

Woman and girls inclusion project

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Introduction: contents of the presentation

1. Understanding the research sample

- Demographics
- Sport undertaken by women
- Barriers and facilitators to participation for women and girls

1. Understanding the gaps at BFGC

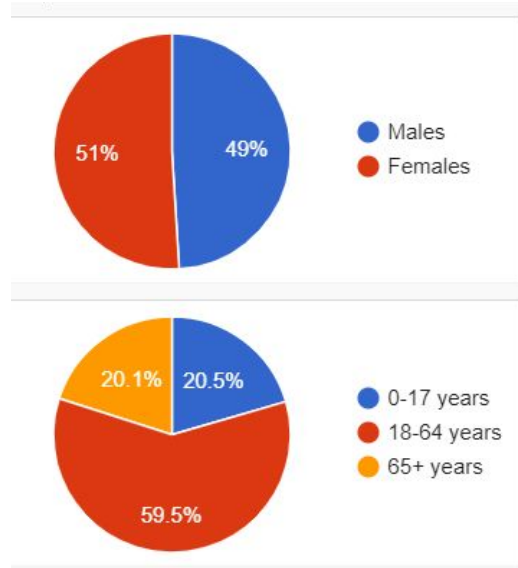
- Club comparisons
- Case study: Enville Golf Club- What can we learn from them?

1. Understanding the various initiatives to increase participation

- Marketing strategies
- The women in golf charter and media initiatives
- Increasing participation for children and families

Demographics in the local area

Population of males and females in Sutton-in-Ashfield



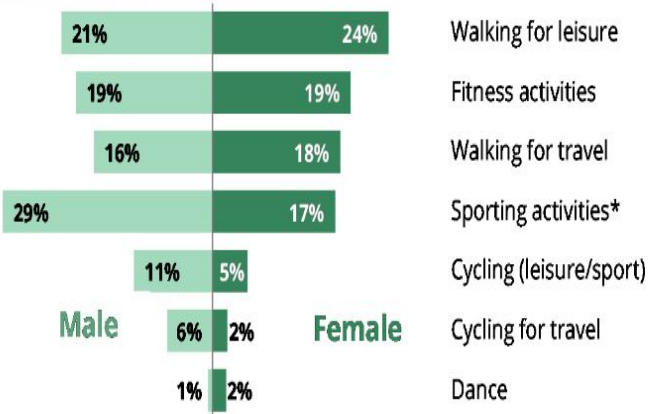
Ashfield district council- Annual Monitoring Report- Summary

- Participation in active recreation in Nottinghamshire were similar to the national average
- Adults overweight or obese were significantly higher compared to the national average
- 22.7% of children 10-11 were obese in Ashfield

What types of sport is undertaken by women?

PARTICIPATION BY GENDER & BROAD ACTIVITY TYPES

150+ minutes a week, YE May 2017

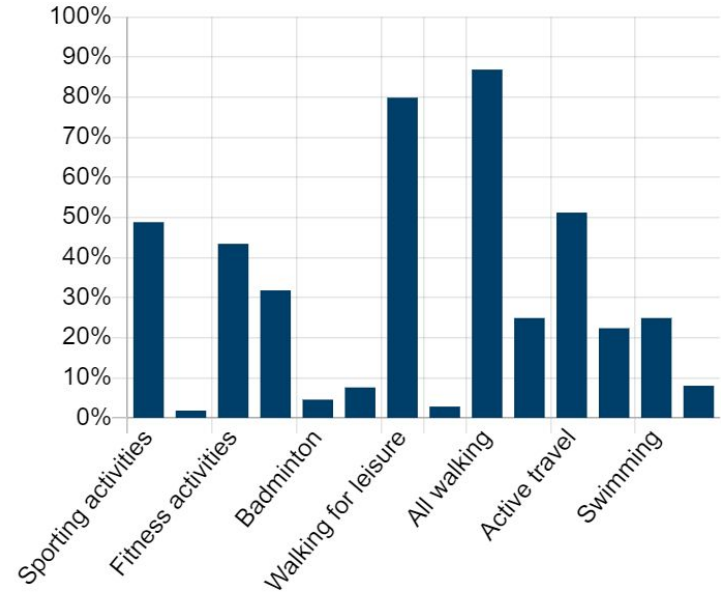


Source: Sport England, Active Lives Survey

Participation in the last year - yes or no : Participated in the last year by activity

Gender

Nov 21-22



% Participation in the last year - yes or no by Gender:

Female

Factors discouraging women and girls from participating in physical activity: Barriers

Practical factors

- Lack of time
- Lack of transport
- Lack of funding and money
- Access to facilities

Personal factors

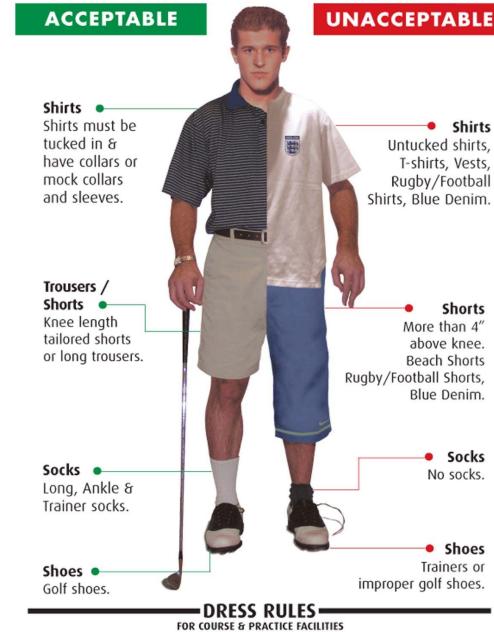
- Body image
- Clothing and equipment
- Lack of self-confidence
- Parental and adult influence

Social and cultural

- Male- dominated culture of sport
- Prejudices about sexuality, disability and ethnicity
- Female invisibility-lack of role models

Golf specific factors that discourage women

1. Male dominated sport
2. Elitist
3. Cost
4. Time
5. Dress code



Source: <https://www.eigca.org/uploads/documents/originals/UGTP%20-%20Female%20participation.pdf>

What motivates women to play golf? – Facilitators



AFFORDABLE RENTALS

Being able to sample golf without having to commit to a significant initial spend



CASUAL DRESS

Women don't want to have to dress-up to relax.



SHORTER COURSES

Less time and shorter rounds, including 9-hole and 6-hole options.



GYM AT CLUB

Adding value to membership and offering all weather options.



FEMALE GROUP LESSONS

Learn to play with other females, taught by female coaches



CRÈCHE

Enabling young mothers to participate in coaching / play.

Source: <https://www.eigca.org/uploads/documents/originals/UGTP%20-%20Female%20participation.pdf>

What motivates women to play golf? - Facilitators



Making it easier and less expensive to start golf.



Better value for a sport that is perceived as a fair weather activity



Making new golfers feel comfortable and less intimidated.



Allowing golf in the evenings after work / when childcare is available.



Making new golfers feel comfortable and less intimidated.



Seeing more women's golf on TV would inspire take-up of the sport.

What motivates girls to play sports?



Facilitators

- **Parental support:** relaying key beliefs, providing role models and tangible supports
- **Role models:** helps girls see individuals like themselves in and around the game
- **Building friendships:** having a sense of belonging and confidence in body image
- **Multiple types of support options:** competitive/ non-competitive

How can we link this to golf?

- Holding induction days for parents to encourage children to play golf
- Increase imagery of women in golf around the club and create coaching pathways for women
- Offering girls-only sessions/ allow time for socialising in the clubhouse/ bring-a- friend or buddy schemes
- Equally advertise competitive and non-competitive options at the club

What are the membership gaps at BFGC?

On the other hand BFGC has memberships for ladies and girls.

BFGC offers discounted memberships for women and students. They also have social events.

Ladies Full Membership: £525

Family (2 members) Full Membership: £1000

Students (16-21) Full Membership: £250

Students (Under 16) Full Membership: £50

5 Day Midweek Membership: £525

Individual Social Membership: £10

OAP Social Membership: £3 Couple Social Membership: £15

Family of 4 Social Membership: £20

CLUB COMPARISON

Ideas BFCG can take from Northampton golf club:

- **Taster Sessions:** weekday and weekend options- free to join with professional coach and equipment provided
- **Become part of the Women in Golf Charter**

Case study: Enville Golf Club

The club hosted the Girls Amateur in 2017 which led to a movement within the club to increase participation. The club set up a Ladies Academy which includes:

- 10 individual lessons and 6 group lessons to introduce golfing basics and meet other members of the academy
- A mentor: assigned to guide women and girls through their golf development
- Access to facilities: vouchers to complete 4 rounds of golf and build skills

They are also part of **the Charter** and the **Girls Golf Rock Scheme** and increased participation with more girls becoming permanent members



Women Specific marketing strategies to increase participation in BFGC

1. Defining Your Target Audience

2. Understanding the Behavior Change Journey

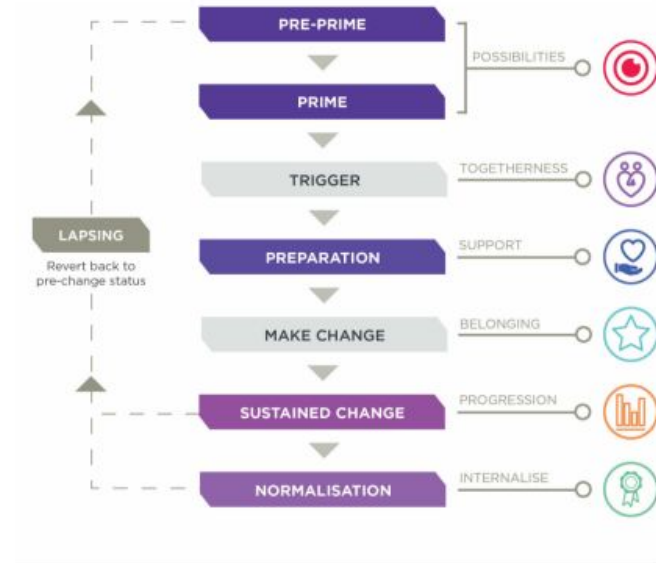
3. Designing Content

4. Identifying Appropriate Channels



What is the behaviour change journey?

THE SIX KEY SPHERES OF INFLUENCE



Initiatives to increase participation: The Women in Golf Charter

What is it?

How to become a charter signatory:

1. Download the toolkit
2. Register interest
3. Formulate your club commitments
4. Share your finished draft
5. Demonstrate your signatory status at the club!



How can BFGC benefit from the charter?

1. Become part of the #FOREveryone campaign
1. Guidance on creating a good club environment
1. Access to participation resources
1. Access to a detailed activity Timeline



#FOREeveryone CAMPAIGN TIMELINE.

PLANNING PHASE

WEEK 1

- Read the toolkit
- Register your interest in signing-up to The Women in Golf Charter
- Review the available assets within the Women and Girls Resource Portal

WEEK 3

- Use the details returned within your internal review to consider which Charter Commitments you would like to make
- Schedule a committee / board / management meeting to discuss and agree your approach
- Take advice from the campaign building guidelines to create your own #FOREeveryone activity timeline

WEEK 2

- Conduct your internal review using the **SWOT Analysis** and **Member Questionnaire**

WEEK 4

- Work with your national association to make your commitments and Women in Golf Charter Signatory status official
- Begin to communicate to your staff about the changes you are seeking to make
- As you prepare for further communications to seed the idea of change with members, simultaneously begin using the **Participation Programme step-by-step** to construct your revamped participation pathway

INTERNAL COMMUNICATIONS PHASE

WEEK 5

- Begin utilising the **Club Signatory** assets to communicate to your members that you are now a Women in Golf Charter Signatory and that change is coming

WEEK 7

- Use the first batch of **Member Assets** to tell members about the changes you are seeking to make

WEEK 6

- Recruit your **Charter Champion** using the relevant assets
- Once received, display your **Charter Certificate** with pride!

WEEK 8

- Use the **Volunteer Recruitment Assets** to build your team

MAKING CHANGE HAPPEN PHASE

WEEK 9

- Begin initiating your operational changes
- Continue communicating any changes with your membership via email, social media and clubhouse display (posters)

WEEK 11

- Once individual changes are ingrained, communicate their achievement to your members via the appropriate **Member Assets**

WEEK 10

- Continue using the first batch of **Member Assets** to advise members of impending changes

WEEK 12+

- As change starts to take effect, finalise planning of your participation programme

Increasing participation using media

Media campaign “#thisgirlgolfs” was used to tackle the stigma around golf:

<http://thisgirlgolfs.nationalclubgolfer.com/>

This can be advised on the TV screens at BFGC as well as during talks/ induction days to encourage girls and parents to participate in sport.

CLUB WEBSITE- make it easy for people to find relevant information by creating a Women and Girls section: max 6 clicks to find information

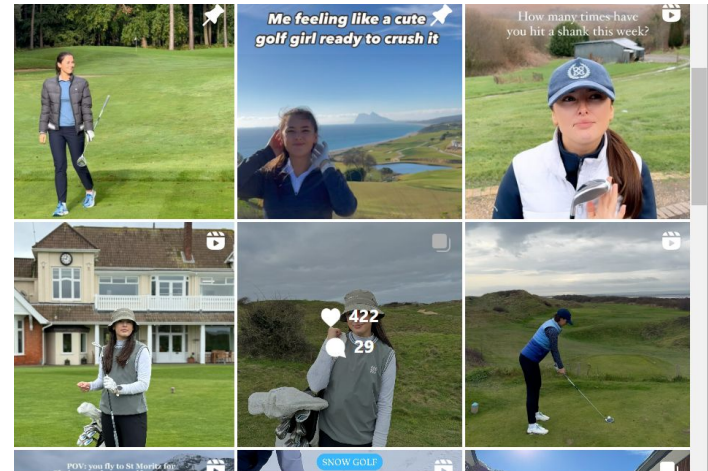
EMAIL MARKETING- deliver club news to members by sending regular emails focussing on important topics of the week.

Examples of media

Visibility - showcase professional golfers who are ambassadors for sports brands



Femininity and promotion - supporting and promoting female-led golfing brands at the club. (Fore all) Using social media hotspots.



<https://www.syngentagolf.com/sites/g/files/kgtney646/files/media/document/2023/09/20/G%26SM%20Engaging%20Women%20FINAL.pdf#:~:text=Golf%20for%20women%20needs%20to%20be%20more%20visible,to%20be%20better%20publicized%20to%20reach%20wider%20audiences.>

Examples of pages: IG: @bethsgolf
TikTok: @hannahdaviesgolf

Initiatives to increase golf participation for children:

Girls Golf Rocks (ages 5-18)

Involves 6 hours of activity either spread across 6 week or delivered as a camp style format
At least one hour on the golf course

HSBC Golf roots centres: Golf Foundation

Charity that focuses on enabling more young people to progress from playing golf in school to joining a local golf club



<https://youtu.be/Rbpl6MQM81Q>

<https://youtu.be/kxGxA0Malg8>

A young woman with brown hair, wearing a black polo shirt, is speaking directly to the camera on a golf course. In the background, two other people in purple shirts are visible on the grass, and there are trees under a cloudy sky.

LAUREN

Girls Golf Rocks is our national recruitment.



Initiatives to increase golf participation for families

Family golf days

Junior golf programmes

Family memberships

Family golf clinics

Equipment rental and loan programs

Parent-child tournaments

Community partnerships.

Summary: Main aspects of our study that can be used at BFGC

- Register interest to join the **Women in Golf** charter and work with the support officer to create a plan for the club
- Incorporate the women specific **marketing strategies** and hold conferences and talks for women and girls to participate at the golf club
- Update the BFGC **website** to include a women and girls section and begin a email **newsletter scheme** for existing members at the club-include golf social media pages
- Display the “**#girlsforgolf**” **video** on the TVs in the club house and display professional women golfer **posters** around the club
- Register for **Girls Golf Rocks** and the **Golf Foundation**
- Organise a **family day** at the club after registering for HSBC funding initiatives