



CARLYON BAY HOTEL
GOLF CLUB

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, the Carlyon Bay 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 Carlyon Bay 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.

The Charter:

- Is a statement of intent from the golf industry and Carlyon Bay 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

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 the Carlyon Bay 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.

How we at Carlyon Bay Golf Club Plan to achieve this:

- To continue at least 30% female representation on the Managing Committee.
- Promote family/ ladies membership through a focussed marketing campaign and commit to two family open days per year.
- Formally promote inclusion to the wider community via the club website, social media accounts and local community groups.
- Promotion of the Women in Golf Charter.

Signed on Behalf of Carlyon Bay Golf Club:

Club President:

Signed:

Date:

Charter Champion:

Signed:

Date:

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	To continue at least 30% female representation on the Managing Committee	The current membership is made up of 10 officers with 3 of which being ladies.	The committee will review representation at every meeting to ensure a minimum 30% of female representation, and to be reviewed when the committee structure changes.	The Chair will ensure that these reviews, and any actions are minuted for review, and will be reported at every AGM.
2	Promote family/ ladies membership through a focussed marketing campaign and commit to two family open days per year	Carlyon Bay has a naturally inclusive culture. It has however not been formalised through a dedicated marketing program. The Junior section runs some adult junior competitions.	A working group led by the Golf Club Manager, Club Professional, Ladies Organiser and Junior Organiser to devise program for 2021. To include: <ul style="list-style-type: none"> • Girl Golf Rocks • Get Into Golf • Refocus on Captains role in supporting new members • 2 Family days – potentially using short course • Consideration of an Academy membership criteria for children and adults who are learning 	Initial meeting to be held in Jan 2021 organised by Golf Club Manager. Input may be needed from England Golf and the Golf Foundation. Working group to agree girls and ladies recruitment targets. Plan to be approved by management and published to club in Feb 2021. Plan to be reviewed at Management Committee meetings and minuted.
3	Formally promote inclusion to the wider community via the club website, social media accounts and local community groups	The Ladies section currently emails results to their section members. It does not currently promote their section through the club web site, social media or traditional media.	The hotel is currently developing a club specific website that can be used by each section to promote news and results. Weekly results should be submitted to the local press for all sections. A Facebook page should be developed for the Ladies Section to promote competitions, news and events.	Website to be launched in Dec 2020. Ladies Section Facebook Page to be delivered in Jan 2021 run either by a volunteer or the golf club manager. Golf Club Manager to collate results on weekly basis starting in Dec 20 and report sent to St Austell Voice and Cornish Guardian every week before midday on Monday's. Reports to be published on Golf Club website on a weekly basis starting in Dec 2020.
4	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.	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 will be appointed in Dec 2020. The Charter will be published on the Golf Club website and within the Club House. The charter Champion to provide England Golf with an annual report on progress on commitments made