

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Lilleshall Hall 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 Lilleshall Hall 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 Lilleshall Hall 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 Lilleshall Hall 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 Lilleshall Hall GC plan to achieve this

1. Deliver two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns
2. To become a SafeGolf accredited club and ensure policies and procedures remain up to date
3. Promote a membership pathway, for women/girls and families to progress within the club
4. Have designated Champions/Mentors within the club who can assist and support new participants and members
5. To achieve and maintain female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Lilleshall Hall GC:

Club Manager/Secretary/ Chairman: David Martin, Club Secretary
Date: 22/03/21

Signed: *David Martin*

Charter Champion: Gill Preece, Charter Champion
Date: 22/03/21

Signed: *Gill Preece*

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	Deliver 2 initiatives annually targeting women/girls and families	Lilleshall Hall currently holds 2 Open days per year. These are advertised via social media, the press, invitations into local schools and a poster campaign. Girls are approached in local schools three times a year and offered a free trial at the Club. We then have a popular weekly Junior programme for all age groups if they wish to continue.	We will continue with our Open Days with special membership offers on the day, and our Schools Approach and utilise any guidance and initiatives targeting women/girls that are aligned with England Golf campaigns.	Success will be measured by an increase of membership following the initiatives (our Open Days are attended by around 100). We would aim for a 10% increase. Currently we have 87 women playing members and 10 junior girls.
2	To become a SafeGolf accredited club and ensure policies and procedures are 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 Professionals are included on the 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 with our England Golf Club Support Officer	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. Our Junior Organisers (male and female) have booked the England Golf training and DBS checks are in progress for volunteers. We have previously held the Golf Mark for many years.
3	Promote a membership pathway for women/girls and families to progress within the Club.	Our Professionals (a husband and wife team) deliver a programme twice a week for women new to the game, helping them learn the technique, become comfortable with the environment, learn the rules and etiquette, provide equipment and give them a mentor if they show interest in becoming a member. 25 girls are currently part of the Junior programme which includes weekly coaching and 9-hole fun competitions including a family day.	We will continue to provide the junior academy and run our weekly Junior meet up for a variety of social competitions preparing them for inclusion in our Junior Club competitions and continue with a structured programme of individual and group lessons for women with our Pros. The Ladies' section will continue to provide mentors, and arrange games and competitions specifically involving new members and current members. We will schedule ladies competitions to ensure that 'working' ladies have every opportunity to participate.	We will aim to retain over 75% of our new membership involving women/girls. 2 surveys are conducted per year to ensure the Club is meeting the needs of new and existing members. Feedback from new members will be acted upon to ensure their retention.
4	Have designated Champions/Mentors within the club who can	Lilleshall Hall has members of the Ladies section informally acting as mentors to new members.	We are looking to formalise our mentor programme for all golfers throughout the club.	Work with England Golf on their Buddy Workshop to introduce this moving forward. We would aim to have 6 to 10

	assist and support new participants and members			mentors by 2022.
5	Promote inclusion of women with nominations to the Board of Directors	A Board of six including one woman Sub-Committees:- Facilities- 5 men/5 women Commercial- 1 man/2 women Marketing- 2 men/2 women Comps/Handicaps- 4 men/2 women	By actively promoting these positions linked to appropriate role descriptions that are not gender specific. Have a formal path way in place that will support being a decision maker at the club with appropriate job descriptions in place	The general meeting will be the point in which we will be able to measure our success annually. We will work alongside women who have expressed an interest as has always been the club policy.
6	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	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	The Charter Champion to provide England Golf with an annual report on progress on commitments made