Norfolk Premier Golf

Women in Golf Charter Policy

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1. Policy Statement

Norfolk Premier Golf is committed to creating a welcoming, inclusive, and progressive environment where women and girls can participate, develop, and thrive within golf.

In alignment with The R&A Women in Golf Charter, we recognise both the ethical responsibility and the commercial opportunity to grow the game through greater female participation and representation across all areas of the business.

We are committed to driving meaningful and measurable change, ensuring that golf is accessible, enjoyable, and rewarding for women at all levels, whether as players, customers, or professionals.

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2. Our Commitment

Norfolk Premier Golf commits to:

- Increasing the number of women and girls playing golf
- Encouraging and supporting women to work and build careers within the golf industry
- Creating an inclusive culture where all individuals feel welcome and valued
- Actively promoting equality and diversity across all areas of the business
- Embedding inclusion into our operational and strategic decision making

3. Strategic Objectives

To bring this commitment to life, we will:

- Develop and implement a clear strategy to improve gender balance
- Assign senior responsibility for inclusion and diversity
- Review progress regularly at management level
- Work collaboratively with coaches, partners, and the wider golf community
- Promote opportunities for women through marketing, events, and programming

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4. Key Initiatives

4.1 Participation Growth

We will deliver a minimum of **two structured initiatives per year** aimed at introducing women and girls to golf.

These may include:

- Beginner coaching sessions
- Social golf events
- “Bring a Friend” experiences
- Driving range based introductions using Toptracer

Focus will be placed on creating a relaxed, social, and non intimidating entry into the game.

4.2 Inclusive Marketing and Visibility

We will ensure our marketing reflects and attracts female participation by:

- Featuring women regularly across social media and website content
- Promoting female specific events and opportunities
- Showcasing real customers and staff to build relatability

A minimum of **2 to 4 targeted pieces of content per month** will support this objective.

4.3 Equipment Accessibility

We will provide appropriate equipment to remove barriers to entry by:

- Offering women's golf clubs for hire on the driving range
- Ensuring suitable sizing and usability for beginners

This ensures first experiences are positive and not limited by equipment.

4.4 Female Focused Events and Competitions

We will run **regular female focused competitions and events**, including:

- Nearest the pin competitions
- Virtual golf events via Toptracer
- Social competitive formats

These events will be designed to build confidence, enjoyment, and community.

4.5 Safeguarding and Safe Environment

We are committed to maintaining a safe and inclusive environment by:

- Maintaining SafeGolf standards and accreditation
- Keeping all safeguarding policies up to date
- Ensuring trained welfare officers are in place
- Promoting a culture of respect and professionalism at all times

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5. Accountability and Leadership

Responsibility for this policy sits with senior management.

A designated **Charter Champion** will:

- Drive implementation of initiatives
- Monitor progress against objectives
- Act as a visible advocate for inclusion within the business

Progress will be reviewed annually and incorporated into business planning.

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6. Monitoring and Targets

Success will be measured through:

- Increased participation of women and girls in activities
- Growth in female customer engagement
- Event attendance and retention levels
- Feedback from participants and staff

Targets will be reviewed and adjusted annually to ensure continued progress.

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7. Continuous Improvement

Norfolk Premier Golf recognises that inclusion is an ongoing process.

We will:

- Regularly review our approach
- Adapt initiatives based on feedback and results
- Stay aligned with industry best practice
- Continue to evolve as the business grows

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8. Statement of Intent

By adopting this policy, Norfolk Premier Golf commits to playing an active role in shaping a more inclusive future for golf.

We will not treat this as a one time initiative, but as a core part of how we operate, grow, and engage with our community.

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9. Sign Off

Managing Director
Norfolk Premier Golf

Signature:

Date: 01/05/2026