



## Crowborough Beacon Golf Club offers an innovative form of membership to match today's varying lifestyles

**C**rowborough Beacon Golf Club (CBGC) is launching, on May 1, its new Flexible Membership, designed specifically for those tied up in today's time-poor and financially restricted lifestyles.

Golf clubs around the UK have been losing members because they cannot justify full subscription fees when they have little free time in which to play and enjoy their games of golf. Those with limited time are playing just a few rounds each year, making the cost of each game unrealistically expensive.

CBGC has come up with the answer – flexible membership. It is the low-cost option, where the benefits of a full golf club subscription can be enjoyed at an affordable price. A Flexible member will pay for the golf they play with no unused or wasted high-priced subscriptions.

Flexible membership is perfect for those who have drifted away from the game, or those who are considering joining a golf club for the first time. The cost is considerably less than the traditional fees charged for membership.

For just £495 – well under the normal fee of £1,188 – a golfer can join Crowborough Beacon's Flexible Membership scheme. This includes an entrance fee and the new member's

affiliation fees to golf's governing bodies. As an officially registered golfer, the Flexible member can acquire an official handicap, play in club competitions, matches and Opens, and invite guests for relaxing days at 'their' club.

Flexible members will receive a special club card that is loaded with golf credits. These credits are deducted from the card each time they play golf at Crowborough Beacon. The number of credits used varies with time of day, day of week and time of year. The initial fee will allow 30 winter afternoon and summer twilight rounds of golf, although playing on a Saturday and Sunday morning will be more expensive. If the card runs out of credit, the member can buy one further top-up of £100.

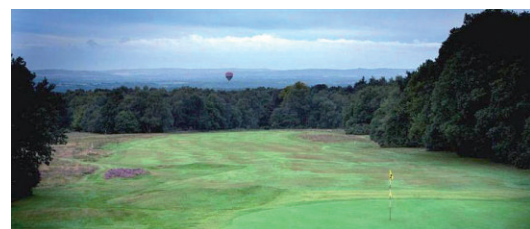
"We think this is a very fair and cost-efficient way to join a golf club," says John Holmes, general manager at Crowborough Beacon. "We designed this form of membership after listening to many golfers – our members both current and past, and those who would like to join our prestigious club.

"Members are leaving golf clubs because they just can't justify the large financial commitment, particularly in today's time of recession and cuts. Golfers still want to remain club members, but want it

on their terms and in a form that fits their lifestyle. Flexible Membership is a modern-day variation on being a member at a traditional club.

"With our new idea, previously homeless golfers can get the best of both worlds – a low financial commitment but with all the benefits of club membership. These 'nomads' are usually keen golfers but they miss out by not being recognised and not having an official handicap. With Flexible Membership they will gain these benefits and pay less for their golf than before. And it's ideal for the thousands of casual and fair-weather golf club members who resent paying golf club fees when it's cold, wet and windy. By moving to Flexible Membership they will not be wasting their subscription if it rains or snows.

"We're delighted with the response we've had so far from both those who have been members previously and those who have been thinking of joining. The early indications are that we shall be signing up many new members before the official launch date. They will be ready to play their first rounds



and start working on their handicaps right from the May 1 start."

Another new initiative based around a traditional theme of Country Membership, is the new County Membership scheme, which offers full membership privileges to golfers living more than 15 miles from the club, for an extraordinary fee of just £599.

John Holmes adds: "Golfers no longer need to travel so far for a game of golf these days due to a national over-supply of golf courses and, in this age of soaring fuel costs, seek to join a local club. However, we believe that Crowborough's ranking in the top 200 golf courses in the country would attract potential members to travel farther afield to enjoy an outstanding course."

Full details of the new membership schemes are on the club's website, [www.cbgc.co.uk](http://www.cbgc.co.uk), or by calling 01892 661511.