

For immediate release  
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## Rudding Park

### **SUCCESS OF NEW MEMBERSHIP SCHEME GIVES RUDDING PARK GOLFERS A 'FAIRWAY' TO STAY IN CREDIT**

Following its launch on 1 March 2009, Rudding Park's new **Golf Credit Membership** scheme – an innovative programme which enables golfers to 'pay as they play' – has seen unprecedented success with over 300 members joining the scheme, 171 being new members to the club which is based in Harrogate, North Yorkshire.

The 'credit friendly' scheme, the first of its kind in the North of England, has been hailed by former Ryder Cup Captain, **Bernard Gallacher OBE**, as "*fantastic value for money: you just pay when you play ensuring no wasted membership fees, just superb golf.*"

Requiring only a small membership fee of £150.00, Rudding Park's Golf Credit Membership gives golfers the flexibility to buy bundles of credits to play at any time of the day. The number of credits required depends on the time of day and the course played. For example, a golfer playing Rudding Park's new six hole Repton Short Course out of peak time only uses one credit; play it during a peak time and two credits are used. For details of the credit system and for further information about Golf Credit Membership, visit [www.ruddingpark.co.uk/golf](http://www.ruddingpark.co.uk/golf).

Speaking about the success of the scheme, Peter Banks, managing director of Rudding Park, said: "During these lean economic times, we felt that it was important to react to our guests' needs and offer a membership solution that was both affordable and practical.

"Unlike other membership schemes, Golf Credit Membership is based on a minimal annual fee and with the credits facility, customers can enjoy ultimate flexibility to play as and when they want to and can afford to.

"Going forward, we hope that the scheme sustains its rate of success and golfers, both existing and new members, can continue to play on two of the UK's premier

courses as well as benefit from state-of-the-art training facilities at the Rudding Park Golf Academy.”

Also showing his support for Rudding Park’s Golf Credit Membership is **Peter McEvoy OBE**, two times captain of the Walker Cup and chairman of the R&A Committee\*. In a recent English Club Golfer article, Peter said of the scheme: “Rudding Park has bucked the membership trend by introducing their Golf Credit Membership allowing golfers to have pride of connection with the club but only pay for how often and when they play.”

McEvoy continues: “It’s good to see the industry respond in the way that Rudding Park has and it shows that business is out there if the products can meet the customers’ needs and affordability.”

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\*R&A Committee is part of the Royal and Ancient Golf Club of St Andrews.

**Image attached:** Golf Credit Membership at Rudding Park. High resolution version available.

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**Notes to Editors:**

Rudding Park is independently owned by Simon Mackaness and his family. Over the last 30 years, they have carried out a comprehensive programme of improvement and redevelopment which includes the opening of Rudding Holiday Park in 1978, the renovation of Rudding Park House in 1987 and the subsequent opening of the 50-room hotel in 1997.

The estate also comprises an 18 hole, par-72 golf course set in mature Parkland, complemented by an 18 bay floodlit driving range and golf academy. A new development of 18 luxury holiday lodges adjacent to the golf course opened in May 2006 and a par-3 six hole short course opened in April 2008.

For further information on Rudding Park, visit [www.ruddingpark.co.uk](http://www.ruddingpark.co.uk)