

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

Stonelees Golf Centre calls 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 Stonelees Golf Centre 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 Stonelees Golf Centre, 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 management level with Stonelees Golf Centre.
- 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 Stonelees Golf Centre Plan to achieve this

- Deliver initiatives each year to target women/girls & families that are aligned with key England Golf campaigns
- Formally promote inclusion to the wider community via the club website, social media accounts and mass emails
- Promote a membership pathway, for women/girls and families to progress within the club
- Ensure women are represented at all levels of the Golf Centre
- Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Stonelees Golf Centre:

Club Manager/Secretary: Suzannah Chapman
Date: 24.03.2024

Signed: 

Charter Champion: Gary Bason
Date: 24.03.2024

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	Deliver initiatives each year to target women/girls & families that are aligned with key England Golf campaigns	<p>Women's Golf and Girls Golf coaching courses or drop in coaching sessions available.</p> <p>Monthly 'Putting & Prosecco' drop in fun sessions through the Summer</p> <p>Junior organiser focus on encouraging and retaining girls in the club</p>	<p>Via our PGA Professionals who set aside specific days and times to commit to women/girls golf coaching. All session times are promoted via our mass emails, internal posters, our social media channels and via our website.</p> <p>Our junior organiser makes sure girls are made to feel welcome to junior sessions, they are teamed with other girls and we have older girls in the club to act as mentors. There is a focus on including imagery of girls in all marketing for the junior club.</p>	<p>PGA Professionals to report back to Stonelees annually numbers of participants. We aim to go from 35 women and girls in coaching to 45 women and girls by October 2022.</p> <p>2024 update – coaching target met. New target – additional 2 women in coaching by October 2024.</p>
2	Formally promote inclusion to the wider community	Inclusive golf currently promoted via social media and website.	Stonelees will make sure the wording and images they use on the website, mass emails, social media channels and internal posters also represent female golfers. Stonelees will regularly liaise with the Women's Golf section for their feedback via email and informal meetings.	<p>Women's Golf section to feedback on an adhoc basis.</p> <p>This is currently being done and will continue to be done so now that it is habit.</p>
3	Promote a membership pathway for women/girls	No specific pathway set up	Pathway to be set up which makes sure female members are aware of female only coaching opportunities and that female coaching participants are aware of all membership options. This will be communicated by our buddy system with the Women's members club and by Stonelees directly sending out information to female members and females in coaching.	<p>To be set up by October 2022. We aim to go from 35 female members across all categories to 40, and 35 women and girls in coaching to 45.</p> <p>2024 update – 46 female members across all categories. Target to increase to 48 for Oct 2024.</p>
4	Ensure women are represented at all levels of the Golf Centre	Management is made up of 50% women. Currently there are no female greenstaff or golf professionals any more.	When opportunities arise, SGC will make sure positive action is taken to help encourage females to apply for roles, this will be by explicitly stating that the role is open to both males and females and that we are equal opportunity employers.	<p>To be reviewed as job opportunities arise.</p> <p>2024 update - ongoing</p>
5	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.	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.	<p>Stonelees will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release.</p> <p>Stonelees will formally share progress and updates/changes to the charter with England Golf moving forward.</p>	The charter Champion will provide England Golf with annual female membership and coaching numbers to help determine the impact of the charter.