

Driving Range Price Increases

Over recent years the cost of range balls has increased significantly, over 50% in the last two years alone, and this, along with other increased costs, has required a review of our Range pricing structure. The Range prices have not increased for over a decade and the last significant change was the introduction of the Members Loyalty Card in 2014.

In undertaking the review, it has been key to maintain the maximum amount of discount for members whilst ensuring the ongoing viability of the Range. With this in mind the changes to the pricing structure are as follows:

	Current	01/01/24
30 Balls	£2	£3
90 Balls	£5	£7.50
Members Loyalty Card	£30 for 24 vends (£1.25per vend) £100 for 100 vends (£1 per vend)	£40 for 25 vends (£1.66 per vend) £100 for 75 vends (£1.33 per vend)
Non- Members Loyalty Card	N/A	£50 per 25 vends (£2 per vend)

The Members Loyalty Card still represents excellent value, especially if using the £100 card. Any existing credit on the Range cards will continue to work as normal.

You will notice that, for the first time, we have introduced a Non-Member Loyalty card to encourage regular use of the Range by non-members which in turn helps us to keep prices for members at a low as possible.