

The R&A Women in Golf Charter (WIG)

A commitment to a more inclusive culture within golf

We, **Cumbria Ladies County Golf Association**, 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, **Cumbria Ladies County Golf Association**, 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 **Cumbria Ladies County Golf Association**, 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 **Cumbria Ladies County Golf Association**.
- 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 Cumbria Ladies County Golf Association plan to achieve this

1. Promote a clear pathway to offer coaching opportunities for junior girls throughout the County.
2. Explore the extent of disability golf within Cumbria.
3. Increase the use of Social Media to promote the County and its events.
4. Ensure all County policies and paperwork are relevant and up to date.
5. Ensure the pathway of communication between the County Executive and all clubs in Cumbria is in place and effective.
6. Maintain SafeGolf accredited status and ensure policies and procedures remain up to date.
7. Appoint a designated Charter Champion within the County who can assist with the promotion and reporting of the charter.

Signed on Behalf of Cumbria Ladies County Golf Association:

County Secretary/President/Board Chair: Felicity Holloway

Signed:

F. Holloway

Charter Champion: Felicity Holloway

Signed:

F. Holloway

Date: 12.11.22

These objectives will be embedded into the business/operational 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	<p>To promote a clear pathway to offer opportunities for junior girls throughout the County to access (coaching and) County coaching using and working with the EG Junior Strategy initiative. This should in time give strength and depth to County teams.</p>	<p>In 2022 we have run 7 coaching days at Eden Golf Club with Tom Hodgson, Eden's PGA Professional and our County Junior Coach. The first 4 days were divided into morning sessions for beginners and afternoon sessions for intermediate and experienced players. The final 3 days were run as whole days with skills in the morning and on-course play in the afternoon (Hadrian's). Over the winter months, Tom ran 4 Zoom sessions to work on the mental side of the game. Whilst these were good for the more experienced players, Tom felt something more practical would be better this year and will set up a programme of practical challenges to be done at home or at clubs. He will also run some optional sessions at Eden.</p> <p>At present we have 12-14 girls who regularly attend the sessions. However, there are only 5 girls who play regular competitive golf and another 3 to 4 who are 'course ready'. 4 friendly matches were arranged against other counties. Unfortunately, one of these had to be cancelled due to lack of available appropriate players and we had to pull out of the annual Jamboree as we could not meet the entry requirements.</p> <p>The aim over the last two years has been to build up numbers of girls accessing</p>	<p>Through a survey of clubs, with follow up calls and visits as required, find out those that have junior players. After the results of the survey are analysed, we will know areas and clubs to target. However, this is not to the exclusion of other clubs who still need to be informed of what is on offer.</p> <p>Create and maintain a list of club junior contacts.</p> <p>Contact all clubs to inform them, and their juniors, of any junior events</p> <p>Appoint a CJO or CTO. Examine the possibility of a job share with a North JO and a South JO. If necessary, split the CJO role into 'admin' and 'practical' for as long as needs be.</p> <p>Following the EG Junior Strategy Meeting in February, discuss with the Union putting on boys' and girls' sessions in the North, South and West of the County.</p> <p>Create a written pathway for young golfers and make sure all the elements are in place. Consider how finances will be used, especially in conjunction with the Union.</p> <p>Liaise with all clubs in Cumbria who are running GGR to make them aware of the County Girls pathway.</p>	<p>Run initial sessions in the North (Eden/Carlisle), South (Ulverston) and West (Workington/Whitehaven) of the County for all golfers.</p> <p>Invite promising golfers to the next stage on the pathway.</p> <p>A team entered in the Northern Junior Jamboree in August.</p> <p>Good communication links set up between the County officials (CJO/Secretary) and Cumbria golf clubs with a database of contacts.</p>

		County golf coaching in the hope that from this, skilled and talented players would emerge. The coaching offered at present is all based in the North of the County at Eden GC, Carlisle. We are aware that some clubs in the South of the County do have junior players and feel that these are excluded at present due to the travelling commitment.		
2	<p>To find out the demographic of Cumbria clubs' ability to provide golf for people with learning, physical and sensory disabilities, and senior players with mobility issues.</p> <p>To find out how many members with said disabilities or mobility issues are involved in golf in Cumbria clubs.</p> <p>Look to expand golf for this group of people within the County through awareness of issues and providing opportunities to experience golf.</p>	<p>At present, little is known. Jamie Blair (EG) and Bruce Lawson (Active Cumbria) have been contacted for information. Both very supportive but no statistics are known re clubs in Cumbria.</p>	<p>Survey all clubs, asking relevant questions about access to courses, clubhouses, and practice facilities.</p> <p>Survey all clubs to find out how many members need accessible facilities and what provisions, if any, are made.</p> <p>Use the SEN education departments to explore how many CYP (Children and Young People) might have the capacity and desire to explore golf.</p> <p>Look at other Counties and what they provide.</p>	<p>To know which clubs could accommodate disabilities or players with mobility issues.</p> <p>Results published on the County social media platforms and website.</p> <p>Know how to move forward with disability golf in Cumbria.</p> <p>Promote these clubs to anyone in need of such facilities.</p> <p>If there is a need, run a North, South and West open day at suitable clubs.</p>
3	<p>To increase the use of Social Media to promote the County and its events.</p>	<p>The website is kept up to date by our Website manager, Rosie Wadmore, and news is posted on the County's Facebook page by the Captain.</p> <p>We have a core audience of 235 on Facebook but with sharing we often have close to 500 likes. In the last month (October) our page was visited 46 times.</p>	<p>Continue with present arrangements but set up County accounts for Instagram, Twitter and TikTok. This should reach younger girls within the County.</p> <p>Ask the 2023 Junior County Ambassador (Jodie Hodgson) to help to promote junior golf on social media (monitored by the Captain). She</p>	<p>Greater number of the public reached and greater awareness of the County, their targets, and achievements.</p>

		<p>Our 'reach' varies depending on the event information. The lowest is for a single photo (213) but the largest was for CMW entry with 4.4k reaches and 1.2k engagements.</p> <p>It is known that the age demographic for Facebook is for 50+. Whilst this serves a good many of our current members, we need to engage the younger element which will in turn help to achieve point 2 of the charter.</p> <p>Instagram and TikTok are known to appeal more to the younger generation. Using this form of media should reach the target group more successfully. Those juniors presently involved with golf can help by sharing posts with their friends and show that golf is fun and accessible at any age.</p>	<p>can also engage her golfing and non-golfing buddies to promote and showcase the sport outside the present personnel.</p> <p>Post photos, posters and information about issues/elements, county team updates, junior events, and coaching opportunities on all social media sites.</p> <p>Create greater awareness of what the County is doing to ensure a high profile is maintained and shows how it is supporting its members through regular updates before and after events.</p> <p>Develop a mission statement to post on the website to show how we intend to support members and grow golf within the County.</p>	<p>Greater number of young people engaging with social media with the possibility of a rise in numbers of girls playing golf.</p>
4	To ensure all County policies and paperwork are relevant and up to date.	<p>Most job descriptions have been looked at this year but need further perusal, especially the CJO. We have also introduced a new Scratch league and duties for the League Secretary needs updating.</p>	<p>Officers in post should examine their job descriptions to ensure they are correct, including the new scratch league secretary.</p> <p>Policies will be looked at by a small working party to ensure they are relevant and up to date.</p> <p>Adopt the England Golf 'Equality, Diversity and Inclusion' policy by September 2023.</p>	<p>Completed job descriptions.</p> <p>Policies completed and relevant to the present day.</p>
5	To ensure the pathway of communication between the County Executive and all clubs in Cumbria is in place and effective.	<p>The 26 clubs in Cumbria have been divided up into 5 geographical areas. Within each area, the clubs take it in turns in rotation to provide a 'delegate' who remains in post for 3 years. The delegate is the line of communication</p>	<p>Ensure delegates are aware of their role. Reiterate verbally and with the job description. Ensure the delegates have the relevant contact of the clubs in their area.</p> <p>Encourage clubs to contact their delegate to present ideas, suggestions, ask questions or offer criticism if they wish at the exec meetings.</p>	<p>Job descriptions updated with more detail as required to ensure understanding of the role.</p> <p>Provision of relevant contact details for the specific areas. (Honorary Secretary to action.)</p>

		<p>from the clubs to the Executive and vice versa. At present, it is very rare for a delegate to bring anything to the attention of the Executive Committee, and it is unclear if communication between the delegate and the clubs is occurring.</p>	<p>The delegate should inform the Hon Sec and the item added to the Agenda. Following discussion at the meeting, the delegate will report back directly to the club/person who has raised the comment. An email would be pertinent to show evidence.</p>	<p>Evidence of communication between the delegates and the clubs.</p>
6	<p>To maintain County SafeGolf accredited status and ensure policies and procedures remain up to date.</p>	<p>Our County SafeGolf accreditation is complete and is renewed each year. (27th February.) County officials that are new in post and need a DBS check due to their duties are completed by the Honorary Secretary in November, following the AGM. The coaches we use are on the SafeGolf register which ensure they are DBS checked and their training is up to date. All clubs in Cumbria are accredited with SafeGolf.</p>	<p>Continue to keep County SafeGolf accreditation up to date with relevant DBS checks and refresher training in place.</p>	<p>Ensure all clubs in Cumbria continue to have SafeGolf accreditation on an annual basis. 27th February is the renewal date.</p>
7	<p>Appoint a designated Charter Champion within the County who can assist with the promotion and reporting of the charter. 16 clubs presently have WIG Charter accredited status.</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 County to determine the impact of the charter.</p>	<p>Formally share progress and updates/changes to the charter with England Golf moving forward. Provide support and encouragement to clubs not yet engaged with the WIG Charter.</p>	<p>To provide annual measures to help determine the impact of the charter. To increase number of Cumbria clubs with WIG Charter accreditation to 20 by end 2023. Encourage and support clubs as required.</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>The County will formally display the charter commitments on our website, social media and utilise the England Golf press release</p>	<p>The charter Champion to provide England Golf, and Cumbria County Executive, with an annual report on progress on commitments made. Have at least 22 Cumbria clubs by end of 2023 as Women in Golf Charter Champions.</p>