

UK's 1st European Tour Performance Institute with 9-Hole Academy Course



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There are exciting times ahead for London Golf Club as it announced recently, that, together with its joint venture partner, The European Tour, has submitted plans to local authorities for the construction of a new European Tour Performance Institute (ETPI) complete with driving range and an innovative 9-hole Academy course.

Alongside the existing 36-holes of championship golf and 130-bedroom 5-star hotel and spa, for which planning permission has already been granted, these significant developments encapsulate the club's vision of becoming a world-class destination primed for hosting major golfing events.

The state-of-the-art European Tour Performance Institute (ETPI) complete with a fully-covered driving range and inventive short-game facility, will be the first of its kind in the UK and promises to raise the bar in golf coaching and sports science.

Commenting on the significant developments on the horizon, London Golf Club's General Manger, Austen Gravestock said, "I firmly believe the new ETPI, Academy and 9-hole golf course will elevate our status on the International golfing arena."

David MacLaren, Director of Property and Venue Development at The European Tour, added: "I am confident that the

creation of a state of the art practice and learning facility at London Golf Club will be of great benefit to club members, visitors and the wider community."

Designed to complement the club's Heritage and International courses, that have both hosted high-profile professional tournaments and events, including The European Open in 2008 & 2009 and Golf LIVE, the new 9-hole academy golf course will be located alongside the ETPI on the eastern side of South Ash Road.

With the plans now submitted to the local authority for their consideration, Jeremy Slessor, European Golf Design's Managing Director, said: "It's been a

fascinating start to the project - combining the evolutionary approach to performance and training of the ETPI with an Academy facility that will support, without replicating, the two existing courses at The London Club. Trying to marry the requirements of the European Tour with the need to provide a bespoke training course, concentrating on game improvement, has been challenging - but we feel confident that this is what we've achieved. Added to this has been the desire to restore the terrain from an open agricultural field to one with a diverse environment, supporting diverse habitats resulting in a richer ecological landscape."

