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HAM MANOR
GOLF CLUB

Mrs A Gardner
Planning Department
Arun Civic Centre
Maltravers Road
Littlehampton
BN17 5LF



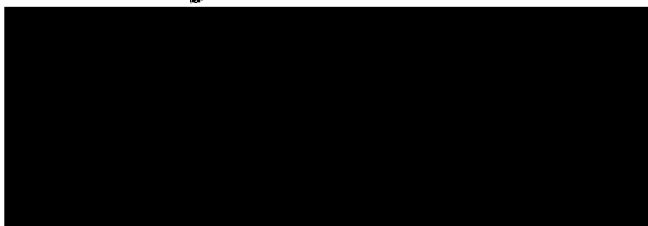
19 September 2017

Dear Mrs Gardner

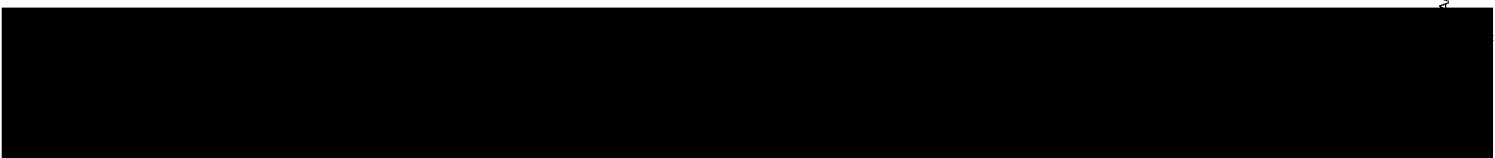
Planning Application PP-06375532

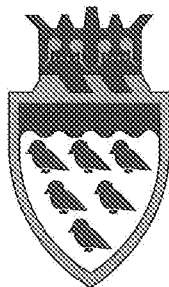
I am writing on behalf of Ham Manor Golf Club Ltd and attach a letter in support of Planning Application PP-06375532. We have recently sold a small piece of land to Richard Smith, subject to contract, this being an important part of our overall investment plan as outlined. Should you require any further information or clarification please do not hesitate to contact me.

Kind regards



David Parkinson
Chairman





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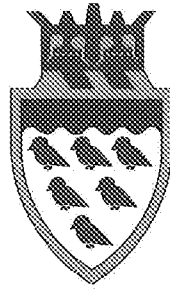
Background

Ham Manor Golf Club (HMGC) has been run successfully for over 80 years as a private members' club. The Club has met its financial needs for operating expenses, major maintenance cost and improvements through membership subscriptions. During recent years, there has been a national decline in golf participation due to other leisure and sporting attractions and competition for membership following the boom of the 80's and 90's of Golf clubs. This has led to most clubs finding it difficult to sustain sufficient membership levels and many have failed. Locally, West Chiltonington is a good example, with others being forced to sell off parts of their course.

HMGC was slow to react and has incurred a financial deficit over recent years thus preventing the necessary capital investment, replacement of major course infrastructure (e.g. drainage, irrigation) and maintenance of facilities. This has resulted in a decline of the course standard compounding the loss of membership. The options left are few. Raising the subscription levels without any improved product or service would only exacerbate the situation. Reducing the annual running cost beyond what has already been achieved is not possible due to the fixed costs of maintaining the Course and the Club House. The third option is to improve the quality of service, to differentiate the Club from other local golf clubs by realising the potential of this highly-regarded Golf Course and the uniquely attractive Club House. Failure to take decisive and urgent action, and make the necessary investment will inevitably lead to closure and loss of the historical golf course.

The Way Forward

Leadership in the Club now is determined to address this situation, ensuring the club is run in a more business-like manner, setting out clear objectives in order to achieve a sustainable finance model within five years. There is already an outline plan based on an investment of some £3M. In basic terms, £1M is needed to fix the course infrastructure, such as the failed irrigation system. £1M is required to build a bigger and better car park, and to replace the equipment sheds. £1M is required to improve the quality of the Course and the Club House. This investment



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will be funded by the sale of two small pockets of land adjacent to Ham Manor Way and the old car park.

The first steps were taken earlier this year when Members, who share ownership of the Club's assets, helped formulate this plan and voted in support of the sale of the assets. A new Course Manager has been recruited and already the Course is improving. New Caterers have been employed to provide the service expected by Members and Visitors at a leading golf club. Operating costs have been reduced, some through a reduction in staffing levels allowing more money to be allocated to marketing, especially the use of social media to promote the club's activities. The Board of Directors has changed the way they manage and prioritised the needs of the club, and are putting in place new operating procedures to improve customer satisfaction.

The Future

The increasing local population and the demographics support this way forward, not only just on potential membership numbers, but also the need for the leisure and social activities offered by the Club. The Club can be successful and thrive, continuing its long tradition of offering the local community a high quality social and leisure service. In addition to golf, it offers facilities for Croquet, Bridge, entertainment events, snooker and private functions (e.g. weddings). The investment in the Course will contribute directly to the environment, maintaining over 100 acres of magnificent parkland, its wildlife and public paths. The Club helps to maintain Black Ditch running through the Course and hence plays an important role in the flood management of Angmering village. A successful club can maintain the Club House to a high standard and manage the 200-year legacy of the Grade 2 Ham Manor House. The investment plan, funded by the sale of very small land assets provides a realistic and exciting future, with HMGC continuing to play a significant role in the local area.

David Parkinson
Chairman
Ham Manor Golf Club
18th September 2017