



The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Thonock Park 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 at Thonock Park 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 Thonock Park, 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 Thonock Park
- 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 Thonock Park plan to achieve this

1. Deliver two love.golf initiatives annually targeting women/girls that are aligned with key England Golf campaigns, these days shall be run on 1st June which is national women's day.
2. Formally promote inclusion to the wider community via, social media accounts and local community groups
3. Consider alternative membership pathways, 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. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Thonock Park:

Club Manager/Secretary/ Chairman:
Date: 22/9/21

Signed: BEN HATCH

Charter Champion: Abby Sweetman
Date:
22/9/21

Signed: A.D. Sweetman Bsc

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	Deliver two love.golf initiatives annually targeting women/girls that are aligned with key England Golf campaigns	No sessions provided currently although we have a love.golf coach available	Through the support of our charter champion greater emphasis and effort shall be put in the advertising and delivery of these sessions. These sessions will be part of national women's day on 1 st June 2021. We will use local community social media groups to expand and reach women from all backgrounds.	10+ ladies each love.golf session and then progressing 25% of these into paying projects. We could have up to six of these projects over the year.
2	Formally promote inclusion to the wider community via, social media accounts and local community groups	We have a presence on Facebook with 3.5K, Twitter we have 1K followers and on Instagram we have 1K followers. We post across all three platforms.	Further increase presence of social media platforms but also look to post in local community groups but social and person lead groups.	Look to recruit 10+ women to each Love.Golf free taster session. Will review effectiveness of offer placed in each community group and social media platform to determine where most interest was generated from.
3	Consider alternative membership pathways, for women/girls and families to progress within the club	Currently we have 77 women and 10 junior girls in our membership. Only standard membership is offered currently.	As part of our annual renewals a membership survey is included to gain valuable feedback from our membership. We will continue to observe the interest levels within these new projects and review their impacts to determine whether an alternative pathway needs to be considered. This will be completed annually.	Ensure the annual membership review is acted upon and results shared with membership.
4	Have designated Champions/Mentors within the club who can assist and support new participants and members	No designated champions/mentor but have a team of professionals promoting participation and membership for both males & females.	Approach the ladies' section to see if any would be interested in becoming buddies to support the delivery of projects. To signpost to buddy e-learning workshop through and England Golf. With those buddies to put in place a role descriptor so everyone is clear on roles and responsibilities they are committing to.	Look to recruit 2/3 buddies from the ladies section to support projects to coincide with the delivery of women and girls projects.
5	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	The charter Champion to provide England Golf with an annual report on progress on commitments made
		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	



WOMEN IN GOLF CHARTER

This is to certify that

is a registered signatory of the Women in Golf Charter.

By working towards its Charter Commitments,
this signatory is contributing towards creating a positive
change in golf, one which will create a more inclusive culture
that encourages more women and girls to thrive in the game.

Signed by:

A handwritten signature in dark blue ink, appearing to read "M. Slumbers".

Martin Slumbers
Chief Executive, The R&A

Signed by:

A handwritten signature in dark blue ink, appearing to read "J. Tomlinson".

Jeremy Tomlinson
Chief Executive Officer, England Golf

SUPPORTED BY



**ENGLAND
GOLF**