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### **BENTON HALL SCOOPS FLAME AWARD**

Benton Hall Golf & Country Club has won the coveted title of Club of the Year (Over 4,000 members) at the FIA FLAME Awards held at the National Motorcycle Museum, Birmingham in conjunction with the FitPro Business Annual Dinner.

The Fitness Leadership and Management Excellence (FLAME) Awards recognise best practice in the health and fitness industry. And Benton Hall, which entered the awards for the first time this year, is a prime example of this. Part of The Club Company group, the golf and country club launched its £4.3m wellness facility in 2006 and now boats 4,200 members.

“The team that launched Benton Hall was also responsible for getting the club to the finals of the FLAME Awards, which is testament to the hard work and commitment of our staff. Our strategy of setting high standards from the outset and maintaining them has truly paid off,” says General Manager of Benton Hall, James Gathercole.

“We are extremely proud of Benton Hall’s achievement. The finalists in this category were 3 of our clubs and this win not only reflects very well on the Benton Hall but also on the entire portfolio of the company. The teams at each club in the group are focused to deliver a unique experience to our members and it’s very rewarding to be recognized by the UK fitness industry through this process,” says Thierry Delsol, Chief Executive of The Club Company.

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Words: 209

Note on The Club Company: The Club Company has developed a unique club concept in England combining a traditional golf environment with superb modern health and fitness facilities for the whole family in a Country Club environment. The Club Company owns and operates 10 Country Clubs in England. For more information visit [www.theclubcompany.com](http://www.theclubcompany.com)