



The Mulberry Club Loyalty Program Terms & Conditions

Effective on: 11th December 2024. By participating, you agree to the following:

The following information forms the basis of participation in the Mulberry Club Loyalty Program ("The Mulberry Club" or "Program"). These Terms and Conditions ("Terms and Conditions") are intended to protect the members of The Mulberry Club ("Member"). Your participation in this Program will be governed by these Terms and Conditions, and it is your responsibility to read and understand all of them.

1. General

Membership to The Mulberry Club is free and available to any individual who has completed at least one overnight stay at Heacham Manor Hotel in the last 12 months.

You must be over 18 years of age to be a Member of The Mulberry Club.

Members are responsible for reading and understanding the Loyalty Programme Rules, and other communications from the Company about the Loyalty Programme to understand his/her rights, responsibilities, and status in the Loyalty Programme. If a member has any questions about the Loyalty Programme or these Programme Rules, the Member should contact Heacham Manor Hotel.

Members are responsible for reading the Company's Privacy Policy to understand how the Company collects, uses, and discloses a member's data. If a member has any questions about the Company's Privacy Policy or its collection, use, or disclosure of a member's data, the Member should contact Heacham Manor Hotel.

The Mulberry Club reserves the right to add, modify, delete or otherwise change any of the rules, procedures, conditions, benefits, or Rewards pertaining to the Program at its sole discretion, with or without notice, even though changes may affect the value of Points already accumulated. This means that The Mulberry Club may make changes that affect the rules for earning Mulberry Club Benefits, rules and procedures for the use of Benefits, continued availability of Benefits, Benefit types and the features of any special offers associated with The Mulberry Club.

Members are responsible for advising The Mulberry Club by contacting Heacham Manor Hotel of any changes to their contact information.

No credit toward tier status will be awarded for "No Show" situations when a member has made a reservation but then does not check in to the hotel - irrespective of whether the member is charged for any portion of the reserved stay as per the hotel's "No Show" policy.

2. Earning Tier Benefits

Qualification for Tiers: Members typically earn benefits based on the number of stays (e.g., 1 stay = Green Tier).

Tier Levels: Different Membership Levels offer increasing benefits like early check in; room upgrades and more.

Bonus Benefits: From time to time we will issue Bonus Benefits, this is at the discretion of The Mulberry Club and can be withdrawn at any time.

3. Expiration of Benefits

When a member is eligible for a change in Membership Level this will be actioned immediately, your Membership Level will remain in place for a period of 18 months. Should you have no further stays in this period your Membership Level will be downgraded to the next applicable level.

4. Eligibility

Only bookings made directly with Heacham Manor Hotel either through our online booking system or our call centre are applicable for Tier Qualification, bookings made through any 3rd party will not form part of the benefits of The Mulberry Club Membership.

5. The Mulberry Club Tier Benefits

Green Tier: This is awarded on completion of 1 stay at Heacham Manor Hotel and entitles the Member to 5% off the Best Available Rate on their next reservation.

Silver Tier: This is awarded on completion of 2 stays at Heacham Manor Hotel and entitles the Member to 5% off the Best Available Rate on their next reservation, early check in on their next reservation and early access to promotional rates.

Gold Tier: This is awarded on completion of 4 stays at Heacham Manor Hotel and entitles the Member to 10% off the Best Available Rate on their next reservation, early check in on their next reservation and early access to promotional rates and free room upgrade if available on arrival.

Mulberry Tier: This is awarded on completion of 6 stays at Heacham Manor Hotel and entitles the Member to 10% off the Best Available Rate on their next reservation, early check in on their next reservation and early access to promotional rates and free room upgrade if available on arrival, 10% off food & drink and 10% off golf.