



Lees Hall Golf Club

Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Lees Hall 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 Lees Hall 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 Lees Hall 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 within Lees Hall 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 Lees Hall Golf Club plan to achieve this:

- To achieve and maintain ratio of 15% to 20% female representation on our Board of Directors by a selection criteria which will encourage female applicants.
- Deliver a minimum number of 2 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns
- Offer more inclusive competitions for all genders.
- Make the club more female and family friendly.
- Have designated Mentors within the club who can assist and support new participants and members.
- To become a SafeGolf accredited club and ensure policies and procedures remain up to date.
- To capture all the impact measures, monitor and report progress to England Golf.
- Appoint a designated Charter Champion and promote the R&A Charter.

Signed on Behalf of Lees Hall Golf Club:

Andrew Hague: President of Lees Hall Golf Club

Signed:

Date:

Karen Mitchell: 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. All subject to COVID 19 restrictions.

	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
1	To achieve and maintain a ratio of 15% to 20% female representation on our Board of Directors by a selection criteria which will encourage female applicants.	<p>Until 24 September 2020 the Board of Directors consisted of 11 members, 1 of which was female, representing 9%. The positions of the Board are as follows:</p> <ul style="list-style-type: none"> • President • Vice-President • Captain • Vice-Captain • Hon Treasurer • House Chair • Competition Chairman • Greens Chairman <p>Ladies section has 44 playing members which represents 10% of the golf club's playing members, around 440.</p>	<p>Need to ensure posts are not gender specific and applicants are voted for based on their skills and experience.</p> <p>Identify opportunities such as co-opting onto the Board of Directors and to support separate committees. Look for opportunities where a representative from the Ladies Committee can sit on the Board.</p> <p>Use England Golf Governance Guide to help us create and promote roles within the Board of Directors at Lees Hall Golf Club.</p>	<p>To maintain the current ratio of 15% to 20% female representation on the Board of Directors from now onwards.</p> <p>From 25 September 2020, the Ladies Secretary was co-opted onto the Board for the remainder of 2020/2021. This now represents 17% female representation.</p>
2	Deliver a minimum number of 2 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns	<p>Advertising needs redesigning.</p> <p>Not done a recruitment drive for at least 2 years.</p> <p>Pathway membership available for all golfers but age related (up to age 39). Otherwise everyone who joins has to sign up to either a 5 day or 7 day membership and playing the full course. No adjustment made for new golfers.</p> <p>Current membership is 44 ladies and no junior girls. This breaks down to:</p> <ul style="list-style-type: none"> • 34 ladies are 7-day members • 5 ladies are 5-day members • 5 ladies are now on reduced holes due to age and medical conditions <p>No ladies academy – golfers arrange</p>	<p>Redesign advertising and banner for outside by Autumn 2020.</p> <p>Develop a marketing strategy/ plan which will include the following initiatives:</p> <ul style="list-style-type: none"> • Market research what other local clubs offer, carry out a competitor analysis; • Promote golf through local schools and colleges with coaching accessible for all; • Explore options for flexible memberships for all golfers based on abilities, age and capacity to play; and • Deliver 2 membership drives each year – begin with a 4 week trial membership during Autumn 2020. Review and evaluate trial membership via a survey and relaunch in Spring and Autumn 2021 using the Women on Par initiative, Women into Golf Open Day and coffee mornings for non- golfers. <p>Develop an academy for all new to golf. Work with the</p>	<p>Target is to achieve 50 playing ladies by December 2022.</p> <p>Advertising was redesigned and used for an Autumn 2020 trial. 12 ladies undertook the trial, of which 1 has joined as a 5-day member. A further 4 ladies were taking part in a 4 week trial but now suspended due to 2nd COVID19 lockdown.</p> <p>Offer pathway and flexible memberships by December 2022.</p> <p>Deliver an academy for all new</p>

		own coaching. Junior coaching available on Saturday mornings from Spring until Autumn.	Club's Professional and Assistant to provide a structured programme of coaching. Explore initiatives for using the new Swing Room.	golfers by April 2022.
3	Offer more inclusive competitions for all genders.	There is 1 annual mixed competition held midweek in the Autumn. We run a few weekend mixed competitions during the year: <ul style="list-style-type: none"> • Texas Scramble – Feb • Mixed Greensome – Easter • Texas Scramble – Oct • Turkey Trot - Nov • Festive AmAm - Dec We held 1 Open Mixed AmAm in September 2020.	We want to aim for 2 midweek mixed competitions during 2021 (Spring and Autumn). Offer more mixed competitions within the club – start during the winter 20 to 21, possibly on a Sunday – all genders and ages. Drive and dine – play 11 holes then eat and drink together. Organise 2 Mixed Open AmAms each year – starting in Spring 2021.	To increase the number of mixed competitions during 2021.
4	Making the club more female and family friendly	The Website has no photos of lady golfers or families. No toilet for any golfer on the course No ladies equipment on sale – players source their own clothing through other companies. Foyer and surrounding areas need refreshing and more welcoming. Limited family/social events (one for children at Christmas).	Work with the Social Media officer to ensure the Website is female/family friendly. Promote our Open days, trials and SafeGolf accreditation via social media. Explore options to have an Eco toilet on the course. Work with Golf Club Pro to display female goods that can be bought via a third party. Nominate a lady member to work with the house chair to refresh décor and upkeep of club. Foyer and surroundings – more photos of women playing golf. Better signposting for ladies' toilets and locker room. To hold more family and social events such as quizzes, birthday parties. Explore options to utilise the Swing Room for family events	Refresh the website by Spring 2021. Toilet on the course by Spring 2022 – quotes have been sought for 29 October 2020 Board meeting. Need to investigate planning permissions. Access to ladies equipment by February 2021. Decorating complete by December 2020 -Lady Vice Captain working with House Chair on refresh of decorating within the clubhouse To hold more Family events by December 2021
5	Have designated Mentors within the club who can assist and support new	None currently.	Identify buddies/mentors to support new members on ratio of 1:2 from existing members.	Identify mentors during each recruitment drive, starting with the Autumn trial 2020.

	participants and members.		<p>Explore options of how new golfers can feel comfortable playing the fairways without being under pressure.</p> <p>Hosting social evenings for new golfers to meet existing members.</p> <p>Establish a system to monitor progress.</p> <p>Review information pack for new lady members.</p>	Mentor appointed to new lady member who joined October 2020.
6	To become a SafeGolf accredited club and ensure policies and procedures remain up to date.		<p>Adopt the England Golf Safeguarding policy and England Golf Safeguarding Adults policy and communicate this to our members, visitors, staff and volunteers.</p> <p>Appoint a Club Welfare officer and deputy with the relevant qualifications and training.</p> <p>The management team at the club has approved all the policies and procedures.</p> <p>All documentation is up to date on the England Golf portal and notify our local England Golf Club Support Officer.</p> <p>Keep a register of when key policies and documentation needs to be updated and when key members of staff and volunteers need to undertake relevant training.</p>	<p>To achieve accreditation by March 2021.</p> <p>The Club Welfare Officer was appointed October 2020. Safeguarding and Protecting Children on-line workshop completed on 14 November 2020. Time to Listen workshop booked and to be completed end of November 2020.</p>
7	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 update/changes to the charter with England Golf moving forward.	To provide annual measures to help determine the impact of the charter.
8	Promotion of the charter	To appoint a Charter Champion and mentors throughout the club utilising the role description provided. The champion will be responsible for the promotion, activation and reporting on the progress of the charter.	<p>The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release.</p> <p>Charter Champion to work with the Club Professional to develop ideas for academy and pathway memberships.</p>	The Charter Champion to provide England Golf with an annual report on progress on commitments made.

