The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Teignmouth Golf Club Ltd 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 Teignmouth 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 Teignmouth 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 Teignmouth 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 Teignmouth Golf Club plan to achieve this

1. We will deliver the following initiatives targeting women/girls and families that are aligned with key England Golf campaigns.
   a) **"Get into Golf"**. This initiative is aimed at beginners and we follow a 5 step process to create habit forming skills that lead to consistent and longer participation. We will hold one of these sessions within the first six months of the year and one within the last six months and our target is to attract 6 to 8 participants in each session.
   b) **"Members invite competitions"**. This initiative will be run in March 2021 and September 2021. Using our captive audience of members to invite Ladies new to golf to join them for a fun competition where the ladies get to putt out on the greens. Our target is to attract 6 to 8 participants in each of these sessions.
   c) **"Ladies Taster Sessions"**. Working with our captive audience of members we will hold quarterly Taster Sessions, scheduled for March, June, September and December 2021. Our target for this is 8 to 10 participants for each quarterly session.
   d) **"Charter Champion"**. Will be appointed from within our Lady Membership. Supported by the Ladies Committee, they will be responsible for the promotion, activation and reporting on the progress of the charter. The Club will display the Charter commitments internally and externally on noticeboards, website, social media, in membership packs and utilise England Golf as far as possible.
   e) **"Mixed Golf Participation"**. Encourage and promote mixed golf participation in both social and competitive rounds

   f) **"Safe Guard Accreditation"** To become a SafeGolf accredited club and ensure policies and procedures remain up to date

R&A

ENGLAND GOLF

Signed on Behalf of Teignmouth GC:

General Manager Jeremy Wright Signed:
Date: 02/12/2020

Charter Champion: SARAH PLUNKETT Signed:
Date:

These objectives will be embedded into the club business/operational 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
a	Ladies Specific Get into Golf Initiative with increased 5 Step player pathway to Membership	The last 3 years we have delivered 2 Groups of 8 Ladies participating through this programme with 20% becoming members against the national average of 10% In 2020 from only 2 get into golf stage 1 groups out of 4 completed due to covid, 6 participants took up stage 2 plus which we were able to offer 2 x50 minute lessons per person at 50%.	5 Step player Pathway to Membership – Where Ladies could participate at the right stage relative to their ability and experience. 1. Stage 1 Coaching – 5 x 1hr sessions max group of 10 Lesson 1: Chipping Lesson 2: Pitching Lesson 3: Full swing Lesson 4: Full swing/ fairway metals and drivers Lesson 5: Bunker play and putting (£30 per person) 2. Stage 2 Coaching- 3 x 1.5 hr sessions on the Golf course max group of 4 Lesson 1: Play 3 holes on the course, dealing with different slopes and lies, introduction to basic rules and etiquette. Lesson 2: Play 4 holes on the course, course strategy focus Lesson 3: Play 4-6 holes including marking a card for competitions (£60 per person) Stage 2 Plus – Discounted 1 to 1 golf coaching Participants that complete stage 2 will be offered 50% off 1 to 1 golf coaching with a PGA professional. The number of discounted lessons each person receives will depend on what the club is happy to cover dependant on how many participants are interested. The club will pay the PGA professional the 50% of the lesson cost that has been discounted. 3. Stage 3 :1 months trial membership Get the full member experience for one month: Unlimited use of the golf course, Club house and practice facilities Seven Day Member £66 Five Day Member £58 Associate Member £22 (plus £15 for 18 Holes & £7.50 for 9 Holes) 4. Stage 4 :Roll up course practice with a reserved tee with trial membership A Booked tee time to play the course with fellow members and volunteers off the new blue tees (covering all aspects of practice, rules etiquette card marking etc). 5. Stage 5 :Option to become a member of the Golf Club Associate, 5 Day and full memberships available.	First session to start April 2021 and the second session in July 2021. Target is to attract 6 to 8 participants in each of the two sessions with 30% becoming members against the national average of 10% Reviewed every month with the Professional team and ladies committee to discuss strengths and weaknesses. Office to communicate with the Professional team and Ladies committee with inquires and new Lady & Girl members. Social Media analytics to be reviewed by the GM Monthly when targeted advertising is in place to advertise the 5 step player pathway

			Introduce new members survey to gain feedback on pathway and potential areas of improvement and utilise annual members survey to capture women's satisfaction levels and improve overall club experience for female members. Promote club inclusivity by promoting Pathway and events via social media and local networks to showcase the clubs as open and inclusive policy. Promotion through posters in public areas i.e. main roads, gyms etc.	
b	Members invite Competitions	Planned for implementation in the New Year	New initiative to target our captive audience of members and encourage them to invite Ladies new to golf to participate in a fun pairs event where the NON lady or girl golfer would putt Professional Team and Lady Committee members to be on hand before and after for Q&A plus providing new members packs with all the details of our coaching pathways and membership The events to be promoted via social media and local networks to showcase the clubs as open and inclusive policy. Free taster golf lesson voucher to be given to every non-member participate	Two sessions to be held per year with the first being introduced in March 2021 and held again in September 2021. Targets for this is 6 to 8 participants in each session. Reviewed after the competition with the Professional team and ladies committee to discuss strengths and weaknesses. Social Media analytics to be reviewed by the GM Monthly when targeted advertising is in place to advertise these events Record and discuss how many free lesson vouchers get redeemed
c	Taster Sessions for Ladies	Planned for implementation in the New Year	Members encourage their daughters and grand daughters with friends to attend a taster session managed by our Professional Professional Team and Lady Committee members to be on hand before and after for Q&A plus providing new members packs with all the details of our coaching pathways and membership The events to be promoted via social media and local networks to showcase the clubs as open and inclusive policy.	Reviewed after the Taster Session with the Professional team and ladies committee to discuss strengths and weaknesses. Social Media analytics to be reviewed by the GM Monthly when targeted advertising is in place to advertise these events Record and discuss how many free lesson vouchers get redeemed

			Free 2nd golf lesson voucher to be given to every individual that participated in the session	
d	Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter	A Charter Champion needs to be appointed and the successful candidate will come from the Ladies section.	Driven by the Lady Captain and supported by the Ladies Committee, the Charter Champion will be responsible for promotion, activation and reporting on the progress of the charter and the initiatives detailed above. The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release	Appointment by the end of this year. The Charter Champion will be targeted with producing reports per activity, monitor participant numbers and to provide annual measures to help determine the impact of the charter. The charter Champion to provide England Golf with an annual report on progress on commitments made
e	Encourage and promote mixed golf participation in both social and competitive rounds	Mixed golf competitions are offered on all bank holiday Mondays – this usually attracts 50% women We regularly organise mixed adult/junior competitions (2 per year) Mens & Ladies Club Championship to be played over the weekend Both participating on the same weekend (with a joint prize giving)	Continue to educate all members to understand handicap adjustment shots by providing regular communication and guidance Continue to offer monthly mixed golf competitions and mixed adult/junior competitions Continue to encourage women and girls to enter 'Club competitions' Promote club inclusivity by promoting club competitions and events via social media and local networks to showcase the clubs as open and inclusive	Mixed Golf Targets Mens & Ladies Club Championship to be played over the weekend together To measure participation of all events and discuss strengths and weaknesses, with the ability to change formats and dates in the diary if necessary (this need to be reactive as the season unfolds) Social Media analytics to be reviewed by the GM Monthly when targeted advertising is in place to advertise these events
f	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. Our annual review date is 31.03.2021	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