

# MELVILLE GOLF CENTRE

## APPLICANT

Melville Golf Centre  
[www.melvillegolf.co.uk](http://www.melvillegolf.co.uk)

## TOTAL PROJECT COST

£66,898

£40,139  
(60%)

£26,759

Tyne Esk LEADER

Match Funding

## PROJECT AIMS

- Upgrade and transform Melville Golf into Scotland's first family golf centre.
- Improve efficiencies and eco-profile by utilising 'bots' for green keeping and ball collection/washing.
- Fund an upgrade of the Melville Golf website and a marketing campaign to maximise on the improvements.

## PROJECT DETAIL

This project aimed to improve the golf practice range at Melville Golf Centre and transform it into a family golf centre, the first of its kind in Scotland. It aimed to market this and attract visitors, improving not only the business' profile and employability capacity, but also health and well-being. It lastly aimed to reduce heavy duty fuels and machinery by employing electrically powered, state-of-the-art bots for green mowing and trimming, ball collection and maintenance.

## RESULTS

The project has done what it said on the tin. The upgrades to the facility include bay dividers in the golf range and new fun targets, which make it more appealing to the whole family. The website has been revamped but, the marketing campaign was not necessary due to word of mouth increasing visitors to capacity. The new bots are a hit with customers as well as the environment, providing a modern twist. The green is better cared for at less cost to the environment, improving the sustainability of the greens.

The project has also been a win for local employment, and provided much needed amenity during Covid 19. Two jobs have been created as a result of the project and two safeguarded. Simple measures such as pre-booking and outdoor electronic payment facilities, have meant people can practice the original, socially distanced sport, with relative ease.

