



Mack Golf appointed by Warwick District Council to Operate Newbold Comyn Golf Course

Who is Mack Golf?

Mack Trading – Amenity Management own and manage the Mack Golf brand and are one of the largest specialist Golf Management companies operating in the UK. Currently we operate ten golfing facilities in Ireland and the United Kingdom.

Why were Mack Golf appointed?

Warwick District Council carried out a Public Procurement process to identify a partner to manage and develop the Newbold Comyn Golf Course. Mack Trading were successful because of the plans to improve the course and facilities, our experience and our successful track record in managing public golf courses. Two of the key features of our bid are:

- Our commitment to the development of Junior golf
- Our commitment to working in a Partnering manner with all of the course stakeholders.

What is Mack Golf?

Mack Golf is the brand name used by Mack Trading – Amenity Management for all of our Golfing activities. The Mack Golf brand stands for “**Quality, accessible, value for money golf courses that provide a welcoming atmosphere for golfers of all abilities**”. Our course website and on-line booking system will be based on our website www.mackgolf.co.uk

When do Mack Golf take over?

Mack Trading will operate a long term contract which starts on the 1st April 2010.

How will this affect me?

If you are a regular user of Newbold Comyn Golf Course we will aim to ensure that the transfer of Operator will be relatively unnoticed by you. You will see a few immediate changes such as an on-line booking system and some Mack Golf branding. The more significant course and building development works will be delivered over the next few seasons.

What Differences can I expect to see in 2010?

For the 2010 season Mack Golf will offer a range of promotions to all Newbold Comyn course users.

- Season Ticket Holders
 - All new members to the course will be offered a ‘Half Price’ promotion for their first years ‘7-day Season Tickets’.
 - Existing Season Ticket holders will also be offered this promotion for 2010.
- Green Fee customers will be offered our ‘Flexi-Card’ promotion. This card offers discounted golf to all ‘signed up’ Green Fee customers.

What Development plans do Mack Trading have?

A summary of Mack Golf’s Development plans are outlined below.

- Redevelopment of the existing Customer Service Area, Changing Rooms & Toilet Facilities
- Introduction of an On-line Booking and CRM (Customer Relationship Management) System
- Upgrade to the course Maintenance Facilities
- Improvements to the Clubhouse Surrounds
- Improved Practice Area including a Junior Golf Academy
- Investment in Green-keeping Machinery
- Improvements to Golf Course through Annual Maintenance Programme
- Improvements to Course Pathways & Tracks

Some of these Developments will occur immediately and others will be phased in over the coming seasons.