

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Baildon 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 Baildon 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 Baildon 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 level with Baildon 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 Baildon GC plan to achieve this

- 1) Promoting the Charter and our goal of encouraging more women and girls to play golf and to join Baildon Golf Club.
- 2) To promote membership by, encouraging junior membership and a special deal for new lady beginners.
- 3) To target digital marketing on Facebook, Twitter and youth sites to reach younger and new Lady members. We will also include visual imagery of ladies and girls playing on the course on our website and issue flyers to local youth groups plus posters, advertisements in local newspapers and shops.
- 4) To advertise junior and girls golf through taster sessions at local schools with summer holiday follow up lessons at Baildon Golf Club.
- 5) Invite juniors and new Lady members to accompany a good golfer to observe how they play and/or encourage them to play with their mother, father, grandparent or other relative or a mentor.

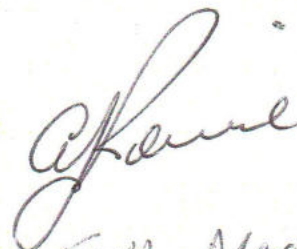
- 6) Promote more interest with free second hand golf clubs, and balls and tees. (Club members can donate their discarded clubs, balls, bags and so forth so that beginners do not have to invest prior to trying out the game.) Also contact golf manufacturers for any freebies.
- 7) Relax the dress code so that young members can both afford and enjoy wearing more comfortable and trendy clothes.
- 8) Encourage 'Family Membership.' Small competitions when a junior or a Novice lady does the putting and the dad or husband, for example, plays the course. This could be followed by a pizza supper to make it more fun.
- 9) Appoint a Charter Champion.

Signed on Behalf of Baildon GC:

Club Secretary/ President:

Date: 12/01/2021

Signed:



Charter Champion:

Date: 13/01/2021

Signed:

E.M. Madden