



H U R L S T O N H A L L
G O L F & C O U N T R Y C L U B

AOIFE O'BRIEN
MANAGING DIRECTOR, HURLSTON HALL

A lady who truly knows her leisure, stylish entrepreneur Aoife O'Brien is not only bringing a fresh new perspective to Hurlston Hall Golf & Country Club, but as Managing Director of the impressive golf and leisure resort, Aoife is turning the stereotype of golfing completely on its head.

From her four years as managing director and owner of a 30 bedroomed hotel in Shropshire, passionate Aoife, 30, is bringing a wealth of ambition and talent for the hospitality and leisure industry back to her Northern roots.

Born just a few miles down the road from Hurlston Hall, set in the picturesque countryside of Ormskirk, Lancashire, Aoife is revelling in the challenge of transforming the club from an 18 hole golf club into a complete destination perfect for business or pleasure.

Aoife commented: "I have massive plans for the future of Hurlston Hall and ultimately want guests and members of all ages and abilities to feel completely at home whether they're using the leisure club facilities, playing a casual round on the course or enjoying lunch"

"People often assume golfing is for a more middle-aged, predominatly male member, but I am thrilled to say we're encouraging everyone from all across the North West to really give golf a go, especially groups of ladies who would ususally be out shopping!"

Aoife's new love of golf comes from her acquisition of the club just under 12 months ago, when the opportunity to drive forward the club came her way and she can often be spotted perfecting her put with regular golf lessons with on-site coach, Tim Hastings.

The 135 acres of pretty parkland surrounding the golf and country club is also proving to be a most-welcomed environment for Aoife, who spent her early career in various property executive roles in the bustling capital.

As a dedicated runner, regularly competing in 10k runs, as well as being a keen skier, Aoife is also proud of the club's first-class leisure club, which she uses to keep her fitness levels high.