



## WOMEN IN GOLF CHARTER

This is to certify that  
**Teesside Golf Club**  
is a registered signatory of the Women in Golf Charter.

By working towards its Charter Commitments,  
this signatory is contributing towards creating a positive  
change in golf, one which will create a more inclusive culture  
that encourages more women and girls to thrive in the game.

Signed by:

A handwritten signature in blue ink, appearing to read "M. Slumbers".

**Martin Slumbers**  
Chief Executive, The R&A

Signed by:

A handwritten signature in blue ink, appearing to read "Jeremy Tomlinson".

**Jeremy Tomlinson**  
Chief Executive Officer, England Golf

SUPPORTED BY



ENGLAND  
GOLF

### The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Teesside Golf Club call on everyone involved in golf to play their part in developing a culture that values women's involvement in every aspect of the sport, from participating to pursuing a career.

- Our aim is to increase the number of women and girls playing and working in golf.
- To achieve this goal and to enable women to flourish throughout golf, we recognise the need for a fundamental shift in culture. There is a clear ethical need for change and the potential economic benefits of growing the sport through more women and girls playing are substantial.
- The R&A commits to playing a leading role in this process and to working with affiliates, partners and the wider golf industry towards achieving this goal.
- In signing this Charter, we Teesside GC commit to making tangible efforts to develop a welcoming and inspiring environment for women. We will do more to attract women into golf, to remain, and to have rewarding careers.

#### The Charter:

- Is a statement of intent from the golf industry and Teesside GC, to unite and to focus gender balance at all levels
- Commits us all to supporting measures to increase the number of women, girls and families playing golf
- Calls for positive action to encourage women to pursue careers in all areas of the sport
- Recognises the need for change that creates an inclusive environment within golf and our golf club

#### Signatories commit to activate this Charter by:

- Developing and implementing an internal strategy for enhancing gender balance at every level
- Establishing senior management responsibility and accountability for gender balance and inclusion, which is discussed and reviewed at committee/board level with Teesside GC
- Strongly advocating more women and girls playing and working in golf.
- Working with key stakeholders to develop and embed a more inclusive culture.
- Promoting the Charter and our goal of encouraging more women and girls to play golf and work in golf.

#### How we at Teesside GC Plan to achieve this

- Deliver a minimum number of 4 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns
- Promote a membership pathway, for women/girls and families to progress within the club
- Formally promote inclusion to the wider community via the club website, social media accounts and local community groups
- Impact measures
- Promotion of the charter
- Have designated Champions/Mentors within the club who can assist and support new participants and members
- Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

#### Signed on Behalf of Teesside GC:

Club Secretary: *J. Hood* *STEPHAN HOOD*  
Date: 12/03/2021

Signed: *J. Hood*

Charter Champion: *REBECCA PILGRIM*  
Date: 12/3/21

Signed: *[Signature]*

These objectives will be embedded into the club business plan and reviewed on an annual basis, to ensure that this inclusive commitment remains robust.

	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
1	Deliver a minimum number of 4 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns	Plan key fixtures accordingly to coincide with England Golf campaigns, such as Women and Girl's Golf Week, Girls Golf Camps (training provided by Head Professional) and Women's Golf Day. We have 12 girls attend golf camps regularly with a current view to plan extra camps in 2021 to manage demand. Women's Golf Day sees anywhere from 30-50 ladies in attendance – a mixture of current members, parents of junior girls and partners. Look at social events within the clubhouse to further promote a family friendly culture (junior quiz nights, Christmas/Easter Fayre, Ladies Games Night).	Look to increase current participation figures at these events in 2021 by: Utilising social media platforms to invite, promote and share success stories on each campaign. Use promotions to hit different target groups, such as Women's Golf Networking Events for businesses/team building days etc. Use open days to encourage social membership uptake to encourage usage of clubhouse facilities (applies if ladies are non-golfers, partners, parents of golfers)	Annual review of female membership numbers in all age group categories (including social members).
2	Promote a membership pathway, for women/girls and families to progress within the club	Taster membership for new members – one-month fee with full access to amenities within the club. Spouse membership – free social membership for all partners of full paying members Junior membership – junior girls can play competition golf with the section. Continue the growth of the Eagles section – juniors who have completed a golf camp programme with Head Pro – bridges the gap for juniors who are ready to experience golf on the course but don't have a handicap – shortened course off the 'Eagle Tees' which has	Taster memberships for new players will allow each person to experience what it is like to be a member of the Golf Club for a reduced fee. Promote through social media and direct emails through club systems to reach potential spouses and parents thinking of playing golf as a club member. Utilise the same systems to discuss/promote Spouse membership to encourage partners to the club and use the clubhouse facilities (use of restaurant/bar/function room). Talk about current junior sections within the club to parents at Golf Camp Days – section available to all abilities whether it be the Eagles or Juniors. Encourage parents to come down on a Sunday	Continuation of taster memberships rolling into full membership for the remainder of the year on a pro rata basis. Aim to recruit up to 5-8 new ladies through the Taster Membership per season (review April-March).

		holes anywhere from 70-200yards long.	evening (when the Eagles meet) to walk round with their children and play 6-8 holes of golf.	
3	Formally promote inclusion to the wider community via the club website, social media accounts and local community groups	Continue to have recruited a social media and/or website champion to actively promote all initiatives at the Golf Club. Keep open channels of communication with the wider community to encourage event attendance.	Allow/encourage non-members to visit planned events such as Easter/Christmas Fayre, Junior Quiz Nights through social media and promoting key posts. Share to local community groups on social media platforms to increase reach. Look at promoting Golf Camps through local schools. Provide printable posters for children to take home – reach a wider area and target audience. Promote social memberships at each event.	Track/monitor/review attendance figures for planned events.
4	Impact measures	To capture and record a baseline of all the key measures we are committing to within the charter including membership data for our club to determine the impact of the charter	Formally share progress and updates/changes to the charter with England Golf moving forward	To provide annual measures to help determine the impact of the charter
5	Promotion of the charter	To appoint a charter champion utilising the role description provided. The champion will be responsible for the promotion, activation and reporting on the progress of the charter.	The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release	The charter Champion to provide England Golf with an annual report on progress on commitments made
6	To become a SafeGolf accredited club and ensure policies and procedures remain up to date	a. Adopted the required club policies b. Appointed a Club Welfare Officer c. DBS checks are obtained for relevant club personnel d. Club staff and volunteers have obtained any required qualifications e. PGA Professional(s) are included on PGA SafeGolf Coaches Register	The management team at the club has approved all the policies and procedures. All documentation is up to date on the England Golf portal and notify our local England Golf Club Support Officer. We expect to complete by 31.03.21. Our annual review date is 31 March	Keep a register of when the key policies and documentation needs to be updated and when key members of staff and volunteers need to undertake relevant training
8	Appoint a designated Charter Champion within the club who can assist with the	To capture and record a baseline of all the key measures we are committing to within the charter including membership data for our club to determine the impact of the charter	Formally share progress and updates/changes to the charter with England Golf moving forward	To provide annual measures to help determine the impact of the charter



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