

Best in Britain tag for the 3 Hammers

By Matt Wilson

matt.wilson@expressandstar.co.uk

A GOLF COMPLEX near Wolverhampton has been voted the best golf facility in the UK by the public.

The 3 Hammers won Golf Facility of the Year at inaugural awards held by Europe's biggest golfing retailer, American Golf.

The pioneering venue was one of seven facilities across the UK to be nominated for the awards, which was then opened up to the public vote to find a winner.

Owner Ian Bonser called it the 'icing on the cake' after receiving the award at a gala dinner held at The Belfry.

"I'm incredibly proud that so many of the people who have visited 3 Hammers took the time to vote for us," he said. "I've been so proud of the team members who have been honoured individually for their work here over the years.

Experience

"So now to be celebrated as the Best Golf Facility in the UK as a whole is the icing on the cake. This is truly a reflection on how every person who works here pulls together to make this the best experience they can for every visitor. I really couldn't be happier for the team and for 3 Hammers."

The 3 Hammers golf complex is made up of an 18-hole short course designed by Sir Henry Cotton, a state of the art driving range, an indoor practice area and a unique 'learn to play' zone.

The facility delivers golf to around 3,500 youngsters and 250,000 people across the Midlands each year.

"Thousands of people have voted in the awards by American Golf and with finalists from all over the country, Golf Facility of



A winning team - Ian Bonser, left with members of his successful 3 Hammers team, Sam Hill, Jo Hawker and Rob Bluck, and Barry Leach, CEO American Golf, at the awards night at The Belfry

the Year was one of the best supported and most hotly contested," said American Golf marketing director Daniel Gathercole.

"From the shortlisting process through to the public vote, it was clear that 3 Hammers was more than just a golf venue and the community that it serves came out in its droves to vote it best in the country.

For this award to go to a short course that focuses on the development of the new players gives me enormous satisfaction and I'm delighted that a facility that shares so many of American Golf's ideas on the game has won the inaugural award."

Other winners at the dinner were Tommy Fleetwood and Georgia Hall for

Men's and Ladies' Player of the Year; golf giant PING for Brand of the Year; inspirational coach Alisdair Barr who won the Game Changer Award for his work spreading golf across the globe; John Earl of Ifield Golf Club for PGA Professional of the Year and Arccos Caddie for most Innovative Product of the Year.