

Business Builder

Business: Norfolk Premier Golf
Owner: Grant Pointer



Diversifying into Padel with a Rural Capital Fund grant

The Challenge

Norfolk Premier Golf was already established as a successful nine-hole course under Grant Pointer's direction, and he was exploring opportunities to diversify and grow the business into a sports destination with wider appeal.

Introducing Padel was a natural and strategic next step, to strengthen their offer and support the ambition to become a welcoming hub for sport, families, and social activity.

"We've always looked for ways to bring people together through sport. We knew we wanted to take advantage of Padel's growing popularity, but the investment needed was substantial.

"Without support, it would have been much harder to move forward however, luckily, we managed to get a fantastic Rural Capital Fund grant."

The Solution

With the help of a Rural Capital Fund grant, the project became viable and enabled Norfolk Premier Golf to:

- Install two state-of-the-art Padel courts beside the clubhouse and invest in quality padel racquets.
- Employ a full-time Padel coach to lead sessions and grow participation
- Make it attractive for party bookings and social events thanks to on-court speaker systems.

"Times are tough for the leisure sector, and it was only the grant that cemented the decision and meant we could go ahead.

The support from the Business Development team was really good and fast too and it's great that the government is prepared to support businesses like ours."

The Impact

The new Padel courts have already broadened the appeal of Norfolk Premier Golf and key benefits include:

- A more diverse customer base
- Strong demand for Padel coaching and group bookings
- Enhanced income streams

"It's been really good so far. Padel is fun, social, and brings people together - exactly what we wanted."

About Norfolk Premier Golf

This is a family-owned business where the Pointer family transformed part of their farmland near Brundall, into a golf destination.

Sport has always been central to the family and Managing Director Grant Pointer - formerly a professional rugby union player - has brought his sports leadership skills into the development of the business.

The Business Builder programme has supported 472 businesses, providing advice and training, and has paid out £2.3 million in grants across Broadland and South Norfolk between late 2022 and February 2026.

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