

The Louth Golf Club - Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Louth 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 Louth 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 Louth 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 Louth 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 Louth 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
4. Have designated Champions/Mentors within the club who can assist and support new participants and members
5. To achieve 20% moving towards 30% 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 Louth GC:

Club Chairman: Graham Evison

Signed: *Graham Evison*

Date: 14th January 2021

Charter Champion: Calum Lewis

Signed: *Calum Lewis*

Date: 14th January 2021

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	Encourage Female representation on the Board and Committees	Presently we have one female on the board (the ladies captain), out of a board of 12 people. Plus, ladies represented on the following committees: Social – 2 Greens – 2 Bar & Catering – 3	The selection criteria are gender neutral and applicants are voted for by the members based on their skills and talents. The Ladies Captain is always invited onto the Board, and various other ladies are involved in other committees and forums. The criteria for board membership will be looked at to encourage more ladies to stand for election.	As of December 2020, we have one female on the board, and seven on various committees. We aim to increase this number through encouragement, with a target of two females on the board at the next election in 2021, moving to three in 2022.
2	Continuing to implement our recruitment initiatives targeting females and girls in golf.	The club has increased the Ladies membership numbers through 2020. Presently 52 ladies and 3 Junior girls Starting the Juniors section, a couple of years ago has proved successful in getting young boys and girls playing golf, this will continue going forwards.	The Golf Manager/Charter Champion will continue to push marketing aimed at 'women in golf' by: <ul style="list-style-type: none"> • Work closely with the EGU to organise initiatives of 'Women on Par' and 'Girls Golf Rocks' • Organising events for ladies and families to get involved in golf in general. • Arrange competitions that are not gender specific. • Encourage junior girls to play golf with the intention they will be future members. 	As of December 2020, there are 52 Ladies and 3 female Juniors playing golf. Target is to increase these numbers by 20% in 2021 and move towards 30% in 2022. Golf professional and assistant will organise various events and actively target increasing Ladies golfers
3	Increase visibility of a family friendly golf club on our website and communications	The website and social media are used extensively to market the GC. Family events i.e., BBQs / Fundays / Fun Golf, to be arranged. These were lacking in 2020 due to Covid restrictions	Moving forward website/social media needs to be developed to target female participation in golfing events. Family events to be organised, to encourage a family atmosphere at the club are: Family open day (May) – with several activities for all family members Golfer / Non golfer day, to attract new members.	Social media to be used to encourage family / female activities through 2021. Volunteering will continue in 2021, and all activities are clearly gender neutral. Several family events to be arranged for 2021 calendar

4	Promoting volunteer opportunities for women and girls in our club.	During 2020, the GC has relied heavily on volunteers, and many of them have been female. Volunteers have helped with the following. HWH – Food and drink – 10 Ladies Gardening – 3 Ladies	Continue to promote the volunteering side of the club with the female golfers. Communication of thanks by the BRS Captains message has been used. However, we will look to find other ways such as social media, and club notice boards to get the message across that this is a great thing to do.	All volunteer roles to be gender neutral through 2021. Target an increase of Ladies volunteers of 25% (Additional 3)
5	Ensure Golf Course Ladies Friendly	Ladies are encouraged to play at all times and participate in events. Course toilets were installed several years ago and need to be maintained	No restriction on Tee colours with respect to gender. All competitions open to gender neutral Peak tee times are available to female members. Providing individual toilet facilities on course for females.	This will be monitored through 2021, to make sure that female members are not excluded from any events. Any complaints to be investigated and recommendations made Course toilets to be in service 100% of the time.
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