



# Senior Womens Golf & Healthy Ageing

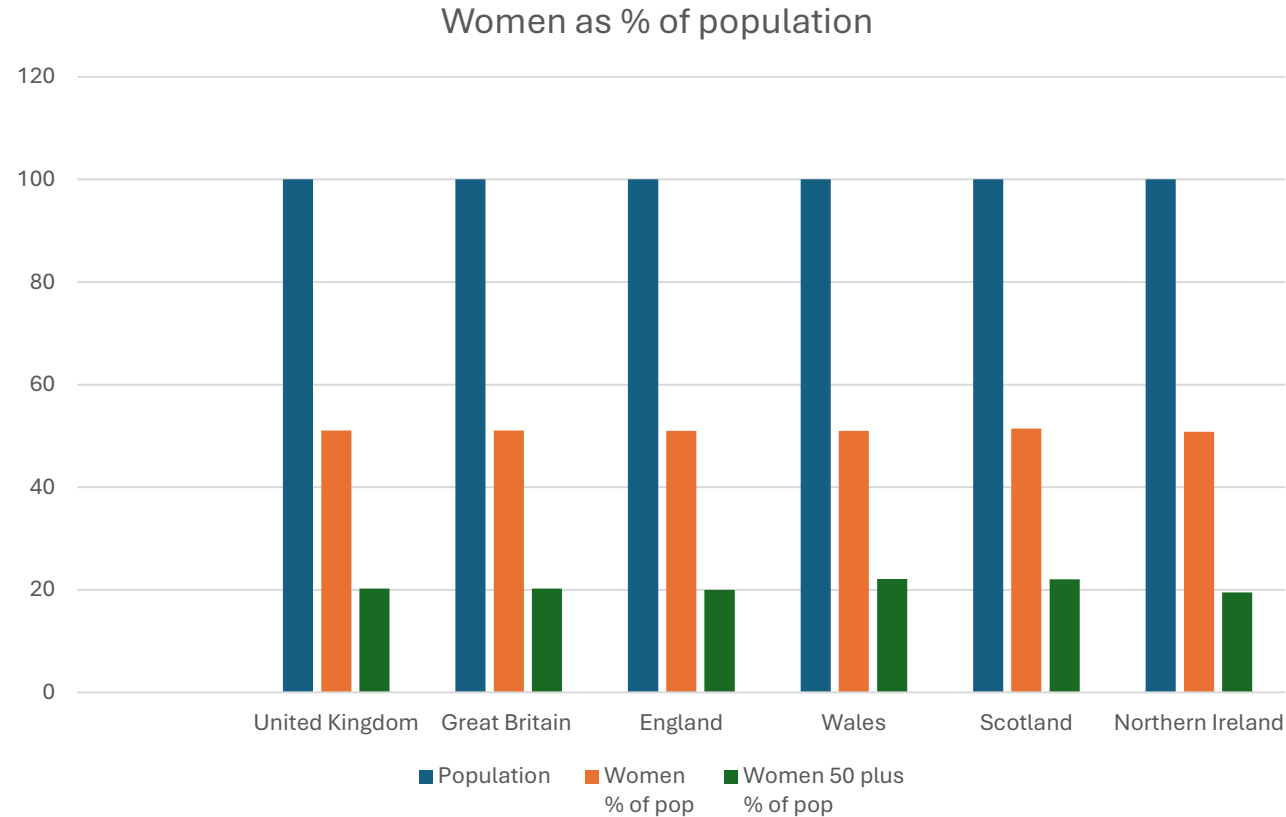
Recognising the

- VALUE of Senior Women in Golf
- Golf's Role in Healthy Aging
- Senior Womens role in the Future of Golf

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# Women are 51% of the UK population

## Women 50 and over are 20% of the UK population



[Figures from the Office of National Statistics](#) – 2022 figures

## Senior Women Golfers, 50 and over, are 14% of UK Golfers

# The United Nations Decade of Healthy Ageing 2021-2030

The United Nations declared 2021-2030, the decade of Healthy Ageing and tasked the World Health Organisation to implement the program.

In January 2024, The World Economic Forum, produced a report on Global Financial Resilience in the “longevity economy”, the 6 key principles are in Table 1.

[WEF Longevity Economy Principles 2024.pdf \(weforum.org\)](https://www.weforum.org/reports/Longevity-Economy-Principles-2024)

TABLE 1 Six principles for the longevity economy

 Principle 1	<p><b>Ensure financial resilience across key life events</b></p> <p>Nearly 40% globally face financial instability after unplanned career interruptions, including career breaks, illness or unexpected retirement.<sup>1</sup> Public-private collaboration is crucial to support individuals navigating these challenges.</p>
 Principle 2	<p><b>Provide universal access to impartial financial education</b></p> <p>Only 33% of the global population is deemed financially literate,<sup>2</sup> contributing to wealth inequalities, strongly correlated with life expectancy inequalities. Comprehensive, impartial financial education empowers individuals to make informed financial decisions.</p>
 Principle 3	<p><b>Prioritize healthy ageing as foundational for the longevity economy</b></p> <p>Around one-fifth of life is expected to be lived with illness,<sup>3</sup> and 80% of adults in developing countries are concerned with the cost of medical expenses.<sup>4</sup> Equitable access to health services can facilitate well-being for both the individual and broader society.</p>
 Principle 4	<p><b>Evolve jobs and lifelong skill-building for a multigenerational workforce</b></p> <p>Internationally, up to 25% of individuals aged 55 and older wish to work in old age but face barriers in finding opportunities.<sup>5</sup> Demographic shifts and technology innovations require jobs and skill-building to adapt and evolve, enabling individuals to extend their working years as desired.</p>
 Principle 5	<p><b>Design systems and environments for social connection and purpose</b></p> <p>Social connection is integral to healthy longevity. Socially isolated older adults have a higher risk of poor health and earlier death. Intentional design of systems and environments for social connection can mitigate these impacts.</p>
 Principle 6	<p><b>Intentionally address longevity inequalities, including across gender, race and class</b></p> <p>Benefits of longevity are not distributed equitably. Advocacy for pay and pension equity, as well as support for informal caregivers, are some of the crucial elements to ensure that financial security and the benefits of longevity can be more accessible to all.</p>

**Golf has a role to play in 3 principles**

**Healthy Ageing**

**Social Connection**

**Inequality**

# The World Economic Forum Longevity Economy Principles

“By 2050, the number of people aged over 60 is expected to more than double to 2.1 billion.”

The World Economic Forum has identified 6 Longevity Economy Principles, which include providing universal financial education and **prioritizing healthy ageing:**

“Having Purpose  
managing stress  
physical activity  
lifelong learning  
interacting with others  
matter most to overall health.”

World Economic Forum, Longevity principles

**Golf contributes positively to all the identified areas for overall health**



# Golf's Role in Womens Healthy Ageing

Having purpose  
Managing stress  
Physical activity  
Lifelong learning  
Social interacting

# Senior Womens Golf Experience Today

## Senior (50 and over) Women Golfers

- make up 14% of the current golf club members in the UK
- are regular ( 2 to 5 times per week) and active participants in golf
- play Monday to Friday, 9am to 5pm
- create and deliver the senior womens golf experience, within
  - clubs
  - counties
  - and beyond
- are self-organising

**Having purpose**

Managing stress

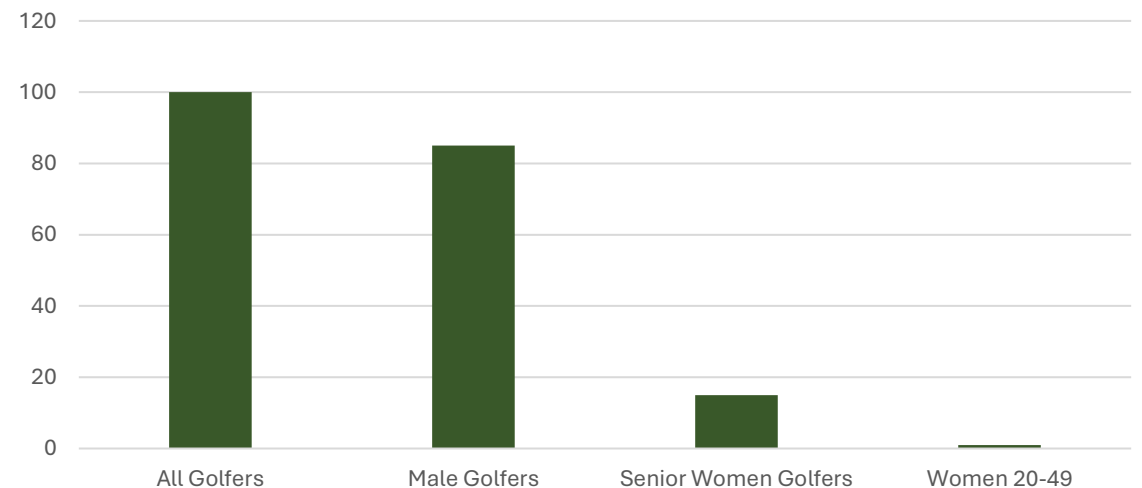
Physical activity

Lifelong learning

Social interacting

GB Golf Demographics

Source: Custodian Golf



# UK Senior Womens Golf Experience

1893 - Women golfers, first got organised, [Issette Pearson](#), activated women golfers and founded the [Ladies Golf Union](#) absorbed in to the [R&A](#) in 2017, developing a handicap system enabling them to play competitively at different clubs across the country and set up the [British Womens Amateur Championship](#).

1921 - at the age of 53, [Mabel Stringer](#), a leading journalist with [The Gentlewoman](#) and active competitive player and member of the Ladies Golf Union, formed the Veteran Ladies Golf Club to create new playing opportunities for women 50 and over, across the UK. In 1969, this evolved to 4 regional veteran/senior womens golf associations in Scotland, the North, South and Midlands in England, with veteran/senior womens county associations across the UK. Each of which continue to offer an annual diary of competitive and social events across their regions.

1981, the first [British Senior Amateur Womens Championship](#) took place at Formby Ladies, Brenda King was the first Senior Womens Champion.

1981 – the first [European Senior Amateur Womens Team Championship](#), organised by the European Senior Womens Golf Association, initially, 3 teams competed, in 2023, 20 teams from across Europe competed.

Senior women have and continue to create and deliver a rich, diverse senior womens golf experience, which is inclusive of age and ability across clubs, counties and senior womens associations. In addition, women friendship and interest groups have and continue to form golf societies to extend their golf experience beyond their clubs.

# Senior Womens Golf Club Experience

**Womens Golf** in the UK is predominantly played Monday to Friday, historically, women have had limited access to courses at weekends, therefore the women who organise and play golf are women, who

- are 50 and over
- are retired from the workplace or work part time
- have changing family caring duties from bringing up children to supporting their families
- are care givers for grandchildren, parents and partners

## Club golf provides

- purpose through involvement in club committees
- lifelong learning through organising, participating and competing in golf competitions and events
- access to a regular social community
- access to a physically active community
- a structure to their week, month and year through the club diary of events
- respite from caring duties.

### Having purpose

Managing stress

Physical activity

Lifelong learning

Social interacting

**Golf fulfils a number of World Economic Forum's Longevity Economy Principles**



# Senior Womens County Golf Experience

There are a number of golf county associations in the UK, each association is run by a committee, some ladies county associations have an employed secretary, however the majority of county golf is volunteer led, where the committees, create and deliver the county annual schedule of inter club and individual competitions.

**Womens County Golf** in the UK is predominantly played Monday to Friday, although there are 7 day competitions, where clubs have to offer more than 1 weekend date, to give women only available at weekends to participate. Inter-club and individual knockout finals are often played at weekends to ensure all players have the opportunity to play.

Due to the high level of organisation and work involved in running the annual diary of individual events, interclub team and individual knockouts, the majority of women involved in the county committees:

- are 50 and over
- are retired from the workplace or work part time
- have family caring duties
- are care givers for grandchildren, parents and partners

County Golf provides similar benefits to club golf for organisers and participants.

**Having purpose**  
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# Senior Womens Experience Beyond Clubs

## Senior Women & Veteran Ladies Golf Associations

Senior Women Golfers organise and participate in golf experiences, events and competitions beyond their clubs.

In 1921, the Veteran Ladies/Senior Womens golf movement started in London, as popularity grew, in 1969, there were 4 regional associations in Scotland, The North, South and Midlands in England, in addition a number of counties have their own Senior Womens Associations. Examples of these are:

[The Northern Veteran Ladies Golf Association – click Here to learn more](#)

[The Lancashire Veteran Ladies Golf Association – click here to learn more](#)

The golf experience created and delivered by volunteer committees, is rich and diverse and provides women with both competitive and social golf events and competitions, for senior women within their county and region.

The UK experience extends to Europe, where a number of countries have their own individual Senior Womens Golf Association, who along with the European Senior Ladies Golf Association, initiated the European National Senior Women Championships and the European Senior Womens Team Championship, now run by the R&A.

[The European Senior Ladies Golf Association continues promoting golf & strong relationships with their members.](#)

**Golf fulfils a number of World Economic Forum's Longevity Economy Principles**

# Senior Womens Experience Beyond Clubs

Womens Experience	Description	Benefit
Golf Club Open Days	Golf clubs host women from outside their club through organised open days, which give non-members the opportunity to come together and play a new course, meet new like-minded women golfers.	Women can <ul style="list-style-type: none"> <li>• play multiple courses around the country.</li> <li>• enjoy a competitive or fun day with other like-minded women golfer</li> <li>• extend their golf community</li> </ul>
Golf Competitions – 1 Day	1 day competition aimed at more competitive women, interested in challenging themselves	A test of skill on different courses Meet & connect with likeminded women
Golf Competitions – multi-day	Multi-day competitions aimed at more competitive women, interested in challenging themselves and playing against different groups	A test of skill on different courses Meet * connect with likeminded women
Golf Societies	Groups of friends or women with a common interest form a golf society to organise and play in golf days at various clubs together	Golf societies get favourable green fees and can include breakfast and/or lunch, creating a fun and sociable golf experience.
PGA Pro Led Coaching Trips	PGA Pros organise trips, which include golf coaching, fun competitions, social evenings for individual and groups of women.	Provides individual women the opportunity to join in with a group and meet like minded golfers, travel to different destinations and improve their golf at the same time
Golf Holidays	Women can go on a solo or group golfing holiday, to various destinations across the world.	Extends the womens golf experience nationally and internationally on their own or part of a group.

**Golf fulfils a number of World Economic Forum's Longevity Economy Principles**

# Senior Womens Golfers VOLUNTEER

Golf is an industry underpinned by volunteers, there are over 40,000 in England, and many more across the UK and the international golf community. Without volunteers golf would not exist.

All womens golf experiences are created and delivered by women, mostly senior women, who can commit time, knowledge and experience to ensuring the club, county, senior womens association, golf society and other events and competitions they support run smoothly.

The commitment to golf committees is usually a multi-year commitment, “n” years on the committee, and if interested in vice-captain and captain roles, these require an additional 2 or more years

In addition to running the main womens golf experience, many women are leading the acquisition of new women in to golf, through the womens academies and taster sessions within clubs, where they volunteer their time and act as mentors and buddies when introducing new women in to clubs.

Volunteering provides women with **purpose**, **social interaction** and contributes to **lifelong learning**.

**Both Golf and women benefit from Women Volunteers.**

**Having purpose**  
Managing stress  
Physical activity  
Lifelong learning  
Social interacting

**Golf fulfils a number of World Economic Forum's Longevity Economy Principles**

# Developing the Womens Golf Experience

## The Senior Womens Golf Experience

- is rich, diverse and inclusive of all senior women
- provides lifelong learning through individual and group coaching
- supports chronic illness through diverse events and formats
- provides respite from family caring commitments

## The Senior Womens Golf Experience

- should be extended to a 7 day experience
- should be extended to all junior girls and women of all ages & abilities

**Golf fulfils a number of World Economic Forum's Longevity Economy Principles**

# RISK to the Womens Golf Experience

The Senior Womens Golf Experience is at risk

as clubs adopt a mixed golf model

womens competitions are being replaced by mixed competitions

removing the **HEALTHY AGEING BENEFITS** for senior women golfers

## EQUALITY

should be an **enhancement** of the experience

is **not diminishing** the value of the experience.

**Golf fulfils a number of World Economic Forum's Longevity Economy Principles**

**The Golf Industry has a RESPONSIBILITY**

**to Support & Develop**

**The Rich, Diverse & Inclusive**

**Senior Womens Golf Experience**

**Extend it to 7 days a week**

**Add shorter formats**

**Create & deliver evening golf events**

**Ensure the Experience includes**

**Girls and Women of All Ages.**

# **Golf fulfils a number of World Economic Forum's Longevity Economy Principles**

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**Golf's has a **SIGNIFICANT** Role  
in  
Womens Healthy Ageing**

# Appendices

- Golf Club Members Participation Profile & Club Playing Experience
- Womens Golf Club Experience, events, descriptions & benefits.
- Womens County Golf Experience, events, descriptions & benefits.
- Womens International & National Governing Body Golf Experience



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# Golf Club Members Participation Profile & Club Playing Experience

**Having purpose**

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# Womens Golf Club Experience, events, descriptions & benefits.

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# The Womens Golf Club Experience

In golf clubs, where women have a designated weekday womens day, the experience is rich, variable & provides multiple benefits to women, most clubs with women who play at weekends, aim to organise weekend events that map to the weekday comps, either every week or for specific Club events ie Club Championships, and have specific comps & events for women who only play at weekends.

Womens Experience	Description	Benefit
Annual Diary of Events, played on a specific time 52 weeks per year.	Weekly events, which vary in format from handicap qualifying, to social team events, with mixed age and handicap players.	Women have access to a group of friends and associates who they play golf and socialise with within and beyond their club. Women organise their part time work, family caring commitments around their golf schedule.
Spring and Autumn Meeting	These are 2-day events, with women playing in an individual qualifying competition on day 1 and in a team foursomes' competition on day 2. Each event has its own range of prizes from, best front and back 9 to 18 in multiple divisions. Plus aggregate comps competitions for scratch & net & lowest number of putts, over both events.	These events are key dates in club members diaries, providing an opportunity for all club members to come together, meet up with friends and ensures, older women, who play less frequently, have an opportunity to play or participate in the post game prize giving & lunch.
Captains Day	An annual fun team event, where the ladies captain host the members, provides refreshments and prizes, the entry fee is usually donated to their selected charity and often a member of the charity will attend the lunch to introduce the charities work.	Another key date in the annual schedule of events, that attracts all members who are around on the day. Teams are mixed and provide an opportunity for new members to meet other women in a fun and relaxed environment.
Invitation Days	Women invite a friend from another clubs to partner with them in a fun team event.	Women extend their golf community through meeting women from other clubs.

# The Womens Golf Club Experience - 2

Womens Experience	Description	Benefit
Summer Event – Fun Day	An annual fun team event, aimed at bringing women of all standards and ages together to play	A key date in members calendar, where they catch up with members they do not see or play with on a regular basis.
Christmas Jolly, Turkey Trot or similar	An annual fun event, where women wear Christmas jumpers and outfits to have fun, usually followed by Mulled wine and Mince Pies. In clubs with larger weekend women players, this is held both during the week and at weekends.	Another key date in the social and fun golf calendar to bring women together, before the weather changes and some women put their clubs away until the warmer weather arrives.
Club Championship	Annual championships, where women play to be the best scratch or handicap golfer, 18 or 36 holes or 1 or 2 days, many are now held at weekends on the same day as the men's championship.	An opportunity for the competitive women to play for the annual best golfer, and an opportunity for the women to acknowledge and support the more competitive women in the club.
Club Senior Championship	As the demographic of clubs increases in age, clubs are introducing senior championships. Senior womens & mens championships are generally held mid week.	An opportunity for the competitive senior women to play for the annual best golfer, an opportunity for the women to acknowledge and support the more competitive senior women in the club
Multiple formats to include all women or all standards and ages	Throughout the year, womens events include, mixing up members through random team and tee time selection to play in different social formats.	Women have a rich weekly chedule and use multiple formats to ensure women
Social Roll ups	Weekly times when women organise themselves to meet and play socially, with groups of friends.	Important social golf which provides women with more playing opportunities.



# The Womens Golf Club Experience - 3

Womens Experience	Description	Benefit
Knockout Competitions	Clubs organise a variety of knockout competitions, to bring together women members of different ages and abilities, as individuals or as a team of 2 using different formats based on a handicap range.	Knockouts are designed to facilitate different members meeting and playing together throughout the year, this keeps women whose skill levels are declining in
Club international fun competitions	Many clubs have a range of members from different nationalities and have initiated a competition format to enable people to play for their nation, this may be a 1 day or multiple round event.	Nationality based competitions, mix up members and end in a meal which brings people together in a social and interactive environment.
Inter club Friendly Matches	Clubs organise friendly matches with local clubs, where they play annual fixtures, and alternate home and away games, teams are created from players available on the day and tend to have social team formats.	Teams represent the clubs in friendly and sociable competitions, this extends womens golf community and give them experience of playing in different course in different team formats.
Inter club County Team and Individual Knockout Competitions	Counties organise interclub competitions for teams with different skill levels, scratch and handicap competitions and events for all ages and also for senior players.	More competitive women, can play with womens whose skill and ability is closer to their own and provide the opportunity to test their skills on different courses and with other players
Team Practice Sessions	Team players, will organise practice sessions, focusing on match play, which requires a different skill to other formats, as the match is on a hole by hole performance against the other player.	Provides players with ways to improve their skills within like minded groups, focusing on improving their competitive and match play skills. Provides sessions for improving players to participate and improve to be able to play in the teams.

# Womens **County** Golf Experience, events, descriptions & benefits.

**Having purpose**

Managing stress

Physical activity

Lifelong learning

Social interacting

**Golf fulfils a number of World Economic Forum's Longevity Economy Principles**

# The Womens County Club Experience

There are a number of golf county associations in the UK, each association is run by a committee, some ladies county associations have an employed secretary, however the majority of county golf is volunteer led, where the committees, create and deliver the county annual schedule of inter club and individual competitions. Counties run a mix of different formats of competitions & events, which include weekend fixtures for interclub team comps.

Womens Experience	Description	Benefit
Elite County Teams	Counties supported talented junior through to senior elite women golfers, through participating in Elite county competitions and national pathways.	Elite players of all ages participate in county training sessions and elite competitions to fulfil their competitive appetite.
Team Coaching & Practice Sessions	Counties organise team coaching and practice sessions for elite teams and talented golfers of all ages.	Develop skills across all age groups within the county, providing lifelong learning.
Inter County Multi Day Competitions	As pathways for younger talented golfers, counties organise multi day events for players from multiple counties to compete for a regional title. Many players go on to national elite performance programs.	Multi Day competitions for elite county players of all ages, some counties have players from teenage to senior women participating.
County Championships	County Championship for all players to participate, usually a multi-day competition, during school holidays to provide the opportunity for all ages to participate.	Single or Multi Day championship for all players interested in competing on a, what is usually a challenging course.
Senior County Championship	1 day Senior championship for scratch and handicap players, crowing the best senior golfer in the county.	Single day championships for senior competitive players across the county, providing competitive playing experiences for like-minded & skilled players
Super Senior (65 plus) Championship	1 day Senior championship for scratch and handicap players, crowing the best senior golfer in the county.	

# The Womens County Club Experience - 2

County Golf Associations in the UK, are run by committees, some ladies county associations have an employed secretary, however the majority of county golf is volunteer led, where the committees, create and deliver the county annual schedule of inter club & individual competitions. Counties run a mix of different formats of competitions & events, which include weekend fixtures for interclub team comps.

Womens Experience	Description	Benefit
County Spring & Autumn Meetings	Individual day events for teams to come together to play for prizes on different courses each event.	Enables women to meet other women form across the county and enjoy a fun competitive event with prizes and lunch at different courses each year.
Individual events	Individual events with different formats, 9 or 18 holes for different skill level of players across the county.	Brings women together at different stages of their golf journey to meet and play with and against other women form clubs across the county.
Inter club County Knockout Competitions	Organised team competitions for different handicap ranges, usually a match play team event, where individual team members play against each other, some home and away in each round.	Provides competitive golf throughout the year, as there are usually winter and summer competitions for each handicap range and format of play. Provides county clubs to field players and gives them the opportunity to play different courses and teams each year.
Individual Knockouts	County knockout competitions for individuals or teams of 2 to play other players from clubs across the county. Handicap and scratch formats are used.	Provides competitive women with the opportunity to play and compete all year round in different competitions with like-minded women as they play through the rounds.
County Leagues	Counties organise team and individual leagues	Leagues extend the club playing experience for teams and individuals

# Senior Womens **Regional & County** Golf Associations Experience, events, descriptions & benefits.

**Having purpose**  
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# The Senior Womens Association Experience

There are 4 regional senior womens golf associations, plus a number of county associations, who provide an annual calendar of events, which bring senior women together from across counties and regions, **an important extension of the senior womens golf experience.**

Womens Experience	Description	Benefit
Spring & Autumn Meetings	Individual 2 day events for teams to come together to play for prizes on different courses each event.	Enables women to meet other women from across the Region and county and enjoy a fun competitive event with prizes and lunch at different courses each year.
Individual events	Individual events with different formats for different skill level of players across the regions and counties.	Brings senior women together at different stages of their golf journey to meet and play with and against other women from clubs across the county.
Inter Association Matches	Organised team competitions for different handicap ranges, usually a match play team event, where individual team members play against each other, some home and away in each round.	Provides competitive golf throughout the year, as there are usually winter and summer competitions for each handicap range and format of play. Provides county clubs to field players and gives them the opportunity to play different courses and teams each year.
Association Championships	County Championship for all players to participate, usually a multi-day competition, during school holidays to provide the opportunity for all ages to participate.	Single or Multi Day championship for all players interested in competing on a, what is usually a challenging course.
Team Events	Events with social and fun formats for different age groups and handicap levels	Brings senior women together to socialise
Annual Jamboree	Elite Team from each regional association competes over 3 days for an annual trophy.	This brings the regions together behind their team providing a competitive event for senior women to compete in and meet up with other regions

# Womens International & National Governing Body Golf Experience

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# Womens International & National Governing Body Golf Experience

## **International Governing Body – The R&A**

When the R&A absorbed the Ladies Golf Union into the R&A in 2017, The R&A took over hosting the Womens British Senior Amateur Open Championship, open to women 50 and over from across the World, the championship runs simultaneously with the Mens Senior Amateur British Open Championship, each July.

The results from the championship go towards the elite amateur world rankings and are used for selecting the senior womens team who play in the Home and European Senior Amateur Team Championships.

## **National Governing Bodies – England Golf**

England Golf host:

- The English Senior Womens Amateur Championship, which is open to Senior Women who are members of and England Golf affiliated Golf Club.
- The English Senior Womens Amateur Strokeplay, open to senior women from any country.

[England Golf have created a senior series which is open to men and women 50 and over, more information can be found HERE](#)

The senior series is a welcome and valuable addition to the womens golf experience, however this should not be at the expense of the Senior Womens Golf Experience, which should be supported by National Governing Bodies.



# RISK to the Womens Golf Experience

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as clubs adopt a mixed golf model

womens competitions are being replaced by mixed competitions

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