

MAKE YOUR CLUB #FOREeveryone



Consumer feedback tells us golf in its traditional form, does not always appeal to a younger and more diverse audience. As demand increases for different types of golf clubs, small changes could therefore have a big impact in making your club more female friendly.

SET UP FOR SUCCESS

Customer experience starts from the first contact someone has with your facility. This is as likely to take place on the internet, as it is in person. Ensure all of your channels, from your club website and social media to the person who picks up calls, are projecting the image you want.

ENSURE A WARM WELCOME

A negative first experience could put a new golfer off for life. Ensure there is always someone available to greet guests on arrival and show everything that is great about your club. Any individual in a 'first contact' position, including via phone or email, should have necessary information on coaching, taster events and fees to hand.

INFORM YOUR TEAM

Ensure all staff are familiar with the club's approach and be prepared to receive and cater to new visitors. Take this one step further by discussing this approach with your members. The #FOREeveryone assets are designed to allow you to start communicating upcoming changes to your members, so put them to good use, to promote a more inclusive atmosphere.

BE FLEXIBLE

Those new to golf are unlikely to understand its quirks. Consider if your club could become more flexible when it comes to dress codes, gender-specific playing times, no phones in the clubhouse, fee structures and members-only areas.

BE SOCIAL

Among the benefits of joining a golf club, women and girls tend to list the opportunity to socialise very highly. Create an atmosphere which promotes friendship and inclusivity over competition, involving beginners wherever possible.

FACILITY IMPROVEMENTS

We know that when families seek leisure activities, they consider the quality and variety of facilities available at a particular venue. Priority parking, provision of a creche, play areas within sight of parents, family-based classes or classes for mums/guardians which run alongside junior classes, and even simple improvements like better maintained changing rooms, are all important factors.

More information can be found within the #FOREeveryone toolkit in section 'Club Environment Resources.'



If you have not done so already, please do not forget to register your interest in becoming a Women in Golf Charter Signatory on the Resource Portal and begin using the assets by clicking [here](#)

RandA.org/FOREeveryone

SUPPORTED BY

R&A
Women in Golf Charter



ENGLAND
GOLF