

Fees & Charges 2017/18

Appendix 2c – Golf Membership Benefits

The Mytime Active pricing philosophy to try and alleviate the decline in member and casual usage for their Golf courses is to provide an added benefits model to increase usage and customer loyalty

Bundling and packaging complimentary health, leisure and golf products allows members to increase the value of their membership by accessing a wider range of services more often for less money.

Working closely with their members, they provide access to healthy lifestyle and health check services. Member services range from sports and social events to healthy nutritional educational advice. They encourage the customer to become engaged in and continue to remain involved in health and wellbeing services through incentives and rewards along the member journey.

The current membership products offered are:

- **7 Day Membership benefits: £799 (All 16 sites within Mytime Active)**
 - 1 Complimentary Junior Membership
 - Free 30-minute Golf Lesson
 - 1 Complimentary Get Active in Golf session for a person of their choice
 - Priority booking up to 14 days in advance
 - 10% discount on food and drink
 - Leisure membership at any Mytime Active facility
 - Unlimited golf, FootGolf and driving range usage at all 16 courses.

- **7 Day Membership benefits: £699**
 - Free 30-minute Golf Lesson
 - 1 Complimentary Get Active in Golf session for a person of their choice
 - Priority booking up to 14 days in advance
 - 10% discount on food and drink
 - Unlimited golf, FootGolf and driving range usage at all 16 courses.

- **5 Day Membership benefits: £559**
 - Unlimited week day golf usage at all of our 16 courses.
 - Free 30-minute Golf Lesson
 - Priority booking up to 14 days in advance
 - 10% discount on food and drink.

- **Membership benefits: Other categories (Senior rate, home rate)**
 - Unlimited golf according to appropriate membership
 - Priority booking up to 14 days in advance
 - 10% discount on food and drink

NB: Waterhall has the added option of having a “Home Only” rate, where members can play unlimited use of Waterhall within their membership fee, but not access to the full membership benefits. However, members can upgrade their membership.

