Horton Park has been transformed since 2009 when it was bought out of administration by Richard and Sally Haygarth. They’ve listened to members and visitors and invested to create a centre which is at the heart of the local community. It’s open to everyone, whether they want to play golf, adventure golf or Footgolf, use the range or just enjoy a drink in the bar.

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It features a 6000 yard 18 hole course; a 9-hole Par 3 course with Footgolf; a 26 bay Pro-tracer range with leisure space; and an 18 hole ‘jungle island’ adventure golf course. The large clubhouse has multi-purpose function rooms, there’s a 200-person capacity patio with fire pits and heaters, a children’s playground and escape rooms are set to open.

THE BEGINNING...
When the Haygarths arrived, Horton Park was in need of significant investment. But it had the big advantage of an excellent location in Epsom, close to the A3 and M25, and with a large local population.

The first step was to reinvigorate the facilities and a three-year investment programme saw revenues increase by 50%. But Horton Park was still a conventional golf centre.
THE CHALLENGES

Children were playing on the putting green while waiting for Adventure Golf and the clubhouse could be full to capacity. These problems were alleviated by using a function room as bar overflow and building a playground.

Some golfers were put off by the family focus and the Footgolf, but revenue continued to grow.

In 2017 a membership survey showed that development of the site was appreciated and the membership experience good. But a common theme centred on the inadequacy of the toilet facilities and changing rooms, kids on the putting green (still) and lack of seating and slow food service at busy times in the summer.

THE NEXT STEPS

A £1.5m plan was developed to refurbish the clubhouse and driving range to improve the golfing experience.

This included creating a 200m² orangery to offer flexible function space. It’s complemented by a trendy, airy bar and a large patio with heated parasols and fire pits.

Food and wine has been carefully considered. The kitchen has been doubled in size and capacity; there’s a new menu, food hours have been extended to 9.30pm and a large range of wines are available by the glass.

The number of ladies’ loos has been doubled and a disabled toilet has been installed.

In the driving range the depth of the bays has been increased by 3m to accommodate a food and drink service. Top Tracer and Cosmic targets have been installed.

The putting green has been moved next to the first tee. Meanwhile, the cart path network now covers all 18 holes and GPS enabled buggies are available.

MAKING CHANGES...

In 2013 an 18-hole ‘JUNGLE ISLAND’ ADVENTURE GOLF COURSE was opened. It changed the whole focus of the business. It was profitable in its own right and drove a doubling of the food and beverage business over the next five years.

Footgolf was also introduced which further changed the nature of the site.

THE VALUE OF A MEMBERSHIP SURVEY

Running the membership survey in 2017 was invaluable for listening to members and gathering the evidence to make improvements in the areas that mattered most to them.