

Hertfordshire Golf Women in Golf Charter

A commitment to a more inclusive culture within golf

We, **Hertfordshire Golf Limited**, 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 we need to continue with our newly merged pathway.
- There is a clear 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 **Hertfordshire Golf**, 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 **Hertfordshire Golf**, 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 county

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 **Hertfordshire Golf**
- 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.

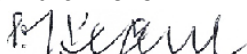
How we at **Hertfordshire Golf plan to achieve this**

- To achieving and maintain, no less than 30% female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender or background specific
- Excellent Governance – to adopt standards, policies and procedures to achieve best practice
- Deliver and support a minimum number of 6 initiatives each year targeting women/girls and families that are aligned with key England Golf campaign
- Promote our retention pathway for juniors, focussing on increasing the girl's participation, to progress within the county
- SafeGolf accreditation
- Retain and stabilise the female affiliation numbers at 15% of our total membership in the next 12 months
- To increase female participants in Championships by 5%
- To capture and record a baseline of all the key measures we are committing to within the charter including membership and non-affiliated data for our county to determine the impact 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

Signed on Behalf of **Hertfordshire Golf:**

Board Chair: Philip Keane

Date: 6 March 2020

Signed: 

Charter Champion: Matthew Crowhurst

Date: 25/04/2023

Signed:

These objectives will be embedded into the county 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 / Comments
1	Promote inclusion of Women with nominations to the Board of Directors – by achieving a minimum of 30% (3 elected members) female representation on the Board of Directors.	<p>Since our merger in January 2018, we have maintained a 40% female presence with our Directors of the Board.</p> <p>We have 4 female Directors out of the 10.</p> <p>The Board quorum is that at least 5 Directors must be present with at least one female and one male representative</p>	<p>By actively promoting these positions linked to appropriate role descriptors that are not gender or background specific</p> <p>A nominations committee in place to select right person for role specific to their skill set.</p> <p>Formally advertise via county newsletter & social media accounts to members prior. Have a formal pathway in place for any new directors, that will support being a decision maker within the county with appropriate role descriptors in place</p> <p>Charter Champion/Group to be a voice on the Board twice a year to feedback update on charter.</p>	AGM in March 2020 held with Directors being replaced, who have stood for their maximum of two terms of 3 years or no more than 8 years if filling a casual vacancy.
2	Excellent Governance - to adopt standards, policies and procedures to achieve best practice	<p>In any year in which the President is a man, the President Elect or the Immediate Past President (as the case may be) shall be a woman</p> <p>President is a non-voting member</p> <p>Each sub-committee will have a minimum of 30% represented by each gender.</p>	<p>Appropriate job descriptions and specifications to be developed</p> <p>Each sub-committee’s Terms of Reference and limits of authority</p>	<p>Annual evaluation to ensure continuous improvement</p> <p>Establish processes to ensure diversity, appropriate skills and succession planning</p>
3	Deliver a minimum number of 6 initiatives each year targeting women/girls and	In 2019 we held 3 Women on Par events in the county seeing 61 ladies take part	In 2020 we plan to host 6 Women on Par events around the county with a target of 20 participants at each event.	Women on Par events held each month from April – September totalling 120 participants.

	<p>families that are aligned with external partners, England Golf & Golf Foundation, campaigns</p>	<p>In 2019 we held no girl's/family specific initiatives within the county</p> <p>County Coffee Mornings (organised by the Association before the merger) continue to run annually to support junior development</p> <p>Encourage our members to apply for initiatives run by our external partners</p>	<p>Using 2019 footage taken by EG for marketing and promotion using Women on Par visuals / video.</p> <p>Initiative to be supported by County and external partners free resources and guidance.</p> <p>In 2020 we plan to support a minimum of 12 golf clubs to each run 2 County Family Fun Days recruitment initiatives.</p> <p>County Family Fun Days will require working closely with external partner, Golf Foundation in supporting our member clubs.</p> <p>Up to 4 members running the Girls Golf Rocks programs.</p> <p>Initiative to be supported by County and external partners free resources and guidance.</p> <p>Signpost girls to the website (Juniors and Girls tabs) for information on the initiative and where programmes are being held.</p>	<p>Clubs not already hosting, to be supported and encouraged to run these events on their own initiative.</p> <p>24 County Family Fun Days held by various Hertfordshire clubs throughout the year from April – October 2020</p> <p>Targeting 12 golf clubs to host 2 recruitment events leading to 26 new participants into the game, per club.</p> <p>Aim to retain 50% of those recruited into affiliated membership by end of October 2020.</p> <p>4 Girls Golf Rocks club initiatives taking place at various Hertfordshire clubs in 2020 with county support</p> <p>Upload GGR onto website on to Juniors and New to Golf pages.</p> <p>Sign posting to County development tours to continue retention of participation.</p>
<p>4</p>	<p>Promote our retention pathway for juniors, focussing on increasing the girls participation, to progress within the county.</p>	<p>Each tour has 7 events played across the county. With a maximum of 90 players able to take part in each event.</p>	<p>Promotion through club delegates, volunteers (Junior Organisers), website and social media platforms.</p>	<p>To have an average of 60 participants, 15 of those girls, taking part in the tours from April to October 2020.</p>

	<p>This will then lead to county teams being stronger.</p>	<p>Futures tour has 46 applicants, 9 of those are girls, for the 2020 season. This tour is aimed at Par 3 ability play for juniors.</p> <p>iTour has 40 applicants, 6 of those girls, for the 2020 season. This tour is a progression from Futures tour and play is taken onto 9 holes of the main course.</p> <p>Parents are volunteers who support the children as markers, registration or starters.</p>	<p>Encourage current girl participants to “bring a friend” to an event.</p> <p>Target Girls Golf Rocks and Family Fun Day clubs, to promote the development tours as a pathway, not only through club, but also through county.</p> <p>Encourage the host clubs to promote to their sections for participants and volunteers.</p>	<p>To grow the tours to reach the maximum number of 90 by 2021.</p> <p>To feed into county teams to have successful winning teams in 2020/2021.</p>
<p>5</p>	<p>SafeGolf accreditation.</p> <p>Policy will always be available to view on our website.</p>	<p>Our County SafeGolf accreditation is complete.</p> <p>County coaches are all Safeguarded and DBS checked as well as on the SafeGolf register to be eligible to run our Academy Programme and County Squads.</p> <p>We have three clubs and one range facility accredited as of February 2020. With 4 needing to do their annual review.</p> <p>We are working alongside England Golf, supporting up to 16 further clubs in the county on the process.</p>	<p>Completing our county SafeGolf accreditation to lead the way as an example to our members.</p> <p>We have already held a SafeGolf forum and Time to Listen workshops in the county in 2019 and will look to host more in 2020 to educate/support clubs on the importance of this.</p> <p>We are promoting SafeGolf in our county newsletter and website and will continue to do so in 2020 until target of a minimum of 15 clubs have the accreditation.</p>	<p>County SafeGolf accredited by March 2020</p> <p>Total of 15 clubs to be accredited by December 2020</p> <p>Annual review to take place every March</p> <p>Aim to have all clubs, including Artisans, SafeGolf accredited by end of 2021.</p> <p>Policy will always be available to view on our website.</p>

6	<p>Retain and stabilise the female affiliation numbers at 15% of our total membership in 2020.</p>	<p>Currently have a 15% female membership in the county.</p> <p>Total of 3341 females in the county Ladies - 60.15 per club (3188) Girls – 2.8 per club (153)</p> <p>Currently working with 18 golf clubs and 1 facility to increase female participation by an average of 20 per club, leading up to 380 new females into golf in 2020.</p>	<p>Promote the affiliated members benefits available (up to 16 various benefits), communication about initiatives, competitions and events.</p> <p>Send out a survey to clubs to have their input and allow them to feel part of the county so they in turn, share with their members who feel the same. Get an idea of age and gender demographics.</p> <p>Organised Women recruitment forum for March 2020. Have at least two representatives from each club attend.</p> <p>Work with external partners to support clubs with retention tools and initiatives</p> <p>Tracking of non-affiliated golfers to view the greater picture of the future of golf in the county.</p> <p>Hosting initiatives throughout the county, supporting clubs and encouraging participation.</p>	<p>Mid 2021 when all clubs have returned their affiliation numbers for the 2020 season.</p> <p>Track non-affiliated golfers as they become affiliated through to the end of the strategic plan year of 2022.</p> <p>Look to increase female affiliation to 20% by end of 2022.</p>
7	<p>To increase female participants in Championships by 5%</p>	<p>There are 4 main individual events for ladies each year in the county – Senior Ladies Championship/Ladies County Championship, Champion of Champions and De Paula Cup.</p> <p>In 2019 the average of entries was 32.6.</p> <p>There are 2 main team events which are Inter-Club Foursomes and Powell Cup. These are always fully subscribed.</p>	<p>Active advertisement of all events via the HG website, social media platforms, newsletters/magazines and targeted emails</p> <p>Review the competition entry process to ensure entries are being maximised.</p> <p>Include in the 2020 county survey to get feedback.</p>	<p>Women in Golf Champion to promote each event through social media, speak to clubs including county reps</p> <p>Website promoted for online entries</p> <p>In 2021 the plan is to run both men’s and ladies County Championship on the same course, same day.</p>

		<p>There are 4 main individual events for girls each year in the county – Girls Autumn Meeting/ Spring Meeting and Championship. In 2019 the average of entries was 17.25.</p> <p>There is a combined lady/girl event each year which is the Ann Maclaurin. This averages 17 team entries the last two years.</p> <p>We have 8 mixed events for both adult and junior players throughout the year.</p> <p>The Girls Championship and U14 Boys Championship take place on the same day at the same venue.</p>	<p>Provide competitive mixed golf for both elite and non-elite players</p> <p>Team Managers encouraged to promote and target squad members to enter appropriate events.</p>	
8	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 county to determine the impact of the charter.	Formally share progress and updates/changes to the charter with England Golf moving forward.	<p>To provide annual measures to help determine the impact of the charter.</p> <p>To feed this charter into the county strategic plan where appropriate.</p>
9	Promotion 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.	<p>By putting in place the role of Development Officer for the county, the champion fits perfectly to this role.</p> <p>The county will formally display the charter commitments internally and externally – website, social media and utilise the England Golf press release.</p> <p>Encourage our members to pledge their own charter.</p>	<p>The charter Champion to provide England Golf with an annual report on progress on commitments made.</p> <p>Have at least 5 Hertfordshire clubs by end of 2020 as Women in Golf Charter Champions.</p>