

Hoebriidge Golf Centre completes driving range refurbishment

Hoebriidge Golf Centre, part of BGL Golf who own and operate ten destinations across the UK, has completed a £180,000 refurbishment of its driving range.

Situated in Old Woking, Hoebriidge's new facility is set to officially open this month, with customers noticing major improvements to the outfield targets, with the addition of new pitching nets and distance markers, as well as a completely new pitching green.

The refurbishment has also seen improvements to the infield facilities, including refreshing the flooring and lighting, and making the roof more resilient to condensation.

Several new bespoke teaching bays will optimise tuition and coaching, whilst the provision of Wi-Fi connectivity in every bay will further enhance the customer experience.

A number of heated bays and seating will make practice in the winter months more comfortable, as well as the addition of vending machines for both hot and cold drinks and confectionery.

To celebrate the opening, the Centre is running a 'Love Golf' event to welcome newcomers, and particularly families, to the game of golf and the facilities on offer.



The refurbished bays at Hoebriidge Golf Centre

Free learning sessions will be on offer throughout the day, and attendees can enjoy preferential rates on Driving Range Cards, Pitch 'n' Putt and FootGolf.

Mike O'Connell, general manager at Hoebriidge, commented: "We are very excited about these improvements to our driving range and feel sure customers will enjoy the opportunity to make use of what will be an extremely high-quality practice facility; the best in the area.

"Our 'Love Golf' launch event is a great opportunity for locals to experience the game of golf for the first time. We look forward to hosting everyone, and encourage visitors to bring their friends and families along to what I'm sure will be a great day."

Hoebriidge Golf Centre continues to provide a varied range of golfing experiences for new and experienced golfers of all ages and abilities.

Grub's up at Altonwood

A new partnership between Material Matters and Regency Purchasing Group is proving to be very successful for two golf groups – Altonwood and Pentland Golf – who have seen the benefit in securing better pricing for their food procurement.

"We have always prided ourselves on the pricing levels that we achieve within the business, so for MM and RPG to have provided such significant, further savings for us is testament to the strength that their new partnership is bringing to golf in food procurement," said Simon Hodsdon, managing director of Altonwood Group.

Regency Purchasing Group, a family owned business that own and operate leisure facilities as well as the purchasing group, are equally pleased with the partnership and see the potential for significant growth within the golf sector.

"The partnership has proved to be beneficial for both companies and we are extremely pleased to secure this business at two very well run golf groups against other procurement agencies," commented Paul Mould of Material Matters.

Iron Throne pays homage to tv series

The fifth season of the astonishingly popular fantasy TV show *Game of Thrones* begun on the final day of The Masters – so how better to combine the two events than with an iconic Iron Throne... made from golf irons.

Created from some 320 golf clubs and taking more than 120 man hours to produce, the 'Irons Throne' is six-foot high and weighs around 140kg. It takes four men to lift it, but Direct Golf – who commissioned the artwork – is committed to taking it to as-yet unnamed venues to raise money for Cancer Research UK.

Direct Golf owner and founder, PGA Fellow professional John Andrew, explained: "We had a brainstorm about what to do with 300-plus traded-in clubs we had in the warehouse, and a fan of the *Game of Thrones* series suggested – initially tongue-in-cheek I imagine – that we should create a replica 'Irons Throne'."

"It snowballed from there and everybody bought into the concept really quickly as it was felt that, not only would it be an iconic feature, but that it could do a lot of good in terms of raising money for good causes.



The Irons Throne

"We were lucky that we could engage the services of Jake Miller, at Dead Beats Create, who has a fine track record of constructing striking props for TV shows and pop-up events. And he excelled himself with the finished product."