

A commitment to a more inclusive culture within golf

We, Colne 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 Colne 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 Colne 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 board level with Colne 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 Colne 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
- 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 Colne Golf Club:

Club Secretary:
Date:

Signed:

Charter Champion:

Signed:



Date:



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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	To achieve and maintain 30% female representation on Management Group	Of the 7 members of the Management Group, 2 are female. Of the four elected Board members, one is female. She is also Chair of the Golf Committee. The rest of the Board is made up of officers that oversee the different areas of the Club. The other lady represents the Ladies section.	By continuing to maintain the Club policy of openness of management where all members of the Club, regardless of gender, have input into how the Club is run. Apart from the four Board members each role in the management structure has specific roles that are gender neutral (apart from the Ladies section) and this practice will continue.	As the female Board member has 3 more years of her tenure still to run this will take it through to January 2024. The representative of the Ladies section is written into the Club's constitution so will run indefinitely.
2	Deliver a minimum of 4 initiatives each year targeting female participation	<p>1. Trialled free coaching sessions for females in 2019 (Impossible in 2020)</p> <p>2. Arranged golfer/non-golfer competitions aimed at male members to bring their female partners to the Club and to become involved. Again, impossible in 2020.</p> <p>3. Paid advertising on Facebook and Instagram started in December 2020, initially to attract new members.</p> <p>4. Introduced 3 months taster membership. At present, we have 34 female playing members, making up 10% of the playing membership. The average age of female members is 68.7.</p>	<p>1. 6 "Try golf for free" sessions, for females, provisionally booked for March 2021. Services of a local Golf professional booked. These sessions are aimed at females new to the game and will cover as many aspects as the Professional deems suitable. To be advertised on social media and local press. Budget already put aside to cover costs.</p> <p>2. Book dates in the Golf Calendar (current circumstances prevent exact dates being published) for 3 such events and arrange advertising through emails to members and spaces reserved on internal tee booking sheets</p> <p>3. Targeted advertising on Facebook and Instagram to go live during February/March aimed at females and the enjoyment of the game. Fresh air, exercise and fun!</p> <p>4. Continue with offer of 3 months taster membership linked in with advertising campaign detailed above. To provide substantial discount on conversion to full membership. Initial taster fee to be deducted plus a further 25% discount</p>	<p>1. To have at least 10 females taking part. Names and contact details to be collected on arrival to enable follow up to occur. Contact to be made with each attendee within 3 days of session to gauge success. Of those taking part we aim to gain 5 new members.</p> <p>2. Record of who attended from booking sheet. The target would be to have 2 members join fully or take up taster membership</p> <p>3. Success to be judged by those attending (1) above.</p> <p>4. Our aim is to attract 5 females to taster membership and of these, at least 3 converting to full membership. We aim to keep 100% of those that take up membership the following year.</p>

<p>3</p>	<p>Promote Colne Golf Club as an integral and inclusive facility in the community.</p>	<p>Colne, along with Nelson, Brierfield and Barnoldswick make up Pendle. The population is around 90,000. The area is a mixture of semi rural and townships. Some areas of Nelson and Brierfield have a very high ethnic minority population and figure highly in the Government's list of socially deprived areas. The area boasts 4 Golf Clubs. 2 of them, Colne and Ghyll are 9-hole, members clubs one, Marsden Park is municipal and 1, Nelson is a private 18-hole members club.</p>	<p>1 The advertising campaign above will sell the facilities the Club has to offer to the community. In that it is a small, friendly Club that makes new members feel welcomed. Again, the campaign will be heavily targeted to the female population 2. The Stewardess (employed by us) and her husband (self-employed), the Caterer run a very successful advertising campaign on social media – or did, until the Pandemic – extolling the Club as a place to meet up and socialise. They have agreed to combine their efforts with that of the Club to encourage more females to visit. The Club also offers free use of the Club for outside functions. By attracting people to visit the Club and see what it has to offer it will attract more people to join. Females will see that we provide a safe and secure environment. The Club FaceBook page, together with the Stewardess's one will both increase the posts by and for females</p>	<p>The target for membership is detailed above. The Stewardess will keep a record of bookings, both for meals and outside functions. The aim is to gain at least a 30% increase in use. The number of 'hits' to be over 100 on FaceBook posts.</p>
<p>4</p>	<p>Have designated Mentors within the Club to support new members</p>	<p>Three female members have already agreed to act as mentors/buddies to new female members. This number will be increased as need arises. Lady Champion already in position.</p>	<p>Mentors in place. Recruit more mentors by communicating through established routes. Have a structured induction process in place that will inform and welcome new members. This to be drawn up by the Lady Champion New members will be invited to meet with mentors and other Club officials at an informal get-together to be held within a month of them joining. Lady champion to support mentors and advise where necessary</p>	<p>New member retention to be at 100% for the next year. Recruit at least 4 new mentors. Mentor policy/guide to be in place by end of February 2021. Each mentor to be responsible for no more than 4 new members</p>
<p>5</p>	<p>Impact measures</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</p>



<p>6</p>	<p>Promotion of the charter</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>
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