

## The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Betchworth Park 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 Betchworth Park 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 Betchworth Park 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:

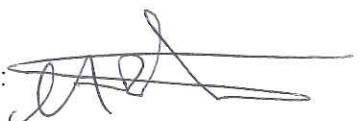
- Developing and implementing an internal strategy for enhancing gender balance at every level
- Establishing senior management responsibility and accountability for gender balance and inclusion, which is discussed and reviewed at committee/board level with Betchworth Park GC
- Strongly advocating more 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 Betchworth Park GC plan to achieve this

1. Deliver two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns
2. Formally promote inclusion to the wider community via the club website, social media accounts and local community groups
3. Promote a membership pathway, for women/girls and families to progress within the club  
Have designated Champions/Mentors within the club who can assist and support new participants and members
4. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

### Signed on Behalf of Betchworth Park GC:

Club Manager: Tom BRIDGER  
Date: 31/3/2022

Signed: 

Charter Champion: SARAH LOHMANN  
Date: 31/3/2022

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	Deliver two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns	Currently we have links with 2 girl guide groups with around 20 attendees at each session. We have links with 7 local junior schools. Coaching is delivered to these groups yearly.	To host coaching opportunities to girls and ladies golf. Girls Golf Rocks women and girls taster day, these will be promoted on the club website and social media channels. Develop links further with local Girl Guide groups, deliver coaching 2 sessions to them. All attendees from guides and schools will be offered a free group lesson at the club via the clubs junior academy.	Girls golf rocks end of Aug 2022 Schools May/June 2022 Promote these with leaflets during the coaching sessions and emails to parents, on the run up to these. Grow junior academy with 10 new girl members.
2	Formally promote inclusion to the wider community via the club website, social media accounts and local community groups	Website has coaching/professional area. With online booking functions. We have social media accounts for Facebook, Instagram and Twitter.	Add new page into the professional area of the website, highlighting and promoting ladies golf, via club open day 1 <sup>st</sup> May offering a free academy lesson. Add content and dates for the coaching events such as girl golf rocks onto all platforms. Club Manager, Captain and Vice Captain are updating the website throughout the winter months of 21/22.	31 August 2022 to promote all the events. Update website by 30 <sup>th</sup> April 2022 to be ready for the season.
3	Promote a membership pathway, for women/girls and families to progress within the club Have designated Champions/Mentors within the club who can assist and support new participants and members	The club runs a successful beginners academy. Ladies are encouraged to play on the course and take lessons to develop their skills, with a view to joining the club. The course has a short course card, to play from 150 and 200 markers. We have also purpose built academy (blue tees). This gets players out onto the course sooner. We have 105 female members and 34 female academy members.	When a female is ready to join the club they are paired up with a 'golfing godmother' (buddy system) who helps integrate them into the club. Through playing competitions with them and showing them the facilities of the club. From the players 1 <sup>st</sup> survey we have a list of 15 members who have agreed to help out.	1 <sup>st</sup> May 2022 Grow full membership to 110 and academy membership to 40 by 30 <sup>th</sup> September 2022. Grow the Godmothers/Buddy list by 3.
4	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