

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Lydd 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 Lydd 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 Lydd 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 Lydd 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 Lydd GC Plan to achieve this

- Promote a membership pathway, for women/girls and families to progress within the club
- Provide more opportunities for play at the club
- Formally promote inclusion to the wider community via the club website, social media accounts and local community groups
- Ensure facilities are user friendly
- Integrate with other clubs/lady members
- Impact measures
- Have designated Champions/Mentors within the club who can assist and support new participants and members
- To become Safegolf accredited
- Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Lydd GC:

Club Manager/Secretary: *ADELE BUNGE*
Date: *15/12/2020*

Signed:



Charter Champion: *TOM WRAIGHT*
Date: *15/12/2020*

Signed:



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	Increase Female Membership	3 Full Lady Members 3 2 nd Club Lady Members 0 Junior Girl Members	<p>Introductory Membership</p> <p>GOLF 90 - £90 for 90 holes (no time restrictions)</p> <p>Ladies Membership</p> <p>GOLF 365 - £365 for 7-day Year 1 (£365 off renewed membership Year 2)</p> <p>GOLF 260 - £260 for 5-day Year 1 (£260 off renewed membership Year 2)</p> <p>Junior Membership</p> <p>JUNIOR 365 - £50 for 7 day with unlimited practice (1 basket per day)</p> <p>Marketing</p> <p>Social Media (sponsored Ads)</p> <p>Website</p> <p>Poster/Flyers within club (please see attached example)</p> <p>Local Magazines</p> <p>Email database</p> <p>Greenfee Promotion -</p> <p>Women Wednesdays</p> <p>£12 all day</p> <p>Bring a Buddy (Ladies only)</p> <p>Buddy plays for ½ price</p>	<p>To be available from January 1st – December 31st, 2021 allowing current members to take advantage of the promotion when their renewal of membership is due.</p> <p>We must ensure Range Balls are well stocked to meet the demands of junior membership.</p> <p>Target</p> <p>Year 1</p> <p>20 Full Lady Members 6 2nd Club Lady Members 4 Junior Girl Members</p> <p>Year 2</p> <p>30 Full Lady Members 10 2nd Club Lady Members 8 Junior Girl Members</p>
2	Increase Participation	No promotional greenfee offers for ladies. No ladies/family specific coaching. 15 Ladies having tuition 10 girls having tuition - Junior mixed classes. Open Week Taster Session October 2020 – 20 ladies, 5 girls.		<p>Greenfees to be promoted from January 2021.</p> <p>Target</p> <p>100% increase in female bookings</p> <p>Tuition - Roll Up/Get into Golf to begin in January and run weekly.</p>

			<p>Tuition promotion -</p> <p>Tuition Tuesday's</p> <p>10am Ladies Roll Up – Free Tea/Coffee - £6 per person</p> <p>Taster Sessions – Open Week</p> <ul style="list-style-type: none"> - Free 1 Hour Coaching Session - 9 + Wine Promotion – 9 holes and glass of wine £9 <p>Get into Golf</p> <ul style="list-style-type: none"> - 8-week course for beginners <p>Marketing</p> <p>Social Media (sponsored Ads)</p> <p>Website</p> <p>Poster/Flyers within club (please see attached example)</p> <p>Local Magazines</p> <p>Email database</p> <p>Taster Sessions and Programmes</p> <p>Target local groups/schools via email/social media – Marsh Choir, Lydd/New Romney WI, Grasshopper Girls FC, New Romney/Lydd primary Schools, Marsh Academy etc</p> <p>Local Events</p> <p>Promotional stall at local fairs and school fetes etc.</p> <p>Marketing</p> <p>Internal social media and email</p> <p>Beginner Tees</p> <p>Beginner/Junior Tee boxes to be added for course measuring 2,000 – 3,000 yards</p>	<p>Open Week - March 1st – 7th to target the start of the golf season (April) and membership renewals.</p>
3	Inclusion with the community	Support local charities and fundraisers.		<p>Communicate with groups/schools for start of 2021.</p> <p>Target</p> <p>50 participants via taster sessions</p> <p>20 regular academy students</p> <p>5 Full Lady Members</p>
4	Ensure facilities are user friendly	Golf course can be too long for lady beginners and juniors. Academy course has been closed during 2020.		<p>Beginner Tees and Academy course up and running for April 2021.</p> <p>Target</p>

			Academy Course	10 Female Academy Memberships
5	Integration with other clubs/ladies	Members invite to other club's ladies opens.	Course to reopen with safety measures put in place. Introduce Academy membership. Ladies Open/Charity Day To be held annually, open to visitors. Club Matches A club ladies team formed with arranged matches Vs other clubs.	Ladies Open to be held during summer months. Target -20 lady visitors participating -Club team dependent on membership growth. Target -First Lydd GC Ladies club match
6	Impact measures	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	Formally share progress and updates/changes to the charter with England Golf moving forward	To provide annual measures to help determine the impact of the charter
7	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 to provide England Golf with an annual report on progress on commitments made
8	To become a SafeGolf accredited club and ensure policies and procedures remain up to date	a. Adopted the required club policies b. Appointed a Club Welfare Officer c. DBS checks are obtained for relevant club personnel d. Club staff and volunteers have obtained any required qualifications e. PGA Professional(s) are included on PGA SafeGolf Coaches Register	The management team at the club has approved all the policies and procedures. All documentation is up to date and has been shared your local England Golf Club Support Officer. We expect to complete by 31 st January 2021	Keep a register of when the key policies and documentation needs to be updated and when key members of staff and volunteers need to undertake relevant training
9	Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter	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 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.	Formally share progress and updates/changes to the charter with England Golf moving forward The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release	To provide annual measures to help determine the impact of the charter The charter Champion to provide England Golf with an annual report on progress on commitments made