

Scottish
Golf

Scottish Golf Limited

Equality Action Plan 2018 – 2022

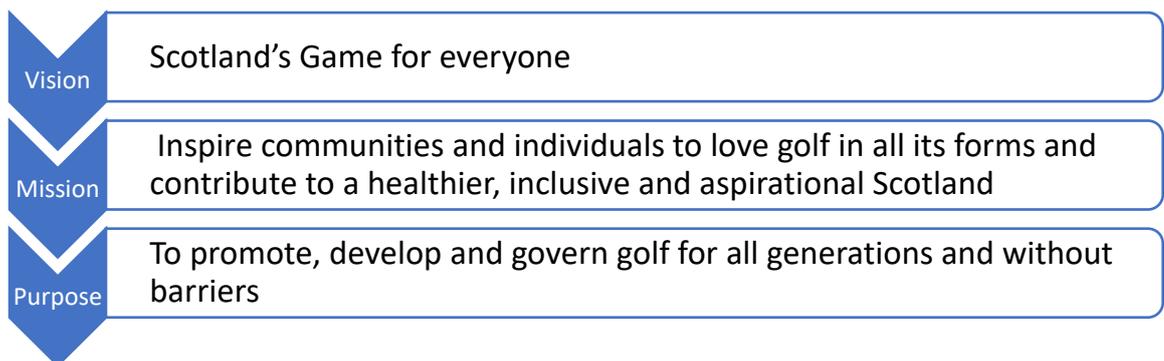
1. EXECUTIVE SUMMARY

Scottish Golf is committed to ensuring that the barriers to participation in golf (real or perceived) are removed. Our vision, mission and purpose as noted below are fully aligned to making golf accessible to everyone. Whilst, golf remains in a privileged position of being one of the largest participation sports in Scotland the current profile of the participants does not demonstrate a diverse demographic. We believe we have a responsibility to influence change within the sport in Scotland and to make golf truly open to all.

In order to establish a foundation for our equality policies, we undertook a survey of golfers during Summer 2018 and these results coupled with the annual membership returns provided by our member clubs were used to determine our baseline. Working in partnership with our member organisations our core priorities for the duration of this equality plan cycle will be to increase the number of women and junior participants in the game. In focusing on gender and age within the game, does not mean that any other under-represented demographic is unimportant to Scottish Golf, however to enable impactful change we believe these groups will provide the best opportunity in the timescales.

We are proud of the gender balance within our staff team that shows 52% (male) and 48% (female), coupled with female representatives on our Board of 33% (3 from 9 Non-Executive Directors). Sadly, this position is not reflected across the golf industry in Scotland and we will work collaboratively with our stakeholders to ensure that equality and inclusion are at the heart of our programmes and services moving forward, with a desire to extend our influence to the club network to follow this lead.

Our commitments to the game are clear and we welcome the support of the golfing community to change the perceptions and to embrace every opportunity to make golf an inclusive and appealing choice for all.



Eleanor Cannon
Chair

Andrew McKinlay
Chief Executive

2. BACKGROUND

The Equality Standard: A Framework for Sport (the “Standard”) was launched by the UK Sports Councils in 2004 to help address the inequalities which then existed within the sports sector.

In March 2019 Scottish Golf was awarded Preliminary Level under this standard and are currently working towards a target of achieving Intermediate Level by March 2022.

As part of our commitment to this framework, we have developed this first equality action plan.

3. COMMUNICATION

The Scottish Golf Equality Action Plan will be communicated to all Scottish Golf Board members, staff, member organisations and other stakeholders. The plan will be published on the Scottish Golf website.

4. MONITORING AND REPORTING

An internal Scottish Golf Equality Working Group will monitor progress and achievement against the plan. Regular reports as to progress will be provided to the Senior Leadership Team and Board of Directors, with an annual summary incorporated into the Scottish Golf Annual Review published in the Spring of each year. The working group comprises representatives from every department across the organisation and as at June 2019 the participants are, Karin Sharp (Chief Operating Officer), Clare Queen (Performance Director), Mandy Martin (Regional Team Manager), Iain Evans (Club Business Manager), Toni Ffinch (Senior Events Co-ordinator), Cameron McLay (Communications Manager), Sharon Chalmers (Operations Manager), Val Wright (Workforce & Safeguarding Officer), Carol Harvey (Women & Young People Development Manager), Addi Shamash (Non-Executive Director).

The Action Plan is a live document and will be regularly reviewed and updated as is required and particularly in relation to any event or policy change which would warrant an immediate amendment to ensure it remains relevant at all times.

The Scottish Golf Equality Action Plan 2018-2022 marks our public commitment to ensuring equality within our game in Scotland. We encourage everyone involved in golf in Scotland to support our ambitions to make golf a more inclusive and welcoming game for everyone to play.

Objective	Action	Responsibility	Timeframe
1.1 Identify and monitor at regular intervals the demographic profile of Scottish Golf (staff, Board, coaches, golfers)	<ul style="list-style-type: none"> Conduct equality survey at annual intervals, with comparison to census and other Scottish Sporting Governing Bodies where possible Prepare a summary report for Executive, Board and inclusion in Annual Review document 	Equality Working Group	Q3/4 Annually
		Equality Working Group	January Annually
1.2 Use other surveys or statistics to measure participation levels and demographics of wider golfing population in Scotland	<ul style="list-style-type: none"> Track changes in membership profile through annual club returns Use household data survey or other golf industry reports to track the behavioural trends in the sport and consider their impact on our programmes and delivery mechanism 	Chief Operating Officer & Ops team	Sep-Dec annually
		Chief Operating Officer	Ad-hoc as required
1.3 Conduct further investigation or use other industry sources to identify barriers to golf being an accessible and inclusive game within Scotland	<ul style="list-style-type: none"> Liaison with Home Unions, R&A, SMS, Sheffield Hallam University and others as identified to share data rather than replicate 	Chief Operating Officer	Ad-hoc as required

Objective	Action	Responsibility	Timeframe
2.1 Ensure that all staff receive a standard introduction to Equality matters	<ul style="list-style-type: none"> Equality awareness brief to be disseminated to staff on an annual basis Equality training (sportscotland run course) to be attended by every staff member 	Chief Operating Officer	April Annually
		Line Managers/Chief Operating Officer	Target completion by Mar 2020

2.2 Ensure that all Board receive a standard introduction to Equality matters	<ul style="list-style-type: none"> Equality awareness brief to be disseminated to Board on an annual basis Equality training (sportscotland run course) to be attended by every board member 	Board Equality Champion/Chief Operating Officer	April Annually
2.3 Ensure that key recruitment and associated policies continue to reflect legislation	<ul style="list-style-type: none"> Ensure minimum gender representation on Board at all times Continual review of recruitment process to ensure values, equality and diversity are integrated from advert through full cycle to employment and performance management Increase reach of external recruitment adverts to a diverse section of potential candidates outside of current golf industry partners Pilot blind sifting of job applications (where roles permit) 	Board Equality Champion/Chief Operating Officer Company Secretary/Chair Chief Operating Officer Chief Operating Officer Chief Operating Officer	Reviewed annually at AGM Ad-hoc as posts are advertised Ad-hoc as posts are advertised Ad-hoc as posts are recruited

Objective	Action	Responsibility	Timeframe
3.1 Grow membership of women and juniors by 15,000	<ul style="list-style-type: none"> Increase the number of clubs delivering adult Get into Golf and Junior programmes Ensure clubs have a player/member pathway and have a welcoming, fun, non-threatening environment to learn the game 	Regional Club Development Officers (RCDO'S) & Junior Development Manager (JDM) RCDO's/JDM	Annual targets align to appended strategic plan Annual targets align to appended strategic plan

	<ul style="list-style-type: none"> Develop a more social element to golf clubs and programmes to encourage more women and juniors 	RCDO's/JDM	Annual targets align to appended strategic plan
3.2 Establish a Women In Golf Charter to help create welcoming Club environments for women and families	<ul style="list-style-type: none"> To develop and implement the charter, with confirmed sign-up process Support and encourage sign up to the Charter and achievement of minimum standards by clubs Evaluate and monitor clubs who sign up to the Charter 	<p>Women & Young People Development Manager (WYPDM) WYPDM & RCDO's</p> <p>WYPDM & RCDO's</p>	<p>Jan 2019</p> <p>July 2019</p> <p>Annual targets align to appended strategic plan</p>
3.3 Support our member clubs with provision of the right tools and information to develop their own equality strategies and action plans	<ul style="list-style-type: none"> To review and refresh our approach to supporting clubs with governance activity, including a review of the Club Governance Self-Assessment tool to incorporate specific questions on inclusion as a priority action To explore the potential of standalone Equality Assessment tool for clubs that would result in the creation of an Equality Action plan To ensure that all advice notes are up to date, compliant and relevant for clubs to support their delivery of policies and procedures within their clubs eg Equality Act Advice Note, Disability and Motorised Buggies Advice Note, Age 	<p>Club Business Manager</p> <p>Club Business Manager</p> <p>Club Business Manager</p>	<p>Jul 2019</p> <p>Dec 2019</p> <p>July 2019</p>

	<p>Discrimination Advice Note, Equality Policy Template</p> <ul style="list-style-type: none"> To undertake a desktop exercise for provision of ratings for all clubs that gives coverage of tees being rated for all genders 	Operations Team	<p>50% of clubs by Dec 2019 100% of clubs by Dec 2020</p>
3.4 Develop competition and playing opportunities within the Scottish Golf fixture list that provides inclusive access for all	<ul style="list-style-type: none"> Implement a player bursary scheme that covers all aspect of the game, from beginner through to elite performer Review our fixture list with a view to implementing relevant changes to ensure consistency of format, entry fee, rounds played is equal and inclusive 	<p>Senior Events Co-ordinator</p> <p>Senior Events Co-ordinator</p>	<p>By Dec 2019</p> <p>By Dec 2020</p>
3.5 Ensure all performance programmes and activity provide appropriate inclusive opportunity for success with Scottish representation on the national and international stage	<ul style="list-style-type: none"> Ensure there is opportunity for all talented young golfers to access advanced coaching programmes and tournament opportunities, without barrier of financial costs or hardship by providing access to bursary fund Continual assessment of the performance programme to ensure that there is equality in the coaching and playing opportunities offered to male and female performance golfers 	<p>Performance Director</p> <p>Performance Director</p>	<p>August Annually</p> <p>August Annually</p>

Objective	Action	Responsibility	Timeframe
4.1 Ensure that Scottish Golf's commitment to equality is publicly accessible	<ul style="list-style-type: none"> • Policy, Action Plan and relevant documentation published on website and shared to our membership as required 	Marketing Manager/Communications Manager	January Annually
4.2 Ensure that awareness of inclusive approach of Scottish Golf is regularly communicated and is embedded in the communications plans	<ul style="list-style-type: none"> • Seek out positive action news stories and media opportunities that celebrate success across all under-represented groups • Ensure images used across all communications are representative of a diverse range of people (age, gender, ethnicity etc) and promote golf as an inclusive sport for all 	Marketing Manager/ Communications Manager Marketing Manager/ Communications Manager	Aligned to annual communications plan Ad-hoc as campaigns are developed and implemented
4.3 Promote equality successes and champion the sport as inclusive and available to all	<ul style="list-style-type: none"> • Ensure a 50/50 balance approach to the promotion and reporting of male and female championships and performances 	Marketing Manager/ Communications Manager	Ad-hoc aligned to events schedule