



ENGLAND
GOLF

05/08/2022

Mr D Easton
Case Officer
Arun District Council
Civic Centre
Maltravers Rd
Littlehampton BN17 5LF

The National Golf Centre,
The Broadway, Woodhall Spa,
Lincolnshire LN10 6PU

www.Englandgolf.org

Patron: Her Majesty the Queen

Dear Mr Easton,

RE: *planning reference FP/274/21/OUT & M/16/22/PL*

England Golf is the governing body for amateur golf in England. Golf is the fifth largest participation sport in the Country, with around 737,000 members belonging to one of 1770 affiliated clubs and a further four million people playing golf independently outside of club membership.

I am writing in respect of the planning application submitted recently by Bognor Regis Golf Club which would see them relocate to a new site in the area, and in doing so create a more progressive and inclusive facility, ultimately making golf more accessible in the local area.

I felt it was important to make you aware of the fantastic progress that has been made by the club in recent years to support the development of the game, their sustainability as a business and the impact this will have had on the health & wellbeing of local residents.

Behind the scenes the club has made significant changes to the way in which they operate with the appointment of a new Board and General Manager, who have taken a more modern approach to running the club, for which they are benefitting from performance-wise. Services such as all catering, and their golf shop have been brought in house, giving them more control over the experience they are providing and providing a more financially robust operating model.

Under this new management set up, they took steps to change their membership model. This has resulted in not only growth to full capacity and a healthy waiting list, but also a significant reduction in the average age of members by ten years.

Their recent changes and approach to governance are very much aligned with what England Golf advocate to clubs nationwide and show that they are more business orientated, with a forward-thinking structure, allowing them to both grow as a club and be better prepared for any challenges they may face in the future.

The proposal that the club is making to relocate comes as a result of their efforts to move the club forward and recognises the progress they have made. A development such as this would enable them to realise their full potential and futureproof the club for decades to come. Amongst numerous other benefits, it will provide an improved facility and environment for all current members of the club, whilst also allowing them to accommodate more golfers and, ultimately, providing more access to prospective golfers in and around the local area.

When considering the development of a new purpose-built facility such as the one being proposed, it is important that the following benefits to the local area are understood;

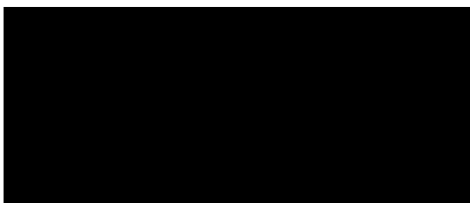
- The health and social benefits for the local community - golf being one of the few sports that all ages and all members of a family unit can participate in together.
- Offering access to shorter formats of the game through facilities such as driving ranges and short courses provides more opportunities to bring new people into the game therefore having a positive impact on activity levels in the local area.
- Entry level facilities are much more likely to attract participants from under-represented groups supporting England Golf's commitment to Making Golf More Inclusive.
- The development of the amateur game, particularly for younger golfers who have increased opportunities to get involved in sport and exercise through club / academy / school and community links.
- A newly designed facility can have a more positive environmental impact, created with a focus on improving biodiversity and longer term becoming less reliant on key resources such as mains water, aligning with England Golf's national drive for sustainability.
- Expanded provision can have numerous benefits to the local economy by creating more employment opportunities, and also by attracting more visitors to the area who will potentially spend additional money on accommodation and catering.

England Golf's view is that creating new and more modern golf facilities will help to make the game more accessible, providing a great start on the pathway to club membership and keeping those currently playing the game in it for longer. Alongside this, they present opportunities to open golf to a more diverse range of participants and, overall, promote greater accessibility to the game.

The hard work in recent years that Bognor Regis Golf Club have carried out to futureproof their business has allowed them to develop a strong vision for the long-term sustainability of the club. Their proposal to relocate and create a new, purpose-built, expanded golf facility would not only benefit them and the community around them, but also the regional golfing landscape. Based on the way in which the club is now operated and the diligence they have shown in their approach to managing their proposed transition from their current site, it will be exciting to see what more they can achieve in developing the game should they be successful with this application.

If England Golf can be of any further assistance, or if you require any further information then please feel free to contact me.

Yours faithfully,



Matthew Draper
Club, County & Membership Director