

The R&A Women in Golf Charter
Objectives 2019
Review 2024
Objectives 2025 and beyond.

Our 2019 commitment to a more inclusive culture within golf

We, Cleveland 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 Cleveland Golf Club 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 Cleveland Golf Club, 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 at Cleveland Golf Club
- 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 Cleveland Golf club plan to achieve this from 2019 onwards

1. Deliver two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns
2. Promote a membership pathway, for women/girls and families to progress within the club
3. Have designated Champions/Mentors within the club who can assist and support new participants and members
4. To achieve and maintain 30% female representation on our Management Committee by actively promoting these positions linked to appropriate role descriptors that are not gender specific
5. To become a SafeGolf accredited club and ensure policies and procedures remain up to date
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Cleveland Golf Club:

Club Manager/Secretary/Chairman: Peter Martin Signed:

Date: 2019

Charter Champion :Jane Stevenson

Signed:

Date: 2019

Review 2019 to Sept 2024

	Commitment	History	How this will be achieved	Outcomes at Sept 2024
1	Delivering two initiatives each year targeting Women/ girls and families	Pre 2021: No recruitment drive: Covid: 4 members joined for 3 months and 3 remain at the club. 2021 first ladies' recruitment drive 18 joined for 3 months resulting in 10 new full members who remain in the club. 2023 Girls Golf Rocks (GGR) resulted in 11 girls attending and 7 girls remain.	2024 Get into Golf drive for ladies with 2 open days / evenings to attract ladies to the club in May Sessions last 2 hours and include small groups of ladies utilising the driving range, putting green and the first hole. We finish with afternoon tea and refreshments in the club house where we promote lessons and membership. Money received from TVEI grant set aside to engage a marketing company to produce an Advertising campaign. This to include social media, radio coverage. Leaflet drops and outreaching to schools and colleges for WOMEN and GIRLS March and April Girls Golf Rocks initiative to be delivered again in May 2024 and be part of the professional marketing campaign A club professional to be assigned to each initiative	10 ladies attended the taster sessions. 6 ladies went onto the group lessons phase, of those 5 went onto the 3 monthly membership initiative. 2 other ladies, who were introduced via other means, joined on the 3 monthly initiative. Of the cohort identified above 4 ladies went on to become full members till the end of the year, we anticipate all 4 becoming full members in January. From the 2023 GGR cohort 3 are still attending lessons. Despite a massive marketing campaign, we were unable to attract new girls in 2024. The GGR initiative was

				operating in several local clubs which resulted in a dilution of potential participants, we feel EG could consolidate this next year by having a centralised venue.
2	Promote a membership pathway for women/girls and families	2019 when we began our WIG commitment, we had 32 lady members. They had protected tee times on a Tuesday morning 830 to 1030.	Offer an induction package of 3 months membership and three professional lessons for £99 for ladies new to Golf. Provide a support package from existing lady members throughout this induction period. Identify and recruit suitable ladies to increase the mentoring capacity (see objective 3). Establish a more effective pathway for girls moving forward. We will initiate some coaching sessions within the girl's school or club environment, before inviting them to progress to a programme hosted at the club Ladies wishing to switch clubs to Cleveland will not be subject to a waiting list or a signing on fee. This concession will cease	As of September 2024, we have 50 full lady members and 7 who are still involved in the induction programme with a view to joining in Jan 2025. We have protected tees on a Sunday which regularly attract 12 to 16 ladies. We have created a Saturday Competition, The Beacon Trophy, which has attracted 15 ladies. 6 ladies have transferred their membership to Cleveland Golf Club. Whilst visibility on social media

			when we have 80 lady members Increase visibility of women and girls on social media and website. Promote existing Saturday competitions opportunities that ladies are eligible for to increase participation. (8 per year) Establish a ladies' competition on a Saturday, thus meeting our equality responsibilities Secure protected tees on a Sunday for ladies. Monitor the impact of new winter restrictions on tee availability with a view to extending the Saturday Summer ladies competition throughout the year .	and website has improved this still requires attention.
3	Have designated Champions/Mentors within the club who can assist and support new participants and members	Historically we had one lady member who acted as a mentor for new members As a result of everything outlined above, we had increased that informal capacity to 5 prior to 2023	Recruit more ladies to provide informal mentors for new ladies. Provide opportunities for ladies to complete Community Golf Instructors course. Provide opportunities for ladies to	Community Golf Instructors course has been completed by Anna Williams, Cheryl Sleight and Jane Stevenson. Activator's course has been completed by Cheryl Sleight and Trish Harland.

		Designated Women in Golf champion Jane Stevenson has been established for 4 years.	complete the Activators course. Identify a lady to be GGR co-ordinator. Identify a lady to be trained as welfare officer. Ensure DBS checks are in place for those holding applicable responsibilities.	Cheryl Sleight is our GGR coordinator and Welfare Officer. DBS are in place for Anna Williams, Cheryl Sleight and Jane Stevenson.
4	To achieve and maintain 30% female representation on our committees	Our club is an unincorporated associated. A management committee is elected by the membership to “run” the club. The club has a constitution. The Ladies’ Captain sits on the management committee for her Captains year. We currently have one other lady (Jane Stevenson) who has been elected to the management committee. The management committee has 18 members. The ladies’ section is operated by a dynamic 10-lady committee.	Yearly reminder that ALL members can be elected onto committee Promote the need for more representation on the main committees. Actively engage the women into positions. In order to achieve this WIG objective in October 2023 the ladies section submitted a proposal that: “Both Club Vice-Captains and both outgoing Club Captains are members of the Management Committee”. Currently it is only the men’s vice and past captains that sit on committee. In response the management committee triggered a Governance review to be led by Kath Bean and Mel Wilkinson Following extensive research by Kath and Mel,	In 2018 England Golf commissioned senior legal firm (Mills and Reeves) to investigate how well golf complied with the Equality Act 2010. The WIG charter seeks to rectify the anomalies the law firm identified: “If certain positions within the men’s section are afforded a place on the committee, where their equivalents on the women’s committee are not, then this may also be unlawful.” “It is not unlawful to have a committee which is unbalanced in numbers of men and women, although good practice would suggest a minimum of 30% of each gender”.

			a proposal was put to the membership that the club needed to change its legal status, develop its management structure and change the constitution to reflect the above. This proposal was rejected by the membership in April 2024. This decision has meant that the role of ladies within the management of the club remains beneath the standard expected of a club holding a WIG charter.	As a result, of the governance review the management committee will present a proposal at the Nov 2025 AGM that the ladies Vice-Captain replace the Gentleman's past captain on the management committee We will continue to proactively promote a structure which brings the committee composition into a lawful situation and seek to find a mechanism that will achieve a minimum 30% gender balance.
5	To become a Safe Golf accredited club and ensure policies and procedures remain up to date	Adopting the required club policies. There are currently 2 on the website and on club V1. Male welfare officer appointed. Female welfare officer to be trained DBS checks done on all the relevant personnel. PGA professionals included in the above. PGA Safe Golf accredited.	Improvement of policies e.g., Disciplinary procedure. Work on adopting more policies from Golf England and making them public on the website and /or club V1 ED and I policy to be audited Improvement in the members' handbook (Constitution) Have a female complete welfare training. Get the ladies who have completed training to get DBS checked 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	The above-mentioned governance review identified that the club needs to review all aspects of our policies and procedures in order to maintain our safe golf accreditation. The ladies section now has an accredited welfare officer and all designated ladies have been DBS registered. The EDI audit was completed in May 2024 by Neil Burke.

			training Complete training by May Equality Diversity and Inclusion Audit by April	Currently we do not have a formal register of when key policies are updated and audited. This needs to be addressed.
6	Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter	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 Questionnaires given to ladies who have joined in the last 5 years	Formally share progress and updates/changes to the charter with England Golf moving forward. Share results of questionnaire and lessons learnt To provide annual measures to help determine the impact of the charter, in terms of new members and experience.	Jane Stevenson has been appointed a Charter Champion The results of the questionnaire indicated that moving forward: We need to improve the quality of our induction information booklet and ensure EVERY new member has access to it. We need to be clear about fees from the outset. We need to improve the entrance area to make it more gender balanced. We need to continue with publicity of our ladies' section and promote introduction events across a wider region.

				Should a vacancy be available within the club shop or coaching team encourage the appointment of a woman.
		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 –on 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.	



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Cleveland golf Club Objectives 2025 and beyond.
A commitment to a more inclusive culture within golf

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How we at Cleveland Golf club plan to achieve this

1. Continue to deliver two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns
2. Continue to promote a membership pathway, and equal opportunities for women/girls and families to progress within the club
3. Engage designated Champions/Mentors within the club who can assist and support new participants and members
4. Take positive action to achieve and maintain a minimum of 30% female representation and equality of captaincy representation on our Management Committee.
5. Take positive action to improve our compliance with the requirements of a Safe Golf accredited club and ensure policies and procedures remain up to date
6. Support our designated Charter Champion within the club to continue with the promotion and reporting of the charter
7. These objectives will be become a constant item on the agenda of all management meetings. They will be embedded into the club business plan and reviewed on an annual basis, to ensure that this inclusive commitment remains robust.

Signed on Behalf of Cleveland Golf Club:

Club Manager/Secretary/Chairman: Peter Martin

Signed:

Date: Nov 2024

Charter Champion: Jane Stevenson

Signed:

Date: Nov 2024