



The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Cavendish GC 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 Cavendish 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 Cavendish 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 Cavendish 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 Cavendish GC Plan to achieve this

- 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 and promote a membership pathway to progress within the club.
- Formally promote inclusion to the wider community via the club website, social media accounts and local community groups.
- Have designated Board Members 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.
- Apply for SafeGolf Accreditation and implement policies and procedures to safeguard the welfare of juniors and Adults at Risk.

Signed on Behalf of Cavendish GC:

Chairman:

Date:

[Signature]
18th Jan 2021

[Signature]

Signed:

Charter Champion:

Date:

ANDREA FEARNLEY

Signed:

[Signature]

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	Establish a well-balanced Board of Directors consisting of 5-9 Club members with a wide range of skills with at least 30% females plus the Captain, Lady Captain and Club Secretary.	The Board currently consists of 6 Directors (4 Male & 2 Female) plus the Captain, Lady Captain and Company Secretary. Total 9 (5 Male & 4 Female) A Board Member with responsibility for Health & Safety recently resigned and has left a vacancy.	The appointment of any new Board Director will be an open process available to all members, with active encouragement and targeted recruitment from the Ladies Section.	By 2025 there will be at least 3 female Board Directors. Review & update before the next AGM in March 2021.
2	Establish a Membership Committee chaired by a Board Director which will actively encourage the development of the Ladies Section through a range of initiatives targeting women, girls and families that promote a membership pathway within the club.	Currently there are 43 ladies and 36 juniors from a total of 359 members. The recently formed Membership Group developed and promoted an initiative to recruit new women into golf - Prosecco & Putting, followed by Chipping & Chips and encouraged new women members to attend 2 other initiatives George Bloor's Golf Surgery and Eddie Birchenough's Peak Practice coaching. 8 women attended these sessions of which 4 were non golfers and 4 were recent members. These initiatives were fun and supported by 6 female members.	With a new PGA Professional at the Club Lee Marshall further initiatives will be offered such as Peak Practice springtime women only group coaching, Short Golf on the 9 hole Piccolo Course, a WhatsApp female Buddy Support group, a Young Masters programme and various Holiday Camps & will be offered alongside a Trial Membership being developed in 2021 to encourage more women and girls to take up membership.	Initiatives to be delivered in March, May, June & July with each initiative to engage at least 10 participants. A range of flexible membership to attract 5 new members in 2021. By 2025 the ladies section will grow to at least 50 members and the juniors to 60 members. Review & update in March 2021.

3	<p>Establish an effective Marketing, Fundraising & Communications Committee chaired by a Board Director to bring in new members and to promote the social and inclusive side of the club to build a thriving community.</p>	<p>The recently formed MF & C Committee has developed a plan & budget showing proposed initiatives, campaigns and proposals with a greater focus on attracting new members and visitors.</p> <p>An Accessibility Audit was undertaken in 2019 and identifies improvements that could be made for members and visitors with a range of access needs. The Board are seeking to implement key recommendations to improve the Club facilities to provide a first-class golf experience at an all-inclusive club that welcomes members, guests and visitors alike.</p>	<p>Design and bring alive a new Club Website in 2020 which along with social media is updated regularly with news, stories, rich media and content of interest to members and prospects.</p> <p>Administer a Members' Survey annually and the Board to respond to members feedback.</p> <p>Apply for funding to upgrade the Piccolo Course (9 hole & practice facilities) and provision of disabled facilities.</p> <p>Appoint an Accessibility Ambassador to monitor the implementation of the Accessibility Audit.</p>	<p>The new website is due to be launched in November.</p> <p>The club continue to market through Pure Peak, The Revenue Club & PlayMoreGolf and these membership initiatives have resulted in more new members. The Board receive monthly MF&C reports.</p> <p>Accessibility Ambassador to review & report 2 times per year to the Board.</p>
4	<p>Appoint designated Board Members to assist and support new members.</p>	<p>In August 2020, 2 members, (LG & CC) were appointed to the Board and have engaged in developing a range of initiatives to support new members.</p>	<p>The EG membership pack has been adapted as a Cavendish GC Membership pack and is sent out to all new members.</p> <p>A Whats App Buddy system has been set up for new members to play with other members.</p> <p>New members were invited to attend a range of membership initiatives.</p>	<p>Plans to hold new member forums and more group activities were planned but due to Covid-19 have been curtailed and will be reviewed in January 2021.</p>
5	<p>Appoint a designated Charter Champion and promote the Charter.</p>	<p>In October 2020, a recent member to the club Andie Fearnley who was recruited through the Prosecco & Putting project two years ago is now on the Membership Committee and she has accepted the role of Charter Champion.</p>	<p>The Board members and Charter Champion will promote the Women in Golf Charter through the Membership Committee, Club website, social media, noticeboards and membership pack and utilise the England Golf press release.</p>	<p>The Charter Champion to review & report 2 times per year to the Board and annually to England Golf on progress & commitments made.</p>

6	<p>Apply for SafeGolf accreditation to safeguard the welfare of children & Adults at Risk.</p>	<p>In October 2020 the Board adopted the EG 'Safeguarding Children & Young People' policy and Board member CC is designated Welfare Officer. 'Safeguarding Adults' policy to be drafted & presented to the Board in December.</p>	<p>The Board to approve the policies and provide evidence in the Board minutes. Newly appointed Junior Organiser & Club Professional and Welfare Officer to have completed DBS and appropriate safeguarding courses.</p>	<p>All SafeGolf requirements completed by December 2020.</p>
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