



Our Pledge to The R&A Women in Golf Charter

The Golf Foundation believes in making the introduction of golf to young people fun, inspiring and inclusive. These values are being applied to recruiting and retaining more girls in golf. Therefore the Golf Foundation is proud to be a signatory of The R&A Women in Golf Charter.

The Foundation has 2 strategic aims, firstly to help more young people enjoy the playing and personal benefits of golf by making the sport more accessible ('Golf for All'), and secondly to help more young people to 'Start, Learn and Stay' in golf, providing a pathway into golf clubs. Both of these aims are crucial when attracting more girls into the game.

Through its headline delivery programme, HSBC Golf Roots, the Golf Foundation has set itself the following key performance measures to be achieved by March 2021:

1. increase the number of girls visiting a golf club to 35%;
2. maintain the number of girls taking part in structured coaching at 30%;
3. increase the number of girls converting into regular players and members to 25%.

In addition, the Golf Foundation in conjunction with England Golf, has developed Girls Golf Rocks, a girl's specific initiative. The following key performance measures are to be achieved by March 2021:

1. deliver the initiative in 35 Counties and projects;
2. expand the ambassador network to 400;
3. introduce 2,400 new girls into golf clubs;
4. progress 1,800 girls into coaching.

The Golf Foundation is proud of its gender balance within the organisation and will aim to maintain the following female percentages:

1. 50% staff;
2. 30% of the Board of Trustees;
3. 40% of the Senior Management Team;
4. 40% of the Regional Development Officer network.

To further support the Women in Golf Charter the Golf Foundation will:

1. increase the number of female professional players as ambassadors and positive role models;
2. dedicate ring-fenced resources (human and financial) to promote girls golf;
3. appoint a lead officer to promote and develop opportunities for girls in golf;
4. attend and help provide legacy programmes at professional tournaments for women such as the Women's British Open and the Solheim Cup in 2019;
5. promote women and girls golf activity/championships via our social media channels;
6. create new ways of retaining more girls in golf in partnership with other key golf bodies;
7. work with the Women's Sport Leadership Academy to develop tomorrow's leaders of sport.