

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Bingley St Ives 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 Bingley St Ives 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 Bingley St Ives 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 Bingley St Ives 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 Bingley St Ives Golf Club plan to achieve this

1. To increase the number of junior girls and young women who play golf at our club.
2. To improve the coaching facilities at BSI for all our members.
3. To create a safe way for golfers to play just 5 holes and return safely to the clubhouse.
4. To create a new Family membership category with a view to encouraging more families to enjoy our facilities.
5. We will become a Safe Golf accredited club to 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 Bingley St Ives Golf Club:

Club Manager Adrian Weaver
Date: 26th February 2021

Charter Champion: Lisa Foster
Date: 26th February 2021

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	<p>To increase the number of junior girls and young women who play golf at our club.</p>	<p>We currently have 81 women members spread as follows :- 2day – 14 6 day - 36 5 day - 4 4 day intro – 8 6 day senior – 12 5 day senior – 2 7 day senior – 1 In addition we currently have one female junior and one female student member.</p> <p>Generally membership is by application. We offer a 4 day introductory membership allowing play on any four days Sunday after 1pm - Friday giving a maximum of 15 months for £500. This has proved a valuable part of our pathway to golf.</p>	<p>We will reach out to our local community schools to encourage more participation. We will initiate a local social media campaign to encourage younger women to try golf. (We will link with Modest Golf's marketing programme).</p> <p>We propose to host taster events for juniors and their families</p> <p>The opportunity to come and give golf a try with all equipment and tuition provided. Perhaps offer a light lunch to give participants the opportunity to talk to existing members and ask questions.</p> <p>We would use social media alongside advertising on our own website, flyers to local schools and on-site advertising which would be highly visible to the public using the wider St Ives Estate and its facilities.</p>	<p>By October 2021 (subject to National and England Golf Covid-19 guidelines) we will host an U'30's women and junior girls coaching weekend at BSI.</p> <p>Our previous campaigns have been very positive and have seen approximately 40 new ladies recruited over the last 5 years. Given the age profile of our membership a target of 20 by 2025 would be realistic.</p>
2	<p>To improve the coaching facilities at BSI for all our members.</p>	<p>Our short game practice area is lacking, we have no coaching bays on our range area. Our short game practice area is basic and inadequate for the size of our membership. We have a single bunker and a small putting/chipping area and it is in need of improvement. We have a large practice field which does allow for full shots but we have nowhere which is not open to the elements.</p>	<p>We will work with our Course Manager and his team to design a new facility and present the plans for approval to our board by September 2021. This will include covered driving range/tuition facilities allowing our Professionals to teach in bad weather as well as good. Also we would like to create a further area in a pitch and putt style to have a dual use as practice area but also for fun family events. It will also enable us to create an Academy system at the club.</p> <p>We have been fortunate to receive a legacy from a recently deceased former lady captain. Our proposal will utilise a part of that legacy and will be named after her in honour of her legacy</p> <p>Given the source of the legacy we have already consulted with the Ladies Section in advance of a wider communication to the membership. The plan will need board approval and if approved would be publicised using email/newsletter/website and by posting the plans on the notice board in the clubhouse</p> <p>This proposal will benefit all members of the club but will be a great asset to enable us to engage with the wider community as part of our plan to recruit more ladies and juniors</p>	<p>By February 2022, we want to have constructed a new coaching bay facility and a new short-game practice area for beginners.</p>

3	<p>To create a safe way for golfers to play just 5 holes and return to the clubhouse without having to walk against the flow of the course.</p>	<p>Our course does not enable players to play 5 holes quickly and leave the course in a safe manner.</p> <p>The course is formed of a single loop layout which presently does not easily lend itself to playing just a few holes. By creating a path from the back of the 5th green through the field members old and new would be able to play the first 5 holes and return safely to the clubhouse by a route which is completely off the course. Older members would benefit and new members who are just starting would be able to go out onto the course undaunted. It would also provide a short course for use in evening social events.</p>	<p>We will work with our Course Manager to secure permission from our board to construct a new pathway from the rear of the 5th green to the main pathway to our car park.</p> <p>We have funds available and a willing team of volunteers to put it in place. Members would be advised by email and newsletter as well as displaying plans on the notice board. Because the work is off the main course no disruption, other than transport of necessary material to the site is anticipated. Members would be advised when the work was planned to take place so they would be aware it was in progress.</p>	<p>By December 2021 we would want this work to be finished. For the reasons mentioned earlier there should be no reason not to achieve this important objective.</p>
4	<p>To create a new Family membership category with a view to encouraging more families to enjoy our facilities.</p>	<p>We do not have a family membership category to cater for a number of members with family connections:-</p> <p>Husband/Wife Parent/Child Grandparent/Grandchild</p> <p>The demand will reveal itself from the family events proposed. Participants would be canvassed about the attraction of family membership. No details have yet been decided but it is likely to offer a discounted package aggregated by the number of members joining in the one family membership. eg. Father joins and Mum gets a discount and each child who joins is discounted</p>	<p>We committed to a full review of our membership categories following our member survey in 2020. We will work with our finance and membership team to ensure this new category is presented for board approval in time for the 2022 subscription renewal window.</p> <p>Once that review has been carried out the proposals will be communicated to the members in the usual ways to seek their comments/views We will use our website, social media and poster advertising on site.</p> <p>Success will be measured in terms of how many families take up the offer initially and how many are retained thereafter.</p>	<p>We want to achieve this by February 2022 and will ensure a submission to our club board by September 2021.</p> <p>Five families would be great target and to retain all of them would be an achievement but an 80% retention would justify the category.</p>
5	<p>We will become a Safe Golf accredited club to ensure policies and procedures remain up to date.</p>	<p>We have just one member with the appropriate certificates.</p> <p>Our PGA Coaches are renewing their certificates via the PGA</p> <p>The Club had a Child Protection Policy in place which was in need of updating. The Club is in the process of adopting new up to date policies covering both children and adults.</p>	<p>We have nominated those of our members who need to have the appropriate certification and have submitted their applications.</p> <p>We will have the necessary policies formally approved and adopted by the board following which we will communicate with our members in the usual way as well as displaying the new policies on our website and on the notice board. All members will have their attention drawn to the need be aware of their personal responsibilities under the policies.</p>	<p>We will achieve this by 31st March 2021 latest. Applications are currently being processed.</p> <p>We will include this item on the agenda of each monthly board meeting.</p>

6	<p>Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter</p>	<p>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>	<p>Formally share progress and updates/ changes to the charter with England Golf moving forward</p>	<p>To provide annual measures to help determine the impact of the charter By 31st March 2021 we will have publicised our 6 commitments and will issue our next report by 1/8/21</p>
		<p>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.</p>	<p>The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release</p>	<p>The charter Champion to provide England Golf with an annual report on progress on commitments made</p>