



1st December 2022.

Dear **(insert name)**,

I hope this letter finds you well, and you have continued to enjoy your golf over the past year.

It's now just over thirteen months since we closed the Club for the refurbishment programme and a great deal of work has been taking place behind the scenes at Stoke Park.

It was great to see many of you in the Spring when we hosted the first of our public exhibitions to discuss development plans for the Estate, and extremely helpful to receive your feedback. We have made considerable progress since and wanted to update you with further news of the golf project prior to the next round of public consultations which will take place next year.

You will have seen from the media we shared via video, our website, and exhibitions that the intention is to create a world-class 18-hole Championship golf course using the very best of the landscape from the current 27-hole layout.

It was determined after detailed consultation with our appointed course architects Mackenzie & Ebert, that it would not be possible to produce a 27-hole layout to this standard with all three loops of nine having equal standing and suitable length. The new course configuration will retain a large number of the existing holes from the original 1-18 design and will furthermore incorporate the lakes and bridge that formed part of the 19-27, with a view to maximising the wonderful features and picturesque backdrops surrounding these areas. The proposed configuration will start and finish on the East side of the Estate with the intention to create a new Clubhouse close to East Gate with that entrance being used for golfers, in place of North Drive.

With the ambition to bring the highest level of Professional golf tournaments to Stoke Park, the build specifications will be of the highest order to deliver the ultimate playing conditions required. The course shall be designed with competitive golf in mind, providing a test for the very best players in the world of golf. The Golf operation will naturally shift to a high-quality, low volume model, and moving forwards this will determine how the golf business is managed, to ensure its success and sustainability.

Earlier this year we appointed 360 Golf, a leading Golf Consultancy business, to advise on the most suitable membership scheme upon our reopening considering several factors. We have an objective to host Professional tournaments which will inevitably signify course closures for several weeks during the peak season. The build specification required to deliver world-class golf will see a reduction in the number of rounds played and finally allowing some access to tee-times for events and guests using the upgraded hotel facilities.

Taking these factors into account, any future membership model would only support a very small number of members, paying a high membership fee. The advice is that this type of model would not be financially viable and certainly not inclusive. Inclusivity is key for the project to succeed, and for Stoke Park to remain as part of the local community.



Stoke Park

The guidance from our consultants is that a membership option is not very practical with these conditions, and therefore, the most suitable and maintainable way forwards is to operate the golf course as a high-end 'Pay and Play' destination.

This operational model can provide the opportunity for everyone to play the course, allowing us to moderate the number of rounds played to facilitate tournament conditions, and works to provide a viable and sustainable model.

At this time our current plan is to move forward with this advice, which would mean upon reopening there would no longer be a golf membership available.

We anticipate there being a preferred rate for past members of Stoke Park and more detailed plans of this will be shared further down the line as we move nearer to the reopening of the golf course.

The plans for the golf course and clubhouse are tremendously exciting and these will be shared with you at our next public exhibitions in 2023. We aim to create a new chapter in the history of Stoke Park and secure its long-term sustainability for years to come.

Although I am looking forward to welcoming the world's best golfers to compete at Stoke Park, I am more excited about being able to roll out the red carpet and welcome back past members to the estate. We will ensure you are given a very warm welcome and hope that Stoke will continue to be somewhere you visit with great fondness and happy memories with your golfing friends.

As I anticipate there will be a lot of questions regarding this new model, I am going to be holding some drop-in-sessions at the Golf Academy on the 9th and 10th January.

So that everyone has a chance to share their views with me, please can I ask you to email me with a preferred time and date to book a 20-minute slot in person.

I look forward to speaking and meeting with you soon,

With very best wishes,

Stuart Collier
Director of Golf
SCollier@stokepark.com

Stoke Park, Park Road, Stoke Poges,
Buckinghamshire SL2 4PG
www.stokepark.com