

Appendix C

Chingford Golf 2017-18 Prices

Product	2016-17	2017-18 Proposed	% Change by relevance	Notes
Green Fees/Casual Play				
Adult Weekday before 8am	£16.00	£10.00	-37.5%	
Adult weekday before 11am	£16.00	N/A		
Adult Weekday before 1pm	N/A	£18.00	12.5%	
Adult Weekday before 11am - Twilight	£14.00	N/A		
Adult Weekday 1pm until Twilight	N/A	£14.00	0.0%	
Adult Weekday Twilight	£10.00	£10.00	0.0%	
Senior Weekday 60+ before 8am	£10.00	£10.00	0.0%	
Senior Weekday before 11am	£12.00	N/A		
Senior Weekday 60+ before 1pm	N/A	£14.00	16.7%	
Senior Weekday before 11am - Twilight	£10.00	N/A		
Senior Weekday 60+ 1pm until Twilight	N/A	£10.00	0.0%	
Senior Weekday 60+ Twilight	£10.00	£10.00	0.0%	
Junior Weekday before 8am	N/A	£10.00		
Junior Weekday before 11am	£10.00	N/A	0.0%	
Junior Weekday before 1pm	N/A	£12.00		
Junior Weeday Before 11am - Twilight	£10.00	N/A	20.0%	
Junior Weekday 1pm until Twilight	N/A	£10.00	0.0%	
Junior Weekday Twilight	£10.00	£10.00	0.0%	
Adult Weekend & Bank Holidays before 8am	£25.00	£20.00	-20.0%	
Adult Weekend & Bank Holidays before 11am	£25.00	N/A		
Adult Weekend & Bank Holidays before 1pm	N/A	£25.00	0.0%	

Adult Weekend & Bank Holidays before 11am - 3pm
 Adult Weekend & Bank Holidays before 3pm - Twilight
 Adult Weekend & Bank Holidays 1pm until Twilight
 Adult Weekend & Bank Holidays Twilight
 Senior Weekend & Bank Holidays before 8am
 Senior Weekend & Bank Holidays before 10am
 Senior Weekend & Bank Holidays before 11am
 Senior Weekend & Bank Holidays before 1pm
 Senior Weekend & Bank Holidays before 11am - 3pm
 Senior Weekend & Bank Holidays before 3pm - Twilight
 Senior Weekend & Bank Holidays 1pm until Twilight
 Senior Weekend & Bank Holidays Twilight
 Junior Weekend & Bank Holidays before 8am
 Junior Weekend & Bank Holidays before 11am
 Junior Weekend & Bank Holidays before 1pm
 Junior Weekend & Bank Holidays before 11am - 3pm
 Junior Weekend & Bank Holidays before 3pm - Twilight
 Junior Weekend & Bank Holidays 1pm until Twilight
 Junior Weekend & Bank Holidays Twilight

£20.00	N/A	
£15.00	N/A	0%
N/A	£17.50	effectively
£10.00	£10.00	0.0%
£25.00	£20.00	-20.0%
	£25.00	
£25.00	N/A	0.0%
N/A	£17.50	
£15.00	N/A	16.7%
£10.00	N/A	
N/A	£15.00	50.0%
£10.00	£10.00	0.0%
N/A	£12.50	-50.0%
£25.00	N/A	0.0%
N/A	£15.00	15.4%
£13.00	N/A	
£10.00	N/A	25.0%
N/A	£12.50	
£10.00	£10.00	0.0%

Pricing is based to encourage play at off peak times by current users to allow new users to be able to book prime time. It is essential that the club times are reviewed through April to understand capacity and react accordingly as they currently control all prime time but return the lowest spend per head as high utilisation of the season ticket at prime time.

Junior prices have gone down in some areas and up in others, my instinct for 15 and under is half price anytime, 16 - 19 year olds 75% of the price at time of play...Your thoughts please.

Season Tickets

Adult 7 Day

Senior 7 Day

Intermediate 19 Year Olds
 Intermediate 20 Year Olds
 Intermediate 21 Year Olds
 Intermediate 22 Year Olds

£680.00	£750.00	10.3%
£500.00	£575.00	15.0%
£230.00	N/A	N/A
£330.00	N/A	N/A
£430.00	N/A	N/A
£530.00	N/A	N/A

2017-18 price includes 3 guest tickets worth up to £75

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The inclusion of the guest tickets is to encourage season ticket holders

Intermediate 23 Year Olds

Intermediate 25 - 29 Year Olds

Intermediate 20 - 24 Year Olds

Youth 16 - 19 Year Olds

Junior Under 16 Years

£630.00	N/A	N/A
N/A	£600.00	N/A
N/A	£400.00	N/A
N/A	£200.00	N/A
N/A	£100.00	N/A

and club members to be proactive in finding new users for CGC and the associated clubs. If the tickets are used at prime time, it means that none of the season tickets exceed 2016-17 prices. it also offers a more progress and long term strategy to encourage junior to move to youth fees and eventually a full adult fee over a 15 year period rather than 7.

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Loyalty Packages - New Product

Gold - Buy 15 get 5 free (Weekday)

Silver - Buy 10 get 3 free (Weekday)

Bronze - Buy 5 get 1 free (Weekday)

Senior - Buy 10 get 3 free (Weekday)

Gold - Buy 15 get 5 free (Weekend)

Silver - Buy 10 get 3 free (Weekend)

Bronze - Buy 5 get 1 free (Weekend)

Senior - Buy 10 get 3 free (Weekend)

N/A	£270.00	N/A
N/A	£180.00	N/A
N/A	£90.00	N/A
N/A	£140.00	N/A
N/A	£375.00	N/A
N/A	£250.00	N/A
N/A	£125.00	N/A
N/A	£175.00	N/A

New product aimed at committing the casual golfer to CGC, longer term to convert casual to loyalties, loyalties to season tickets, season tickets to club members giving a guaranteed income whilst continuing to grow the casual golfer to provide a bloodline.