

## Manchester Golf Club The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Manchester 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 Manchester GC 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 Manchester GC, 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 Manchester GC
- 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 Manchester GC Plan to achieve this**

- To achieve SafeGolf accreditation.
- 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
- Promote a membership pathway, for women/girls and families to progress within the club
- 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
- Develop the playing of mixed golf
- Create a pathway for girls and ladies to develop golf skills and participation
- Create a new Women in Golf Committee to co-ordinate and promote all relevant activities
- Encourage ladies to join groups/committees supporting club wide activities.
- Assess impact measures

### **Signed on Behalf of Manchester GC:**

Treasurer: David Ratcliffe  
Date: 18<sup>th</sup> December 2020

Charter Champion: Kath Broderick  
Date: 18<sup>th</sup> December 2020

These objectives will be embedded into the Manchester Golf 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 Safe Golf accreditation.	MGC is already well down the path of achieving SafeGolf accreditation. MGC has been working closely with Helen Searle.	There is a working group of members focused on achieving SafeGolf accreditation. The new MGC General Manager has been given a personal goal of achieving SafeGolf accreditation.	The firm aim is to achieve SafeGolf accreditation on or before 31 <sup>st</sup> March 2021.
2	To achieve and maintain 30% female representation on our Board of Directors (Council) by actively promoting these positions linked to appropriate role descriptions that are not gender specific	There is 1 female on the current Council alongside 8 males. All 9 Council members can vote. All Council members have a role description, e.g., Chair of XXX. New Council/Board members first require a Proposer and a Seconder, and then the members vote at the AGM. If necessary, Council can co-opt new Council members for specific purposes. Council members serve for 3 years. Council positions are subject to election on a staggered basis, e.g., approx. 3 positions per year.	Females will be positively encouraged to volunteer when vacancies arise and when positions are open to new candidates via the 3-year rotation process. In addition, new relevant positions may be created. MGC will implement role descriptions. MGC will complete a skills matrix to assess gaps in the skill/knowledge base. MGC will implement a group to search for and identify potential new Council members.	The target is to achieve 30% female representation on Council by the end of 2023. This target date allows a full cycle of 3-year rotations to occur.
3	To deliver a minimum of 4 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns	There are currently no initiatives targeting women/girls and families.	The Charter Champion, supported by the Women in Golf Committee, will select the initiatives, and take actions to progress the initiatives. MGC will run Taster Days and Open Days. MGC will apply to the Girls Golf Rocks scheme.	The target is to deliver all the initiatives in this Charter Commitment by the end of 2023. Other initiatives will be added in response to changing circumstances or new ideas.
4	Formally promote inclusion to the wider community via the club website, social	There is currently no directed contact with the wider community. In early 2020 MGC made good contact with the local school (Cardinal Langley), but	MGC has all the necessary social media infrastructure to contact the wider community. The Marketing Committee will include contact with the wider community in their marketing strategy.	The target is to have a local school actively involved with MGC by July 2021.

	media accounts and local community groups	COVID challenges have prevented the initiative from progressing.	The MGC website is currently being updated, and the opportunity will be used to improve links to the local community. MGC will renew contacts with Cardinal Langley school, and a wider schools group via Rochdale MBC.	The Club website with improved community links will be live by April 2021. The MGC General Manager will monitor and report upon the MGC contacts with the wider community.
5	Promote a membership pathway for women/girls and families to progress within the club.	Current subscription categories do not promote or support women in golf. There is a current pathway through Junior, Intermediate, and Full membership but it is not effective. There is a current "Foundation" member category but it is not well subscribed. There are currently 58 female members. The 58 female members includes: <ul style="list-style-type: none"> <li>• 7 7-day members</li> <li>• 39 6-day members</li> <li>• 5 5-day members</li> <li>• 1 Foundation member</li> <li>• 6 Junior members</li> </ul>	Marketing Committee and Finance Committee, working with the MGC General Manager, to review current membership categories in respect of the women in golf commitments. Success will be measured by increasing membership numbers in all categories. Full capacity at MGC for female members is approximately 120 members across all categories. The new pathway will start with entry via Academy/Foundation level, with progression towards full playing member. The shorter Gold course will be utilised. Changes to Ladies tees are being considered to attract a wider range of playing abilities. Family membership will be a part of the initiative.	MGC is developing categories of membership that positively encourage participation by girls/ladies, e.g., discounted Academy membership for girls. MGC aims to attract an additional 30 female members by the end of 2021. The aim is that approximately half of the new members will be Junior or Intermediate members.
6	Have designated Champions/Mentors within the Club who can assist support new participants and members.	There are currently no designated Champions/Mentors within the Club who can assist and support new participants and members. At present new participants and members look towards friends or peers for assistance and support.	The Charter Champion, supported by the Women in Golf Committee, will ensure that all new participants and members are proactively contacted. A welcome pack will be provided. New members will be invited to meet the "Team" sessions.	The target is to contact 100% of all new participants and members. The target is to have a process in place by April 2022. The target is to have 2 Champions/Mentors in place by April 2021. And 3 Champions/Mentors by April 2022.
7	Appoint a designated Charter Champion within the Club who can assist with the promotion and reporting of the Charter.	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	The Charter Champion has been appointed. The Charter Champion will provide England Golf with an annual report on the progress on commitments made

8	Develop the playing of mixed golf.	Limited participation in mixed golf at MGC. There are typically 3 mixed competitions each year. Approximately 30 members engage with the mixed competitions. These events have previously been promoted via notice boards and the website.	Development and promotion of competitive and social mixed golf activities. Review of the club calendar, in particular club activities on Sundays. The new events will be more actively promoted via internal e-mails to members and the use of Club V1. The impact of the initiative will be reviewed in the Autumn of 2021. We will be particularly focusing on the use of the golf course on Sundays, and the type of members playing on Sundays.	Discussed at Council meetings and "Calendar" meeting. New events incorporated into the Calendar. The target is to hold a monthly Club mixed competition, and to increase participation by approximately 50% by the end of 2021.
9	Create a pathway for girls and ladies to develop golf skills and participation.	Lessons and coaching offered in isolation to other Club activities. The Club Professional offers lessons to all members. MGC has recruited and retained approximately 5 female members via this route in the last 5 years.	MGC has a new driving range and Academy area under construction. This facility will become the hub of golf development, including Academy activities. The Academy offering will include: <ul style="list-style-type: none"> <li>• A starter package including 3 lessons covering all the basics of the game.</li> <li>• A learner package including 3 lessons to enable a player to progress to achieve a "passport" to play the golf course from the gold tees.</li> <li>• A developer package including 3 lessons to enable a player to achieve a "passport" to play the golf course from the red/yellow/white tees.</li> </ul> The Academy will be launched via an Open day, and subsequent Taster days. We will offer discounts for family membership to help with the launch. By September 2022 we hope to have held our Open day, and to have collected data for 100 non-members for future promotions.	MGC is developing the concept of Academy Membership that incorporates lessons, practising and playing. MGC will measure success by the number of Academy members recruited. By April 2023 we hope to have 50 Academy members, of whom 50% will be female.
10	Create a new Women in Golf Committee to co-ordinate and promote all relevant activities.	There is no group focused on promoting women in golf. There is 1 female on the current Council alongside 8 males. All 9 Council members can vote. All Council members have a role description, e.g., Chair of XXX. Approximately 3 females sit on sub-committees. People are recruited to Council via a 3-year rotation process, involving proposers and seconders.	The Charter Champion will recruit volunteers to be members of the Women in Golf committee. The initial recruitment will be discussed with the existing Ladies Committee. The Club will offer volunteer training and support using England Golf toolkits and documentation.	A new Committee has been formed and the terms of reference are being developed. The function of the Committee will be reviewed annually. The need to recruit different members to the Committee will also be reviewed annually. New members will be encouraged to become involved. The Women in Golf group target is to deliver all the WIG initiatives, and to have increased female membership by 50%, by the end of 2023

		People are recruited to sub-committees via word of mouth, personal approaches, and requests for volunteers.		
11	Encourage ladies to join groups/committees supporting club wide activities.	Limited participation of ladies in club wide committees, e.g., Finance Committee, Greens Committee, etc. Approximately 3 females sit on sub-committees. People are recruited to Council via a 3-year rotation process, involving proposers and seconders. People are recruited to sub-committees via word of mouth, personal approaches, and requests for volunteers.	Existing Chairs of Committees will be positively encouraged to recruit and involves ladies. Council will ensure all members are given appropriate opportunities to be involved. The initial recruitment will be discussed with the existing Chairs of Committees. The Club will offer volunteer training and support using England Golf toolkits and documentation.	New groups/committees are being formed, and the inclusion of women positively promoted. The MGC General Manager will review representation. The function of the Committee will be reviewed annually. The need to recruit different members to the Committee will also be reviewed annually. New members will be encouraged to become involved.
11	Assess impact measures	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 MGC General Manager will provide reporting to help determine the impact of the Charter