The Essex centre is home to Cranfield Golf Club and to a leisure park featuring Moby adventure golf, Footgolf and FUN Golf. It aims to offer the ultimate family experience.

What are the secrets of its success?

ACCESSIBILITY

Over 55,000 cars drive past the site along the A12 each day. Moby Adventure Golf has attracted 80,000 visitors since it opened in 2014. Demographic analysis shows that key customers have a drive time of 20-30 minutes to the site. This covers an area which is home to many people who fit the Golf Kingdom’s target market.

THE FACILITIES

The Golf Kingdom driving range is one of the most advanced in the UK and features state-of-the-art target greens and the newest version of Toptracer. There’s a supersize synthetic short game area right next to the range.

THE ISSUES

Golf Kingdom has tackled factors that can lead to players dropping out of the game. These include creating designated family playing times, ‘no-stuffiness’ rules and FUN Golf to get started.
INVESTMENT

The 18-hole Masters Course opened in the summer of 2017 and is a true members-only course where the whole family are encouraged to play. On the leisure side of the business, two very popular activities were launched in 2014: Moby Adventure Golf, an 18-hole course designed for all ages and abilities, and an 18-hole Footgolf course. FUN Golf programmes are run to provide a stepping stone from the leisure activities into the game of golf.

BREAKING DOWN THE BARRIERS

Golf Kingdom has tackled many of the issues that lead to players dropping out of the game.

**TIME:** The par-64 Masters Course has 15 different variations and players can tackle anything from two to 18 holes, depending on the time they have available.

**FAMILY:** At Golf Kingdom, everyone is encouraged to play the game and designated family times have been created on the Masters course. Buggies and hover boards can be hired to add to the family fun.

**CONVENIENCE:** All activities are on one site so one member of the family can play on the Masters course, while the others are having fun playing Moby adventure golf. They can meet for a drink in the clubhouse and then go on to play a virtual game on the driving range.

**TRADITIONALISM:** There is no stuffiness and those new to the game should not be fearful of any ‘rules’.

**DIFFICULTY:** The FUN Golf programmes and coaching academy create a welcoming place to learn the game.

MEMBERSHIP STRUCTURE

Membership packages offer value to those that practice and play regularly and to those that wish to introduce other family members to the game. Categories include: Range Membership, Junior Membership, Gold (Course) Membership and Family Membership.

HIGHLIGHTING CUSTOMER SERVICE

Golf Kingdom aims to: “To create an exceptional leisure time experience through unrivalled facilities and outstanding customer service.”

Staff training and development is key and there are regular reviews of performance.

FOCUSED AND STRUCTURED MARKETING

Marketing campaigns include social media management, AdWords campaigns, e-marketing, on-site collateral/screens, and an LED Sign facing the main A12 road.