NEW BATH HOTEL & SPA GOLD CARD

Membership Terms & Conditions

Membership Overview

Gold Card membership is offered by New Bath Hotel & Spa. The standard annual membership fee is £50, unless purchased as part of a separately advertised promotional offer.

Membership is personal to the named member and cannot be transferred, shared or resold.

Members may be required to present their physical Gold Card, digital membership pass or other proof of membership when redeeming credit or accessing member benefits

Membership Period

Gold Card membership operates on a calendar-year basis, from 1 January to 31 December.
Members joining partway through the year will be charged a pro-rata membership fee covering the remaining period until 31 December.

Memberships will be renewed for a full 12-month period at the applicable annual membership fee in January for the following membership year.

Gold Card Credit

A full calendar-year Gold Card membership provides up to £150 of hotel credit, allocated monthly from January to December.
Members joining partway through the year will receive monthly credit for the remaining eligible months of their membership, in accordance with the Gold Card credit allocation schedule.

Credit is issued monthly and expires at the end of each calendar month. Unused credit cannot be carried forward, accumulate or transfer to a subsequent month.

Credit has no cash value and cannot be exchanged for cash, refunded as cash or transferred to another person

Using Your Credit

Gold Card credit can be redeemed against eligible purchases at New Bath Hotel & Spa, including participating food and beverage, spa, Lido and accommodation purchases, subject to the exclusions below. There is no minimum spend required.

Where the bill exceeds the member's available monthly credit, the member must pay the remaining balance. Where the bill is less than the available credit, the unused balance remains available for another eligible transaction during
that month.

Credit cannot be used to purchase another Gold Card membership or gift cards or vouchers, or exchanged for cash

Exclusions

Gold Card credit cannot currently be redeemed against '& Sauna' at New Bath Lido.

New Bath Hotel & Spa reserves the right to exclude additional third-party products, externally operated experiences or specifically identified products/services where necessary, provided members are informed of any materialchanges.

Other Offers and Promotions

Gold Card monthly credit may be used alongside other hotel offers and promotions unless the individual offer or promotion specifically states otherwise.

Promotional Gold Card membership prices, including Black Friday or gifting promotions, may be subject to additional promotional terms and availability.

Member Benefits

In addition to monthly hotel credit, Gold Card members may receive a birthday treat, priority access to selected hotel events and exclusive Gold Card member offers.

Additional benefits may be subject to availability, advance booking, specific redemption periods and individual offer terms. Unless otherwise stated, additional benefits have no cash value and cannot be exchanged for cash.

Guests

Where a Gold Card benefit is specifically extended to accompanying guests, the named member may bring up to three guests, giving a maximum eligible party size of four people including the member.

Physical Cards

Members may be provided with a physical Gold Card. Cards remain linked to the named member and may only be used by that member.

New Bath Hotel & Spa reserves the right to request identification or other reasonable verification before applying membership credit or benefits.

Lost or damaged physical cards should be reported to the hotel. Replacement cards may be subject to a replacement fee of £15.

Gift Memberships

Gold Card memberships may be purchased as gifts where this option is offered. The purchaser may be required to provide details of the intended recipient. Membership and associated benefits belong to the named recipient once activated.

Cancellations and Refunds

Members have a 14-day cooling-off period from purchase. Where cancellation is permitted during that period, the value of any membership credit already used will be deducted from the refund, to the extent permitted by applicable law.

After the 14-day cooling-off period, membership fees are non-refundable except where required by law. Nothing in these Terms & Conditions affects statutory rights.

Renewal

Where a member has agreed to pay by recurring Direct Debit, their Gold Card membership will renew annually for the following calendar year.

Members who join partway through the year will initially pay a pro-rata membership fee covering the remaining months until 31 December.

A full annual membership payment will then be collected in December or January for the following 12-month membership period.

Members will receive advance notice of their renewal and the applicable membership fee and may cancel their next renewal before payment is taken.

Cancellation of a future renewal does not affect the current paid membership, which will remain valid until 31 December of the applicable membership year.

Booking and Availability

Gold Card membership does not guarantee availability for hotel rooms, restaurant reservations, spa treatments, Lido sessions, events or other bookable experiences.

Normal booking procedures, opening hours, capacity restrictions and cancellation policies continue to apply. Holding a Gold Card does not guarantee entry or a booking unless expressly stated as a specific member benefit.

Misuse

New Bath Hotel & Spa reserves the right to suspend or cancel a membership where there is reasonable evidence of fraud, misuse, attempted transfer of membership or credit, or serious breach of these Terms & Conditions.

Any fraudulent or unauthorised use of membership credit may result in the credit being withdrawn

Changes to the Gold Card Programme

New Bath Hotel & Spa may make reasonable changes to the operation of the Gold Card programme where necessary. Where a change materially affects an existing member's membership, credit or benefits, the hotel will take reasonable steps to notify affected members.

Personal Data

Personal information provided as part of Gold Card membership will be processed in accordance with New Bath Hotel & Spa's Privacy Policy and applicable UK data protection legislation.

Member information may be used where necessary to administer the membership, verify membership status, manage monthly credit, process payments, provide membership communications and manage renewals.

Marketing communications will only be sent where permitted by applicable law and in accordance with the member's marketing preferences.