

St Bees Golf Club



THE R&A WOMEN IN GOLF CHARTER



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Version Control

Version	Date	Author	Approved As	Version Comments
1.0	10/12/2020	Iain Wright	Club Captain	Submitted to England golf for approval
1.1	29/01/2021	Iain Wright	Club Captain	Updated to reflect England Golf Clarification requests
1.1	16/03/2021	Iain Wright	Club Captain	Charter Champion amended and Action Plan Updated

The R&A Women in Golf Charter St Bees Golf Club Signatories Commitment

Date	Signatory	Name	Signature
10/12/2020	Club Secretary	Bill Douglas	
16/03/2021	Charter Champion	Anne Wear	

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1. Introduction

A commitment to a more inclusive culture within golf

We, St Bees 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 at St Bees 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.

2. The Charter

- Is a statement of intent from the golf industry and St Bees 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

3. Signatories Commitment

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 St Bees 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.

4. Women in Golf Charter Delivery Method

St Bees Golf Club plan to deliver on our commitments by executing our Women in Golf Charter Action Plan which is designed to:

- To become a SafeGolf accredited club and ensure policies and procedures remain up to date
- Promote a membership pathway, for women/girls and families to progress within the club
- To increase the number of Lady Members at St Bees Golf Club
- To ensure Ladies are able to take part in competitions all year round.
- To achieve 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
- Appoint a designated Women in Golf Charter Champion within the club who can assist with the promotion and reporting of the charter
- Improve the changing facilities for Lady Golfers
- To create a better first impression for all golfers when arriving at the golf course and entering the clubhouse

5. Consultation and Feedback

As part of our commitment to the Ladies Charter we asked the Ladies to provide frank and honest feedback for the Committee to consider. Below are some of the comments received:

The club needs to make itself more female friendly to encourage ladies to play.

The first impression of any club is important, St Bees does not give a good impression.

The entrance to both club house and course is dated and very basic, some restructuring around these areas would significantly improve first impressions.

The course ladies Tees are again basic with red tee markers either. missing or not placed on tee. Signage on tees for new players is inadequate with mats for winter tees nearly impossible for the ladies to play from on several holes (Not all)

Because of the course being 9 holes Tee booking is difficult, early morning tees are fine at 10 min intervals but once the first 9 holes complete at 9-30ish they need to move to at least 15 min to allow filtering in or some other adjustment. Actions to consider going forward include:

- a) Taster sessions
- b) Introductory membership. Reduced prices
- c) Open day
- d) Fun Comps
- e) Buddy programme
- f) Consider Ladies day (flexible)
- g) Advertise. Use social media cheaper, posters, e mail of existing members, proven fact
- h) member/ member is most effective recruiting tool
- i) Try a mixed open to encourage ladies to see the course and promote St Bees golf club

The St Bees Golf Club committee have reviewed the forthright and constructive feedback and look forward to working with the Charter Champion to help St Bees Golf Club to drive women and girls golf forward.

6. Women in Golf Charter Action Plan

These objectives are embedded into the club business plan and reviewed on an annual basis, to ensure that this inclusive commitment remains robust.

Action Item	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
1	Secure SafeGolf Accreditation with England Golf and keep a register of when the key policies and documents need to be updated and when key members of staff and volunteers need to undertake relevant training	The Club has achieved Sage Golf Accreditation.	By a. Adopting the required club policies b. Appointing a Club Welfare Officer c. Ensuring DBS checks are obtained for relevant club personnel d. Ensuring that Club staff and volunteers receive appropriate training and obtain any required qualifications e. Keeping a register of when key policies need to be updated and when key members and volunteers need to update relevant training	11/12/2020 All required steps have been taken to date and St Bees Golf Club achieved from England Golf on 11/12/2020. Henceforth we will display our certificate to promote our award to current members and future visitors. Beyond that we are committed to having our SafeGolf standard assessed on an annual basis by our EG Club Support Officer
2	Promote a pathway into golf for women/girls and families to progress towards membership	Our club currently Has only 8 Lady Members and 3 Juniors. Our Membership pathway is an important tool to help women and girls to progress within our club structure thereby making the club more inclusive.	By Developing a Golfers start and Learn Area to provide a pathway for women/girls and families to enjoy free access to golf. Our golfers start and learn area will include a Green, Multiple Tees including pitching /chipping, sand bunker and enclosed practice net, the purpose of which is to encourage non golfers and novice golfers to 'Start, Learn and Stay' playing the game of golf. It is hoped that this will progress to full membership through a stepped process. We have a Family and Couples membership options in place but would like to introduce other options including short term discounted taster memberships to encourage new comers and those with limited time to try and play golf. These will be finalized once the committee is able to meet, discuss and approve.	16/03/2021 Our intention was to have the Golfers Start and Learn Area up and running in January 2021 as part of our St Bees Golf Club 2020 Resilience Plan, but COVID-19 restrictions and inclement weather have made it exceedingly difficult to complete the work as planned. Current plan is to have the Golfers Start and Learn Area available for use when the current lockdown lifts on 29/03/2021. Would like to see a 25% increase of our current Ladies membership which with current membership would be 2 Ladies/Girls initially but would realistically like to see the numbers for women and girls eventually double over a period of time.

Action Item	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
3	To increase the number of Lady Members at St Bees Golf Club.	Our club currently Has only 8 Lady Members, in recent years the Lady Membership fell to as low as 2. The club has only tried to increase the lady membership by recruiting family members of existing club members.	<p>By Delivering two initiatives annually targeting women/girls and families to come and try golf using our Golfers start and Learn Area. We would hope to deliver basic golf coaching and teaching newcomers the basic etiquettes of the game to give them confidence to play on the course. We also hope to offer short term discounted membership opportunities to try to encourage new comers to take up full membership if they take to Golf.</p> <p>We aim to promote events/open days regularly through our website and social media platforms. We will also engage with local press/radio/village magazines to promote our club and events. We are currently in discussion with a local teaching professional to support our open days along with current club members</p> <p>Once established our Charter Champions/Mentors within the club will assist and support new participants and new members.</p>	<p>We want to achieve An increase of 25% of Lady Members at St Bees Golf Club before our first annual review takes place. Due to current Covid-19 restrictions this may be delayed but will be deployed once we are able to start planning and delivering our initiatives.</p>
4	To ensure Ladies can take part in competitions all year round.	Our club currently does not have Ladies Winter Tees in play because the existing Lady members have indicated that they do not wish to play in Winter Competitions.	<p>By: Moving Ladies Red tee markers back onto the ladies' grass tees except where there is a winter mat adjacent to the usual ladies' grass tee e.g., 1st and 10th tee, 11th tee, 3rd tee, 8th tee ensuring that all Ladies grass tees have been mowed. These will be maintained by our greenkeeper.</p>	<p>10/12/2020</p> <p>We aim to have the length of course of the ladies Red course consistent with the printed Red summer card, the card currently on club V1 and the measured course on WHS platform by 20/12/2020</p> <p>All work needed to achieve and maintain this will be included in the Greenkeepers weekly/monthly work schedule.</p>

Action Item	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
5	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	Our current Board and/or committee consists of: 11 Board Members, only 1 of whom is female, which is the incumbent Ladies Captain, giving us a representation of only 7%. The Ladies Vice Captaincy is and has been for some years vacant. As has been stated previously St Bees Golf Club are starting from an exceptionally low base but we are nonetheless fully committed to this commitment.	By: Promoting the need for more women to stand for election at AGM in monthly club newsletters and impact they can achieve by sharing roles and responsibilities. Seeking to appoint a Ladies Vice-Captain and working closely with the Ladies Section to identify valuable skills that can be used to identify opportunities for Ladies to join the Committee in key 20 roles	10/12/2020 Highlight the commitment at the next committee meeting scheduled for 14/12/2020 and if possible, co-opt a suitably skilled Lady Member onto the committee until their appointment can be ratified as the next AGM (which is when Committee members are elected) 16/03/202 – Lady member June Hardisty co-opted onto the committee at the last committee meeting of 2020
6	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 by England Golf. 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	10/12/2020 Charter Champion Appointed and has signed up to this charter and agrees to provide annual measures to help determine the impact of the charter 16/03/2021 Nominated Charter Champion has been changed from Iain Wright (Club Captain) to Anne Wear a valued lady member who will receive the full backing of the committee in her role as Charter Champion.
7	Improve the changing facilities for Lady golfers	Our club currently Is in the process of creating a new changing facility for Ladies/girls as well as enhancing the toilet facilities	By: Utilising Grant money provided by England Golf as part of the St Bees Golf Club 2020 Resilience Plan to provide a new changing facility and enhanced ladies Toilets	10/12/2020 COVID-19 restrictions have made it difficult to complete the planned work, but as this work has been given highest priority our expectations are that renovations will be complete by year end 2020 16/03/2021 – Renovations to changing facilities and Ladies toilets were completed in January 2021

Action Item	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
8	<p>To create a better first impression for all golfers when arriving at the golf course and entering the clubhouse</p>	<p>Our club currently Has an unwelcoming entrance to the clubhouse, front door is rusty and unpainted, doors to changing rooms and toilets are in need or replacement, grassed areas adjacent to first tee area are overgrown and unkept.</p>	<p>By: Renovating entrance and changing room doors and tidying up the appearance of the entrance area of the golf course. Grassed areas to be mown and bedding plants to be planted. It is planned to have member volunteer work parties to engage in the initial work and to continue to maintain on a regular work schedule monitored by the committee.</p>	<p>10/12/2020 Works on the entrance to the clubhouse to be completed by end of February and planting to take place in early spring. This work is currently in progress. 16/03/2021 – Continued COVID-19 restrictions and inclement weather have delayed external works on the Clubhouse. Revised completion date is 12/04/2021 in line with projected re-opening date.</p>