



# Customer Card Scheme Information

**April 2014**

## **Background**

As part of developments at Mile End we have looked at ways to add value to our Membership. We decided that to enable us to keep our Membership fees as low as possible we need to maximise revenues from visitors to the club from areas such as our Driving Range and our catering facilities. The only way to operate an efficient “dual pricing” system is via the technology that we have installed and the introduction of a scheme whereby every Member has a plastic card that can be used to “identify” them on the system.

We spent many months resolving all of the issues that we believe will make this system a great benefit to our members and are developing it all the time.

**It is a scheme that is not offered on this scale by many golf clubs ( certainly by none in this area) and we hope that it is seen as a facility that shows Mile End is committed to offering the best service possible to it's Members.**

## **Benefits To Card Users**

- Discounted Cold Drinks & Food (Currently 15%)
- Discounted Hot Drinks from the bar ( 20% )
- Discounted Range Balls (Currently 30%)
- Range Ball Promotions & Lower Ball Dispense Options (eg Warm-up Balls before competitions)
- No Need To Carry Cash
- Competition “Winnings” Can Now Be Spent in All Areas of our Facilities - NOT just on Shop Goods as previously.
- Additional Future Promotions Will Be Offered To Card Users Only

## **How Does It Work ?**

- Card holders **MUST** produce their card **before** placing an order at the Bar to obtain any relevant discount. Although discounts are not currently to be applied to Shop goods we would encourage Card-holders to have their card available to help our staff “find” their details on our computer system.
- The “Bar Code” part of our Cards works at the Driving Range Machine. Please note that due to technology constraints the price shown at the Driving Range machine will be the standard cost, although the **correct** discounted amount will be logged onto your account and you can ask for a statement at any time from the golf shop.
- Accounts **MUST** be in “Credit” to obtain discounts
- Accounts can be “topped up” either at the Shop or Bar Tills.
- Minimum “Top Up” Will Be **£10.00** although smaller amounts will be credited if won in competitions.

**Member's Cards are available for  
collection from the Golf Shop.**

**You may be asked to confirm your  
contact details before being  
issued a card.**

**P.T.O.**

## **We believe that the following Questions may be asked so have drawn up a list of answers....**

**Q. As a Mile End Member do i HAVE to participate in the card scheme ?**

A. No. It is not compulsory. You can still pay for items in the usual way although you will not enjoy any discounts and additional benefits given to cardholders.

**Q. What Food & Drink Items do Members get a discount on ?**

A. Discounts generally apply to ALL items on our standard Bar & Specials Board Menu although we reserve the right to exclude certain items at our discretion. At the moment exclusions include items such as Member Match meals & Meals for Special Events which are already discounted to offer best value.

**Q. What Discounts Do I Get ?**

A. In addition to the existing discounts on Guest Green Fees & Buggy Hire Members benefit from a 15% discount on Food / Cold Drinks, 20% on Hot Drinks served from the bar & 30% on Driving Range Balls. Card Holders will be eligible for additional promotional discounts in the future.

**Q. We have a “shared” account (eg Husband & Wife). Can we have Two Cards on one account?**

A. No. Unfortunately we can currently only allocate one card per account. However we can “transfer” funds between accounts if required at any time via the Golf Shop.

**Q. Can Junior Members have a card ?**

A. Yes. We consider the card as a benefit to Parents who can allocate funds to a Junior Account which means the Junior does not have to carry cash. Parents can then also ask for a “Statement” to track what their son/daughter has spent the money on.

**Q. What can i spend the account funds on ?**

A. You can spend any money held in an account on all food & drink items sold over the bar, Range Balls, Green Fees (should you invite a guest), Shop Goods, Buggy Hire, Club Repairs & Gift Vouchers. Funds can also be used towards Membership Fees in “blocks” of £50. At the moment funds can not be used for Tuition or Competition Entry although we are giving consideration to this for the future.

**Q. What happens if i lose my card ?**

A. We would ask that every cardholder treats their card with the same care that they would any other sort of bank card. In the event that you believe you have lost your card you should immediately inform our Shop Staff who can “block” the card. If the card is not found then you need to be allocated a new card and there will be a £2.00 charge for this replacement. Any “worn out” cards that are returned will be replaced FREE of charge.

**Q. What if I find a card ?**

A. If you find a card then please return it to the Shop and we can return it to it’s owner.

**Q. Can I lend or share my card ?**

A. Any cardholder is free to lend or share their card to another person but please keep a tight control on this as anyone producing the card will be spending YOUR money !

**Q. Is the Card Scheme only available to Full Members of Mile End ?**

A. NO, any category of Member can gain the benefits of using the Card Scheme.

**Q. Am I limited in the method of “topping up” my account ?**

A. NO, we will accept cash, cheque or Credit/Debit card payments to add funds to your account. You can also apply any Prize Vouchers or Gift Vouchers to your account by bringing them into the shop.

**Q. How can i check what i have spent on my card account ?**

A. Card Holders can request an itemised “statement” from the golf shop at any time or do a quick balance check at the bar or driving range machine.

**Q. What if i cease to be a Member of Mile End ?**

A. You can keep your card and any funds in your account will remain available to be spent but you will **NOT** receive any discounts or additional benefits as a “Non-Member” Card Holder. No cash refunds will be given and if a card is not used at all for a period of 12 months after leaving the Club your account will be removed from our system.

If you have a question that is not here then please get in touch...  
It may be something that we will add to this list to help others in the future