



Design, Access and Planning Statement for application for the change of use of land for the siting of 25 holiday lodge caravans

**Wharton Park Golf & Country Club, Long Bank, Bewdley,
Worcestershire, DY12 2QW**

March 2021

Contents

| | | |
|----|--|----|
| 1. | Introduction | 3 |
| 2. | Site Context and Description..... | 5 |
| 3. | Golf Participation Trends and Local Market..... | 8 |
| 4. | Planning History and Local Precedents | 16 |
| 5. | The Proposal..... | 24 |
| 6. | Planning Policy Context and Considerations | 27 |
| 7. | Summary and Justification for the proposal | 34 |

Appendices

Appendix I Previous Pre-application Response

Prepared By: Michaela Keker RIBA AssocRTPI
Status: Architect - Planner Status:
Date: March 2021

Prepared By: Martin Taylor MRTPI MIED MTS
Senior Director & Principal
Date: March 2021

For and on behalf of Avison Young (UK) Limited

1. Introduction

- 1.1 This statement has been prepared and submitted by Avison Young on behalf of our client, The Club Company, owners and operators of Wharton Park Golf & Country Club for the siting of 25 holiday lodge caravans on the driving range which is within the boundaries of the existing golf course.
- 1.2 The golfing sector was already under particular pressure with declining membership forcing many out of business while the losses have been increased during the closures due to the Covid-19 pandemic. Golfing at Wharton Park has not been immune from these forces and the growth and recovery of the existing business is now more crucial than ever. Therefore, our client is looking at ways to attract golf societies and other groups and families looking for golfing holidays and in order to do this they wish to invest in new higher quality holiday accommodation. The subject proposal is therefore very significant for the long term viability of the club when restrictions are lifted.
- 1.3 This statement sets out the relevant planning background to the proposal, presents the application scheme and demonstrates how the planning issues associated with the development have been addressed and how they comply with the relevant local and national planning policies.

Avison Young

- 1.4 Avison Young creates real economic, social and environmental value as a global real estate advisor, powered by people. As a private company, our clients collaborate with an empowered partner who is invested in their success. Our integrated talent realises the full potential of real estate by using global intelligence platforms that provide clients with insights and advantage. Together, we can create healthy, productive workplaces for employees, cities that are centres for prosperity for their citizens, and built spaces and places that create a net benefit to the economy, the environment and the community.
- 1.5 Avison Young Leisure is the specialist tourism and leisure advisory arm of Avison Young. Our specialist planning and development team has extensive experience of providing viability, need assessments and development consultancy, planning advice, applications, appeals and expert witness evidence at planning inquiries for development in the tourism, leisure and retirement sector. We are retained as national planning advisors to the British Holiday and Home Park Association, the representative body for the caravan parks industry.

Supporting Information

- Location Map AY.02B820297.00
- 908.2_10A Illustrative Masterplan
- 908.2_11 General Arrangement Plan
- 908.2_12 Planting Plan
- 908.2 Landscape and Visual Appraisal
- Ecological Appraisal
- Flood Risk Assessment & Outline Drainage Strategy

2. Site Context and Description

- 2.1 The site is located within Wharton Park Golf and Country Club in a sustainable location on the edge of the Market Town of Bewdley where we have identified local services that include pubs, restaurants, medical centre, supermarkets, a theatre and museum. As seen in Figure 1, the club is also situated approximately 5km north west of Stourport-on-Severn, 7km west of the large town of Kidderminster and 20km from the city of Worcester. The Running Horse Inn is located next to the northern boundary of the site.

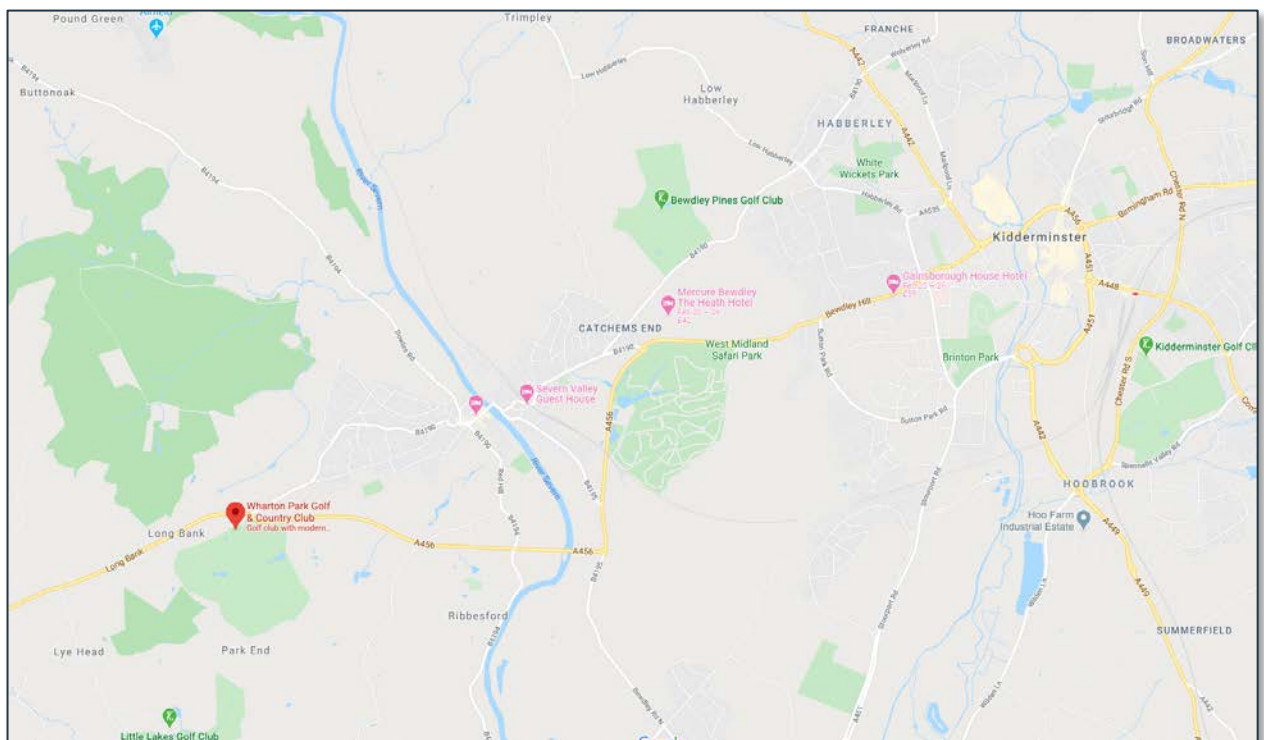


Figure 1: An Extract from Google Maps showing the location of Wharton Park Golf & Country Club

- 2.2 The Club itself provides a number of facilities including a clubhouse with a, restaurant, café, bar and lounge area, conference facilities, and meeting rooms, an 18 hole championship golf course, parking covered floodlit driving range, pro shop and academy. The clubhouse also has 7 bedrooms in the roof, but these are basic and limited in number and therefore of little use in attracting golf societies, groups and families.
- 2.3 Bus stops for the 8, 291, 292 bus routes are located approximately 15 minutes' walk from the entrance to the golf club nearby in Bewdley, providing easy access to the nearby town of Kidderminster, where regular train connections are available to Birmingham, London, Coventry and Leamington Spa. Golfers and family members visiting the club can therefore travel to and from the site for shopping, tourist and

leisure attractions in the local area without being reliant on their car to travel. Wharton Park has also a good access to the motorway network as it located less than 100m from A456 which is a main road in England running between Central Birmingham and Woofferton, Shropshire, south of Ludlow.

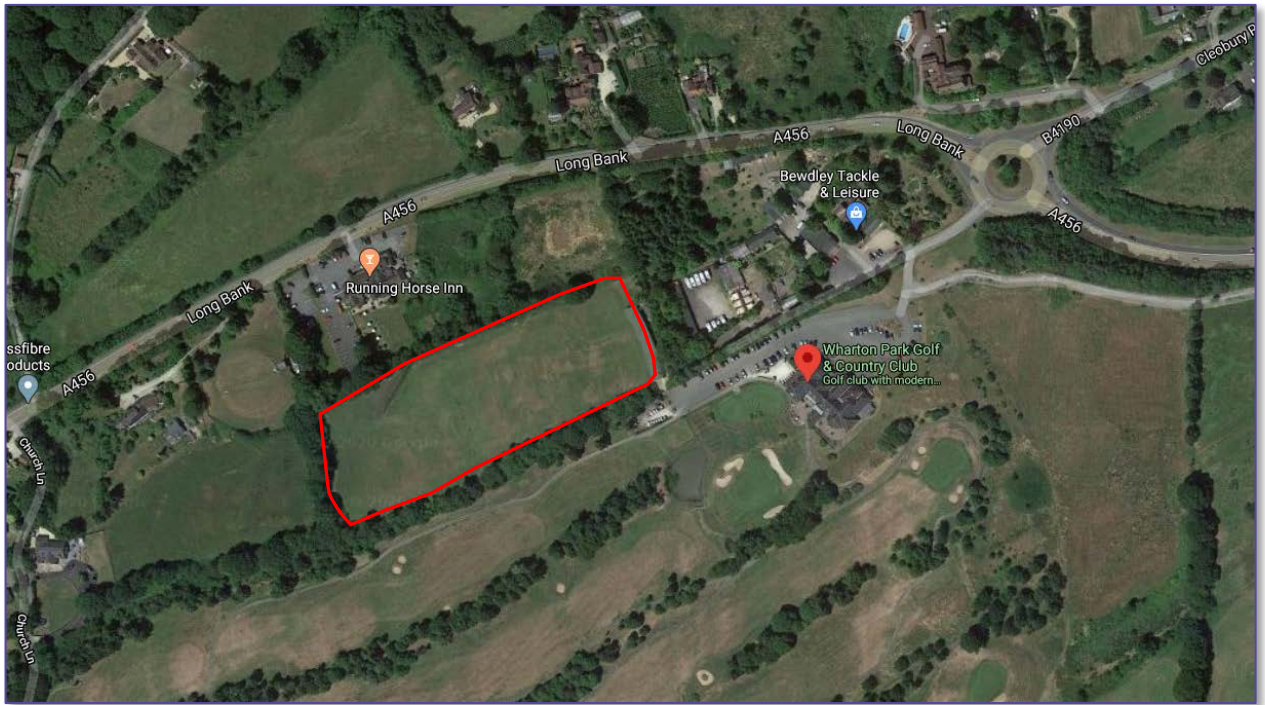


Figure 2: An Extract from Google Maps showing approximately the application site

- 2.4 Therefore, the site is located on the edge of the Bewdley Market Town, well-connected to the nearby towns of Stourport and Kidderminster which make it a sustainable location for sporting tourism.
- 2.5 The application site forms the existing driving range, which is separate to the established golf course, as can be seen in Figure 2. The site is enclosed on all sides by trees and is not visible from any public vantage point. It is located near the parking area and the clubhouse and borders with the Running Horse Inn to the north.

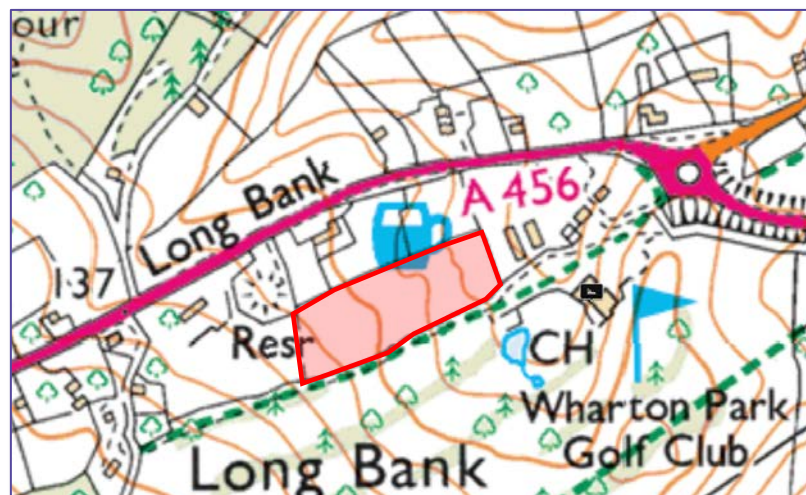


Figure 3: An Extract from Bing Maps (Ordnance Survey) showing approximately the application site

- 2.6 A public footpath 568(C) is located outside of the application site but adjacent to its southern boundary. According the Environment Agency Flood Risk Map, the application site is located in Flood Zone 1, an area that is at low risk of flooding.
- 2.7 In summary, the site subject to this application is an area currently used as driving range within Wharton Park Golf and Country Club. In addition to access to the club's own on-site clubhouse facilities, the site is in a sustainable location for tourism and leisure being next to the edge of Bewdley and the main road A456 which has good transport connections to the town of Kidderminster and other main settlements and the 'Running Horse Inn' that lies directly adjacent to the application site. It is not located within the Green Belt, any area at high risk of flooding or any other designated area.

3. Golf Participation Trends and Local Market

Golf Participation Trends

3.1 This statement includes an analysis of the golf market in England which is based on the following documents:

- Active People Surveys 1-10, for the period 2005/2016 – now superseded by Active Lives Surveys
- England Golf: Club Membership Questionnaire Results Book 2012 & 2014
- England Golf: Membership Survey 2016
- England Golf: Club Membership Questionnaire Key Findings 2018
- KPMG: Golf Participation Reports for Europe 2015, 2016, 2017, 2018 & 2019
- Statista: The Statistics Portal 2020

3.2 Although golf is still one of the most popular sports in England, it has experienced a long term decline in the last years. This can be seen in the number of registered golfers which was sharply decreased (19.8%) from 870,204 in 2005 to 698,000 in 2013, as can be seen in Figure 4.

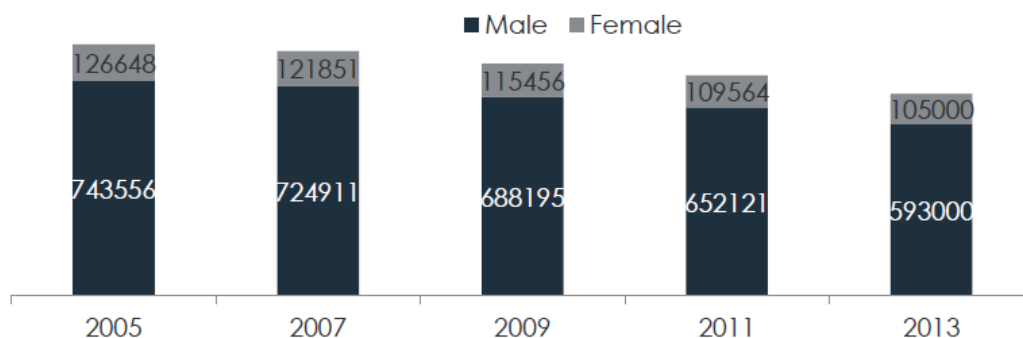


Figure 4: Affiliated golf club membership by gender
Source: England Golf Results Books (biennially 2006/2014)

3.3 Please note that England Golf have ceased to publish this results books since 2014. Nonetheless, Figure 5 below shows that although England has remained Europe's leading golf market with 645,151 registered golfers and 1,888 courses (KPMG) in 2018 the membership numbers are still decreasing. The Annual KPMG Golf Participation Report has not been published for 2020 so there is no more recent data available.

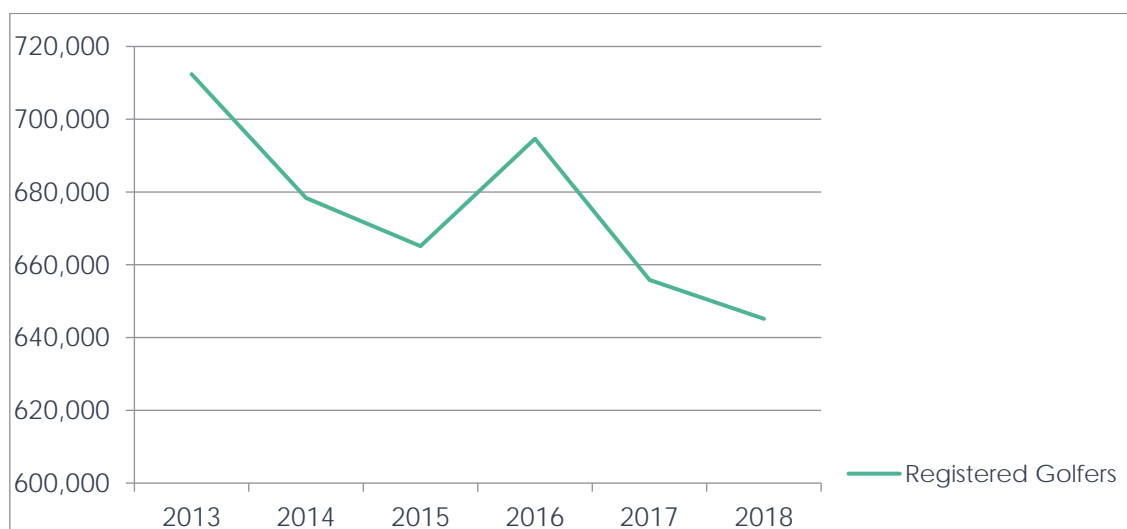


Figure 5: Registered Golfers (affiliated with clubs or associations) - Table produced by Avison Young
Data source: KPMG's Golf Participation Reports for Europe 2015, 2016, 2017, 2018 & 2019 based on information from the respective golf associations in Europe

- 3.4 In detail, the number of registered golfers has been decreased from 712,390 in 2013 to 645,151 in 2018 and although, a slight increase was noticed in 2016, the numbers reflect a total decrease of 9.4% in 5 years.
- 3.5 In addition to the decline in registered golfers the number of adults (registered and unregistered) playing golf at least once a month fell by nearly a quarter (27%) from about 1,540,000 in 2007 to 1,130,000 in September 2016 (Figure 6) while the number playing at least once a week fell from 950,000 in 2007/2008 to under 730,000 in 2015/2016 (Figure 7).

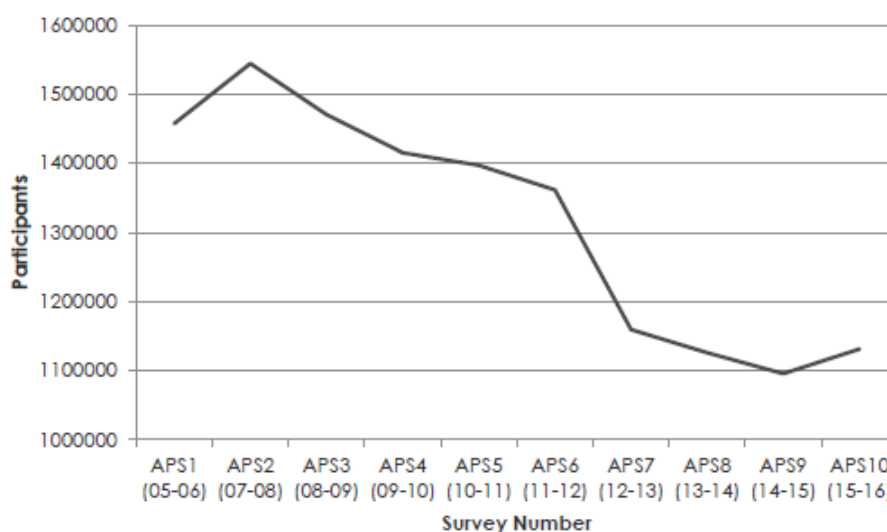


Figure 6: Participation in golf in England at least once per month (registered and unregistered golfers)
Source: Sport England – Active People Surveys 1-10 (N.B. no survey took place in '06-'07)

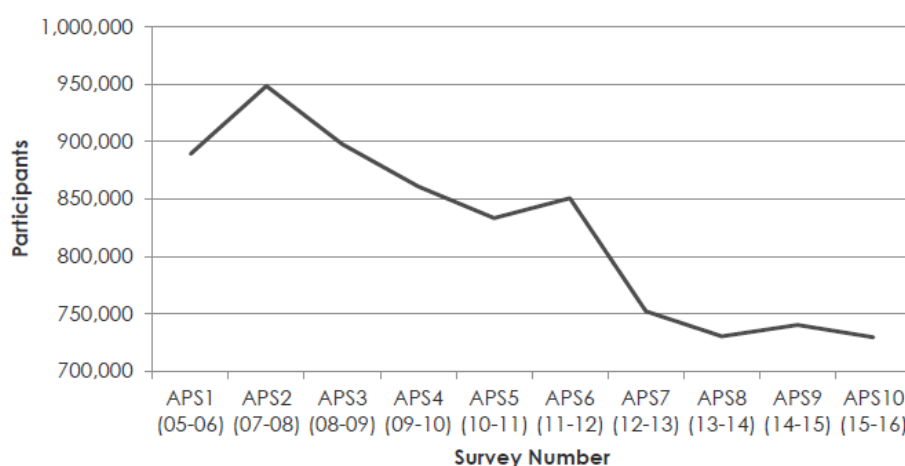


Figure 7: Participation in golf in England at least once per week ((registered and unregistered golfers)
Source: Sport England – Active People Surveys 1-10 (N.B. no survey took place in '06-'07)

3.6 Since 2016 Sport England have changed the way in which they record golf participation, changing from 'once a week' and 'once per month' to 'twice a month'. These more recent annual surveys show a stabilisation in the number of people playing golf (see figure 8) until 2019 while the Golf England 2018 report also states that the weekly and monthly participation remained relatively static since 2016. This, however, seems to have changed in 2020, as the most recent data suggest that golf participation has fallen by almost 9.8% since 2019 even though golf is one the only sports that has been open and can be played socially distanced during Covid-19 except during lockdowns. We note that a membership surge has been reported by numerous clubs but this does not seem to be the case for the majority of the golf courses across England according to the official data and it will definitely not be the case when the people will have the option of indoor sports available again. The decrease in golf membership is expected to continue when the Covid-19 pandemic comes to an end as and people will again be able to participate in non-socially sports.

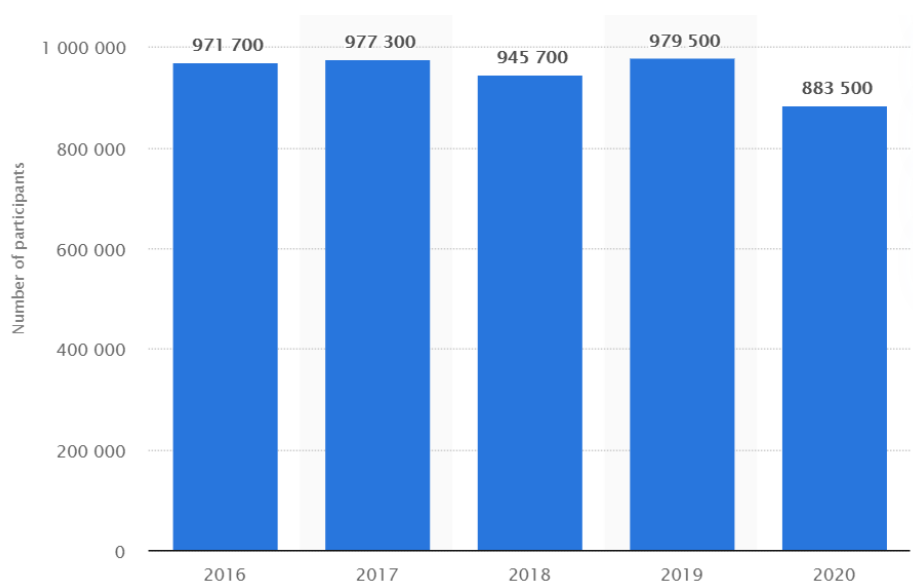


Figure 8: Number of people participating in golf in England as regular as twice per month
Data source: Statista 2021 based on Sport England: Twice a month participation rate, Table 5

- 3.7 England also recorded a decrease in golf facilities from 2014 to 2017 with 51 (-3.7%) closing. At the end of 2018, there were 1,888 courses in England (Figure 9). Although a small increase (1%) in the number of golf courses was recorded in 2018, anecdotal evidence suggests that there has been a continuation in the closure of golf courses in 2019 and especially in 2020 as golf courses which were already loss-operating have fallen victims to the challenging economic conditions brought about this year by the Covid-19 pandemic.



Figure 9: Golf courses - Table produced by Avison Young
Data source: KPMG's Golf Participation Reports for Europe 2015, 2016, 2017, 2018 & 2019

- 3.8 According to the latest report of England Golf 2018, 38% of golf clubs experienced an increase in membership numbers in 2018. Of course this means that 62% of clubs witnessed either a decrease or no change and this percentage is expected to be much higher for 2020.
- 3.9 The same report highlights that common themes have emerged in clubs where membership is growing. These involved redevelopment projects to diversify their business which means clubs being proactive and taking 'positive steps to address issues', including 'catering for a range of different needs and developing facilities to broaden income streams and becoming part of the local community'. The report clearly states that people are now expecting more from their visit to golf clubs and that clubs 'need to focus on understanding their place in market and ensuring their offering matches the needs of their customer base'. Golf England advises that clubs should identify opportunities for additional revenue and that every inch of the facility should be maximised with modern facilities that are fit for purpose in order to meet customer expectations. The proposed changes at Wharton Park Golf & Country Club aim to follow a similar pattern, providing further golfer accommodation in order to attract more golfers from a wider national market.

- 3.10 Within the same report from England Golf, golf clubs that responded to the survey over 40% saw an increase in memberships if they offered other services, including a spa and gym/health club. An application for a new spa/health club has been approved for Wharton Park but business case for its implementation is not viable enough without the proposed accommodation to ensure sufficient users to justify the improved facility. There is clear evidence here to suggest that the inclusion of these facilities will more than likely help increase membership numbers and bring more people to the outdoor sports facility and into golf.
- 3.11 Given the declining golf membership numbers in England and the current difficulties arising from the Covid-19 lockdowns, it is necessary for our client to attract new golfing markets such as golf breaks through the proposed holiday accommodation in order to maintain the business of Wharton Park Golf and Country Club. This will allow the club to attract more golfers, family and friendship groups and more visitors to the bar and restaurant and generate a vital additional income stream which will enable the construction of the much-needed health/club extension.

Local Golf Market

- 3.12 It is normal to consider the competitive golfing market over a strategic sub-regional market catchment equating to a 20-minute drive-time. The table below details 5 other golf courses identified within a 20 minutes drive of Wharton Park Golf and Country Club.

| Club | Distance from site | Holes | Access | Facilities | Membership | Green Fees |
|--------------------------------|--------------------|---------------------------|----------------------|--|--|--|
| Ombersley Golf Club | 7.6 miles | 18 holes (6,139 yards) | Members and visitors | Driving range Bar & Restaurant Golf shop & academy | £1250 (7 day full gold membership incl. free junior guest, reduced rates for adult guests, discounts on shop, tuition and bar and restaurant) | <u>Off peak</u> £13-19 (9 hole) £24-32 (18 hole) <u>Peak</u> £11-19 (9 hole) £19-37 (18 hole) |
| Kidderminster Golf Club | 6.4 miles | 18 holes (N/A) | Members and visitors | Practice area Clubhouse Indoor Swing Studio Golf shop | Over £1000 (7 day full membership) | £25 (weekday) £30 (weekend) |

| | | | | | | |
|---|-----------|---------------------------|----------------------|--|---------------------------------|---|
| Wharton Park Golf and Country Club | N/A | 18 holes (6,455 yards) | Members and visitors | Driving range Clubhouse Bar Pro shop Academy Boutique hotel Restaurant Meeting rooms | £912 (7 day full membership) | <u>Summer (18hole)</u> £20-32 (weekday) £20-40 (weekend) |
| Bewdley Pines Golf Club | 4.1 miles | 18 holes (5,789 yards) | Members and visitors | Clubhouse Bar & Restaurant Pro shop Function room | £835 (7 day full membership) | £15 (9 hole) £20-28 (18 hole) |
| Cleobury Mortimer Golf Club | 6.3 miles | 27 holes (9,418 yards) | Members and visitors | Golf shop Indoor Swing Studio Clubhouse Bar & Restaurant Function room Fishing facilities 4 Cleobury Country lodges (4*) Lakeside Country Park (19 eco holiday lodges) | £795 (7day full membership) | <u>Summer</u> £25-30 (18 hole weekday) £35 (18 hole weekend) £20-25 (9hole) £95/lodge per night (for stays of more than one night) Golfers Package: £105 per person for 2 nights of accommodation and 2 days of golf (based on 4 golfers sharing the golf) Translated to £200/lodge per night Weekly rates £450 (high season) £350 (low season) Private ownership |

| | | | | | | |
|-----------------------------------|-----------|------------------------------|-------------------------|---|------------------------------------|---|
| | | | | Caravan Club (allowing up to 5 caravans or motorhomes) | | Not currently taking bookings for 2021 |
| Little Lakes Golf Club | 1.9 miles | 18 holes (6,298 yards) | Members and visitors | Clubhouse Golf shop & academy Indoor Golf Studio Bar & restaurant Holiday Park (over 350 plots) with Fishing lake Swimming pool Dog exercise area Bike trails Children's play area Sports pitch | £647 (7 day full membership) | £18 (weekday) £23 (weekend) Private ownership |

3.13 As can be seen in the table above Ombersley Golf Club and Kidderminster Golf Club are the 'premium' clubs in the catchment area followed by Wharton Park Golf and Country Club. These all have 7 day full membership fees of over £900 and the highest green fees suggesting that they occupy an upper range position in the local golf market hierarchy. The membership fees at Ombersley Golf Club and Kidderminster Golf Club are higher but it should be noted that none of these clubs offer similar facilities to those existing and proposed in Wharton Park. This means that it has the potential to be developed into a premiere golf and country club offering a wider range of facilities.

3.14 It is also worth mentioning that Cleobury Mortimer Golf Club and Little Lakes Golf Club, which seem to be lower in the hierarchy, offer a large number of holiday caravans either for private ownership or for renting which reflects the demand for holiday accommodation within golf courses in rural areas. Taking into consideration the low membership and green fees, the offer of holiday accommodation within the golf courses should be seen as the Clubs' response to the declining golf sector and a way for additional revenue.

3.15 There is, therefore, a clear gap in the market to develop golf break facilities as there is a decreasing number of people playing who are long-term members of clubs and leaving a larger pool of non-

member golfers in societies and other friendship groups looking for one-off golfing holiday opportunities for which there is no sufficient supply in the area. It is this market that our client wishes to break into and stay locally competitive by developing the proposed accommodation facilities.

- 3.16 In terms of a location for golfing holidays, Wharton Park is located adjacent to the town of Bewdley and has a large number of on-site facilities offered within an attractive natural environment which give Wharton Park the potential to stand out as a premier golfing holiday facility in the catchment area. It is therefore essential to continue to invest in these facilities to pursue the status as a premier golfing facility.
- 3.17 Additional holiday accommodation will give the opportunity to provide competitive packages and deals attracting an increased number of visitors and societies. This would also allow for the hosting of competitions such as the Worcestershire Open Pro Am (which other clubs currently host), as well as a number of county events and charity golf days that would boost the public profile of the Club and increase the club's revenue, which is much needed after the lockdown closures. Once the club recovers from the last year's losses, the additional revenue from the lodges will provide the club with the funds and visitors required to implement the clubhouse improvements and extensions that are necessary to reverse the decline of the golf club.
- 3.18 Attracting more visiting golfers to Wharton Park will also benefit other golf clubs in the area as those on extended stays will have the opportunity to play at these additional courses. In addition, the unrestricted availability of the Club to non-members means that it plays a role in enabling the local community to partake in healthy sporting activity as well as engage in social interaction. We feel therefore that there is undoubted local benefit to the Club being permitted to take steps to ensure that it can continue to offer the golf course. Therefore, the attraction of more golfers to the site is considered crucial for the Club's continued success.

4. Planning History and Local Precedents

- 4.1 Wyre Forest District Council website identifies a number of planning applications relating to the development of the golf course and its expansion along with other applications relating to the change of use of buildings and land. Details of the most relevant applications are detailed below:

| App. ref. no. | Proposal | Decision | Date |
|---------------|---|-----------|----------|
| WF/0475/95 | Full: Erection of Protective Catch Fencing Alongside Boundary at 4th Hole Fairway | N/A | 15.08.95 |
| WF/0566/98 | Full: Erection of ext. to clubhouse buildings to form new function suite, kitchen, stores and staircase leading to 7 bedrooms (ancillary golf players accom.) new entrance foyer, office, beer store, conservatory and stairs leading to further 5 ancillary bedrooms, a health/leisure area comprising reception, leisure pool, activity room, bar area and changing rooms and construction of supplementary 40 space car park | Approved | 17.11.98 |
| WF/0390/99 | Full: Erection of a storage unit for agricultural purposes after demolition of existing unit | Approved | 22.06.99 |
| WF/0235/01 | Full : Erect 2m west boundary wall, part with trellis; add trellis to existing walls on east and north boundaries | N/A | 15.05.01 |
| WF/0963/04 | Full: Ground reprofiling and landscaping improvements to existing driving range and associated area (part retrospective) | N/A | 25.11.04 |
| 11/0526/FULL | Golf Driving Range and Associated Works | Withdrawn | 26.10.11 |
| 11/0666/FULL | Erection of building for Golf Driving Range and Associated Works | Approved | 16.03.12 |
| 14/0479/FULL | Retention of "Ball Stop Fencing" at Driving Range and Proposed Increase in Height of Middle Section of Fencing. | Approved | 11.11.14 |
| 16/0312/S73 | S.73 Application To vary condition 2 of Planning Permission WF/0566/98 to allow for minor change to unimplemented sections of permission granted for extensions to clubhouse building | Approved | 18.08.16 |
| 19/0241/FUL | Change of use of land to site 9 No. holiday caravans and associated hard and soft landscaping | Withdrawn | 19.03.21 |

- 4.2 The original planning application for the golf course is not available online, where the first permission relates to protective fencing along the 4th hole fairway, with the decision of this application not available online. There was then a second application at the site in 1998 which was approved for a large extension to the clubhouse to include function suite, kitchen, 7 bedroom hotel, new entrance, offices conservatory, further ancillary bedrooms and a health and leisure complex as per planning permission **WF/0566/98**. This permission was then varied in 2016 to allow for minor alterations to the unimplemented sections of the proposal under the application ref: **16/0312/S73**. As the description of the 2016 permission suggests, the 1998 approval has not been implemented fully. As the 2016 permission was a section 73 application it is the extant permission for the clubhouse and is still not fully implemented. The full implementation of this application rests on the success of this application to attract more visitors through better accommodation to make it viable to construct the remaining part of the clubhouse extensions, after the club recovers from last year's losses due to the lockdowns. This would therefore allow the site to become a premier golfing location in the area.
- 4.3 The key amendments to the unimplemented part of permission WF.566/98 proposed in application ref: 16/0312/S73 were:
- Increase of the size of the swimming pool
 - Provision of a thermal suite (i.e. sauna area) within the northern extension
 - Use of the southern extension as a luxury gym and fitness studio in place of the permitted function room and golf players' accommodation.
- 4.4 The decision ref: 16/0312/S73 does not include any time restriction regarding the commencement of the development meaning that the permission cannot lapse. Condition 2 states that *'the new function suite facilities and new bedrooms shall be used primarily for purposes associated with the Wharton Park Golf Club'* but it should be noticed that no new function suite facilities nor new bedrooms were included in the proposal which might mean that the condition was just copied from the original decision notice WF/0566/98 which is not available online.
- 4.5 After a withdrawn application in 2011 (ref: **11/0526/FULL**), permission was granted in 2012 to erect a building for the golf driving range and associated works (ref: **11/0666/FULL**). These proposed works were considered as appropriate to their location and were not thought of as having an adverse effect on the landscape or neighbouring properties.

Pre-application enquiry

- 4.6 In October 2018 we submitted a pre-application enquiry for the change of use of land for the siting of 32 holiday lodges and associated landscaping on the driving range. The proposed layout can be seen in Figure 4 below:

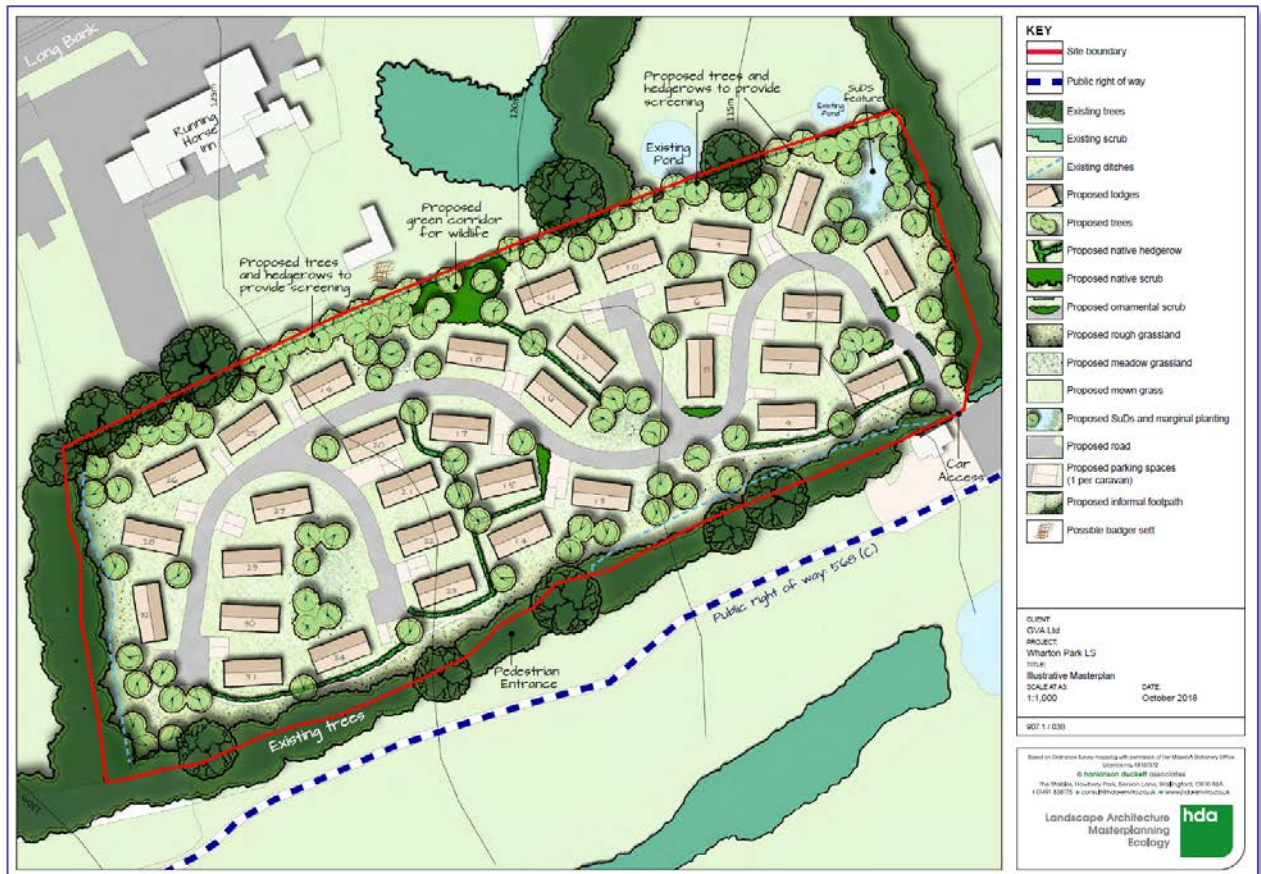


Figure 4: Proposed Layout submitted in the pre-application stage

- 4.7 The response we received in November 2018 from Wyre Forest District Council was largely positive with questions raised only regarding the number of the proposed lodges. The planning officer in her response stated that the principle of the development would be *'acceptable as it would support the rural economy provide tourism for other people who want to come from outside of the area to stay and play golf and would in the long term make the golf course more sustainable'*.
- 4.8 The officer added that due to the location of the site the proposal would be well-screened with reduced impact on views and the character of the open countryside but stated that a landscape and visual assessment would be required to demonstrate that there would be no detrimental impact on the surrounding landscape. The need for an Ecological Survey and Drainage Strategy was also noted. There were no other concerns raised.

Withdrawn application

- 4.9 Although the pre-application response for the lodges at the driving range was very positive, an application ref: **19/0241/FUL** was submitted for holiday lodges where the 13th tee and part of the 13th fairway is currently. This was due to a covenant being found soon after the pre-application response was received, meaning it was not possible to site any lodges on the driving range. This application would have involved moving the 13th tee to shorten the hole from a par 4, to a par 3 of approximately 215 yards (200m) from the new tee to the front of the green. The lodges would be assessed via the existing footpath with no parking available at the lodges themselves but with golf buggies available for those staying at the lodges.
- 4.10 In our correspondence the planning officer initially questioned the choice of the 13th tee as an alternative to the driving range, noted that no business case was put forward to justify the need for the lodges and raised questions regarding the link between the proposed lodges with the existing clubhouse accommodation and why the approved extension cannot be built in order to generate a revenue stream. Concerns were also raised due to the site's sitting on the boundary of a protected area (SSSI) and within an area designated for Outdoor Sport Facilities.
- 4.11 Following discussions and the submission of information to address the above concerns, the officer concluded that she would not be able to support the application as the proposed lodges on the elevated top part of the site would result in visual intrusion into the open countryside contrary to the local planning policies advising that the only suitable location for such development would be the driving range. The application was therefore withdrawn on 19 March 2021.
- 4.12 Following the withdrawal of the application, our clients who had continued to pursue the beneficiaries of the covenant preventing use of the driving range, managed to secure the lifting of that covenant on what was also their preferred location for the lodges.
- 4.13 Nonetheless, a number of issues that may also be considered relevant to this application were addressed during the consideration of 19/0241/FUL. These resolved issues (see 4.10 above) were as follows.

Need for the lodges/business case

- 4.14 Although no such requirement was mentioned in the pre-application response, we provided an extensive analysis of the Club's financial situation demonstrating that the turnover and EBITDA have significantly declined since 2015 while these challenges have been exacerbated by the closures during the 2020-2021 lockdowns.

- 4.15 Based on occupancy rates and prices of other similar accommodation, we also demonstrated that the 9 proposed lodges would turnover £140,000 – £200,000 per year. The proposal subject to this application which includes 25 lodges instead of 9 would result in an even higher turnover of around £389,000 - £555,500. Taking into consideration inflation and increased prices due to the demand surge for self-catering holiday accommodation within the UK following the Covid-19 pandemic, the turnover is expected to be even higher. This would allow our client to recover the last year's losses and then proceed with the construction of the approved clubhouse extension.

Link with clubhouse rooms

- 4.16 The current accommodation provided at Wharton Park is standard double or twin rooms which can accommodate up to two people. What our client is hoping the lodges will assist is being able to tap into the market of golf societies of over 15 visitors who are happy to either cater for themselves or use the on-site facilities. They are also aiming the lodges at families where perhaps 2 members of the family can play the course and the other family members can use the improved leisure facilities proposed at the clubhouse and explore and discover the local area. Currently the accommodation offered at Wharton Park cannot accommodate for these two types of groups while it does not provide self-contained options for which there is an increasing demand after the Covid-19 pandemic.

Construction of approved extension

- 4.17 In our correspondence regarding the withdrawn application, we were asked why the approved 'hotel extension' could not be constructed to provide additional bedroom space. It seems that there is some confusion around what was permitted under decision ref: 16/0312/S73 and the assumption that holiday accommodation is included as this is not the case. The permission allowed for increase of the site of the swimming pool, provision of a thermal suite and a luxury gym and fitness studio in place of the permitted function room and existing golf players' accommodation. In detail, drawing no 6309.027.C shows clearly that the existing rooms are proposed to be replaced by treatment rooms and no additional accommodation. See figures 5 and 6 below.

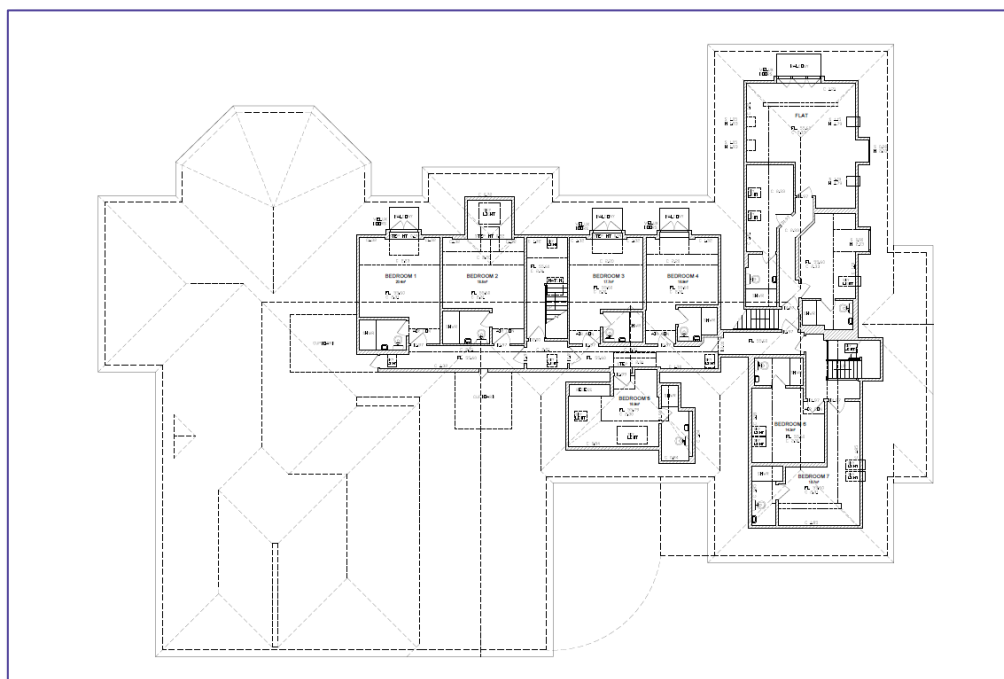


Figure 5: Extract from drawing no. 6309.007.A - Existing First Floor Plan - 16/0312/S73

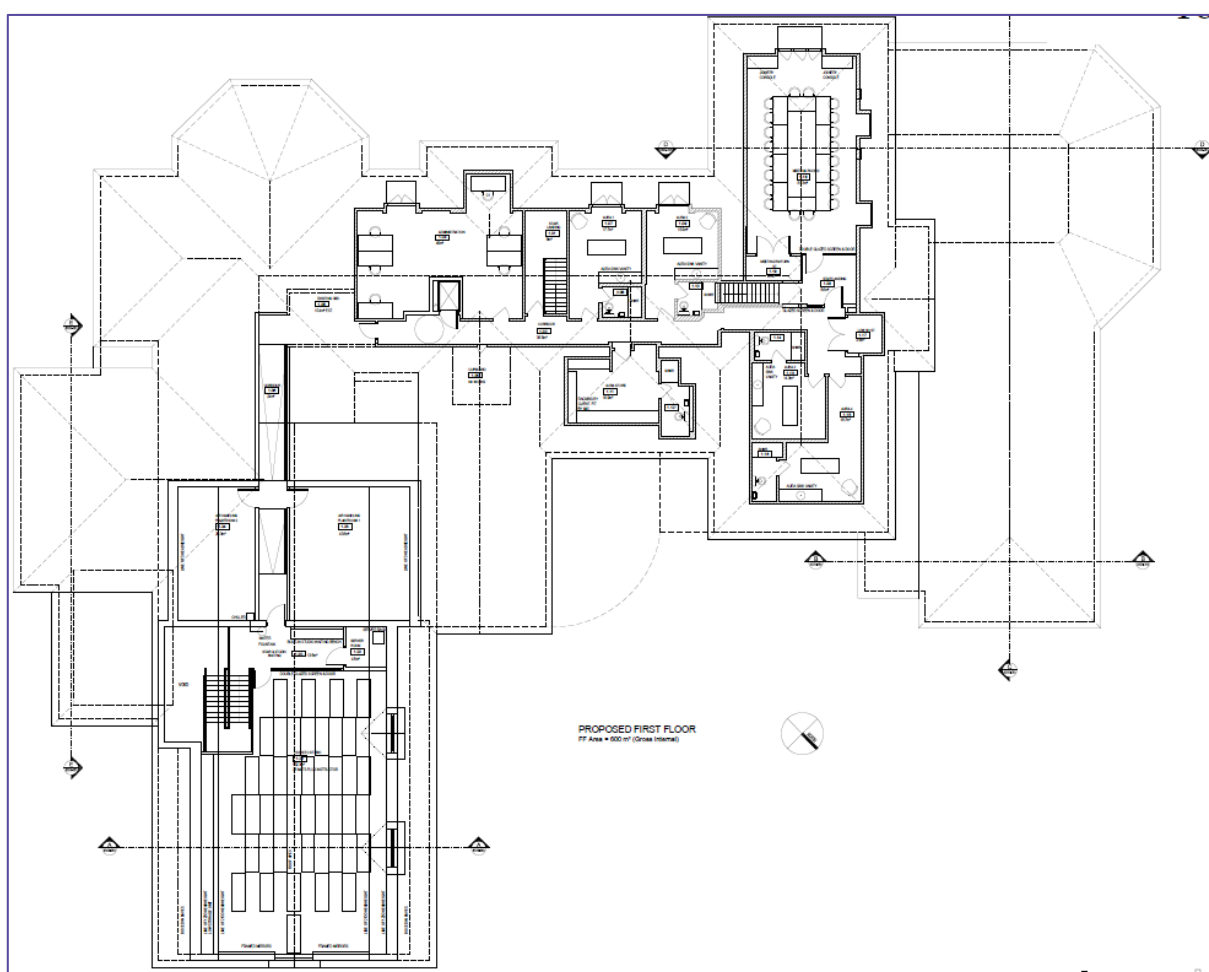


Figure 6: Extract from drawing no. 6309.027.C - Proposed First Floor Plan - 16/0312/S73

- 4.18 As mentioned above a large extension has been approved for the clubhouse but the permission has not been completed yet due to the lack of funds at the moment. In addition, to justify the erection of the extension and make it viable as an investment the business needs to be certain that there will be enough paying visitors. With a declining number of golfers there is no business case for the extension at present.
- 4.19 The siting of the proposed 25 lodges will offer additional and higher quality accommodation to attract more golfers, including societies, couples and families, to stay overnight which will subsequently increase the demand for the proposed spa facilities, in addition to increasing other revenues from green fees, driving range, pro-shop, and food and beverage sales. This increase in revenue income will help to recover last year's losses and justify further capital investment in the approved extension of the clubhouse.

Location of the proposal and visual impact

- 4.20 The concerns raised regarding the location of the proposal and its visual impact have now been addressed as our client has managed to agree terms to lift the restrictive covenant and the lodges are now proposed to be sited in the driving range area which is not designated for outdoor sports nor adjacent to any SSSI.

Local Precedents

- 4.21 Other planning history also worthy of note is that of the Little Lakes Golf Course and Holiday Park to the south of Wharton Park Golf Course. There are three planning applications that are worthy of note in the history that is available online. The first of which is **WF/0855/03** for the 'Change of use to land for the siting of stationary caravans/chalets construction of access roadway and plot bases'. However, from the planning history listed on the Councils website, it is not clear what the decision on the application was.
- 4.22 The second application was **WF/0737/05** for the 'Change of use of derelict orchard land for the siting of stationary caravans/chalets; construction of access roadway and plot bases'. This application was approved in September 2005. In the approval of this application a number of conditions were attached to the decision notice indicating that 3 caravans were approved in this application; there are no plans online so it is not possible to ascertain if this was ever implemented and where it was approved for specifically on the Little Lakes site. Regardless, it does show that the Council have been supportive of these types of applications such as the one we are proposing here in the past.

- 4.23 The third and final application worthy of note is **06/0894/FULL**, which was approved in October 2006 for the siting of an additional cabin at Little Lakes. In the Design Statement for this application it notes that in the past few years there have been 2 applications approved for 8 cabins (presumably the applications above), again showing support from the Council this type of development, albeit that the application as listed here was only for a 9th additional cabin.

5. The Proposal

- 5.1 Our client wishes to expand their accommodation facilities at Wharton Park, whilst there is currently accommodation at the site, it is rather basic, more than twenty years old, and doesn't provide the sort of experience golfers, and certainly their partners, are looking for. The number of rooms is limited to seven only, and as each room can only accommodate up to two people, the rooms can only accommodate a maximum of 14 people, if they are prepared to share a room, which is often not the case, especially after the Covid-19 pandemic. This means our client is missing out on key business such as people looking for a golf break with their family or golf societies wanting to play a round of golf and stay nearby. In providing luxury self-catering accommodation our client can tap into this market, recover last year's losses, help grow their business, keep the golf club operating and raise funds for the construction of the approved clubhouse extension. In addition, if that approved extension goes ahead, the bedrooms would be lost as the floor is converted to provide leisure club facilities.
- 5.2 Having managed to lift the restrictive covenant, the holiday lodges are now proposed to be sited in the driving range area which as agreed with the Council represents the best opportunity for holiday accommodation. The driving range is currently underused and does not operate at a profitable level. The land is therefore to be used for a more beneficial purpose for providing accommodation to attract more visiting golfers to the country club.



Figure 7: Proposed Layout

- 5.3 The proposal is not located in an area designated for outdoor sports, does not disrupt the green space within the golf course, does not require the relocation of any tee, it is close to the clubhouse to utilise the utilities that serve it and provides dedicated parking for the lodge guests which was not included in the previous application.
- 5.4 The number of lodges has been reduced from 32 to 25 to address the officer's concerns in the pre-application stage and the application is accompanied by a Flood Risk Assessment, Drainage Strategy, Landscape Proposals, Landscape Visual Appraisal and Ecological Survey demonstrating that there would be no detrimental impact on the surrounding landscape and natural environment as requested in the pre-application stage.
- 5.5 The scheme we are proposing will be spacious and attractively laid out, along with new additional planting in between the lodges for additional privacy and soft landscaping with an increase in trees and bushes, assisting in creating new habitats on the site. The lodges will be accessed via the existing access to Wharton Park and one parking space will be provided next to each lodge. It should also be noted that the existing public footpath 568(C) is unaffected by the proposal as there is no need to divert its route through the site, and as such we do not see any issue in this regard.



Figure 8: Indicative images of the lodges proposed

5.6 The external appearance of the holiday lodges would be in sympathy with the surrounding landscape, comprising muted wood colours compatible with this location such as green/brown, with dark brown/grey tiled pitched roofs. There are a range of colours and external finish available on today's holiday lodge caravan models and our client would be willing to discuss appropriate choices with the Council to ensure that the finished scheme assimilates well with the landscape. Figure 8 above are examples of the style of lodges our client is looking to implement, whilst these are not the definite designs of the lodges due to many more such caravan models being available on the market, these are indicative images of what we are proposing to implement.

6. Planning Policy Context and Considerations

National Planning Policy Framework

- 6.1 The revised NPPF, published in February 2019, sets out the Government's economic, environmental and social planning policies for England. Taken together, these policies articulate the Government's vision of achieving sustainable development.
- 6.2 **Paragraph 8** states that sustainable development is defined in terms of its economic, social and environmental roles:
- In economic terms, the development of tourist and leisure accommodation will add further and better quality holiday accommodation to the area ensuring effective use of land bringing in more visitors and therefore a vital additional income stream for the Club and additional spending in the surrounding local economy.
 - In social terms, the increased number of visitors will help to maintain the viability and retention of the golf course for use by local people contributing to their health and wellbeing. By providing additional accommodation the proposal would improve the existing facilities and would provide increased social interaction both on the golf course and in the rest of the facilities.
 - In environmental terms, the proposed use for holiday lodges apart from retaining the existing trees in the boundaries, allows for additional landscaping which will enhance the appearance and biodiversity value of the application site.
- 6.3 In these terms, therefore, the supply of visitor accommodation at Wharton Park Golf and Country Club would represent sustainable tourist development.
- 6.4 **Paragraph 10** states that *'at the heart of the Framework is a presumption in favour of sustainable development'*. As **paragraph 11** reiterates *'plans and decisions should apply a presumption in favour of sustainable development.'* It follows that if the proposals meet the three roles of sustainable development as outlined above, then there should be a presumption in favour of this development.
- 6.5 In order to deliver sustainable development one of the key objectives is to build a strong and competitive economy. In this context, **paragraph 80** states that *'significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.'* Significant weight should therefore be given to the economic benefits of this proposal.

- 6.6 **Paragraph 83** relates to the supporting of a prosperous rural economy in order to create jobs and prosperity by taking a positive approach to sustainable new development. Objectives 3-4 of Paragraph 83 state that plans should:

'...enable sustainable rural tourism and leisure developments which respect the character of the countryside; and enable 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.'

- 6.7 In making such a statement, the government is saying that there is no blanket restriction on tourism development in rural areas. If a rural tourism development is sustainable, as in this case, and respects the character of the countryside, as in this case, and enables the retention and development of an accessible local community facility such as a sports venue, as in this case, then the application should be approved.

- 6.8 **Paragraph 84** states that plans 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 that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable. The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist.'

- 6.9 The subject application although outside Bewdley's development boundaries, it is located at an established Golf Club with extensive additional facilities in an area very close to the town which is also served by multiple bus stops. The proposal will help the Club to meet the increasing demand for golfers' accommodation without having unacceptable traffic impact due to the modest number of lodges proposed.

Local Planning Policy

- 6.10 The adopted local plan is Wyre Forest District Council's Core Strategy (2006-2026) adopted in December 2010 and Site Allocations and Policies Local Plan (2006-2026) adopted in 2013. The Council is in the process of preparing the new Wyre Forest District Local Plan (2016 – 2036) which was submitted to the Secretary of State for Examination in April 2020. Following the hearing sessions that took place in January and February 2021 and the Inspector's advice the Council are now preparing a draft schedule

of proposed main modifications to the Plan. Considering the stage of the emerging plan, it should not be given significant weight and therefore its policies will not be analysed below.

- 6.11 The Local Plan Policies Map below (Figure 9 & 10) shows that the application site is located outside the urban area but very close to the Market Town of Bewdley. The golf course itself is located within an area designated as 'Outdoor Sports Facilities', with the woodland at the centre of the course located within a 'Site of Special Scientific Interest'. The clubhouse, car park and the driving range (application site - shaded red) are not covered by any designations.

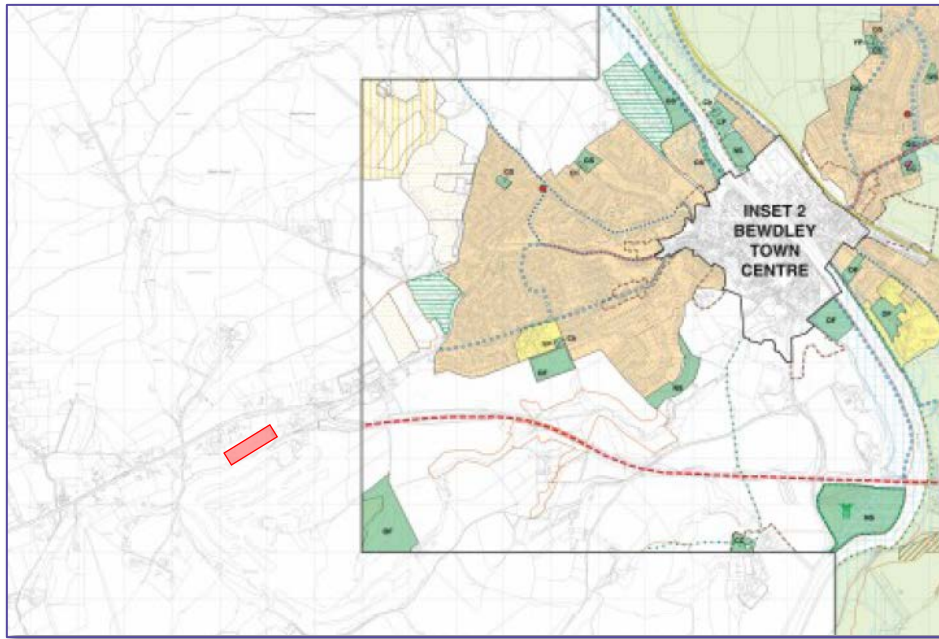


Figure 9: Local Plan Policies Map Extract showing the application site in close proximity to Bewdley

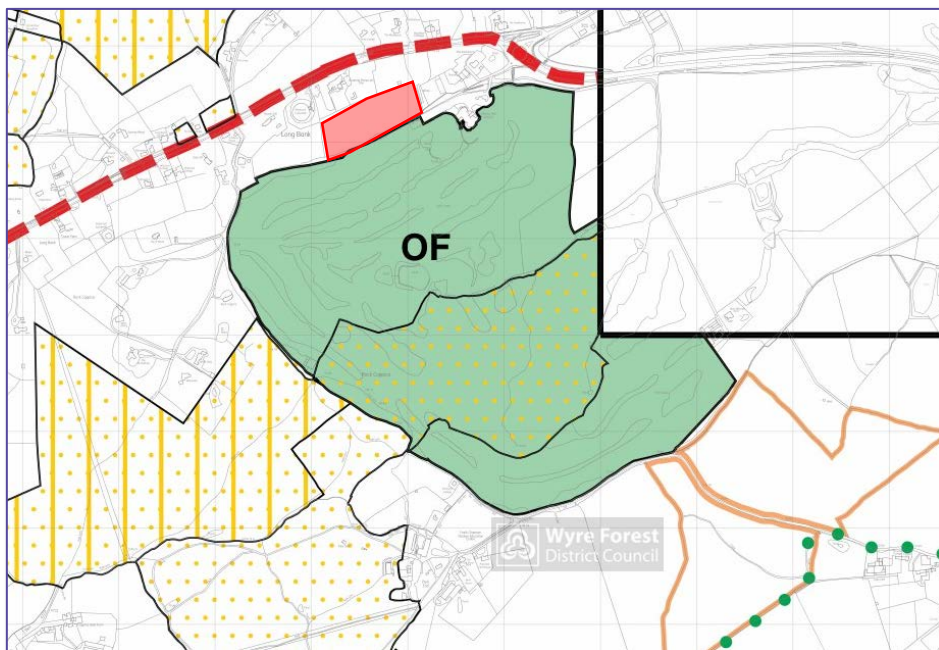


Figure 10: Local Plan Policies Map Extract showing the application site outside of any designation

6.12 The following policies contained within the adopted Local Plan are relevant to the application:

6.13 **Policy CP10** refers to Sustainable Tourism and says that the local tourism industry will be supported through:

'Supporting sustainable proposals that improve the quality and diversity of existing tourist facilities, attractions, accommodation and infrastructure, subject to the proposals not causing adverse impacts on the surrounding environment and infrastructure. New developments should incorporate sustainable transport links wherever possible, especially between attractions and town centres.

Supporting sustainable tourism opportunities within the market towns of Stourport-on-Severn and Bewdley and within the rural settlements provided that the development:

- *Does not have a detrimental effect on the character of the area*
- *Does not adversely affect the surrounding infrastructure*
- *Benefits the local community and is proportionate to the size of settlement in which it is located*
- *Where feasible, involves the re-use of existing buildings or is part of farm diversification*
- *Is consistent with other policies in the plan'*

6.14 The development proposal would extend and improve the existing facilities at the golf and country club without impacting the environment, additionally benefiting from existing sustainable transport connections in Bewdley. The development proposal would benefit the local economy with the creation of local jobs and through direct and indirect spending in the local economy. This proposal aims to boost the tourism and leisure industry by developing holiday accommodation in the area, allowing our client to improve the long term viability of the club by exploiting the golf breaks market. It will also improve the business case to build the approved health club facility providing an additional fitness facility of benefit to the local community and support the adjacent leisure and sport facilities in Wyre Forest thereby playing an additional role in supporting local businesses and the local economy. Therefore, the proposal meets the above conditions regarding the development of sustainable tourism opportunities in the area.

6.15 **Policy CP12** discusses the landscape character of the District and states that new development must protect and where possible enhance the character of the landscape and that:

'Where it is considered appropriate to the landscape character, small scale development which can reasonably be considered to meet the needs of the rural economy, outdoor recreation, or to support

the delivery of services for the local community will be supported subject to meeting all other relevant criteria with the LDF'

6.16 The policy continues to say that:

'Applications for further mobile home, caravan and chalet developments within the District's rural areas will be resisted due to the collective impact which the existing sites have on the landscape.'

6.17 Notwithstanding that this policy does not accord with national planning policy in its restriction on further caravans in rural areas, this proposal should be treated as an exception to Policy CP12 as it will not impact the landscape character of the District due to the proposed siting of the lodge caravans in an area which is bounded by built development to the north and east. It should also be noted that the application site is enclosed by vegetation on all sides which combined with the new proposed planting will not result in any adverse impact on the landscape character as demonstrated in the Landscape and Visual Appraisal.

6.18 Indeed, the proposal will be visible from a limited number of local visual receptors, predominantly within the existing golf course site. Given the limited public viewpoints, there would be no significant loss of visual amenity from the public footpath network. Native tree and hedge planting within the site would positively contribute to the landscape character, green infrastructure and biodiversity and offset the effects of the proposed lodges upon the landscape.

6.19 Another material consideration should be that the proposal will help meet the increased demand for self-catering holiday accommodation within golf courses, keep the golf club operating and raise funds for the construction of the approved clubhouse extension which would provide a new health-club facility available to the community.

6.20 **Policy CP13** requires new development to provide open space in order to improve health and wellbeing and strengthen landscape characteristics. The subject scheme apart from the proposed lodges also includes large areas of open space to the north-east and west of the site which in accordance with Policy CP13 will improve the wellbeing of the future holiday makers, will support the local biodiversity and enhance the landscape character.

6.21 **Policy SAL.UP4** relates to the existing provision of open space, stating that:

'The sites identified in the Wyre Forest District Open Space, Sport and Recreation Assessment (October 2008) and the Wyre Forest District Playing Pitch Strategy (2012) as indicated on the Policies Map, will be safeguarded from development.'

6.22 As mentioned previously, the golf course itself is designated as an outdoor sports facility. However, the driving range which constitutes the application site is located to the north of the golf course area and does not have this same designation; and therefore is not restricted by this policy. In addition, the proposed holiday accommodation will support the retention and improvement of the sport, health and recreational facilities at the club in accordance with the wider aims of the policy.

6.23 **Policy SAL.UP5** discusses the need to provide opportunities to safeguard local biodiversity and geodiversity and comments in point 2 that:

'Sites designated under national legislation are shown on the Policies Map (Sites of Special Scientific Interest (SSSIs), and National Nature Reserves (NNRs)), and will be protected under the terms of that legislation.

(...)

'Outside the areas designated, the interests of nature and biodiversity conservation must be taken into account, in accordance with national policy'

6.24 **Policy CP14** in the Core Strategy additionally relates to the provision of opportunities for local biodiversity and geodiversity and discusses existing biodiversity sites stating that:

'Biodiversity sites (Site of Special Scientific Interest (SSSI), National Nature Reserve (NNR), Local Nature Reserve (LNR) Special Wildlife Site (SWS)) and species and habitats recognised within the Worcestershire BAP will be safeguarded from development.'

6.25 Despite the fact that there is a Site of Special Scientific Interest located within the golf course, the application site is separated from the designated SSSI woodland by one half of the half course, approximately 500m away from the safeguarded area, with no direct access to it from the proposed site. The site does not fall within any other designated area. Therefore, it is not considered that the proposal will have any significant impact on the local biodiversity, as demonstrated in the Ecological Appraisal submitted within the application. Moreover, there will be beneficial impacts on the biodiversity value of the site through the proposed planting within the site.

6.26 The proposed development in line with **Policies CP02 and SAL.CC7** incorporates SUDS, as can be seen in the FRA and Drainage Strategy submitted with the application.

6.27 **Policy SAL.UP3** discusses Green Infrastructure Networks and requires developments which affect Public Rights of Way to make adequate provision for the continuation of the route. The application site is located next to the public footpath 568(C) but this remains unaffected from the proposal and its route

is not diverted or stopped up from the proposal. Indeed, we see this as an opportunity, as those staying in the lodges can utilise the footpath to obtain safe and easy access into Bewdley.

6.28 **Policy SAL.UP7** speaks about Quality Design and Local Distinctiveness and requires proposals to demonstrate through their accompanying Design and Access Statements that they are of the highest design quality.

6.29 The proposed scheme, in accordance with Policy SAL.UP7, will be spacious and attractively laid out, along with new additional plating in between the lodges and soft landscaping with an increase in trees and bushes, assisting in creating new habitats on the site. The fact that the site is already very well screened combined with the high architectural quality of the proposed lodge caravans that will be clad in either timber or wood-compost materials will result in a proposal that would integrate well within the surrounding area.

7. Summary and Justification for the proposal

- 7.1 As recommended in the latest Golf England reports, golf clubs need to invest in improvements to attract more and different groups of golfers given the declining membership numbers over the last decade or so. To do this, our client proposes to site holiday lodge caravans within the existing driving range to attract visiting golf societies, golfing families, and other groups seeking golf-breaks to thereby attract more visiting green fee payers.
- 7.2 The proposal will generate a new on-going income stream in itself and will help the club meet the demand for luxury self-catering accommodation for groups of people (3+) which is currently not offered by the seven existing clubhouse loft-rooms. The income and increased visitor numbers from the proposed lodges will help the club recover from last year's losses and enable our client to justify the completion of the approved health-club extension to the clubhouse and improve further the club's leisure and golfing tourism capabilities. This would enable the club to become one of the premier golfing holiday facilities in the area.
- 7.3 Therefore, this Design, Access and Planning Statement is in support of an application for change of use of land for the siting of 25 holiday lodge caravans with associated landscaping for the use of golfers. Following the Council's advice the proposed lodges are to be sited at the driving range area which is currently underused and located outside any designated areas.
- 7.4 In terms of planning policy, the proposed lodges comply with the national and local requirements and the proposal is considered to be acceptable for the following reasons:
- Our client wishes to expand the club's facilities, as self-catering luxury accommodation for visiting golfers and their families is not currently offered while there an increasing demand for it and therefore they are missing out on golf society booking and other groups of golfers.
 - The pre-application response we received for the siting of holiday lodges in the driving range was largely positive and the Council's support for any such proposal was also highlighted in our correspondence with the planning officer when discussing the application on the 13th tee.
 - Following the Council's advice on the withdrawn application at the 13th tee we managed to lift the covenant and we are now proposing a revised scheme at the driving range which addresses the comments received in both the pre-application and application stage.
 - The proposed holiday lodges will be located in a sustainable location at a golf course with its own full range of on-site facilities and at the edge of the Market Town of Bewdley. Wharton

Park's location and its existing facilities highlight its prominent position in the wider area and this must be secured and reinforced with the proposed changes in this application.

- The holiday lodges will nurture the sporting tourism and leisure market in the local area, develop the local rural economy by drawing in more staying (golf related) visitors and spending to the area to help create, and sustain jobs.
- In addition, deals and packages for golf, accommodation and other activities which will be offered by our client will encourage more people to play golf. Administering the accommodation this way will allow the Club to maintain an on-going additional income stream which will assist the business case to implement the approved extension to the clubhouse to provide a health and fitness facility that will be an additional benefit to the local community.
- In accordance with paragraph 83 of the NPPF and Policy CP10 of the Local Plan the proposal will enable the retention and development of an accessible community facility, the golf course, improving the quality and diversity of existing tourist facilities and accommodation in the area. The proposal will benefit the local economy without having any adverse impacts on the surrounding area.
- As per our supporting reports, there will be very little impact in terms of the wider landscape value and also on the ecology of the site; therefore the proposal should be supported in relation to both of these aspects. Indeed, we are improving both appearance and biodiversity of the site with the additional proposed landscaping.
- The development of Little Lakes Golf Club sets a precedent for holiday lodge caravans in the area if sites are suitably enclosed and not having any adverse visual impact on the character of the landscape. This proposal will have similar characteristics being completely screened from external views and should therefore be acceptable.

7.5 Therefore, for all these reasons, we trust that the Council will be able to support this proposal.

Appendix I

Previous Pre-application Response

From: [Helen Hawkes](#)
To: [Hyde, Daniel \(GVA\)](#)
Subject: RE: Wharton Park Golf Club - 18/7192/PAE
Date: 16 November 2018 11:35:34
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[Planning Advice Forest smallholdings and dwellings.pdf](#)

Morning Daniel,

Thank you for your pre-application enquiry and I understand that the proposals are for the siting of 32 holiday lodges for golfers, which would be located on the existing driving range and would have their own car parking space with access gained from the existing vehicular access point.

The principle of development appears to be acceptable as it would support the rural economy, provide tourism for other people who want to come from outside of the area to stay and play golf and would in the long term make the golf course more sustainable.

I do question the need for such a high number of holiday lodges though and whether this would be sustainable. The site might actually require a caravan site licence. If that was the case then there are all kinds of requirements regarding spacing between the lodges, cars and lodges, hedges and lodges etc.

The site is not located within the West Midlands Green Belt and therefore is not subject to restrictive policies and it appears that the holiday lodges would only be low in scale and would be well contained within the golf club and sited behind the Running Horse pub, which would help to screen the holiday homes and reduce their impact on views and the character of the open countryside. Notwithstanding this, I have attached the landscape character assessment, which identifies the site for forest smallholdings and dwellings. You will therefore need to submit a Landscape and Visual Impact Assessment with any formal application to demonstrate that the proposed development would not have a detrimental impact on the surrounding landscape.

The Arboricultural Officer has advised that only a small number of trees would need to be removed to facilitate the access into the site and that he raises no objection to this.

The Countryside Manager has advised that you will need a robust Ecological Survey, as there are potential impacts on botanical interest; bats using the hedge lines and trees, both roost, commute and forage; Damage to connectivity within the countryside (The site lies between two SSSI); Impact on dormice; Amphibians and reptiles will also need consideration as the site a network of pools. Also, the effects of lighting and disturbance will also need to be investigated.

The Lead Local Flood Authority / North Worcestershire Water Management Officer has advised the following:

I understand that the application will be classed as a major application. The Lead Local Flood Authority is the statutory consultee on all major planning applications for surface water management and my team, North Worcestershire Water Management, fulfils this role in North Worcestershire on behalf of Worcestershire County Council. We are required to ensure that appropriate SuDS are provided for the management of run-off, unless it is demonstrated inappropriate, and that the proposed scheme is in compliance with the non statutory technical standards for SuDS (Defra, 2015). As such I request that a future application will be accompanied by a surface water drainage strategy that sets out how the development, including all hardstanding areas, will be drained and what criteria will be used for the design. The drainage strategy needs to include sufficient details to show compliance with the non statutory technical standards for SuDS (Defra, 2015) and to demonstrate the deliverability of the scheme. A detailed drainage design can then be conditioned.

I note that the applicant in the pre-application documents has advised that a Flood Risk Assessment will be submitted with the future application. To my knowledge the site itself is not at risk of flooding from any source. National modelling has however established that there is a high risk of surface water flooding in the vicinity of the site (see <https://flood-warning-information.service.gov.uk/long-term-flood-risk>) and I know that properties immediately downstream did experience internal flooding in the past (2007, 2012). The proposed development will increase the impermeable area in the catchment. To not exacerbate flooding it is important that the proposal includes adequate ways to deal with additional surface water runoff generated by the development. I note that a SuDS feature has been included in the indicative master plan. I welcome the provision of a SuDS feature, as this will provide both water quantity and water quality benefits. It is my understanding from an earlier development on this site that the ground conditions are believed to be unsuitable for infiltration drainage. This means that in line with the non statutory technical standards for SuDS on site attenuation storage will need to be

provided to limit discharge into existing drainage systems to Greenfield levels for rain events up to the 1 in 100 year plus an allowance for climate change. For climate change allowances the Council follows the latest guidance provided by the Environment Agency. The treatment of runoff is extra important as the site falls within the catchment of the Dowles Brook, which forms part of the Wyre Forest SSSI.

As a foul sewer is present in Long Bank I would expect that the proposed development will discharge all its foul water to the main sewer system. This will require Severn Trent's approval. A non mains drainage solution would only be considered if discharge to a sewer is not possible. If a non mains drainage system is envisaged, then I would ask that the applicant completes the non mains drainage form that can be found here <https://www.gov.uk/government/publications/foul-drainage-assessment-form-fda1>, and submits this as part of this application.

The Highways Authority – Have not raised any concerns to the proposals verbally but I will try and get something in writing from them and I will forward this onto you.

Please let me know if you require any further information before submitting a formal planning application.

Kind Regards,

Helen Hawkes

Helen Hawkes

Principal Development Management Officer
Wyre Forest District Council
01562732517
Wyre Forest House, Finepoint Way, Kidderminster, Worcestershire, DY11 7WF
Helen.Hawkes@wyreforestdc.gov.uk

Have you seen our free online magazine for residents, WyredIn? [Sign-up to receive it.](#)

Keep up to date with the latest news, jobs and events



Visit the Wyre Forest District Council [website](#)



Find Wyre Forest District Council on [Facebook](#)



Follow Wyre Forest District Council on [Twitter](#)



Please don't print this email unless you need to.

From: Hyde, Daniel (GVA) [mailto:Daniel.Hyde@gva.co.uk]
Sent: 14 November 2018 13:03
To: Helen Hawkes
Subject: Wharton Park Golf Club - 18/7192/PAE

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Good afternoon Helen,

I understand that you are handling our pre-application enquiry for Wharton Park Golf Club, which was registered with you on 31st October with a target response date of 28th November.

I just wanted to have a quick catch up/update with regards to the progress of this, whether you have had the opportunity to review what we have submitted and if there has been any progress in terms of consultee responses.

We would also be keen to arrange a meeting on site to discuss the proposal further with you, at a convenient time.

I look forward to hearing from you.

Kind regards

Dan

Daniel Hyde
Planner - Retail, Hotels & Leisure

GVA

T +44 (0)207 911 2311

M +44 (0)7879602741

daniel.hyde@gva.co.uk | www.gva.co.uk

65 Gresham Street, London, EC2V 7NQ



GVA is a trading name of GVA Grimley Limited, a limited company registered in England and Wales with registered number 06382509. Our registered office is at 3 Brindleyplace, Birmingham B1 2JB. GVA Grimley Limited is authorised and regulated by RICS.

This message is intended solely for the addressee and may contain confidential information. If you have received this message in error, please send it back to us, and immediately and permanently delete it. Do not use, copy or disclose the information contained in this message or in any attachment.

By responding to this email or emailing an employee of GVA, your name and contact information may be collected, retained, and processed by GVA for its internal business purposes. Should you wish that this information not be collected, please contact the sender of this email. For information about how we process data and monitor communications please see our [Privacy Policy](#).

Any files attached to this email will have been checked by us with virus detection software before transmission. You should carry out your own virus checks before opening any attachment. We accept no liability for any loss or damage of any kind which may be caused by software viruses.

These details do not constitute an electronic signature. Wyre Forest District Council does not accept service of documents by email. This communication and any attachment may contain confidential and privileged information. If the email has been sent to you in error you may not disclose its content to anyone else or copy or forward it in any form. Please notify the sender about this error and delete this email. No employee or agent is authorised to conclude any binding agreement on behalf of Wyre Forest District Council with another party by email.

Contact Details

Enquiries

Michaela Kekerri RIBA AssocRTPI

0207 911 2272

Michaela.kekerri@avisonyoung.com

Visit us online

avisonyoung.co.uk