programme of lessons.<br><br>We have organised a professional filming day to showcase women & girls' golf at the Club. Our website & social media channels will give greater weight to women & girls' golf in future. | 7 of the current love. golf group have committed to the Club's love. golf (Academy) membership for 1 year. 1 has joined the Channel course. In addition, 1 beginner taking private lessons with Nicola has become a Channel course member. Another beginner taking lessons with our trainee PGA Pro has joined the Channel.<br><br>We will publish & promote events planned in the Spring/Summer 2022 with a target of 4-6 potential new golfers.<br><br>We will consider approaching Women & Golf to co-host our Taster days & Open days.<br><br>We aim to sign up at least 50% of those attending Taster Days onto the coaching programme and pathway to Club membership, converting at least two thirds to Channel course membership within 12 months. |

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| 2 | Promote a membership pathway, for women/girls to progress within the club. | B&BGC currently has 575 playing members on the Championship course & 98 on the Channel course.<br>On the Championship course there are 67 women & 17 girls (15%)<br>On the 9-hole Channel course there are 30 women & 14 girls (45%)<br><br>We have ability-based tees on our Championship Course instead of the traditional gender-based tees.<br><br>We run mixed competitions on both courses.<br><br>Women have equal access to tee times at peak times.<br><br>We have recently introduced a Ladies 'Academy' membership – Burnham & Berrow Love.golf Membership.<br><br>We do not currently operate a formal buddy scheme but do provide informal buddy support at the Play & Explore sessions for the love.golfers on Sunday afternoons (under Nicola Stroud's direction).<br><br>Whilst on paper the Club's Junior section appears strong with a membership of 97, many of these are away members or Channel course beginners and as such are not available for Club matches. Participation by juniors in Club competitions is poor. Few juniors compete in Junior events run by the Somerset Golf Union.<br><br>In 2018 the Club signed up to a Junior Golf Improvement Programme (JGIP). This provided new structured coaching, led by a local PGA Professional, Shane Kaye, under the banner of the Burnham & Berrow Golf | Develop the Club's (Academy) Love.golf membership to bring in new players and to support them to develop their golf. There will be a programme of lessons for Beginners/Improvers & the opportunity to play regularly on the Channel Course.<br><br>We will provide a mentor/buddy to guide new golfers. We will provide education through fun activities on the rules & etiquette of golf. We will provide a friendly & welcoming environment to promote women's/girls' golf.<br>We will promote the Club's (Academy) Love.golf membership through social media, the Club website & the local press.<br><br>We will monitor the success of the Love.golf membership on an ongoing basis, reporting back to the Board & the WIG Committee<br><br>We will reinstate the Junior Golf Improvement Programme with funding from the Club, County & parents of those selected.<br><br>We will consider making improvements to the Junior set-up at the Club to make Juniors a higher priority for the Club & to give them the support they deserve.<br><br>Ideas under consideration – junior ladder, parents/grandparents support group, better integration of juniors within the Club, greater use of social media to promote junior golf, better communication with juniors generally.<br><br>We will run a family Taster Day to attract more juniors to the Club. | Introduction of the Club's Love.golf membership – Spring 2021.<br><br>The love.golfers have already taken part in the Club's 9 and Dine golf & social evening. They loved it.<br><br>Target to have 10 beginners signed up to the Club's love.golf membership annually & to convert at least 50% to Channel Course membership within 2 years.<br><br>Each new player to have at least 1 mentor/buddy from the ladies' section.<br><br>Aim to increase women's membership by 10 each year.<br><br>Progress will be monitored by tracking recruitment and retention in terms of: numbers of members joining/leaving & taking note of reasons for joining/leaving. We will note % membership of women & girls compared to the total playing membership on each course.<br><br>Membership numbers to be reviewed and recorded annually & monitored at each Board/WIG Committee meeting<br><br>We aim to increase Junior numbers annually through the JGIP. We want to improve the Club's standing in the Junior County League South Division & become contenders for the annual County Junior Team Championship.<br><br>We would like to see much greater participation by our Juniors in all Club events & County events |

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| | | Academy. The programme was funded by the Club & parents of the juniors participating with a financial contribution from the Somerset Golf Union. The Programme worked very well in the first year. Covid-19 struck in 2020 & early 2021 & everything has been on hold. It is hoped to restart the Programme as soon as possible.<br><br>Shane Kaye currently has 30 juniors in his weekly coaching groups, 7 of the 30 are girls. Those selected for the JGIP will be chosen from Shane's juniors. It is hoped that those chosen will include several girls.<br><br>The Club has a Junior Organiser who reports to the Club's Captains' Committee. The JO runs the Junior league matches & weekly evening roll-ups during the summer months.<br>The JO liaises with Shane Kaye re the JGIP & with Nicola Stroud re junior golf generally.<br><br>Juniors are a low priority for the Club at present. This needs to change. | | |
| 3 | Have designated Mentors/Buddies within the club who can assist and support new participants and members. | The Club does not currently operate a formal Buddy scheme. We intend to put one in place to support the women and girls going through the pathway at the Club | We will put in place a Mentor/Buddy scheme to work alongside the recruitment initiatives. We will encourage our Mentors/Buddies to undertake initial training using the England Golf online support.<br><br>We hope to run a Club Buddy Workshop at the Club. We are aware that the Workshop could take place online via Teams. | We aim to have at least 10 Mentors/Buddies recruited & trained by Spring 2022 |

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| 4 | To achieve 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. | The Burnham & Berrow Golf Club Board comprises 5 elected Directors (all male) the Club Captain (male) & the Ladies Captain.<br><br>One of the Club's Vice Presidents is female<br><br>We have a female Managing Secretary | We will encourage women to stand for the Board. We will implement specific role descriptors for each position that are not gender specific. We will complete a skills matrix to cover gaps in current skill sets. We will promote the need for women to stand for election at the AGM in Club newsletters and impact they can achieve by sharing roles and responsibilities.<br><br>The Women in Golf Charter will be an item on the Board Agenda each month | We hope to achieve 1 elected female Board member at the AGM in Dec 2021, and a further female Board member at the AGM in Dec 2022 |
| 5 | To maintain our status as a SafeGolf accredited Club and ensure policies and procedures remain up to date. | a. Adopted the required Club policies.<br>b. Appointed a Club Welfare Officer<br>c. DBS checks are obtained for relevant Club personnel<br>d. Club staff and volunteers have obtained any required qualifications<br>e. PGA Professional(s) are included on PGA SafeGolf Coaches Register | The management team at the Club has approved all the policies and procedures.<br>All documentation is up to date and has been shared with our local England Golf Club Support Officer<br>Safe Golf certificate dated 7th April 2021.<br>Our annual review date is 7th April | 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.<br>This is already actioned by the Managing Secretary. |
| 6 | 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 England Golf moving forward | To provide annual measures to help determine the impact 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 |