

The R&A Women in Golf Charter

Hunley Hotel and 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 Hunley Hotel and 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 Hunley Hotel and 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 Hunley Hotel and 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 Hunley Hotel and Golf Club plan to achieve this

1. Deliver two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns.
2. Promote a membership pathway, for women/girls and families to progress within the club
3. Have designated Champions/Mentors within the club who can assist and support new participants and members.
4. To maintain female representation on our membership assistant panel.
5. To maintain Hunley Hotel and Golf Club as a SafeGolf accreditation 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 Hunley Hotel and Golf Club:

Club Manager/Secretary/Chairman: James Hare
Date: 21/07/2021

Signed: *James Hare*

Charter Champion: Eileen Lockerbie
Date: 21/07/2021

Signed: *Eileen Lockerbie*

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 a minimum number of two initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns.	<p>Hunley Hotel and Golf Club currently operates a number of Ladies Get into Golf taster and coaching sessions. In order to target as many ladies as possible these sessions operate both during the week and on a weekend.</p> <p>Hunley Hotel and Golf Club also offers a fantastic Junior Academy. The Academy currently has 56 members, 4 of which are junior girls. Our Head Teaching Professional is planning to increase junior girl participation by offering and promoting structured junior girl taster and coaching sessions.</p>	<p>Continue to hold ladies golf taster sessions and Get into Golf coaching sessions and promote these through the Hunley Golf Club website, Hunley Facebook page and through internal member communications.</p> <p>Junior Girl taster sessions to be organised and advertised through the Hunley Golf Club website, Hunley Facebook page and through internal member communications.</p> <p>Following completion of the junior girl taster sessions our Head Teaching Professional will promote his structured girls only group coaching sessions. These sessions will form part of our existing Junior Academy</p>	<p>Ladies taster and Get into Golf coaching sessions to be ongoing throughout the year.</p> <p>Organise junior girl taster sessions within the next 6 weeks.</p> <p>Increase junior girl participation within the academy from 4 to 10 by the end of the year.</p>
2	Promote a membership pathway, for women/girls and families to progress within the club.	<p>Hunley Hotel and Golf Club has a range of memberships available.</p> <p>Hunley Hotel and Golf Club also offers our Get into Golf participants the opportunity to join the club on an exclusive 3 month trial membership. This membership gives the ladies access to our 9 hole course 7 days a week. It also includes a number of individual and group lessons. In order to be eligible for this membership, ladies must complete our 5 week coaching course.</p> <p>New lady members are actively encouraged to play with our existing lady members in their 9 hole fun competitions on a Friday morning.</p>	<p>Continue to offer ladies golf taster sessions and Get into Golf coaching sessions. Upon completion of the Get into Golf coaching sessions, actively promote our exclusive 3 month trial membership. This membership is to include ongoing support from our team of professionals.</p> <p>Following completion of the 3 month trial membership, promote our existing membership options, i.e. Academy, Flexi, Full.</p> <p>At each stage continue to offer ongoing support through the use of mentors and regular group coaching sessions.</p>	<p>Taster sessions and Get into Golf coaching sessions to be ongoing throughout the year.</p> <p>The 3 month trial membership is to be offered to all participants at the end of the Get into Golf coaching sessions.</p> <p>Our target is to achieve a 75% conversion rate to the 3 month trial membership following completion of the Get into Golf coaching sessions,</p> <p>Achieve a 50% conversion rate to an existing membership option following completion of the 3 month trial membership,</p>

3	Have designated Champions/Mentors within the club who can assist and support new participants and members	Our club is currently looking to introduce a mentor programme to work alongside our existing recruitment initiatives and membership pathway.	The club will look to recruit mentors by displaying posters and information around the club and within internal member communications. The club will also look to speak to the Lady Captain and members of the Assistants Panel with a view to helping inform the lady membership of how a mentor programme can help increase female participation at the club.	The club hopes to recruit a minimum of 6 mentors within the next 4 weeks. Role descriptions and guidance will be provided along with ongoing support. This will be provided to the mentors through the various workshops.
4	To maintain female representation on our membership assistant panel.	As a proprietary owned golf club we do not operate with a committee or board. Instead, we have a number of volunteers who act as our Membership Assistants Panel. The role of this panel is to assist the management team with the day to day operations of the golf club. We currently have 2 ladies on this panel.	Continue to operate with a minimum of 2 female members on the Assistants Panel.	Role descriptors to be introduced for all members of the Assistants Panel by August 2021.
5	To maintain SafeGolf accreditation and ensure policies and procedures remain up to date.	Hunley Golf Club has Adopted the required club policies and appointed a Club Welfare Officer. All the necessary DBS checks and qualifications have been obtained for club staff and volunteers. PGA Professional(s) are included on PGA SafeGolf Coaches Register.	The Director of Golf has approved all the policies and procedures. All documentation is up to date and has been shared with our local England Golf Club Support Officer. Our annual review date is 21/03/2022.	Keep a register of when the key policies and documentation needs to be updated and when key members of staff and volunteers need to undertake relevant training.
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. To appoint a charter champion utilising the role description provided.	Formally share progress and updates/changes to the charter with England Golf moving forward. The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release.	To provide annual measures to help determine the impact of the charter. The charter Champion to provide England Golf with an annual report on progress on commitments made.