

The Chelmsford Golf Club Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Chelmsford 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.
- Chelmsford Golf Club 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 Chelmsford 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 Chelmsford 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 Chelmsford 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 Chelmsford Golf Club plan to achieve this:

1. Bring New to Golf players through to membership in 12 months or 24 months maximum.
2. Recruitment initiatives targeting women and girls.
3. Promote greater diversity across all officers of the club. Aim for at least 30% male & 30% female representation on the Board and Sub-Committees.
4. Increase the percentage of women/girls in club imagery on the website and social media.
5. Adjust the Competition Schedule to allow greater participation across weekdays and weekends.
6. Continue to promote participation in county/national women and girls' competitions.
7. Achieve greater participation in mixed competitions.
8. To meet England Golf's terms of affiliation.
9. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter.

Signed on Behalf of Chelmsford Golf Club:

Club Manager: AR Gilmore

Date: 1st October 2024

Charter Champion: KA Samways

Date: 1st October 2024

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	Membership - Bring New to Golf players through to membership in 12 months or 24 months maximum	Closed existing Starter Scheme Current split between male & female playing membership is 80/20 – with the female total being 146	New to Golf Academy now in place run by the Office. The Policy and number of entrants to be reviewed annually.	Introduce at least 10 new women/girls into the programme – 3 through to membership by March 2025
2	Membership - Recruitment initiatives targeting women and girls	Badgers Scheme at Little Channels brings in juniors – no initiative in place to recruit women Current junior membership is 90 and the split is 68 male & 22 female.	Advertising internally and externally for New to Golf women and girls in Facebook, local press, local sports initiatives Approach members and cadets inviting women and juniors (aged 7-17) to a taster session.	Bring in 10 women/girls into the programme – YE 2024 Run a Women in Golf event for new women members who joined this year – Oct 24 Taster Sessions for women and Juniors – August/September 2024
3	Representation - Promote greater diversity across all officers of the Club and aim for at least 30% female and 30% male representation on the Board and Sub – Committees	Each Role Profile is currently on the Website Board currently 83.5 % male & 16.5% female Sub-Committees overall currently 70% male & 30% female	Create and maintain a Nominations Pool to ensure appropriate knowledge is incorporated into each Committee	Encourage younger members to apply for positions on the Board & Sub-Committees and have a minimum of 2 female and 2 male officers on each of the Sub-Committees -SGM 2025
4	Representation - Increase the percentage of women and girls in the club imagery on the Website, Instagram & Social Media	Club Website currently has limited female imagery, no official Facebook site and no Instagram site.	Update the Website to show more image diversity and appoint a Social Media Officer.	1 in 4 images to include women, girls and/or families. YE 24
5	Competition – Adjust the Competition Schedule to allow greater participation across weekdays and weekends	Women’s main competition day is Tuesday and Men’s is Saturday.	Share women’s competitions (particularly Board Competitions) across weekdays and weekends when possible.	Tuesday is still the main Competition Day with the alternate Competition Day being weekends.

6	Competition - Continue to promote participation in County/National Women and Girls competitions.	It is up to individuals to know when to apply for these Competitions.	In advance and after each event - Posters in the Clubhouse, Lady Captains Newsletter, Club Newsletter and Clubhouse TV and follow up reports	Continue to promote participation in County/National Women and Girls competitions. (mixed events EG Ping 4BBB)
7	Achieve greater participation in mixed competitions.	Mixed Competitions are on Bank Holiday Monday and a few others throughout the year. Some women and men do not have a partner to enter these Competitions	Offer more Mixed Competitions and encourage members to enter. Trial mixed swindles to facilitate more mixed pairs to enter.	Approach current men's swindles to engage in mixed swindles on a more regular basis. Jul 24 A mixed competition is planned – Autumn 24
8	To meet England Golf's terms of affiliation.	<ul style="list-style-type: none"> a. To retain the SafeGolf accreditation b. To ensure the club has a suitable ED&I policy c. To ensure the club has suitable Disciplinary procedures in place 	<p>The management team at the club has approved all the policies and procedures and communicate them with the membership and displayed on the club website.</p> <p>All documentation is up to date and will be shared annually with your local England Golf Club Support Officer.</p>	<p>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.</p> <p>We expect to complete by Autumn 2024</p>
9	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	To provide annual measures to help determine the impact of the charter