



WOMAN'S TAILOR-MADE MEMBERSHIP A BIG HIT

Cottrell Park Golf Resort attract new female golfers with exclusive offer.

Cottrell Park have designed a specific golf membership for novice female golfers to attract more women into the game. The new membership has been devised over a number of weeks after consultation with a focus group of women who have 'given golf a go' through the New2Golf schemes. The membership addresses perceived barriers to women taking out full memberships, such as time, cost and external commitments like work and family.

Sales & Marketing Director Gaynor Openshaw-Smith is pleased with how enthusiastically the new membership has been received, "Here at Cottrell Park we are looking to grow the game and have devised a specific Ladies New2Golf Academy Membership that we hope will encourage novice female golfers to continue to play the game.

"We put together a focus group of women who had attended our New2Golf lessons that our professional Gareth Bennett ran and the feedback we received was invaluable." said Openshaw-Smith.

"Women were cautious about committing to a full membership because of a number of factors. Some with young families we're unsure how much they would be able to play and others were anxious about playing out on a busy course.

"We have been able to devise this membership that allows new golfers to play on the course at times when the course will be quiet, so no worry about more experienced golfers being hot on their heels.

"The membership allows women to learn the game in a relaxed environment whilst still benefiting from all that is on offer at the resort." she added.

Lorry Davies has recently joined Cottrell Park with the new membership, "Before starting the New2Golf lessons I'd always been sporty although I had never swung a golf club but wanted to try something new. Since the lessons I've become totally hooked and this membership allows me to continue to learn a game that I hope to play for life".

Recently retired, Rowena McArtney has joined to continue improving at her new hobby, "I've been a novice golfer for a few years but felt that I wasn't making much progress until I discovered the new2golf sessions at Cottrell Park. Gareth's tuition (and patience!) and the opportunity to get together with other learners has really improved my ability and confidence. It's been good to have fun and make new friends whilst learning both during the lessons and in my first competition. Roll on the summer and the opportunity to continue to build on this!"

It is hoped that the membership will see more women continuing to play golf after the taster sessions at the club and go on to be full life-long members at Cottrell Park Golf Resort.

Note to editors:

Open to Ladies who are new to the game and have had lessons.

Play is available at Off-Peak times, Mondays anytime – both courses, Tuesdays anytime – both courses and after 3pm on weekends both courses.

Use of Golf Simulator 7 days a week subject to availability and booking.

Receive a Membership Discount card providing you with 17.5% discount on beverages and non sale retail items. (Subject to account credit).

Can sign in up to three guests at the prevailing guest fee.

Receive 4 Individual Golf Lessons with Professional Gareth Bennett or participate in 8 group lessons.

Specific New2Golf competitions will be run. You are not permitted to enter the general Ladies competitions or hold a golf handicap on this academy golf membership.

Cost: £199.00 until 1st March 2017 (Subscription Pro-Rated depending on when you join)

For further information please contact Gaynor Openshaw-Smith on 01446 781781 or email gaynor@cottrellpark.com

ENDS

Picture: Rowena, Louise, Laura and Emily