



Bringing Premium Indoor Golf to a Family-Led Destination

A professionally delivered, premium GolfSpace that enhances performance, broadens appeal, and strengthens the commercial future of the venue.

For more than 30 years, Stonham Barns Golf Park has grown into a thriving, family-owned leisure destination. With a 9-hole course, foot golf, pirate adventure golf, indoor golf bays, and even foot-pool, the venue has always been about offering something for everyone — encouraging new players and inspiring the next generation to engage with the game.

With strong community roots, including a junior golf academy, and a genuine passion for golf, the

business has consistently balanced innovation with accessibility and enjoyment.

As interest in simulator golf continued to grow, they saw an opportunity to further enhance the experience, whilst staying true to the values that had shaped the venue for decades.

The Vision

As a PGA professional himself, Tony Dobson brought a clear, performance-led perspective to the project. That understanding of the game is reinforced by the wider golfing pedigree of the family — with his son working as a caddie to Tyrrell Hatton on tour — giving the vision a level of insight grounded in elite golf as well as grassroots participation.

Already offering two indoor golf bays, Stonham Barns Golf Park had seen strong demand for simulator golf, with TrackMan consistently outperforming alternative technologies in terms of bookings and engagement. However, the existing bays were limited in both scale and experience.

"We wanted something that felt more premium — bigger, better, and able to work for groups as well as individuals. We wanted to create something we would genuinely enjoy using ourselves."

The vision was to create something fundamentally different. A premium indoor golf space that could:

- Elevate the overall perception of the venue
- Accommodate groups, families, and mixed abilities
- Balance elite performance technology with a welcoming, social atmosphere
- Be delivered seamlessly within a live, multi-attraction environment

Crucially, it needed to reflect their long-standing commitment to accessibility, community, and introducing the game to new audiences — without compromising on quality or professionalism.

What GolfSpace Delivered

Working in close collaboration with the Stonham Barns Golf Park team, GolfSpace designed and delivered a bespoke indoor golf space shaped around the venue's ambitions, audience, and day-to-day operation.

From the earliest design discussions through to final installation, the process was highly consultative. Detailed walkthroughs, regular on-site conversations, and close coordination with existing trades ensured the space evolved thoughtfully — with every decision grounded in how it would be used in practice.

"The design process was impressive. The walkthroughs were professional, and you could really visualise the finished space from early on. It felt like a proper collaboration — you just trust the judgement, and the attention to detail really stood out."

The finished GolfSpace combines:

- A spacious, premium simulator environment, suitable for individuals, families, coaching, and group bookings
- Discreetly integrated TrackMan technology, chosen for its performance credibility and popularity with customers
- Carefully considered materials, lighting, and acoustic treatments to create an immersive yet welcoming atmosphere
- Bespoke craftsmanship, from custom cabinetry to refined architectural details, delivering a polished, durable finish

Throughout the build, clear communication and attention to detail ensured the project ran smoothly within a live, multi-attraction venue. The installation was completed exactly as specified and on time, with no disruption to daily operations.

The Results

The completed GolfSpace delivered exactly what Stonham Barns Golf Park set out to achieve. A premium indoor golf environment that feels both professional and welcoming.

"The feedback has been excellent. People are rebooking, and they're talking about the space."

Early indications point to some clear outcomes:

- Strong customer response and repeat usage, with the GolfSpace regularly fully booked and, on occasion, guests waiting for availability.
- Broader appeal across audiences, supporting individual practice, coaching, and social group bookings within a single, flexible space.
- Increased footfall, creating natural opportunities across Stonham Barns Golf Park and the wider Stonham Barns Park community

While it is still early to quantify long-term commercial impact, these early signals are encouraging. The scale and quality of the GolfSpace have already elevated perceptions of the indoor golf offering, while its social layout is helping it function as a destination within the destination.

Looking ahead, Stonham Barns Golf Park sees their new GolfSpace as a platform for longer-term growth, supporting junior development, coaching programmes, social events, and potential future expansion as demand continues to build. It represents an investment not only in revenue, but in participation, community, and the long-term future of the game at the venue.

"The end-to-end process from the entire team has been a great experience. The quality of the design and build, the craftsmanship and communication all really stood out. I'd absolutely recommend GolfSpace."

Feeling inspired?

Whether you're looking to elevate a venue, attract new audiences, or create a premium indoor golf experience of your own, we work in close partnership with every client - from first concept to first tee shot.

Get in touch at info@golfspace.uk to discuss your own GolfSpace and explore what's possible for your space.

www.golfspace.uk

