



Women in Golf Charter

25th November 2020

This Charter is a set of objectives supporting our commitment to develop, and maintain women, girls and family golf at Llandrindod Wells Golf Club

The core commitments are outlined below.

1. With a small Ladies section of 20 members, we have this year already increased this membership by 2, a rise of 10%. The aim is to maintain this, and increase membership still further next year, across all age and ability groups.
2. As and when Covid-19 restrictions allow, to develop and integrate Women in golf and social activities. We are committed to ensuring all playing opportunities are equal for both men and women.
3. Continue to encourage high participation in competition, match, and friendly golf
4. Continue to provide opportunities for women to be involved in the running of the Club, and club events at Llandrindod Wells. All official, committee and management posts, including club captain are equally available to all. It is our aim to maintain and increase female representation on these committees.
5. Continue and develop the "New2Golf" scheme, to encourage women to remain at the club, and attract new members. This includes incorporating females equally in the tiered membership scheme. This is clearly shown on our website, and we will continue to make this clear through all social media and marketing information.
6. Communicate and publicise the Charter within the club, to which we have signed up to.

These commitments are part of a rolling plan to develop and maintain women and girls golf at Llandrindod Wells, and will be reviewed on an annual basis.

Paul Seymour

Chairman (On behalf of Management Committee)

ACTION PLAN FOR CHARTER

1. *The aim is to increase membership still further next year, across all age and ability groups.*

CURRENT SITUATION:

At the start of 2020, we had 18 women members. This has now increased by 10% to 20 members, and we have now just had a new female junior member.

HOW THIS WILL BE ACHIEVED:

Develop a strategy that identifies which categories of membership to grow, and set timescales to achieve this. Aim to continue to increase the Ladies' membership by 10% a year. Target new female Junior member recruitment. Monitor recruitment and retention, establishing reasons for joining / leaving.

PROGRESS / COMMENTS

Membership numbers to be reviewed and recorded in the Annual Report and monitored at each General Committee meeting . A new female junior member recently recruited.

2. *As and when Covid-19 restrictions allow, to develop and integrate Women in golf and social activities. We are committed to ensuring all playing opportunities are equal for both men and women.*

CURRENT SITUATION

Covid-19 restrictions still restrict social activities. Women are actively being encouraged to join in many weekend winter club events, playing and integrating with members of all categories.

HOW THIS WILL BE ACHIEVED

Identify groups of lady members and research what each group's requirements are. Prioritise our approach to the membership set up (and 'pathway') based on this research. We aim to re-introduce the Fund raising activities, led by the Ladies' section, which we were unable to do due to Covid restrictions (eg Pop up Charity shops in town). This in turn will aid our goals of increased recruitment, via local personal contact.

PROGRESS / COMMENTS

Covid-19 currently prohibits social activities. Once Covid restrictions are lifted, we will actively encourage a return to, and development of Women's social activities within the club and community. This to be reviewed on a rolling basis at management meetings.

3. Continue to encourage high participation in competition, match, and friendly golf

CURRENT SITUATION

Compete in Brecon & Radnor Golf Union events, Mid Wales Counties Golf Association matches, Wales Golf competitions.

HOW THIS WILL BE ACHIEVED

Promote all golf events (when Covid-19 restrictions allow) with regular reminders from the ladies' Captain (face to face & social Media): Aim for 100% attendance in matches. Continue to have a great team who manage participation in fixtures. Review each competition by feedback to inform the fixtures calendar for future years.

PROGRESS / COMMENTS

Covid-19 prevents many competitions at the moment. Constant monitoring of the development to be carried out by liaison between the Club manager, Chair, and ladies' Captain. The new Ladies' Captain has proposed a new 'mixed gender' rolling competition, for 2021 which will be a club Board competition. Awaiting approval from Competitions committee.

4. Continue to provide opportunities for women to be involved in the running of the Club, and club events at Llandrindod Wells. All official, committee and management posts, including club captain are equally available to all. It is our aim to maintain and increase female representation on these committees.

CURRENT SITUATION

All posts are equally available to women and positions on all committees. As well as the Ladies' captain post on Management committee, we also have a female representative on the Green's committee. We have female staff employed as head of catering, front of House catering, and club Secretary.

HOW THIS WILL BE ACHIEVED

Encourage Ladies to stand for Management Committee, and other committees. Aim to have one extra lady member in addition to the Ladies' Captain.

PROGRESS / COMMENTS

Liaise with Head Green keeper to consider the employment of a woman as our temporary summer assistant / apprentice in 2021.

5. Continue and develop the "New2Golf" scheme, to encourage women to remain at the club, and attract new members. This includes incorporating females equally in the tiered membership scheme. This is clearly shown on our website, and we will continue to make this clear through all social media and marketing information.

CURRENT SITUATION

Due to the “New2Golf” scheme, we have attracted 2 new women members, and 1 new female junior member. This is an increase of 10% of our women’s membership within the club.

HOW THIS WILL BE ACHIEVED

To continue to liaise with the Ladies’ Captain to support and enhance support for existing Ladies’ members. To encourage and make clear through all marketing and Social media information that women are incorporated equally and fairly in our Club. Liaison between Marketing / Golf manager and Management committee to be assessed in Management meetings on a regular basis.

PROGRESS / COMMENTS

Three new women members, so far this year.

Plan for 2021 is to carry forward the “New2Golf” scheme, and actively encourage and promote the recruitment of women. Liaison between Marketing / Golf manager, Ladies’ Captain and Chair to be carried out and monitored.

6. Communicate and publicise the Charter within the club, to which we have signed up to.

CURRENT SITUATION

Llandrindod Wells Golf Club has a Website, Facebook, Twitter and Instagram Account. Llandrindod Wells Catering, which is integral to the Community, also has Social Media accounts.

HOW THIS WILL BE ACHIEVED

Publicise, and display the Charter details and commitment internally and externally (notice boards, website, social media etc). Communicate content about the Women in Golf Charter, and benefits thereof, via the Club’s communication channels. Link to Wales Golf.

PROGRESS / COMMENTS

Details will be circulated to all membership through this year’s Charimans’ report. Charter and progress to be monitored annually by management.

Paul Seymour LWGC Chairman

