

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Norfolk Premier Golf 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 Norfolk Premier Golf 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 Norfolk Premier Golf, 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 Norfolk Premier Golf.
- 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 Norfolk Premier Golf plan to achieve this:

1. Deliver two initiatives annually targeting women/girls to try golf.
2. Formally promote inclusion to the wider community via the club website and social media.
3. To make ladies golf clubs available for hire to use on our Toptracer driving range.
4. To put on female only TopTracer competitions with prizes to help encourage people get into the game.

Signed on Behalf of Norfolk Premier Golf:

Director: Gerald Pointer

Signed:

Date: 8th February 2021

Charter Champion: Grant Pointer

Signed:

Date: 8th February 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	Deliver two initiatives annually targeting women/girls to try golf.	In the past we have ran group lessons for lady beginners (How2Golf). But this has stopped due to staffing issues.	Encourage current lady members to invite friends to join them to play golf. Followed by a complimentary coffee afterwards. Liaise with Peter Bower the club's PGA Professional regarding group coaching programs for ladies.	The diary for the coming year is being worked out and these events will be worked into the schedule.
2	Formally promote inclusion to the wider community via the club website and social media.	We send out newsletters once a month and use social media regularly, although nothing specifically about women.	Marketing designed to be aimed more towards women. Newsletters, news & events section on website and Facebook and Instagram.	The promotion will be ongoing. As a guide 2-4 posts a month would be aimed at women in mind.
3	To make ladies golf clubs available for hire to use on our Toptracer driving range.	We currently only have men's golf clubs available for hire which are not suitable for ladies.	Obtain a selection of 7 irons, pitching wedges and drivers in which are the correct size for ladies.	Wilson staff have said they would provide the required golf clubs for us.
4	To put on female only TopTracer competitions with prizes to help encourage people get into the game.	We have had one nearest to pin competition in December 2020 to win a bottle of champagne. This was aimed at both men and ladies.	Put on nearest the pin and virtual golf competitions with a prize for the winner, specifically aimed at women/girls in mind.	Dates for the female competitions will be announced from May 2021 onwards.