



Longridge Golf Club, Fell Barn, Jeffrey Hill, Longridge PR3 2TU

Full planning application for extension of a golf practice bay.

PLANNING STATEMENT

September 2018



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/1 INTRODUCTION

- 1.1. PWA Planning is retained by Longridge Golf Club ('the applicant') to submit a planning application at Longridge Golf Club, Jeffrey Hill, Longridge PR3 2TU ('the site') to erect a golf practice bay shelter as an extension of the existing facility ('the proposed development'). The planning application is made to Ribble Valley Borough Council ('the Council') as a full planning application and relates to the red edge application site boundary defined on the Site Location Plan (drawing ref. 3063-01).
- 1.2. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise. This Planning Statement will demonstrate that the proposals accord with the provisions of the relevant policies of the Development Plan.
- 1.3. This Planning Statement, alongside a review of the site history and relevant policies, provides a description of the proposed development together with an appraisal of the planning merits of the scheme as a whole. This statement should be read in conjunction with the submitted application package, which includes the following documents:
 - 1APP Form;
 - Drawings:
 - Existing Plans and Elevations (Drawing ref. 3063-01)
 - Proposed Plans and Elevations (Drawing ref. 3063-02)

12 SITE DESCRIPTION & BACKGROUND

Site Description

- 2.1. The application site, which extends to approximately 90.2m² in size, is located to the north west of Longridge, within the Ribble Valley borough. The site is located off Forty Acre Lane and is currently used as part of a golf course. The course occupies a relatively elevated position. Stone walls to field boundaries are characteristic of the area. These, along with stands of trees, break up longer distant views.
- 2.2. A Location Plan showing the site within its immediate setting is submitted with this application, whilst an aerial image of the site within its wider setting is illustrated in Figure 1.



Figure 1. Aerial image of the wider site (Source: Google Maps- not to scale)

- 2.3. The site resides in the Derby and Thornley Ward; within proximity to the site are agricultural fields and farm areas, as well as the golf course, with a large wooded area to the north east. There are Grade II Listed buildings, The Hills Farmhouse and White Fold Farmhouse, to the south and north of the site respectively, however the development will not affect the buildings. Presently, there is a golf practice shelter which was granted planning consent in 2010, however a more updated facility is required.
- 2.4. The application site is not within an area defined as at risk from flooding according to the Environment Agency's Flood Risk Map. The site is not covered by any statutory landscape or ecological designations, however is within a mineral safeguarding zone. The tree density on site will not be altered, as there are no trees close to the proposed site.

Background

- 2.5. Longridge Golf Club currently has some 378 members. The course has 18 holes (par 70) extending over some 35 hectares. It is one of the oldest clubs in Lancashire having been established over 120 years. The Club operates as a non-profit making organisation and is wholly self-funded. In 2016 it was granted CASC (Community Amateur Sports Club) status. General Public are welcome to play the course by paying an individual fee for a round of golf as a pay and play course operates. The club is presently suffering from costs outstripping revenues due to the fact that the combination of pay and play fees and membership subscriptions do not cover the running costs of the club. The club is embarking upon several initiatives to widen its appeal.
- 2.6. The Club's present practice facility was granted planning permission in 2010 and has been successful in achieving its goals. However, it is open fronted facing the West, is situated in an exposed area and during the winter months is not used as much by golfers. Technology has moved on and many golf clubs are constructing Golf Simulator Studios to enable indoor coaching to take place, and in addition golfers can participate in indoor virtual golf. The golf club sees this type of development of

its practice facilities as a key lever to attract new members into the club, to provide an improved facility to the wider community and ultimately provide growth to sustain the Club.

2.7. A well-run practice facility is considered paramount to attracting new golfers to become members. It is very difficult to attract regular golfers who are not members anywhere, to join the club due to the number of other golf clubs in the area, and the fact there are vacancies in almost every club in the North West of England. It is essential to be able to compete with the facilities offered elsewhere. The Club has all the building blocks in place to run a successful academy and already this is proving to be an asset to the Club. In 2007 the English Golf Union cited the academy in a case study as one of the most successful junior academies in the country with regards to the numbers of new children taking coaching from the local community. The clubs PGA Golf Professional works in conjunction with the club to promote different recognised coaching schemes aimed at all parts of the local community. All of these schemes are recognised by the relevant bodies such as Sport England, The English Golf Union, and The Golf Foundation. The schemes that the club runs but are not limited to, include :-

- Junior Golf Foundation
- Ladies Get into Golf Program
- Golf Mark
- Golf Roots

2.8. These schemes provide the lifeblood to the future of the club and are more fully explained throughout this document.

2.9. Unfortunately, due to the vagaries of the English weather and the poor standard of restricted space within the existing practice facility building the Club has had to cancel many planned academy events. The Club desperately needs a fully covered and secured teaching area to sustain and assist in its continued growth.

- 2.10. Through the PGA Professional the Club is developing links with local schools and has put in place 'partnership' arrangements with them using the Golf Roots scheme (see Appendix 3 for details). Through the scheme the club is engaging with St Cecilia's High School in Longridge and five feeder primary schools are using this scheme, namely St Francis Hillchapel, St Mary's Chipping, Alston Lane School, St Wilfreds Longridge, and St Wilfreds Ribchester. The Professional undertakes two hours coaching at the schools within term time, two hours coaching at school in the evenings, and two hours coaching at the golf club using the practice facility.
- 2.11. The Club also run programmes such as 'Try Golf Days' by arrangement with local schools. This not only entails teaching golf within the schools/colleges but also the invitation of children, their parents and teachers to use the Club's facilities in structured coaching lessons provided in partnership between our Professional's academy and the schools.
- 2.12. The Club is hampered in running these events without the provision of a fully covered teaching area.
- 2.13. Independently of the schools the club also runs structured training to juniors under the Junior Golf Scheme and Ladies under the Ladies Get into Golf program, essentially beginners' schemes for golfers. Naturally some participants can presently be de-motivated from attending during periods of poor weather. A fully covered practice area would allow the Club to provide coaching whatever the weather and ensure continuity of teaching. The Get into Golf starter sessions have been a great success in 2018 with over 50 people attending the 10 sessions, 5 coinciding with the US Masters and British Open week.
- 2.14. The Club runs Open days to current players, Family Open Days and Taster Sessions. All require the use of a practice area to run the various events/teaching.
- 2.15. The Club's practice facility is open to the wider community to come, practice and try golf. Although funded mainly by the Club members the public do not need to be a

member to use the facility. The Club's membership recognises that we need to reach out into the community, to widen the appeal of the Club and to attract new membership. For the last ten years the club has offered a structured preferential financial package to encourage the public to take up coaching and join the club over the course of a three-year programme, and this is being repeated again in 2019. In 2017 the club introduced new special age categories to promote new participants and new members up to 30 years of age receive significant discounts.

- 2.16. Not least, the Club see the development of its academy and practice facility as a means of enhancing the facilities it provides to its own membership. The Club has to explore many avenues to not only retain membership but also grow it. Its present members demand better practice facilities which are covered and which many of our competitors already have in place.
- 2.17. The Club is Golf Mark accredited (see Appendix 1 for further details). This is a national scheme that identifies and recognises junior and beginner friendly golf facilities and as a consequence of the accreditation has become a Clubmark facility recognised by Sport England (see Appendix 2 for further details). A strong, structured golf academy is vital to the Club's success in gaining accreditation. It sees the investment in its facilities to the benefit of juniors as being a positive move towards accreditation.

/3

PLANNING HISTORY

- 3.1. A search of Ribble Valley Borough Council's planning register has been carried out in order to understand the site's planning history.
- 3.2. Applications related to the site:
- **3/2000/0468:** Extension to green keepers shed. Approved. 28/07/2000.
 - **3/2010/0563:** Proposed erection of golf practice bay shelter. Approved. 18/08/2010.
 - **3/2015/0297:** Addition of spectator's gallery to clubhouse at Longridge Golf Club. Approved. 15/05/2015.

4 PROPOSED DEVELOPMENT

- 4.1. The proposal is to erect a covered four-sided shelter housing two golf simulator studios, as an extension to the practice shelter on site.
- 4.2. The scale and floor area of the structure has been designed to the minimum of the requirements of the equipment and software supplier, and this has been done in recognition of the need to ensure the development is visually well-integrated into the landscape. The proposal represents the absolute minimum and essential space required for the shelter to perform its function.

Use

- 4.3. The shelter would enclose two golf simulator studios. The studios would facilitate four players each and therefore eight people in total could play virtual golf simultaneously. As an alternative the studios could be used for coaching and in each studio two people could be coached simultaneously. When used for virtual golf the front roller shutter doors would be closed and images of the golf courses are projected onto a screen just in front of the shutter door (Please see Appendix 4 for images). When used as a coaching studio in good weather the roller shutter doors will be raised so balls are hit outdoors down the range, and in inclement weather the roller shutter doors will be lowered, the screen put in place, and balls will be hit into the screen. A data analyser and video equipment will be used by the Professional to teach his pupils

Layout and Scale

- 4.4. Overall, the shelter will measure 11.8m x 8.2m, having a total internal floor area of 61m². The shelter would be internally partitioned to form two separate studios measuring approximately 5.0m x 5.0m. The size of each studio being determined by the space required to swing a golf club and the space needed to analyse the Golf shots and project images onto a screen. The shelter would be single-storey with a simple mono-pitched roof rising from an eaves height of 2.4m at its rear to a

maximum height of 4.40m at the front. The height being determined by the space required to swing a golf club.

Design

- 4.5. The steel framed shelter would be clad with horizontal plastic-coated cladding in a dark green colour to match existing agricultural buildings in the area. The pitched roof would be formed of dark green colour corrugated metal sheeting. Unlike the existing building this structure needs to be secure due to the value of the equipment being housed in it, hence the steel structure rather than timber. It should be noted that this structure will be partially hidden by the existing building so will have a minimum impact visually. No landscaping would be provided as part of the development. However, a stone wall stands immediately to the rear of the shelter's proposed position and there are existing stands of trees nearby.

Access

- 4.6. Direct vehicular access to the shelter is not required or provided. Uses will access the building on foot from an existing pathway within the golf course.

15 PLANNING POLICY CONTEXT

- 5.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise, meaning any other supplementary / supporting planning documents and government guidance as set out in the National Planning Policy Framework (NPPF) (2018).
- 5.2. The statutory Development Plan for the Application Site comprises of the Core Strategy (Adopted December 2014). Consideration should also be given to the National Planning Policy Framework (NPPF), National Planning Policy Guidance, emerging planning policy and any supplementary planning guidance documents or guidance considered relevant to the proposed development.
- 5.3. Whilst the former Local Plan (1998) has been replaced by the Core Strategy the previous proposal maps remain in place until a revised set of plans are produced as part of the Housing and Economic Development DPD. An extract from the Local Plan Proposals Map is provided at Figure 2 which shows the location of the application site.



Figure 2: Extract from the Local Plan (1998) Proposals Map

Planning Policies

5.6. The policies listed below are considered relevant to this application:

- Key Statement DS1 – Development Strategy;
- Key Statement DS2 – Sustainable Development;
- Key Statement EN2 – Landscape;
- Key Statement EC3 – Visitor Economy;
- Policy DMG1 – General Considerations;
- Policy DMG2 – Strategic Considerations;
- Policy DME2 – Landscape and Townscape Protection;
- Policy DMB3 – Recreation and Tourism Development.

5.7. **Key Statement DS1** seeks to outline briefly the locations in which growth will be focused. Whilst the statement refers to strategic sites already allocated for development, it does also infer that all other development will be focused around principal settlements and 'Tier 1' settlements, one of which is Longridge.

5.8. **Key Statement DS2** looks to mirror Paragraph 11 of the NPPF which details the sustainable development principle that seeks to guide both authorities and developers. Further to that it places emphasis on the Council to develop proactive relationships with applicants to ensure that where possible applications are approved unless material considerations indicate otherwise. The proposals at hand are both well considered and respectful to the surrounding vernacular and as such the development is not thought to generate any adverse impacts. Based on this and the more extensive guidance outlined in the NPPF it is concluded the proposals constitute sustainable development and therefore adhere to this key statement.

5.9. **Key Statement EN2** mainly focuses on protection of the Forest of Bowland AONB through ensuring development contributes to the conservation of the area by enhancing and protecting the landscape and character.

- 5.10. **Key Statement EC3** infers that proposals which strengthen the visitor economy will be encouraged, with the statement also giving direct reference to supporting the conversion of existing buildings.
- 5.11. **Policy DMG1** assists in ensuring that development proposals are in line with numerous broad considerations by providing a series of overarching considerations regarding the quality of developments.
- 5.12. **Policy DMG2** outlines further strategic considerations. The policy assists in the interpretation of the Development Strategy and underpins the settlement hierarchy for the purposes of delivering sustainable development.
- 5.13. **Policy DME2** states the proposals which induce significant harm to important landscapes or landscape features will not be supported. Such features are outlined as including:
1. *"Traditional Stone Walls.*
 2. *Ponds.*
 3. *Characteristic Herb Rich Meadows and Pastures.*
 4. *Woodlands.*
 5. *Copses.*
 6. *Hedgerows and Individual Trees.*
 7. *Townscape Elements such as the Scale, Form, and Materials that Contribute to the Characteristic Townscapes of the Area.*
 8. *Upland Landscapes and Associated Habitats Such as Blanket Bog.*
 9. *Botanically Rich Roadside Verges (That are Worthy of Protection)."*
- 5.14. As with previous policies, it is considered that the information detailed in this statement is sufficient as to qualify the proposal's impact as acceptable. Effort has been made as to ensure disruption to existing features is minimal and that the development sits well within the local area.

- 5.15. **Policy DMB3** states that the proposed development should be well located and that in the AONB it should not be of large scale or in vast open areas.

/6 PLANNING POLICY ASSESSMENT

6.1. The main issues for consideration in this case relate to:

- The principle of the development;
- The visual impact of the development on landscape character and quality.

Each of these issues is addressed in turn below:-

Principle

- 6.2. The development is associated with and ancillary to the well-established Longridge Golf Club. The club's facilities include a full 18-hole par 70 golf course, a club house and associated car park and a golf practice area. The latter includes the four-bay practice facility and the extension would sit next to this building.
- 6.3. With 378 members Longridge Golf Club provides an important local recreational facility. The practice area is an important element within the golf course. However, its utility is severely constrained by the exposed nature of the open fronted westerly facing four bay facility. The practice area allows members to improve their skills and receive coaching without utilising space on the main course. It also provides a facility for members when the weather or ground conditions preclude use of the main course. The Club wish to also increase opportunities to open their facilities to non-members. The proposed golf simulator studios are essential in this regard, providing opportunities for those interested in the game to have a 'try-out' and to develop their abilities. In particular for young people, through a programme of the Club working with local schools and colleges.
- 6.4. The proposed Golf simulator studios are an essential element of this 'outreach' programme as it will allow a greater number of people to use the area at any one time, with suitable weather protection. The 'Background' section to this report explains more fully the need for the facility. The club has received a donation from a benefactor who has formed a Trust for junior golfers under the age of seventeen, and this facility will

be part funded by this Trust on the basis it will be aimed at the development of golf for junior participants.

- 6.5. Local planning policy DMB3 and NPPF Paragraph 83 acknowledges that small-scale recreational developments appropriate to a rural area are acceptable in principle in the countryside. This is exactly the case in this instance. By its very nature golf requires an extensive land area and can only realistically be accommodated in a rural area. As detailed above, the proposed extension is small in scale, and ancillary and complementary to the existing facility. It would allow the course to be used more efficiently and widen opportunities for participation in sport.

Landscape

- 6.6. The golf course is wholly within the Forest of Bowland Area of Outstanding Natural Beauty. Policy EN2 relating to AONB does not presume against new building in the Countryside. However, the visual impact of any development on the character and appearance of the AONB landscape is of critical importance. That is a matter that has received careful attention in formulating this proposal.
- 6.7. In the first instance, it should be noted that the proposed shelter is an extension to the existing and whilst the building is effectively twice as long, the depth and height are the same, thus having minimal impact from either side of the fell.
- 6.8. To lessen the apparent scale of the proposed extension it would be set down approximately 1.0m below the existing ground level. As such, the height of the proposed extension reduces any visual impact.
- 6.9. The proposed extension has been deliberately sited against an existing stone wall. The stone wall is a characteristic feature of the local landscape and is to be retained. The siting and height of the extension would be such that the stone wall would effectively screen the development from public view points on Forty Acre Lane / Jeffrey Hill to the east of the site. With regard to public view points on Forty Acre Lane, from the west, the proposed shelter would be viewed against the backdrop of the stone wall. There are no public footpaths or other public view points from which the site may be seen.

- 6.10. The existing structure can already be viewed from the road and sits on an elevated part of the golf course. The new addition will be an extension of the existing three-sided practice bay shelter, therefore, will have minimal impacts on the surrounding areas, as there is a structure present already.
- 6.11. With regard to design, the proposed structure will be clad with vertical and horizontal corrugated plastic coated dark green steel sheeting. This commonly found on farm and other buildings in the local countryside. The colour will blend into the landscape.

17 MATERIAL CONSIDERATIONS

National Planning Policy Framework (2018)

- 7.1. The NPPF is a material consideration in planning decisions as per Paragraph 2 of the Framework and Section 38(6) of the Planning and Compulsory Purchase Act 2004.
- 7.2. The NPPF sets out Government planning policies for England and how these are expected to be applied. The golden thread running throughout the NPPF is the Government's presumption in favour of sustainable development (Paragraph 11) whereby developments which correctly balance the requirements of economic, social and environmental issues should be granted planning permission unless there are strong reasons that permission should not be granted. The NPPF also strongly supports economic and housing development.
- 7.3. Sustainable development is broadly defined in Paragraph 8 of the Framework as having three overarching objectives:
- a. an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;*
 - b. a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and*
 - c. an environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste*

and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

- 7.4. In terms of the economic benefits of the proposal, the development would make a positive contribution to the Longridge economy, hopefully boosting memberships with the club and encouraging more people to play in adverse weather.
- 7.5. In terms of the social objective, the development would provide a high-quality facility for members of the club and provide a space for more inexperienced members to attend sessions in inadequate conditions.
- 7.6. The wider site itself is already used a golf course, this proposal will enhance the facilities there, albeit on a small scale, therefore having minimal impact on the surroundings. The development is also not considered to cause any negative impact on heritage assets. Therefore, the environmental aspect of sustainability is met through this proposed development.
- 7.7. Consequently, if a scheme is considered to deliver sustainable development and not have any adverse impacts that would significantly and demonstrably outweigh the benefits, guidance is clear that planning permission should be granted. It is considered that the proposal does comprise sustainable development in the context of Paragraph 11 and would not result in any adverse impacts in that respect.
- 7.8. Paragraph 83 and 79 considers proposed the rural economy and states:

"Planning policies and decisions should enable:

- a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings;*
- b) the development and diversification of agricultural and other land-based rural businesses;*
- c) sustainable rural tourism and leisure developments which respect the character of the countryside; and*

d) the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship."

7.9. The proposed development will be in keeping with the surrounds and uses of the land at present. Furthermore, this is a sports venue and is in need of development in order for the continuing prosperity of the club.

7.10. Matters relating to the rural economy remain pertinent given the site's location in the AONB. The revised Framework further qualifies such proposals in Paragraph 84 by outlining that:

"Planning Policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements and in locations not served well by public transport".

7.11. This is particularly relevant to the application at hand given that the site has obvious and fundamental links to the settlement of Longridge but lies somewhat outside the formal settlement boundary. Yet as the club is already established, the development should be looked upon favourably as it is enhancing the use of the wider site.

/8 CONCLUSION

- 8.1. PWA Planning is retained by Longridge Golf Club to prepare and submit a full planning application for the erection an extension to the practice bays at Longridge Golf Club, Jeffrey Hill, Longridge.
- 8.2. The works would result in a number of key benefits which are deemed relevant to the determination of the application, namely:
- Enhancement of the existing facilities at the golf club;
 - Encouraging more members to join the club; and
 - Boosting the economy in Longridge.
- 8.3. The above assessment demonstrates that the proposed extension would form an important facility for the club in providing opportunities for outdoor recreation. Small-scale recreational developments, such as proposed, are entirely appropriate in planning policy terms within rural areas. Considerable attention has been given to the detailed siting, level, scale and design of the shelter. The result is that the proposed extension would not form a visually intrusive feature to the detriment of the character and appearance of the AONB landscape. Rather, the proposed extension would appear visually well-integrated into, and an acceptable feature within, the local landscape.
- 8.4. As addressed earlier within this statement, it is clear that the proposals represent a sustainable development which is consistent with adopted planning policy and which should therefore be supported. This Planning Statement has reviewed the scheme against relevant Development Plan policy as well as other relevant planning guidance, including the National Planning Policy Framework and identifies broad compliance with relevant policies.

- 8.5. The scheme is supported by a suite of technical reports and other evidence which clearly demonstrate that there would be no harmful impacts resulting from the proposed development and hence no reason that planning permission ought not to be granted. In addition to that there are other material considerations which support the granting of planning permission and which should be afforded significant weight in the determination of the application.
- 8.6. For the reasons identified within this statement, it is considered that detailed planning permission for the proposed development should be granted and the application is commended to the authority.

APPENDICES

Appendix 1 – Golfmark

What is GolfMark?

- A national scheme that identifies and recognises junior and beginner friendly golf facilities
- Any golf club affiliated to EGU/EWGA may apply to gain the GolfMark Award

The three key areas within the golf club which are assessed are:

- Coaching & Playing
- Club Environment (including sports equity & ethics)
- Child Protection & Duty of Care

Key Statistics from the GolfMark survey to accredited golf clubs:

- 57% Have experienced an increased awareness/recognition of their facility in the local community
- 65% have received recognition and support from current members/different sections of the club's membership
- 51% have experienced an increase in membership
- 85% have accessed funding/grants since achieving the award

The club achieved Golfmark status several years ago and as such is recognised by Sport England as a Clubmark facility.

What does **GolfMark** say about our golf club?



GolfMark - Identifying junior and beginner friendly golf facilities



www.golfmark.org

Appendix 2 – Clubmark

As part of the EGU/EWGA GolfMark Award, once a golf club is awarded they will also be recognised by Sport England as a Clubmark facility.

What is Sport England Clubmark?

Sport England's Clubmark is a cross-sport accreditation for sports clubs with junior sections. Clubmark is a national standard for quality sports clubs recognised across the country. More than 30 other sports, including tennis and rugby are also using the alliance to add value to their accreditation schemes and over 10,000 sports clubs have been awarded Clubmark or are working towards achieving accreditation.

According to research conducted by the Northwest Regional Development Agency in 2004, three fifths of young people belong to a sports club outside school and it is therefore important that these sports clubs serve young people well. [Click here to download the Clubmark Resource Pack.](#)

Clubmark was introduced in 2002 by Sport England to:

- Ensure that accrediting partners apply core common criteria to ensure that consistent good practice and minimum operating standards are delivered through all club development and accreditation schemes.
- To empower parent(s)/carer(s) when choosing a club for their children.
- To ensure that Clubmark accredited clubs are recognised through a common approach to branding.
- To provide a focus around which all organisations involved in sport can come together to support good practice in sports clubs working with children and young people.

The Benefits of Clubmark

Clubs awarded Clubmark have seen many tangible benefits, such as:

- Club development: The foundation for any club is its youth structure. By encouraging and attracting young members, it is building a strong future.

- Increased membership: Addressing issues like equity and child protection gives parents confidence when choosing a club for their children.
- Developing coaches and volunteers: As part of Clubmark, clubs receive help in developing the skills of those involved in their organisation.
- Raised profile: Once Clubmark accredited, clubs will be listed on a national database and in other directories, to help them attract new members and grow.

How does it link with GolfMark?

The EGU/EWGA have incorporated the Clubmark criteria into the GolfMark programme. There is no duplication of effort required by golf clubs - one process and one set of paperwork.

Appendix 3 – Golf Roots

Golf Roots was introduced in 2003 by The Golf Foundation (a registered Charity) to provide opportunities for children and young people in areas where golf had not previously been seen as an option. The project has now evolved into the largest and most successful junior golf development project in the British Isles.

The Golf Foundation's work is based on the 'Skills for Life' concept which promotes the idea that children and young people are able to develop not only playing skills, but also personal skills (such as honesty and respect) through the Foundation's initiatives (including Tri-Golf and Golf Xtreme).

'Skills for Life' is delivered through the national project - 'Golf Roots' - which includes community activity in schools and clubs as well as special projects that target inner city and urban areas.

A vision for grass roots golf

- 'Golf Roots' will be the overarching name for the Golf Foundation's operational activity.
- 'Golf Roots' will encompass community activity in schools and clubs as well as city and urban projects.
- 'Golf Roots' activity will be delivered through a national network of local partnerships.
- The aim is to establish a county-wide 'Golf Roots' project in each county which will consist of:
 - 'Golf Roots' Community Projects
 - 'Golf Roots' City Projects
 - 'Golf Roots' Centres
 - 'Golf Roots' Festivals

Targets (by 2013)

- A major 'Golf Roots' project in every county.
- Golf activity in every School Sport Partnership.
- Reach at least 1 million children per year.
- An increase in children playing at clubs.
- £10m invested in grass roots junior golf.

Olympic link

- 'Golf Roots' represents golf's contribution to the 2012 Olympic legacy and is a proactive response to the announcement about golf's inclusion in the 2016 Games.

Making it work

- The Golf Foundation is urging all individuals and organisations with an interest in promoting the benefits of golf to children and young people to support 'Golf Roots'.

The club has recently been successful in being nominated as a golf roots starter centre in recognition of its teaching programs.

Appendix 4 – Visuals



Visualisation 1: Example of the golf simulator.



Visualisation 2: Example of the space being used for Professional training.



Visualisation 3: Example of the space being used for outdoor golf practice.



www.pwaplanning.co.uk

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