

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Sudbury 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 Sudbury 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 Sudbury 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 Sudbury 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 Sudbury GC plan to achieve this

1. Create a Sudbury Golf Club Women's Academy plan in 2021 and launch Spring 2022.
2. Promote women in golf to our local target market through a Marketing Campaign specifically aimed at introducing new women entrants into golf and golf club membership at Sudbury GC.
3. Create local strategic and practical alliances with other women specific sports and social clubs.
4. Understand Membership Satisfaction
5. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter.

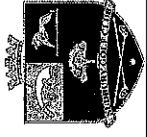
Signed on Behalf of Sudbury GC:

Club Manager	Peter Lowery	Signed: 	Date: 15.12.21
Chairman:	Robert Winstanley	Signed: 	Date: 20.12.21
Charter Champions: (Appt Aug 21)	Veronica Spicer	Signed: 	Date: 18.12.21
	Chris Padoin	Signed: 	Date: 18.12.21



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.

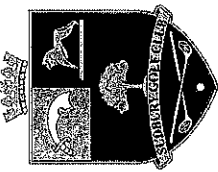
	<u>Commitment</u>	<u>Current Situation</u>	<u>How this will be achieved</u>	<u>Date/Progress/Targets/Comments</u>
1	Create a Sudbury Golf Club Women's Academy plan in 2021 and launch Spring 2022.	<p>Several initiatives to recruit new women members and to support women who wish to try golf have been tried historically but no real growth in membership numbers has resulted.</p> <p>Current total female membership 35 which equates to 8% of total playing membership</p> <p>3 Members leaving shortly due to relocation.</p>	<p>The Charter Champions and GM with support from the Board and Head Professional, in consultation with the Ladies Section will scope out a detailed plan for a Women's Academy. This will include identifying what financial support and resources are required to achieve its successful introduction and continuation once established.</p> <p>The Club will consider signing up for England Golf's Women on Par in 2022, if not 2023 depending on the uptake of the Women's Academy and Open weekends.</p> <p>The club will be using the following opportunities to maximise its intentions to promote Women's Academy from England Golf – academy set up, recruitment, and retention e.g. buddy system.</p>	<p>Please see the plan set out on the last page to include</p> <ul style="list-style-type: none"> • Open Weekends, • Group Lessons, • Individual lessons, • Women's Academy Membership. <p>Our target is to</p> <p>A) attract 10 women to take up the introductory membership of which 5 to our academy</p> <p>B) increase female membership by at least 10% i.e. attract 4 new members in 2022 and retain in 2023.</p>



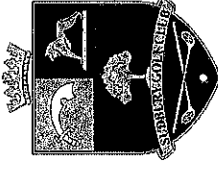
2	<p>Promote women in golf to our local target market through a Marketing Campaign specifically aimed at introducing new women entrants into golf and golf club membership at Sudbury GC</p>	<p>Limited marketing undertaken and none to date specific to Women</p>	<p>The Charter Champions and GM with support from the Board and Head Professional, in consultation with the Ladies Section will scope out and run a Women specific social media and marketing campaign. This will include identifying the cost investment to be made and targeted results required</p> <p>Messaging why women would like to join the club</p> <p>This will start in January 2022 drip feeding with a large push nearer the dates for the weekends. Paid targeted advertising on Facebook and with in a local free giveaway magazine www.aroundealing.com and local council working within their sports and health division advising of the health benefits of golf and why it should be played exercise, fresh air, socialising</p> <p>The Golf Marketing Hub has been suggested and will be hopefully working with them.</p>	<p>Social media and targeted marketing campaign to be run Spring 2022 and include KPI measures.</p> <p>The club have set a marketing budget of £2K for 2022 primarily aimed at new members and women in particular.</p> <p>Targeted marketing within the local magazines, sports clubs and larger companies with a 2-mile radius of the club will be contacted.</p> <p>The use of www.aroundealing.com will be a direct route to those in the local area both in a paper format and an online platform.</p> <p>Taking advice from the Golf Marketing Hub in order to promote golf to locals.</p>
3	<p>Create local strategic and practical alliances with other women specific sports and social clubs</p>	<p>Initiative with local gym in progress</p>	<p>The Charter Champions and GM will identify what alliances would be of potential mutual benefit and enlist the support and resources required to explore each identified opportunity to a conclusion.</p>	<p>Target list to be determined by early spring 2022 with goal of achieving three further alliances in 2022.</p> <p>We have already started a partnership with the Gym Group – Alperton. Others we will be talking to are the construction companies with 2-mile radius, car dealerships and other women related companies. Additionally we have a planned leaflet drop within ½ mile of club for neighbourhood social members not only introducing them to the club but to golf as well.</p>



4	Understand Membership Satisfaction	The club doesn't currently survey our members.	<p>Run a general member survey with Player's 1st which will allow a more focused look at across the board views and feelings of the membership – will allow a focused look at Women</p> <p>It is our intention to send a questionnaire covering all sections of the club course, bar, shop, caterers and admin – we want to know what our shareholders want from their club and what we are doing well and not so well.</p>	<p>Nov/Dec 2021 Planned December January 2021/22</p>
5	<p>Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter</p> <p>Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter</p>	<p>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</p> <p>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>	<p>Formally share progress and updates/changes to the charter with England Golf moving forward</p> <p>The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release</p>	<p>To provide annual measures to help determine the impact of the charter</p> <p>EG will engage quarterly to offer support and update.</p> <p>The charter Champion to provide England Golf with an annual report on progress on commitments made</p> <p>Two charter champions have been appointed Veronica Spicer and Chris Paboin and they will be assisted the GM plus any co-opted members and the Club's Board</p>



Women's Golf Academy Sudbury Golf Club 2022



<u>Event</u>	<u>Dates</u>	
Open Weekends	2 nd & 3 rd April 2022	Professional's Teaching & Demonstration. Putting & chipping Competition. Tour of the facilities.
	4 th & 5 th June 2022	Drinks & Buffet chat with members about the club. No cost for these sample events
		Literature. History of the club. Professional Academy Programme including costs Categories of membership
6 Group Lessons	Sundays 10 th April to 15 th May 2022	Complimentary 3 months social membership and use of putting green and practice ground. 6 group lessons for £45 include balls and equipment. This will cover all aspect of the game.
	Sunday's 19 th to 24 th July	
Individual lessons Buddy System	Available all summer	A special rate secured by the Head professional and his team. 6 lessons again covering all aspects of the game. Rate to be set by the Professional.
Academy Membership	Any 3 months from the start date e.g June, July & August	3-month Membership playing at certain times of the week or any time with their buddy who will be a club member or partner/spouse who has to be a member. Plus a lesson every Sunday for June to September inclusive £185.