

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Leeds Castle 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 Leeds Castle 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 Leeds Castle 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 Leeds Castle 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 Leeds Castle GC plan to achieve this

1. Increasing Women's Participation in Coaching.
2. Increase membership types.
3. To hold a Ladies Open event.
4. To become a SafeGolf accredited club and ensure policies and procedures remain up to date.
5. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Leeds Castle GC:

Club Manager/Secretary: Scott Stevens

Date: 18/01/2021

Charter Champion: Helen Crocker

Date: 17/01/2021

Signed:



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	Increasing Women's Participation in Coaching.	2020 has seen 6 couples join the club via the get into golf programme. 8 Ladies have joined the club under the ladies 1 st year membership deal after being part of group tuition.	<p>Get Into Golf Ultimate Lesson Programme</p> <p>Individuals package consists of:</p> <ul style="list-style-type: none"> • 6 x 3/4hr lessons • 2 x 2hr on course • 50% off a one under card (7 x 9 holes of golf) <p>*Couples or Groups receive 6 x 1 hour lessons*</p> <p>Ladies Group coaching is run during the week and mixed adult groups run at the weekend.</p> <p>All lesson programmes are advertised on the Leeds Castle Website and are available to purchase on e-sales. Advertising campaigns that we run drive customers directly to the e-sales part of the website.</p>	Annual review, next review 1 st January 2022
2	Increase membership types	<p>Ladies 5 day members: 10 Ladies 7 day members: 5 Ladies 1st year 5 day: 8 Ladies 1st year 7 day: 6 Intermediate: 1 Couples 5 day: 1 Couples 7 day: 11</p> <p>Total of 42 Lady members accommodating 9.6% of the membership</p>	<p>Continuation of the following membership types: Ladies 1st Year, Intermediate, Couples, Family & Junior 1st Year Memberships have been added to the various memberships since I joined the club in June 2019.</p> <p>Ladies 1st year membership incentive: Ladies receive a discount on their first year of membership</p> <p>A visual presence of Ladies and Family golfers on the Golf Clubs Website has been introduced. We have also added more products for ladies to the professional shop stock and will continue to do so as the percentage of Ladies at the club changes.</p>	<p>After Renewals 1st May 2021 and 1st January 2022</p> <p>Notes - Since joining the club in June 2019 the number of lady members has increased from 7 to the current 42 however the club has now reached full membership capacity as of 15th December 2020. We will be reviewing the situation closely as we hit annual renewals on 1st April 2021.</p>

3	To hold a Ladies Open event	Put on hold until the Covid storm settles.	Open invites to all affiliated clubs in the County. Advertising across Leeds Castle/Golf Club social media platforms.	Regular reviews in line with Covid Guidelines
4	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 with your local England Golf Club Support Officer. We expect to complete by 8 th January 2021, our annual review date is 1 st January 2022.	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
5	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