

## The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Horsley Lodge 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 Horsley Lodge 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 Horsley Lodge 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 the Club Committee with Horsley Lodge 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.

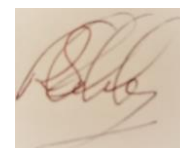
### **How we at Horsley Lodge GC plan to achieve this**

1. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter
2. Improve the enjoyment and satisfaction ratings from lady members measured through the annual club survey
3. Expand the opportunities for lady members to play mixed and social golf
4. Promote a membership pathway, for women and girls to progress within the club including having designated buddies/mentors who can assist and support new participants and members and help with the transition from junior to adult play
5. Offer more coaching opportunities for women
6. Attract new ladies into golf by delivering two initiatives annually targeting women, including the introduction of 'Love Golf' courses at the club.

### **Signed on Behalf of Horsley Lodge GC:**

Club Secretary: Bob Gibbs  
Date: 20 July 2021

Signed:



Charter Champion: Karen Hayden  
Date: 20 July 2021

Signed:



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.

Commitment		Current Situation	How this will be achieved	Date/Progress/Targets/Comments
1	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	Formally share progress and updates/changes to the charter with England Golf moving forward (NE to lead)	To provide annual measures to help 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.	The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release (NE to lead)	The charter Champion to provide England Golf with an annual report on progress on commitments made
2	Improve the enjoyment and satisfaction ratings from lady members measured through the annual club survey	Overall satisfaction ratings from: <ul style="list-style-type: none"> <li>All lady member respondents (38) was 73.2% in January 2021</li> <li>All club member respondents (389) - 70.8% in January 2021</li> </ul>	Review lady member responses to the 2021 club survey and correspondence received to: <ul style="list-style-type: none"> <li>Identify and address major issues such as: slow play; competition rules and regulations</li> <li>Strengthen aspects particularly valued by women such as: provision of dedicated ladies slots; and opportunities for socialising</li> </ul> (NE to lead)	Repeat annual club survey in 2022 with increased satisfaction rating
3	Expand the opportunities for lady members to play mixed and social golf	Last winter there were proposals to trial regular monthly mixed competitions, which unfortunately did not happen due to Covid 19 restrictions and weather problems.	Trial a series of mixed competitions on every 3 <sup>rd</sup> or 4 <sup>th</sup> Sunday of the month throughout winter, including on occasions a social dimension (ME to lead)  WHS allows males and females to compete against each other from different tee sets.	Commence in November 2021 Number of events: 1 per month Number of participants: 24-30 Review feedback received
		On Fridays there is already a turn up and play in a team competition, which currently only involves men	Encourage ladies to participate in the turn up and play team competitions on Friday to make this more of a mixed/whole club event – starting with a trial period (ND to lead) Communicate this regularly	Commence in July 2021 Number of ladies giving it a go: 6-10 Number of ladies regularly participating: 4 Review feedback from the trial period
		There are two Babes and Marauders and six interclub mixed competitions each year, which are very popular and there is interest to have more opportunities to play mixed golf from both genders	Explore the practicalities of having more mixed competitions during the summer (ME and ND to lead)	Draft up a proposal for introducing more mixed competitions in 2022 that includes formats, dates and targeted numbers supported by the Competition Secretary and committees

Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments	
	Last year due to Covid 19 restrictions more social competitions in a variety of formats were introduced that proved very popular and encouraged the less confident ladies to participate in single, pairs and team competitions	Promote more non qualifying fun competitions in the ladies section to encourage the less confident ladies to participate in single, pairs and team competitions (ME to lead)	Commence in Autumn 2021 Number of fun competitions: 1 per month Number of participants: 20 per session Review in Spring with a view to continue throughout the summer playing season 2022	
	The social side of golf is greatly valued by many of the ladies section. Off peak times provide an opportunity for ladies to play golf under more informal conditions.	Explore interest and build up an informal and socially orientated ladies group during an off peak period such as Monday, Tuesday or Thursday afternoons (ME to lead)	Proposal for introducing in 2022 supported by a viable nucleus of ladies who are prepared to organise it	
<b>4</b>	Promote a membership pathway, for women and girls to progress within the club including having designated buddies/mentors who can assist and support new participants to golf; new members to the club; and help with the transition from junior to adult play	<p>There is an informal 'meet and greet' new members into the club involving:</p> <ul style="list-style-type: none"> <li>• Notification and introduction by the General Manager</li> <li>• Horsley Lodge generic welcome pack</li> <li>• Welcome e-mails, phone calls and follow ups from the Lady Captain and Lady Vice Captain</li> </ul> <p>New lady golfers joining the club – there is no formal welcome pack for introduction to the ladies section or buddy system in place</p> <p>One promising young player frequently plays with the ladies section in competitions</p> <p>Women new to golf and the club – who have been involved and have enjoyed their first taste of golf through the Love Golf initiative being introduced this summer</p>	<p>Reinstate and support the 'new member welcome evenings' with the easing of Covid 19 restrictions (RO to lead)</p> <p>In liaison with new lady members who have recently joined the club:</p> <ol style="list-style-type: none"> <li>a. Produce a new lady member welcome pack including frequently asked questions (NE to lead)</li> <li>b. Set up a personal buddy system involving role description, recruitment and training of buddies utilising the EG Golf heros training information (KH to lead)</li> </ol> <p>Identify a mentor who can act as a role model to help this young player progress (NE to lead)</p> <p>To be aligned with the new Love Golf courses (please see action 6 below) and involve: greet and meet course participants with on-going engagement and encouragement; matching of buddies to women taking up</p>	<p>Number and percentage of new women and girls attending Satisfaction ratings and feedback in the introductory surveys</p> <ol style="list-style-type: none"> <li>a. Ladies welcome pack produced and given good reviews</li> <li>b. Buddy system established with 3-5 buddies recruited and trained</li> </ol> <p>Mentor recruited and evidence of player progress (reduced handicap; selection in County development programmes)</p> <p>New membership packaged agreed with General Manager and taken up by those attending the first course</p>

Commitment		Current Situation	How this will be achieved	Date/Progress/Targets/Comments
			<p>the follow up option from September for:</p> <ul style="list-style-type: none"> <li>a. Structured introduction to the course (buddies) and 'how to score/play the game'</li> <li>b. Introductory 'membership' package for developing new players and those with childcare commitments to use the course at quiet times</li> <li>c. Buddy training: either e-learning or on-site course (KH to lead)</li> </ul>	<p>Number of buddies recruited - with 3-5 buddies recruited and trained (in addition to the buddies for the 'golfers new to the club' with an overall bank of 6-8 buddies)</p>
<b>5</b>	Offer more coaching opportunities for women	<p>Players approach the Pro if they want a lesson</p> <p>The Pro approaches the players if there is a coaching programme they want to offer</p>	<p>Explore interest and demand for a structured range of regular coaching courses through:</p> <ul style="list-style-type: none"> <li>a. Regular group coaching with HLGC professionals</li> <li>b. Small group packages with peer to peer support designed by and for the players</li> <li>c. 'Love Golf' coaching courses for women new to golf</li> <li>d. Development of the practice ground to incorporate a three hole 'academy course'</li> <li>e. Encourage more use of the driving range and practice area for current members.</li> </ul> <p>(KH and AH to lead)</p>	<p>High level of demand/uptake from current members</p> <p>Initial coaching sessions: 2 groups of 8 Regular group coaching: 8 on a monthly basis Overall: 40% of ladies involved in coaching during the year</p> <p>Differentiated learning so that all achieve success at their own level of ability</p> <p>Reduction in handicap levels (once the new HI has settled down)</p>
<b>6</b>	Attract new ladies into golf by delivering two initiatives annually targeting women, including the introduction of 'Love Golf' courses at the club	<p>No current initiatives targeting women and girls</p> <p>New Golf Pro (Paul Hebdon) contracted to deliver the Love Golf initiative</p>	<p>Promote the Love Golf initiative – first course scheduled for July and August including advertising within the club using the newsletter/email to recruit wives, girlfriends, daughters, friends of current members, and employees (PB to lead with KH support)</p>	<p>Recruit between 6-10 players</p>
			<p>Register for and organise a 'Women on Par' 9 hole event at the end of the first Love Golf course during September or October 2021 (KH to lead)</p>	<p>Event staged Number of participants: 6-10 Number of volunteers: 3-5 75% involved in coaching to attend this event Review feedback received</p>
			<p>Develop a Love Golf follow on package to retain interest, further develop player skills and experience and encourage integration into the club (PB and KH to lead)</p>	<p>Retain 20% of the new players</p>

## Summary of the Women in Golf Action Plan 2021-2022

To gain 'Women in Golf Charter' status for Horsley Lodge Golf Club, encouraging a more inclusive culture within golf, and to achieve the following objectives:

1. Improve the experience of existing lady members at the club (retention)
2. Widen the 'offer' available to lady members at the club (more engagement)
3. Attract more women and girls into the club (growth)

