



KIRKLEES COUNCIL

COMPARISON OF EXISTING AND FUTURE SPORTS PROVISION: BRADLEY PARK

REPORT: MARCH 2017

Integrity, Innovation, Inspiration

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| Final draft report | Clare MacLeod | 05.03.17 |
| Quality control | John Eady | 06.03.17 |
| Final Report | Clare MacLeod / John Eady | 21.03.17 |
| Final approval | | |

KIRKLEES COUNCIL BRADLEY PARK GOLF ASSESSMENT

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KIRKLEES GOLF PROVISION IN KIRKLEES AND WIDER AREAS

EXECUTIVE SUMMARY

This report considers whether it can be demonstrated that development for alternative sports and recreational provision will clearly outweigh the loss of golf facilities at Bradley Park, in accordance with the requirements set out in the National Planning Policy Framework. The main elements to this commission are, thus to:

- ◀ Consider the context and background.
- ◀ Review the golf evidence.
- ◀ Provide options for sport provision on Bradley Park and in North Huddersfield.
- ◀ Compare golf and alternative sports and recreation provision.

The delivery of over 2,000 homes at Bradley Park will make a major contribution to achieving sustainable growth in Kirklees. It is of strategic significance to Huddersfield, the district of Kirklees and the Leeds City Region. Kirklees Council is under significant financial pressure but it recognises the importance of health and wellbeing and the impact that sport and physical activity can make to its citizens.

Participation in sport and physical activity is lower in Kirklees than regional and national averages and its nearest 'statistical neighbours'. Options for sport and recreation facilities for Bradley Park are built into the preferred master plan of the site and include 32.4 ha of public open space provision (47% of the total site area) with a central pedestrian and cycling spine of 3.8km in total length. This provides an opportunity for a walking and running circuit that will link up the three main areas of open space, thus providing a 5km in total length running and walking circuit in a figure of 8 layout for the circuit, enabling shorter distance circuits.

In addition, there will be two full-sized +3G pitches, two adjoining adult size pitches (which would also facilitate use for cricket) and two junior size pitches next to the school.

Kirklees Active Leisure (KAL) identifies that Bradley Park Golf Course has c.190 members, but a throughput close to 50,000 rounds per annum. Analysis of member data indicates that 70% reside in Kirklees; a statistic which differs from the 65% of members who reside within 20 minutes' drive time of Bradley Park Golf Club. Only 7.6% of its members live within a one mile radial catchment of 3G pitches Bradley Park, suggesting a heavy reliance on car travel.

There are three golf courses within 10 minutes' drive time and a further 12 within 20 minutes' drive time (Sport England's standard for accessing facilities). Many of these offer some of, or a similar range of activities to, those available at Bradley Park. There is on average, more golf holes per 1,000 population within Kirklees on 18 hole courses, than the regional and national averages; this will remain so, should Bradley Park be taken out of commission.

The report draws together the findings of the Golf Needs Assessment plus more recent engagement with golf course operators. Most other courses within 20 minutes' drive time of Bradley Park Golf Course have capacity and are keen to recruit new members.

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The level provision of golf is more than sufficient to meet both current and future demand. In addition, the golf facilities that will remain within the 20 minute drive time catchment have more than sufficient capacity to meet the needs of and demand from people in all the various market segments that apply. As a consequence, it is confirmed that Bradley Park can be deemed to be surplus to requirements.

The findings in this report suggest that (not including Bradley Park) there is spare capacity reflected by the active recruitment being delivered at most other courses within 20 minutes' drive time of Bradley Park Golf Course.

The current stock of training and match facilities in Kirklees for both football and rugby league is of generally poor quality. There is an identified shortfall of nine 3G pitches; this includes a shortfall of two 3G pitches in the Huddersfield analysis area and a further three pitches across the two analysis areas of Spennings and Batley and Dewsbury and Mirfield.

Estimated participation in golf in Kirklees has dropped by over one third since APS began (taking account of adult participation). Estimated participation in football in Kirklees has dropped by approximately 7% in over the same time period. The majority (if not all) of those who play golf travel by car to access facilities, with 30% of members at Bradley Park living outside the Borough of Kirklees. There is capacity in all other golf facilities located within 20 minutes' drive time of Bradley Park Golf Club (apart from Huddersfield Golf Club).

A high quality new 3G pitch is conservatively modelled to accommodate 35,000 participation opportunities, of which 10% would be expected to be girls and women and a quarter adults. Current golf participation at Bradley Park is estimated at c.50,000 although membership is capped at 200, of which 12% are under 16 and 8% are women. The potential for increasing participation in girls and women is therefore, significantly enhanced at a high quality 3G pitch.

There is also the opportunity to extend the reach of high quality informal recreation, including walking, jogging and cycling which, are generally undertaken by different and more social groups. These developments have the potential to make a key contribution to addressing the health and deprivation issues experienced in Kirklees,

The conclusion of this report is that the re-development of Bradley Park including alternative sports provision, mainly using pitch sports as the alternative clearly outweighs the loss of golf at Bradley Park. In addition, and less easy to quantify, is the participation opportunity presented by the open space and walking and cycling routes which are detailed in the Preferred Master Plan for the site. It is likely that these will also lead to some level of increase in the number of people being active in their everyday lives and thus also help to drive up physical activity rates in Kirklees.

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GOLF PROVISION IN KIRKLEES AND WIDER AREAS

SECTION 1: INTRODUCTION

This report by Knight, Kavanagh & Page (KKP) compares the need for, and use of, existing golf facilities with the need for and use of other sporting facilities around Bradley Park and in the wider North Huddersfield area. It also critically examines the data presented by Sport England and England Golf in the representation on the Public Draft Local Plan objecting to housing development on Bradley Park Golf Course, Huddersfield.

This report considers whether it can be demonstrated that development of the land including alternative sports and recreational provision will clearly outweigh the loss of golf facilities at Bradley Park, in accordance with the requirements set out in the National Planning Policy Framework. The main elements to this commission are, thus to:

- ◀ Consider the context and background.
- ◀ Review the golf evidence.
- ◀ Provide options for sport provision on Bradley Park and in North Huddersfield.
- ◀ Compare golf and alternative sport and recreation provision.

1.1 Kirklees Council Corporate Plan 2016/17

Kirklees Council is under severe financial pressure, and is making changes to how it operates which, it understands, will have impacts upon the people and communities of Kirklees. The cut in its main grant from Government over the next four years is £52m; equivalent to the entire combined budget for libraries, children's centres, youth work, refuse collection and disposal, sports and physical activity and day to day spending on street cleaning and highways.

Its vision for its residents and communities is clear in that it wants Kirklees to be a district which combines a strong, sustainable economy with a great quality of life; leading to thriving communities, growing businesses, high prosperity and low inequality where people enjoy better health throughout their lives

1.1.2 Kirklees Local Plan

The overarching priority for the Council's Local Plan is to deliver long term sustainable growth, ensuring that it positively takes into account the three pillars of sustainable development – economic, environmental and social. The Publication Draft Local Plan recognises that in order to do this, its vision and objectives should be drawn from the Kirklees Economic Strategy and the Joint Health and Well-being Strategy to reflect how ambitions for personal prosperity and health, together with ambitions for jobs and business growth effect how the Council should plan for new development

Bradley Park development.

Land at Bradley forms a major strategic urban extension for housing in the Publication Draft Local Plan for Kirklees. It lies to the north of Bradley Road, to the north of Huddersfield immediately south of the M62 Motorway. The urban extension in this location includes two adjacent Local Plan allocations totalling 78 hectares including Bradley Park Golf Course and an adjoining smaller area of agricultural land to the west. The majority of the overall site (the golf course) is within Council ownership (66 hectares).

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The delivery of over 2,000 homes at Bradley would make a major contribution to achieving sustainable growth. This scale of development would represent more than a year's supply of the total draft Local Plan housing requirements. It is therefore of strategic significance to Huddersfield, the district of Kirklees and the Leeds City Region.

In addition to the housing, the preferred master plan for the Bradley Park site involves the following sports and recreation provision:

Open space provision

- ◀ 32.4 ha of public open space.
- ◀ This is 47% of the total site area (68.4 ha).

In addition, the emphasis on low traffic and informal open space in the concept approach serves to encourage play/use of the streets

Sports facilities

The preferred master plan approach includes two full sized 3G pitches, two adjoining adult size pitches (which would also facilitate use for cricket) and two junior size pitches which would be accommodated on this site next to the proposed school which would also be accommodated on this site.

Pedestrian and cycling routes

The preferred master plan approach includes a central pedestrian and cycling spine with linking spurs - 3.8km in total length (therefore providing a 3.8km cycling and walking route). These on-site routes would link in to the wider "Proposed Core Walking, Cycling and Riding Network" identified on the Publication Draft Kirklees Local Plan Policies Map.

Potential walking and running circuit

The high level of open space provision and its position (including a linear central park) provides an opportunity to provide a walking and running circuit that would link up the three main areas of open space. The preferred master plan approach could:

- ◀ Provide a 5km in total length running and walking circuit
- ◀ Support a figure of 8 layout for the circuit, enabling shorter distance circuits.

Such a facility could provide a park run circuit, a junior park run circuit, a family cycling circuit and a school cross country circuit for local, regional and national events.

Evidence in the sections that follow is taken from a range of sources, including the Golf Needs Assessment for Kirklees (2015), England Golf and consultation with a range of courses.

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SECTION 2: GOLF FACILITIES – SUPPLY, NEED AND DEMAND

2.1: SUPPLY

2.1.2 Golf facilities in Kirklees

Figure 2.1 Golf courses in Kirklees

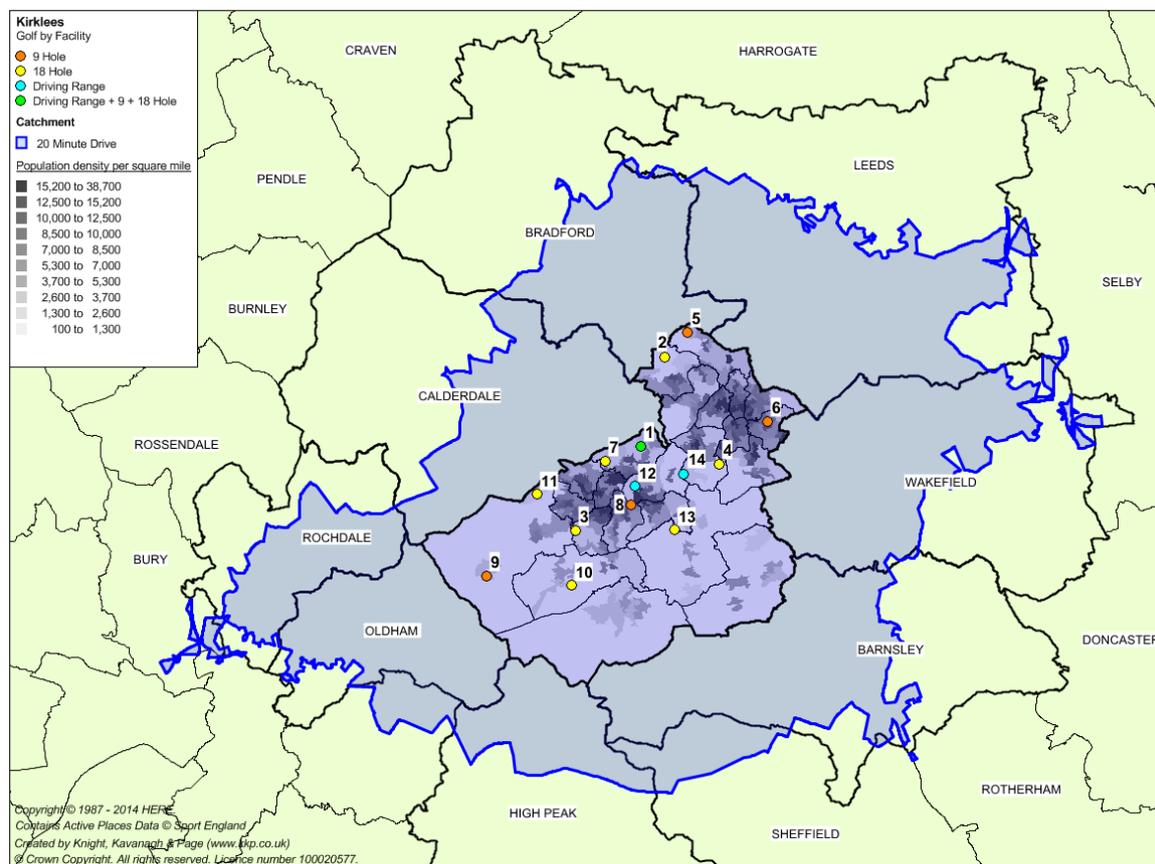


Table 2.1 Golf courses in Kirklees

| Map ID | Site name | Facility | Tenure |
|--------|----------------------------------|-----------------------------|--------------|
| 1 | Bradley Park Golf Club | Driving Range, 9 & 18 holes | Pay & play |
| 2 | Cleckheaton & District Golf Club | 18 Hole | Members club |
| 3 | Crosland Heath Golf Club | 18 Hole | Members club |
| 4 | Dewsbury & District Golf Club | 18 Hole | Members club |
| 5 | East Bierley Golf Club | 9 Hole | Members club |
| 6 | Hanging Heaton Golf Club | 9 Hole | Members club |
| 7 | Huddersfield Golf Club | 18 Hole | Members club |
| 8 | Longley Park Golf Club | 9 Hole | Members club |
| 9 | Marsden Golf Club | 9 Hole | Members club |
| 10 | Meltham Golf Club | 18 Hole | Members club |
| 11 | Outlane Golf Club | 18 Hole | Members club |
| 12 | Stadium Golf (closed Nov 2016) | Golf driving range | Pay & play, |
| 13 | Woodsome Hall Golf Club | 18 Hole | Members club |

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Twelve golfing facilities are identified in Kirklees. In addition to this there is a 10 bay driving range situated at Hopton Horse Driving Centre; located approximately 10 minutes' drive from Bradley Park to the South East. Stadium Park ceased operating in November 2016.

Catchment areas

Catchment areas for different types of sports provision provide a tool for identifying areas currently not served by existing indoor sports facilities. It is recognised that catchment areas vary from person to person, day to day, hour to hour. This problem has been overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (and is a model used by Sport England). This concept is also accepted and used by England Golf, for example, as used by its marketing consultants, LCMB.

Table 2.2: Facility catchment areas

| Facility type | Identified catchment area by urban/rural |
|----------------|--|
| Sport halls | 20 minute walk/ 20 minute drive |
| Swimming pools | 20 minute walk/ 20 minute drive |
| Golf courses | 20 minute drive |

Bradley Park comparison with other golf courses within 20 minutes' drive time

As noted above, Bradley Park Golf Club is situated north west of Huddersfield. It is just off the M62 and is close to Huddersfield, Halifax and Brighouse. The course was opened in 1977. It offers:

- ✦ A traditional championship standard 18 hole course.
- ✦ 9 hole Par 3 course (adapted for footgolf after 3pm each day).
- ✦ Practice facilities.
- ✦ Floodlit driving range.

As identified below, all of the activities offered at Bradley Park Golf Club can be found at a range of other golf courses and facilities within 20 minutes' drive time of it. There are two golf facilities located within 10 minutes' drive-time and a further 12 golf facilities within 20 minutes' drive-time of Bradley Park Golf Club. The two closest (which are within a 10 minute drive time) are, in order of adjacency.

- ✦ Huddersfield Golf Club (6,500 yard championship course).
- ✦ Willow Valley Golf & Country Club.

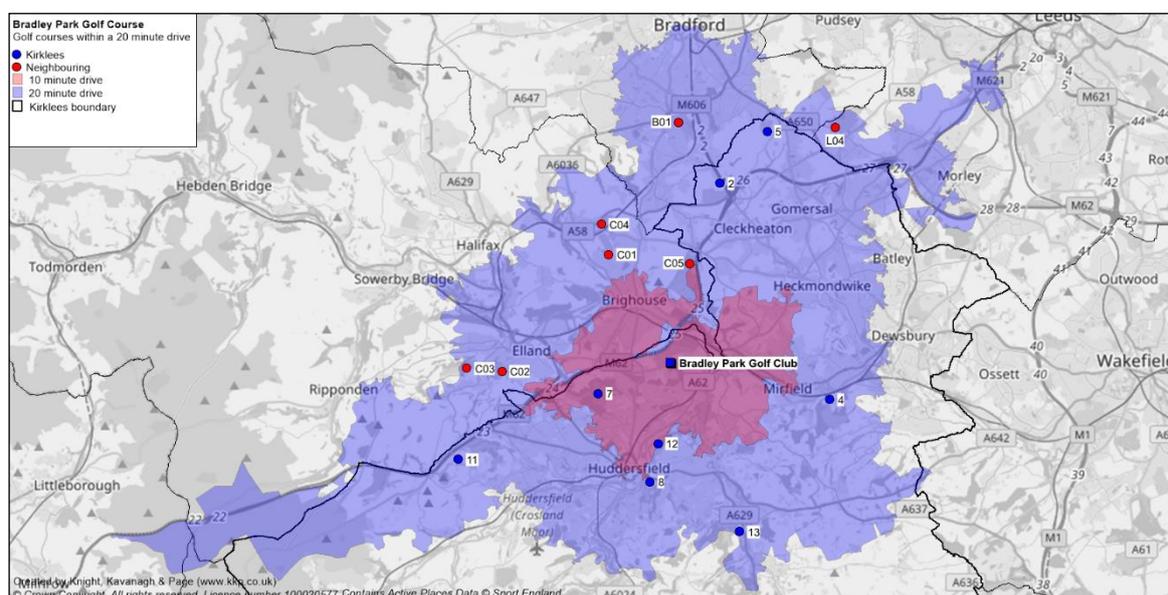
Table: 2.3: Golf courses within 20 minutes' drive of Bradley Park Golf Course

| ID | Course/club | Local authority | Key facilities |
|----|------------------------|-----------------|---|
| 1 | Bradley Park | Kirklees | 1 x 18 hole course, 1x 9 hole and a driving range, Clubhouse |
| 2 | Cleckheaton & District | Kirklees | 18-hole parkland course; large clubhouse, recent improvements – new tees, improved paths and increased bunkers. |

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| ID | Site | Local authority | Key facilities |
|-----|-----------------------------------|-----------------|---|
| 4 | Dewsbury & District | Kirklees | 18-hole golf course and clubhouse. |
| 5 | East Brierley | Kirklees | 9-hole course with a par of 68, comprises part parkland and part moor land. Single story club house. |
| 7 | Huddersfield | Kirklees | 18-hole course practice ground and large club house |
| 8 | Longley Par | Kirklees | 9-hole course with a single story club house. |
| 11 | Outlane | Kirklees | 18-hole course with a par of 69. Practice ground and large club house |
| 12 | Stadium Golf | Kirklees | 30 bay driving range, all weather practice putting green and short game area –closed in Nov 2016 |
| 13 | Woodsome Hall | Kirklees | 18-hole course with hotel attached |
| B01 | South Bradford | Bradford | 18-holes which totals with par 70 and a practice ground. Large club house. |
| C01 | Crow Nest Park Golf Club Ltd | Calderdale | 9-hole course with a par 70. Greens built to U.S.G.A standards and a small driving range. Large clubhouse which overlooks the 18th hole. |
| C02 | Elland | Calderdale | 18-hole golf course with large club house. |
| C03 | Halifax Bradley Hall | Calderdale | 18-hole course with 75 yards and 100 yards practice course, practice putting green and a warm up practice net adjacent to the first tee. |
| C04 | Lightcliffe Golf Club | Calderdale | 9-hole course. |
| C05 | Willow Valley Golf & Country Club | Calderdale | 2 x 18-hole courses. 1x 9 hole course, two spare holes, 24 bay floodlit driving range, academy area (three short holes to practice pitching), chipping and putting, footgolf. |
| L04 | The Manor GC | Leeds | 18-hole championship golf course and club house which can be used for wedding and conference facilities. |

Figure 2.3: Golf courses within 20 minutes' drive of Bradley Park Golf Course



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The two sites within 10 minutes' drive-time of Bradley Park offer the following mix of activities and facilities:

- ◀ *Huddersfield Golf Club (ID – 7)* – 18 hole championship golf course (with greens to USGA standard), clubhouse, Professional, two practice areas (long and short), chipping and pitching area, bunker area, putting green and an indoor teaching space.
- ◀ *Willow Valley Park Golf Club (ID – CO5)* - 2 x 18-hole courses. 1x 9 hole course (with six par 3 holes and three par 4 holes), two spare holes, 24 bay floodlit driving range, an academy area with three short holes to practice pitching, chipping and putting, footgolf.

Willow Valley Golf & Country Club in particular makes a very similar offer including a floodlit driving range and footgolf. There is also Huddersfield Golf Club and Hopton Horse Driving Range with 10 bays.

Just outside the 10 minute drive time (and well within the 20 minute drive time identified above) are Longley Park, Dewsbury and District and Elland Road, Crows Nest and Lightcliffe golf clubs. These also offer a range of facilities including 18 hole courses, 9 hole courses, practice areas, different membership options and instruction opportunity.

2.1.3 Driving ranges

With specific regard to driving ranges the following information is available:

- ◀ The driving range at Bradley Park is quite small (14 bays).
- ◀ Driving ranges are also located at Willow Valley (24 bays), Hopton Horse Centre (10 bays) and Crows Nest (8 bays).

The range at Willow Valley Golf & Country Club is within 10 minutes' drive time of Bradley Park, whilst Hopton Horse Centre and Crows Nest are within 20 minutes' drive time. It should also be noted that golfers are not bound by or necessarily aware of local authority administrative boundaries.

2.1.4 Supply of golf holes set against population

In order to ascertain the level of supply of golf facilities within 20 minutes' drive time of Bradley Park, the supply of holes was analysed and set against national and regional averages to help gauge 'standards' This section considers standard golf courses, Par 3 golf courses and the number of golf driving bays per head of population. A number of courses are described as 'under construction' and have been excluded from the analysis. These can be found in Appendix 3.

Table 2.4 indicates 0.59 holes per 000 population in England, with the regional average being very similar at 0.61 per 000. Within 20 minutes' drive time of Bradley Park Golf Club there are currently 0.83 holes per 000 which will reduce to 0.77 per 000, should Bradley Park close. This is above the national and regional averages.

With regard to the number of holes available on par 3 courses, Table 2.5 indicates that there are currently 0.05 holes per 000 in England. The current supply of golf holes on a Par 3 course within 20 minutes' drive time of Bradley Park Golf Course is currently the same as the national average. This will reduce to 0.02, which is below the regional (0.03) and national (0.05) averages per 000 population, should Bradley Park be closed.

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Table 2.4: Standard golf course holes¹

| Area | Holes | Population | Holes/000 |
|---|---------------|-------------------|-------------|
| <i>Kirklees</i> | <i>180</i> | <i>434,321</i> | <i>0.41</i> |
| Bradford | 270 | 531,176 | 0.51 |
| Calderdale | 153 | 208,402 | 0.73 |
| Leeds | 504 | 774,060 | 0.65 |
| Wakefield | 171 | 333,759 | 0.51 |
| West Yorkshire | 1,278 | 2,281,718 | 0.56 |
| <i>Within 20 minutes of BPGC</i> | <i>243</i> | <i>293,651</i> | <i>0.83</i> |
| <i>Within 20 minutes of BPGC (Excluding BPGC)</i> | <i>225</i> | <i>293,651</i> | <i>0.77</i> |
| Yorkshire and the Humber | 3,297 | 5,390,576 | 0.61 |
| England | 32,142 | 54,786,327 | 0.59 |

Table 2.5: Par 3 golf course holes

| Area | Holes | Population | Holes/000 |
|---|--------------|-------------------|-------------|
| <i>Kirklees</i> | <i>9</i> | <i>434,321</i> | <i>0.02</i> |
| Bradford | 0 | 531,176 | 0 |
| Calderdale | 0 | 208,402 | 0 |
| Leeds | 27 | 774,060 | 0.03 |
| Wakefield | 9 | 333,759 | 0.03 |
| West Yorkshire | 45 | 2,281,718 | 0.02 |
| <i>Within 20 minutes of BPGC</i> | <i>15</i> | <i>293,651</i> | <i>0.05</i> |
| <i>Within 20 minutes of BPGC (Excluding BPGC)</i> | <i>6</i> | <i>293,651</i> | <i>0.02</i> |
| Yorkshire and the Humber | 168 | 5,390,576 | 0.03 |
| England | 2,490 | 54,786,327 | 0.05 |

Table 2.6: Driving range bays

| Area | Bays | Population | Bays/000 |
|---|---------------|-------------------|-------------|
| <i>Kirklees</i> | <i>44</i> | <i>434,321</i> | <i>0.10</i> |
| Bradford | 60 | 531,176 | 0.11 |
| Calderdale | 22 | 208,402 | 0.11 |
| Leeds | 100 | 774,060 | 0.13 |
| Wakefield | 68 | 333,759 | 0.20 |
| West Yorkshire | 294 | 2,281,718 | 0.13 |
| <i>Within 20 minutes of BPGC</i> | <i>86</i> | <i>293,651</i> | <i>0.29</i> |
| <i>Within 20 minutes of BPGC (Excluding BPGC)</i> | <i>72</i> | <i>293,651</i> | <i>0.25</i> |
| Yorkshire and the Humber | 948 | 5,390,576 | 0.18 |
| England | 12,066 | 54,786,327 | 0.22 |

¹ All populations based on MYE 2015 estimates (ONS).
Golf facilities data from Active Places Power, 10/03/2017

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Table 2.6 indicates that there are currently 0.29 driving bay ranges within 20 minutes' drive time of Bradley Park. Should Bradley Park close, this will reduce to 0.25 per 000 population, which is still greater than the national (0.22 per 000) and regional (0.18 per 000) averages.

2.1.5 Summary of supply

- ◀ There are 13 golf facilities in Kirklees offering a range of 18 hole, 9 hole and driving range facilities.
- ◀ A 20 minute drive time is a preferable indication of how far most people will travel to a sporting facility. This is recognised by both Sport England and England Golf
- ◀ There are 12 golf facilities within 20 minutes' drive time of Bradley Park Golf Club, again offering a range of 18 hole, 9 hole and driving range facilities
- ◀ Overall there is a wide range of golf facilities of all standards and types, both within Kirklees and within 20 minute drive time of Bradley Park Golf Course.
- ◀ Within a 20 minute drive time of Bradley Park Golf Club there is relative provision (compared to national and regional provision) of:
 - ◀ More 18 holes per 000 population both with Bradley Park and without it, than nationally and regionally
 - ◀ More 9 holes per 000 population currently with Bradley Park, but this will reduce to less nationally and regionally (marginally on the regional provision, should Bradley Park become unavailable.).
 - ◀ More driving range bays per 000 population than regionally or nationally both with and without Bradley Park.

Accessibility to all types of golf provision, within the 20 minutes' drive time catchment is not considered to be an issue

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2.2 DEMAND FOR GOLF

2.2.1 Golfing experience

Golf market segmentation work recognises that people access and play golf for different reasons and do not necessarily play at the course closest to themselves, nor do they take account of administrative borders. A range of factors affect why different people choose different golf courses including, for example;

- ◀ Course quality.
- ◀ Customer experience 'off the green' as well as on.
- ◀ Location of a club that is easy to get to.
- ◀ Membership options and cost.
- ◀ Likelihood of meeting likeminded people- shared values.
- ◀ Environment friendly (informal or more traditional) with good social facilities.
- ◀ A good clubhouse.

It is not uncommon for many golfers to drive past one facility to another, if it is considered to offer more of the relevant requirements for the specific golfer and is within a price range.

Quality and course ranking in golf is very subjective. One person's favourite can be another's least favourite and so on. Within Kirklees a range of different courses offer 18 and 9 holes and a selection of practice facilities at a variety of prices. All offer food and beverages, again at different times some via franchises and other through in-house operations.

The Kirklees community has the opportunity to access golf at different venues and based upon an assortment of membership options and pricing structures. There are also many opportunities for 'nomadic golfers' who choose to play the sport but not to join a club. This offer, thus, extends outside of Kirklees with at least six clubs located within 20 minutes' drive of Bradley Park, but outside the Kirklees administrative area.

A key feature of Golf England's segmentation statement is that Bradley Park Golf Course offers a wide range of facilities, including a driving range and Par 3 course in addition to the standard 18-hole course; this combination makes it stand out from the other 11 affiliated facilities within the Authority. It does, however, as already identified offer similar a range of opportunities and share some common characteristics with Willow Valley Golf & Country Club, located in Calderdale. Opened in 1993 it comprises:

- ◀ A good quality 18-hole course aimed at experienced players (water features on 11 holes and host to the Yorkshire PGA Championship between 2001 and 2013).
- ◀ The 18-hole Pine Valley Course, measuring 5,154 yards aimed at players of more modest abilities and at a lower price point.
- ◀ The 9-hole Fountain Ridge Course with six par 3 holes and three par 4 holes, aimed at those sufficiently proficient to play the Willow Course or who have less time to spare;
- ◀ Two spare holes.
- ◀ A 24 bay floodlit driving range.
- ◀ An academy area with three short holes to practice pitching, chipping and putting.
- ◀ Footgolf.

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Full unlimited use of all the courses costs £900 per year (gold package). This is significantly more than the £520 season ticket for Bradley Park. However, the golf offer is more comprehensive. Golfers can take a silver membership for £600 per year which allows unlimited play on the Pine Valley and Fountain Ridge courses, the only limitation being that play is not permitted on the Pine Valley course until after 14.00 on summer weekends and after 10.00 in the winter. This package might, arguably, appeal to a substantial proportion of the golfers who play at Bradley Park, and in particular senior members who tend to play in the mornings during the week.

Of particular interest is the fact that Willow Park Golf & Country Club is a proprietary golf venue and thus profit-driven. It is keen to attract as much golf custom as possible and is looking to cater for golfers across the spectrum

2.2.2 Segmentation

England Golf has undertaken research to create market segmentation specific to its sport. This has set out nine defined market segments, each with clearly identified behaviours, motivations and barriers that affect propensity to participate in the sport.

Golf England's report; prepared by LCMB Building Performance Ltd identifies that Bradley Park has a broad appeal to all golfing segments. Whilst there are numerous golf venues within the surrounding catchment, most offer a traditional 18-hole experience and therefore offer limited opportunity for more independent segments. Market segmentation, undertaken by LCMB, identifies 24% of adults (a total of c. 9.6 million people in England) as potential players. This comprises 9% current, 8% lapsed and 7% latent players.

This research set out nine defined market segments and clearly identified behaviours, motivations and barriers within each of them. When assessing a club, local authority area or county, the LCMB mapping report identifies the total number of existing and potential golfers within a 20 minute catchment. This calculation includes all current, lapsed and latent golf participants (the full 24%). Its nine segments are described as follows:

1. Casual/relaxed members
2. Older traditionalists
3. Young family members
4. Younger fanatics
5. Young actives
6. Late enthusiasts
7. Occasional/time pressed players
8. Social couples
9. Casual fun

Each segment has different characteristics and wants something different from the game of golf. LCMB indicates that the mapping tool does not provide all the answers, but does help to establish a more informed view. The dominant golfing segment profile within 20 minute drive time of Bradley Park Golf Course and the surrounding area are as follows:

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Table 2.7: LCMB membership data

| Segment Number and Name | Average number of people per affiliated facility (within 20 minute drive time*) | | |
|----------------------------|---|-----------------|-----------|
| | Club/facility | Local Authority | County |
| | Bradley Park GC | Kirklees | Yorkshire |
| 3: Young Family Members | 9,152 | 5,823 | 3,028 |
| 1: Casual Relaxed Members | 8,705 | 5,593 | 2,948 |
| 7: Occasional Time Pressed | 8,682 | 5,551 | 2,916 |
| 5: Young Actives | 8,317 | 5,340 | 2,823 |
| 8: Social Couples | 7,696 | 4,969 | 2,643 |
| 4: Younger Fanatics | 7,464 | 4,822 | 2,618 |
| 6: Late Enthusiasts | 7,343 | 4,747 | 2,562 |
| 2: Older Traditionalists | 7,184 | 4,631 | 2,490 |
| 9: Casual Fun | 6,904 | 4,506 | 2,502 |

*Figures represent the number of people within each market segment, within a 20 minute drive time of each facility. It is averaged to ensure no double counting and is, therefore, at its most accurate at club level.

Segmentation is categorised in Table 2.8. As identified above, choosing to play a form of golf or accessing different golfing facilities is not an exact science. Table 2.8 offers an indicative assessment of the types of facilities on offer to different market segments at facilities both within the 20 minute drive time of a golf facility and those in the wider Kirklees area.

It is clearly noted that the different golfing experience offered at Bradley Park Golf Club are available at other courses (albeit, not all of them always at the same site). This, perhaps, suggests that should Bradley Park close, there should/could be a multi-site solution for golf, dependent upon the needs of the individual golfers.

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Table 2.8: Market segments and characteristics (LCMB)

| Market segment | Characteristics | Bradley Park | Willow Valley | Cleckheaton and District Golf Club | Dewsbury and District GC | East Brierly GC | Huddersfield Golf club | Longley Park GC | Outlane GC | Woodsome Hall GC | South Bradford GC | Crow Nest Park Golf Club Ltd | Elland GC | Halifax Bradley Hall GC | Lightcliffe Golf Club | The Manor GC |
|-------------------------|---|--------------|---------------|------------------------------------|--------------------------|-----------------|------------------------|-----------------|------------|------------------|-------------------|------------------------------|-----------|-------------------------|-----------------------|--------------|
| Young family members | Play golf all year; prefer 18 and 9 holes, driving range and other forms of golf. Enjoys the social element of golf. Different types of membership are important to this group | ✓ | ✓ | ✓ | X | ✓ | X | ✓ | ✓ | X | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Casual relaxed members | Prefer 18 holes, 9 holes and driving range Average age 45 of which 67% are men; 90% are already members of a golf club; No handicap requirement Want: fun friendly and informal facilities. (A covered driving range will help). | ✓ | ✓ | ✓ | ✓ | ✓ | X | ✓ | ✓ | X | ✓ | ✓ | ✓ | ✓ | X | ✓ |
| Occasional time pressed | Average age 43 of which 84% are male. Play infrequently but predominantly in the summer. Usually play for less than 3 hours. Access to shorter courses, pitch and putt and non-traditional forms of golf. | ✓ | ✓ | X | X | X | X | ✓ | ✓ | X | ✓ | ✓ | ✓ | X | X | X |
| Young actives | Play golf infrequently and mainly in summer. Average age 38 of which 26% female and 20% are non-white. Cost and time pressures mean they want to access shorter forms of the game. | ✓ | ✓ | X | X | ✓ | X | ✓ | ✓ | X | ✓ | X | ✓ | ✓ | X | X |
| Social couples | Do not play golf very often; prefer the driving range and pitch and putt. Average age 47; more than a third (47%) women. Focused on the social element of the game. | ✓ | ✓ | X | X | X | X | X | X | X | X | X | ✓ | X | X | X |
| Younger Fanatics | Take golf very seriously and play all year round Average age is 31 with 74% being male. They play with a range of partners and want access to good 18 hole, 9 hole and par 3 courses as well as driving ranges. Competitions are particularly important to them. | ✓ | ✓ | ✓ | ✓ | X | ✓ | X | X | ✓ | X | X | X | ✓ | ✓ | ✓ |
| Late Enthusiasts | Average age is 51 and consists of 84% men. Only 1% are members of a golf club. They are more likely to play off peak and during the week. Cost and time pressures are high in terms of barriers – they want affordable flexible membership options. Also want a covered driving range | ✓ | ✓ | X | X | ✓ | X | ✓ | ✓ | X | ✓ | ✓ | X | X | X | ✓ |
| Older Traditionalists | Like 18 holes followed by practice on the driving range. | ✓ | ✓ | ✓ | ✓ | X | ✓ | X | X | ✓ | X | X | ✓ | ✓ | X | ✓ |
| Casual Fun | These play infrequently. Most prefer the driving range or pitch and putt. No one is a member of a golf course. 30% are women. Average age is 42. Like the shorter and different formats of golf. | ✓ | ✓ | X | X | ✓ | X | ✓ | ✓ | X | ✓ | ✓ | ✓ | X | X | X |

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The England Golf commissioned LCMB report suggests that “local knowledge and desk based research will also help to paint a fuller picture of the golfing options available within the surrounding area”. It, however, concludes that the overall picture suggests there are a number of opportunities given the local demographic and demand for golf, but most offer a traditional 18-hole experience and, therefore, offer limited opportunities for the more ‘independent sector’.

No explanation is given as to what is meant by the ‘independent sector’. It is acknowledged that most courses in Kirklees offer a traditional 18-hole experience. Willow Valley, however, offers a broader range of facilities and price points which enable it to appeal directly to a similar range of golfers to those which currently use Bradley Park. Further interrogation of LCMB data indicates that all 11 courses in Kirklees have similar market segmentation data applied to them, i.e., there is overlap in the radial catchments of the population so clubs are chasing the same potential participants.

2.2.3 Membership and data analysis from information supplied by KAL Feb 2017

Information supplied by KAL (9th February 2017) is drawn from its 1,758 registered users², of whom 140 are female. (This would indicate that women comprise 8% of its active user base). KAL did suggest that more women do take part in golf (as a specific ladies day it ran attracted 110 women to compete). It did, however, suggest that a proportion of these may well have travelled for the specific purpose of the competition (possibly over significant distances) to take part in a one off event.

Table 2.9: Age analysis of registered users of Bradley Park

| Age range | Percentage of users | Estimated number |
|-------------|---------------------|---------------------|
| Under16 | 3% | 52 (c.4 females) |
| 16-24 years | 9% | 158 (c.12 females) |
| 25-34 years | 15% | 264 (c.21 females) |
| 35-44 years | 14% | 246 (c.19 females) |
| 45-54 years | 23% | 405 (c.32 females) |
| 55+ | 36% | 633 (c. 51 females) |

Summary of age range and gender analysis. Table 2.9 indicates the following:

- ◀ Approximately 59% of the Bradley Park user base is aged over 45
- ◀ KAL data indicates that this relates to a much higher proportion of men to women (92%-8% respectively).
- ◀ Only, 3% of the registered user base is under 16; a total of 12% (210) is aged 24 years and under. Putting this into a broader context: this suggests that this facility makes a limited contribution to the Kirklees aim of reducing the number of children who are overweight and obese (which currently stands at approximately one third of this age group).

Quite clearly, a direct comparison between the data supplied by KAL and LCMB information, cannot be made. Further analysis of the postcode data of registered users at

² Registered users is the term used by KAL

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Bradley Park golf course indicates that approximately 70% reside within the Kirklees administrative area while 30% travel from outside the borough.

Table 2.10: Users (since 2016) resident within Kirklees and outside the local authority boundary³

| Within Kirklees | No of users | Percentage of participants |
|-----------------|--------------|----------------------------|
| Yes | 1,306 | 69.6% |
| No | 571 | 30.4% |
| Total | 1,877 | 100.0% |

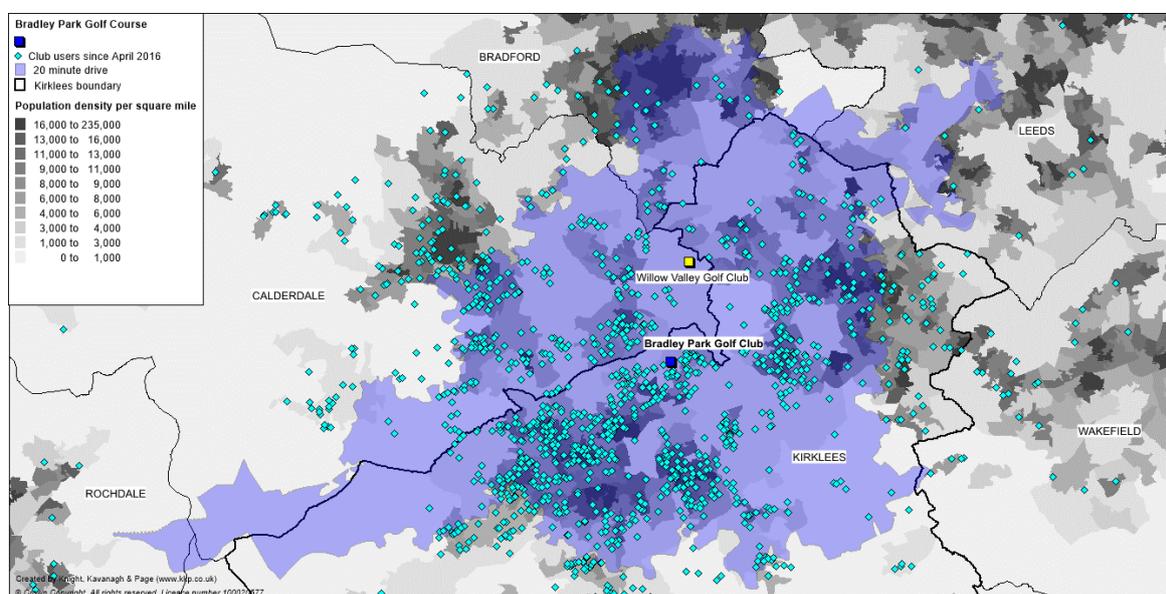
This differs slightly from the number of people estimated to reside within the catchment of the venue. It is noted that 65% live within 20 minutes' drive time of Bradley Park with 35% travelling further. This would again, suggest that facilities located outside the Authority need to be considered when taking account of alternative golf provision.

2.2.4 User data and drive times

Catchment areas

Catchment areas for different types of provision provide a tool for identifying areas currently not served by existing sports facilities. It is recognised that catchment areas vary from person to person, day to day, hour to hour. This problem has been overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (and is a model used by Sport England). The catchment area normally applied for golf courses in 20 minutes' drive-time and Figure 2.4 and Table 2.11 show the (linear) distance between home locations and both Bradley Park and Willow Valley Golf & Country Club – among Bradley Park's existing users.

Figure 2.4 Bradley Park Golf Club – users since April 2016



³ Postcodes supplied by KAL 10th February 2017

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Table 2.11: Radial catchment; users of Bradley Park and Willow Valley Golf & Country Club

| Catchment (radial) | To Bradley Park | | To Willow Valley | |
|--------------------|-----------------|---------------|------------------|---------------|
| | Users | % | Users | % |
| Less than 1 mile | 143 | 7.6% | 9 | 0.5% |
| 1 to 2 miles | 159 | 8.5% | 80 | 4.3% |
| 2 to 3 miles | 316 | 16.8% | 242 | 12.9% |
| 3 to 4 miles | 291 | 15.5% | 253 | 13.5% |
| 4 to 5 miles | 269 | 14.3% | 294 | 15.7% |
| 5 to 6 miles | 217 | 11.6% | 308 | 16.4% |
| 6 to 7 miles | 168 | 9.0% | 198 | 10.5% |
| 7 to 8 miles | 119 | 6.3% | 133 | 7.1% |
| 8 to 9 miles | 71 | 3.8% | 90 | 4.8% |
| 9 to 10 miles | 31 | 1.7% | 128 | 6.8% |
| Over 10 miles | 93 | 5.0% | 142 | 7.6% |
| Total | 1,877 | 100.0% | 1,877 | 100.0% |

Census data indicates that 26.44%⁴ of households do not have access to car or van in Kirklees. Given that Table 2.11 indicates that only 7.6% reside within walking distance (using the one-mile radial catchment) of Bradley Park Golf Club this would suggest that the overwhelming majority of current membership (c. 92.4%) has access to a car which enables people to be able to play at the Club. It also indicates that 80.9% of current Bradley Park Golf Course members/users live within eight miles of Willow Valley Golf & Country Club in comparison to the 89.6% who reside within its own comparable catchment.

Sport England acknowledges that other studies have found that there appears to be sufficient capacity in local courses to accommodate golfers potentially displaced by any closure of Bradley Park. All but one of the other clubs (when surveyed in 2015) indicated a willingness to attract and welcome new players as identified in Table 2.12 below:

Table 2.12 Current demand for golf in Kirklees (adult membership)⁵

| Golf Club | Joining fee £ | Full membership (£) | | No of adult members | | | Taking new members Yes/No | Capacity within club yes/no |
|------------------------|------------------|---------------------|--------|---------------------|----|-------|------------------------------|--------------------------------|
| | | Men | Women | M | F | Total | | |
| Bradley Park | No | 520* | 520* | 163 | 28 | 191 | N/a | |
| Cleckheaton & District | No | 930 | 930 | - | - | - | Yes | Not known |
| Crosland Heath | 200 | 798 | 734.50 | 468 | 63 | 531 | Yes (women only) | 50 |
| Crows nest | | | | | | | Yes | |
| Dewsbury District | No | 798 | 734.50 | 497 | 39 | 536 | Yes | No |
| Elland Road | | | | | | | Yes | |

⁴ Car availability 2011 Census Key Statistics (KS404EW)

⁵ Not all data is available for publication due to commercial sensitivity

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| Golf Club | Joining fee | Full membership (£) | | No of adult members | | | Taking new members | Capacity within club |
|-----------------------------------|-------------|---------------------|-------|---------------------|-----|-------|--------------------|----------------------|
| | £ | Men | Women | M | F | Total | Yes/No | yes/no |
| East Brierley | No | 577 | 577 | - | - | - | Yes | 70 |
| Hanging Heaton | No | 577 | 577 | 259 | 26 | 285 | Yes | Not known |
| Huddersfield | 1000 | 1200 | 1200 | 400 | 120 | 520 | No | No |
| Longley Park | No | 650 | 650 | 150 | 30 | 180 | Yes | 100 |
| Marsden GC | No | 399 | 110 | 100 | 24 | 124 | Yes | Yes |
| Meltham GC | No | 870 | 870 | - | - | - | Yes | Yes |
| Outlane GC | No | 760 | 760 | - | - | - | Yes | 100 |
| Woodsome Hall GC | 1190 | 1190 | 1190 | 377 | 100 | 477 | Yes (not 7 day) | 30-40 |
| South Bradford CC | | | | | | | Yes | Yes |
| Oulton Hall | | | | | | | | Yes |
| Willow Valley Golf & Country Club | | | | | | | | Yes |
| Manor Golf | | | | | | | | Yes |

*(All clubs in Kirklees offer a wide range of membership packages. This analysis covers full / 7 day membership). Season ticket fees**

All clubs within Kirklees, with the exception of Huddersfield Golf Club are positively looking to recruit new members. Clubs within the 20 minute drive time, outwith Kirklees, also confirm that they are positively recruiting new members, suggesting that all have capacity. Some wish to attract golfers in specific categories, for example women and juniors. Others impose fewer restrictions and are clearly keen to attract new members regardless of age or gender.

There is an identified known capacity of 1,160 at clubs which have indicated numbers. Several others, including Hanging Heaton, Cleckheaton, Marsden and Meltham, have vacancies but have not specified how many.

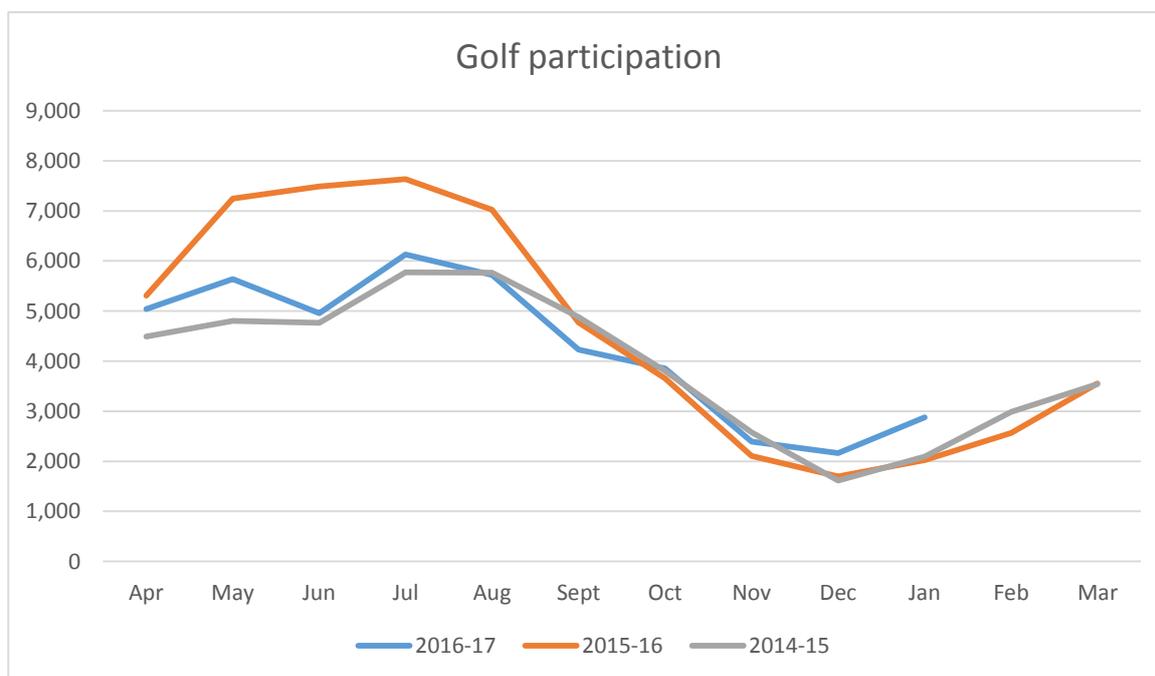
As identified above, as of (2015) it is reported that Bradley Park Golf Club has 191 members. The different golf offers, costs of membership etc., suggests that there is a surplus of approximately 800 golf membership options at clubs within 20 minutes' drive time of Bradley Park, which increases if other golf clubs in Kirklees are included. Negotiations with other clubs/courses have not been entered into in respect of supporting players to move. This is an option, should Bradley Park be given planning permission.

2.2.5 Participation

Golf participation rates for Bradley Park have been broadly consistent for the last three years. KAL suggests that business in 2016-17 was affected by particularly poor summer weather which has a specific impact on golf participation. Figure 2.5 shows, however, that 2016/17 figures are similar to 2014-15, which suggests that bad weather is not an uncommon phenomenon and is unlikely to change significantly in the near future.

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Figure 2.5: Golf participation by month at Bradley Park from 2014/15 to 2016/17



2.2.6 Current golf usage

Bradley Park Golf **Course** has 206 golf season ticket holders (as distinct from Bradley Park Golf **Club** members, although some of these may belong to both). This number is limited by KAL to maximise pay and play opportunity which is consistent with the model previously operated by the Council.

Bradley Park Golf Club is a separate member’s club which operates from the Bradley Park site to provide handicap and medal opportunities. It controls its membership directly. (KAL does not hold this information). The number of users is catalogued by KAL and is identified in Table 2.13: Customer visits record through the till system can be seen in the table below, these visits are from members, KAL card holders and non-registered users.

Table 2.13: Golf participants (provided by KAL) at Bradley Park Golf Club

| Year | Apr | May | Jun | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Ma | Total |
|---------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| 2016-17 | 5,039 | 5,639 | 4,956 | 6,131 | 5,721 | 4,233 | 3,852 | 2,394 | 2,166 | 2,875 | | | 43,006 |
| 2015-16 | 5,309 | 7,246 | 7,490 | 7,636 | 7,026 | 4,770 | 3,653 | 2,108 | 1,697 | 2,022 | 2,566 | 3,552 | 55,075 |
| 2014-15 | 4,492 | 4,803 | 4,764 | 5,774 | 5,768 | 4,881 | 3,802 | 2,576 | 1,614 | 2,091 | 2,988 | 3,541 | 47,094 |

In addition to the above, KAL identifies that, there are (in terms of visitor/player numbers):

- ⚡ Approximately 2,450 lessons per annum (this equates to c.50 per week).
- ⚡ Clubhouse functions at 8,500 per year;
- ⚡ Visiting parties events 1,200.
- ⚡ Competition/matches by members 500 per year.

2.2.7 Summary of demand

All previous studies indicate a surplus of capacity at other courses in the immediate vicinity. A direct comparison with car usage to and from Bradley Park and Willow Park identifies that a similar number of people take similar amounts of time to travel to both facilities. It is assumed that a significant proportion of the c. 200 members at Bradley Park are likely to be able to make alternative golfing arrangements i.e. take out membership at another club, which offers a similar experience, should Bradley Park close. Data supplied by LCMB does not allow for a direct comparison.

- ◀ LCMB Market segmentation identifies different motivations and requirements for a range of people accessing golf.
- ◀ Bradley Park Golf Course has wide appeal to most of the market segment identified.
- ◀ The facilities and activities currently offered at Bradley Park are replicated at other sites within 20 minutes' drive time either wholly, (as is the case at Willow Valley Golf & Country Club, for example) or as part of a multi-site offer.
- ◀ 8% of Bradley Park members are women and 12% are aged under 24.
- ◀ Total capacity at courses (not including Bradley Park) including the 800 within Kirklees and other courses located outside the borough but within a 20 minute drive time catchment is (at minimum) 1,160 member places.
- ◀ All courses within 20 minutes' drive time, apart from Huddersfield Golf Club, indicate a need and interest in recruiting new members; several of them cite attracting women and girls as a priority.
- ◀ Users at Bradley Park Golf Course are highly likely to use a car to access the facility. This suggests that they will have the capability to get to other courses/facilities using the same means should Bradley Park close.

2.3.1 Potential future demand for golf

Regardless of the new market segmentation model produced for England Golf, the Golf Needs Assessment (2015) identified the following;

There is currently over-provision of golf to meet current demand. With the exception of Crosland Heath, Huddersfield and Woodsome Hall the remaining 3 x 18 hole and 4 x 9 hole members courses will all benefit from the recruitment of new, and the continued retention of existing members. Due to the older age profile of existing members, lifestyle and career changes recruitment to golf clubs needs to be an ongoing process.

With the rise in popularity of 'nomadic golf', clubs have become more flexible in what they offer, more customer orientated and friendlier. As the England Golf focus group research identifies, golf clubs need to become service orientated, female and family friendly and offer packages that meet different family needs and circumstances at a price that is perceived to offer value for money accompanied by a range of benefits that meet members' needs.

The England Golf 'Get into Golf' programme can be effective in recruiting and retaining new members where it is club-led, customer focused and engages the PGA professionals, managerial and volunteer workforce. It however, needs to be ongoing to continually attract new players.

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Of the existing c.10,000 golf players in Kirklees (Sport England segmentation data) it is estimated that 4,000 people are currently golf club members. This leads us to conclude that the other 6,000 players in Kirklees are 'nomads'.

The statement made in the Golf Needs Assessment produced in October 2015 by KKP was: 'Based on our understanding of current supply and prevailing economic and market conditions and recent trends in sports participation and physical activity it is our belief that latent and future demand within Kirklees can be met through existing provision. KKP does not anticipate any new golf courses will need to be provided in Kirklees up to 2037, if at all. There is capacity within the existing supply to potentially accommodate displaced members should a facility be forced to close'.

2.3.2 Supply versus demand

In summary

- ◀ There are comparable golf facilities within 20 minutes' drive time of Bradley Park Golf Course
- ◀ There is capacity within these facilities to address displaced demand, when set against current requirements
- ◀ There is capacity to absorb future population/participation increases over the period of the Local Plan.
- ◀ The range of facilities on offer can provide for the different market segments, either wholly (e.g. Willow Valley Golf & Country Club) or as part of a multi-site offer in particular for 18 hole courses and the driving range offer.
- ◀ The provision of facilities which offer 9 holes only offers will be slightly lower than the national and regional averages, should Bradley Park close. This can, however, be offset by clubs altering their provision to allow for 9-hole competitions etc.

SECTION 3: SPORTS PROVISION – NEED DEMAND AND SUPPLY

3.1 Playing pitch strategy

A playing pitch strategy (PPS) provides guidance and support to local authorities who are looking to understand and assess the need for playing pitches and improve provision. This was undertaken for Kirklees Council in 2015.

3.2 Demographics

Relative to other parts of the country Kirklees experiences relative high levels of deprivation; four in 10 (39.6%) of the population resides within areas categorised as being among the country's three most deprived cohorts; this compares to a national average of c.30%. Conversely, 24.7% live in the three least deprived groupings in the country, compared to the national comparison figure of c.30%.

Participation in sport can contribute to reductions in crime and anti-social behaviour, particularly amongst young people. It can also have a net impact on the environment; where, for example, more people are encouraged to walk and cycle, emissions and congestion can reduce although there is an argument to suggest that this would be counterbalanced by the impact of those attending sports events. Sport England's Active People Survey 8 (which was used as the basis for the Golf Needs Assessment 2015) produced the following key findings for Kirklees in 2015:

- ▶ Participation – 30.3% of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was below the national (35.7%) and regional (34.9%) average and below all but one 'nearest neighbour' (27.6% to 40.5%).
- ▶ Sports club membership - 21.7% are members of a sports club, based on the four weeks prior to the APS. This is commensurate with the national average (21.5%), higher than the regional rate (20.6%) and higher than two of its 'nearest neighbours'.
- ▶ Sports tuition - just over 1 in 7 (14.4%) received sports tuition during the 12 months prior to the APS. This was below the regional and national averages. It is also lower than most of its 'nearest neighbours'.

APS 10 (2015/16) shows improved participation (35.2%) and sports club membership (26.4%) but a decrease in sports tuition (12.6%). This shows a slight improvement on APS8 but there are still significant numbers not engaging in sport and physical activity.

3.3 Alternative sporting provision

The need for alternative sports/recreational provision proposed in the Bradley Masterplan needs to be assessed against the loss of golf provision at Bradley Park. To satisfy policy requirements it will be necessary for the need for the proposed alternative sport and recreation offer to clearly outweigh the loss of the existing provision. This section tests whether development of high quality facilities for football/other pitch sports can be considered as alternative provision.

The PPS (2015) identifies significant shortfalls in match equivalents sessions across the whole of Kirklees and across all of the pitch sports. The strategy looks at ways to reduce the shortfalls via a variety of recommendations and actions.

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The PPS Strategy vision is for Kirklees to *'provide a network of good quality outdoor sports provision, enabling everyone to be physically active and promoting a healthier lifestyle for all.'* The strategic recommendations are supplemented by sport specific recommendations, which are:

- ◀ **Football:** seek to focus future investment in key football hub sites, which include Leeds Road to include improvement of changing facilities and creation of two new 3G AGPs to serve the game for training, affiliated match play and recreational football. This will enhance an already significant sporting hub.
- ◀ **Cricket:** protect all current provision, including local authority pitches for Sunday cricket, and work to reduce over play on club sites.
- ◀ **Rugby union:** work towards reducing over play at club sites and increase the quality of pitches and ancillary facilities as required.
- ◀ **Rugby league:** protect current provision and work towards improving quality and reducing overplay.
- ◀ **Hockey:** protect current provision and improve pitch quality where possible and appropriate.

3.4 Strategic context summary

Referencing the ambitions of Everybody Active: The Kirklees Physical Activity and Sports Plan 2015 – 2020, the objective of the PPS 2015 is to provide an infrastructure that is fit for purpose to facilitate current and anticipated future demand for sport and recreational activity. Kirklees was divided into sub areas or analysis areas; these are created to allow more localised assessment of provision and examination of playing pitch surplus and deficiencies at a local level. These are as follows:

- ◀ Batley & Spen
- ◀ Dewsbury & Mirfield
- ◀ Huddersfield
- ◀ Rural East
- ◀ Rural West

As indicated in Figure 3.1, Bradley Park Golf Club is located in the Huddersfield analysis area but is also within a 20 minute drive-time of most of Batley and Spen and just over half of the Dewsbury and Mirfield areas.

Football (3G AGPs)

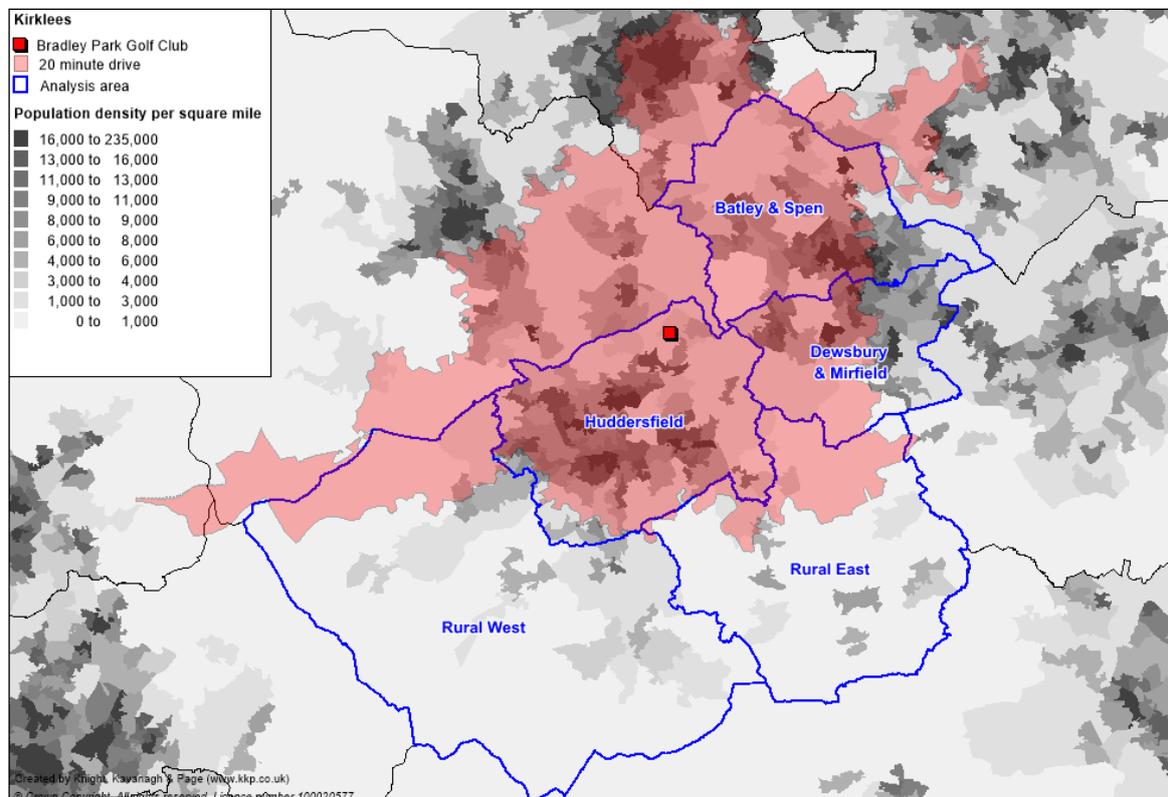
As of 2015, Kirklees has a shortfall of nine full sized 3G pitches. This is inhibiting quality of access to facilities for both training and playing purposes. This is likely to impact negatively on participation rates in football for all age groups. The PPS confirms that the Huddersfield analysis area has a shortfall of two 3G pitches with potential actions identified as the creation of new AGPs either as a football hub or locating individual AGP in strategic locations. Batley and Spen (which are within a 20-minute drive time of Bradley) and Dewsbury (half of which is within a 20-minute drive time of Bradley) to the North and West of Huddersfield also have a combined under-supply of three AGPs. This demonstrates identified need in these areas, some of which could be met via provision of new full sized 3G pitch provision at Bradley.

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Should investment in 3G pitches take place at Bradley Park or at facilities nearby, as identified in Figure 3.1, this has the potential to draw in participants from across Batley and Spen and Dewsbury and Mirfield.

Figure 3.1: Analysis area map set against Bradley Park and 20 minute drive time



Consultation with FA

The FA acknowledges the shortfall of 3G pitches in Kirklees. Consultation with the FA indicates that introduction of 3G pitches is likely, in the first instance to support retention of participation as players move from poor or substandard quality pitches to high quality pitches. The FA, further, suggests, that this leads to an increase in participation overall as the facility is available all year round, at different times and is therefore more responsive to different market segments. It is also dependent upon high quality ancillary facilities.

FA ambition

The FA's long-term ambition is to provide every affiliated team in England with the opportunity to train once per week on a floodlit 3G surface, together with priority access for every Charter Standard community club via a partnership agreement. It also wishes to see 50% of junior (mini and 9v9) football taking place on 3G pitches, further highlighting the strategically important role they play going forward.

The past few years has seen the emergence of walking football, which is proving very popular with older age groups and people with limited movement. The Council is keen to see this developed further and will utilise any 3 G pitches to support its development.

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To calculate the number of teams a 3G pitch can service for training, peak time access is considered to be from 18:00 until 22:00 Tuesday-Thursday resulting in an overall peak weekly peak period of 12 hours. Mondays and Fridays are not included in this calculation as most teams do not wish to train in close proximity to a weekend match. This time is generally used by non-affiliated clubs for recreational purposes and, as such, is taken account of in assessing usage below.

Full size 3G pitches are divided into thirds or quarters for training purposes meaning they can accommodate either three or four teams per hour and either 36 or 48 teams per week (during the peak training period). Based on an average of these numbers it is estimated that 42 teams can be accommodated on one full size 3G pitch for training. FA modelling thus assumes that the following number of matches can be played on an FA registered 3G pitch

Table 3.1: Participation rates based on different types of training and matches

| Game format | No. of pitches that fit on a 3G AGP | No. of matches per hour on a 3G AGP | No. of matches per 2 hour period on a 3G AGP |
|-------------|-------------------------------------|-------------------------------------|--|
| 5v5 | 4 | 4 | 8 |
| 7v7 | 2 | 2 | 4 |
| 9v9 | 2 | 2 | 2 |
| 11v11 Youth | 1 | 0 | 1 |
| 11v11 Adult | 1 | 0 | 1 |

KKP has modelled participation on AGPs for previous studies. Using the FA model of pitch-subdivision identified above, Table 3.2 is indicative of the potential participation at a 3G pitch in an area, which has been seen to have a confirmed deficit of pitches.

Table 3.2: Estimation of participation on a typical AGP (where demand is identified)

| Days | Peak hours 18.00-22.00 | No. of training sessions | Number of players per session | Potential participation | 85% maximum |
|-----------------------|---------------------------|---------------------------------|-------------------------------|-------------------------|---------------|
| Monday | 4 | 4 | 12 | 192 | 165 |
| Tuesday | 4 | 4 | 12 | 192 | 165 |
| Wednesday | 4 | 4 | 12 | 192 | 165 |
| Thursday | 4 | 4 | 12 | 192 | 165 |
| Friday | 4 | 2 | 12 | 96 | 80 |
| Weekend matches | 2hours 1hour 2hours | 4 x 5v5 2 x 9v9 1 x 11v11 | 40 36 22 | 98 | 85 |
| Total per week | | | | 962 | 825 |
| 40 weeks | | | | 38,480 | 33,000 |

A conservative approach is adopted when trying to estimate participation, consequently an 85% threshold is applied to potential maximum participation projections. It is noted that however much demand there is for a pitch, it is unlikely that it will run at 100% even though the area has a high demand for football training and matches. It is assumed that

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football activity will take place 10 months of the year (40 weeks). This equates to a total of 33,000 participants (using 85% threshold).

It should be noted that the information contained in Table 3.2 only considers participation at peak times and does not take account of day time use during the week and festivals/ events which can be held at such facilities. It can safely be assumed that participation at a good quality AGP, with appropriate ancillary facilities will encompass more than 35,000 people per annum.

KKP's assessment, based on previous experience, is that approximately 10% of these will be women and c.25% will be adult teams (16 years and over).

Grass pitches for football

Kirklees PPS (2015) identifies that there are shortfalls of youth, 11v11 and youth 9v9 football pitches. Specifically in the Huddersfield analysis area (in which Bradley Park Golf course is situated) this equates to:

| Analysis Area | Current shortfalls | Future shortfalls (2037) |
|---------------|---|--|
| Huddersfield | Shortfall of 5.5 youth 11v11 and 8.5 9v9 match equivalent sessions. | Shortfall of 9.5 youth 11v11 and 10.5 9v9 match equivalent sessions. |

Assuming that the two good quality full size grass football pitches are developed on Bradley Park and that the football season runs from September through to May (26 weeks allowing for a Christmas break), it is expected that two matches will take place on a Saturday afternoon and two will take place on Sunday mornings. The new grass pitches will, therefore, cater for:

4 matches per week @ 30 participants (including referees, assistants and squad players) x 26 weeks, which equates to c. 3,100 participants per annum. This is a conservative estimate.

The PPS 2015 also identified a shortfall in quality rugby league pitches for both training and matches.

Rugby league summary

The RFL is working towards growing rugby league participation in Kirklees, including growth at junior clubs, Play Touch RL and 9 aside RL. In targeting this it is looking to sustain current levels of access to grass pitches and improve pitch quality/capacity to accommodate current and future growth. Ideally it is seeking 3G pitch venues to play touch and grass pitches for 9 aside. The PPS for the Huddersfield analysis area (where Bradley Park Golf Club is located) identified the following:

- ◆ A shortfall of 19 senior match equivalent sessions
- ◆ A shortfall of 19 senior, 0.5 primary match equivalent sessions
- ◆ Additional pitches required. (Quality improvements could accommodate some shortfalls).

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Consultation with the RFL (February 2017) indicates that clubs are currently reluctant to travel, being very parochial. It faces a real issue trying to persuade them to move from their traditional sites and the view of the RFL is that this will take substantial time and resource to achieve. Whilst acknowledging that in the long term, participation rates are likely to rise, the development of new rugby league training sites is likely to have an impact on driving up the quality of facilities and will see current teams and clubs re-locate.

Consultation has taken place with regard to the development of new and better facilities at Leeds Road Recreation Ground. Developing this facility will require clubs to travel.

Huddersfield Giants RL Club has also submitted an application form to change use of pitches at an ex-Police site, but this is considered unlikely to go ahead due to lack of funding. Should it occur, it is also likely to result in displacement rather than driving increases in participation, especially in the short to medium term.

3.5 Comparison

Given participation numbers, it will be necessary to provide a footballing hub with a minimum of two full sized AGPs and appropriate ancillary facilities to meet identified need and increase participation in sport and physical activity levels in the area. A two full sized 3G AGP facility is modelled to lead to participation opportunities for c. 70,000.

The two adjoining adult sized grass pitches (based upon them being of good quality, and being serviced by good quality changing rooms) and thus accommodating four matches per week will cater for c.3,120 visits.

It is, for the purposes of this exercise, assumed that the pitches created to service school use will not be made available to the community; although this is a possibility. In addition, although the space occupied by the two adult sized grass pitches may, in theory, be able to accommodate a cricket outfield it would be inappropriate to class this as provision of a cricket facility at this point in time and, as a result, no participant numbers are factored in for this.

Thus, compared with the current activity level (c.50,000) at Bradley Park Golf Course). The Preferred Master Plan for Bradley Park, as identified in Section One, indicates that it will provide:

- ◀ Two full sized 3G pitches.
- ◀ Two adjoining adult size football pitches (the space occupied by which may also be able to facilitate use for cricket).
- ◀ Two junior size pitches next to the school.

The required area for two 3G pitches with run off and room for floodlights is estimated (using Sport England guidance) to be 106m x150m, which equates to 15,900m².

The area required for two adult football pitches, based upon FA guidance (at 116m x 76m per pitch including run-offs) is 17,632m².

The area required for two '7v7 junior (for U9/U10) pitches based upon FA guidance (at 66m x 49m per pitch including run-offs) is 6,468m².

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There is clearly sufficient space to provide the two 3G AGPs, the adult grass pitches and the school pitches and still have space for further football and or rugby league grass pitches (both junior and adult).

As identified earlier, most golf participants at Bradley Park require a car to access Bradley Park Golf Course. It is, therefore, assumed that accessibility of golf courses is not the key element and that many of them (especially the members, who are committed golfers) are likely to continue to play golf (at other clubs in the vicinity). The PPS (2015), on the other hand, suggests that it is likely that football and rugby league will continue to struggle to maintain participation due to the poor condition of facilities for both training and match play.

3.6 Summary

There is an identified need in the North Huddersfield analysis area for two 3G pitches. These can be accommodated on the Bradley Park facility as part of the Master Plan, as a minimum with other grass football pitches (which could possibly be used as a cricket outfield) also being developed.

A high quality new 3G pitch is conservatively modelled to accommodate participation for 35,000 people, of whom 10% is expected to be girls and women and a quarter; adults. Thus two 3G pitches are expected to result in c.70,000 throughput of which c.7,000 will be women and girls and over c.50,000 will be children or young people aged under 16 (three quarters).

There is also an identified need for youth 11v11 grass football pitches. Conservative estimates suggest that over there will be over 3,000 throughput on two good quality grass pitches with appropriate ancillary facilities.

It is very difficult to estimate the number of people who will be lost to golf if Bradley Park Course is closed. Due to the high numbers with access to a car, and the alternative provision within 20 minutes' drive time, it is estimated that many of these members will choose to play at alternative facilities.

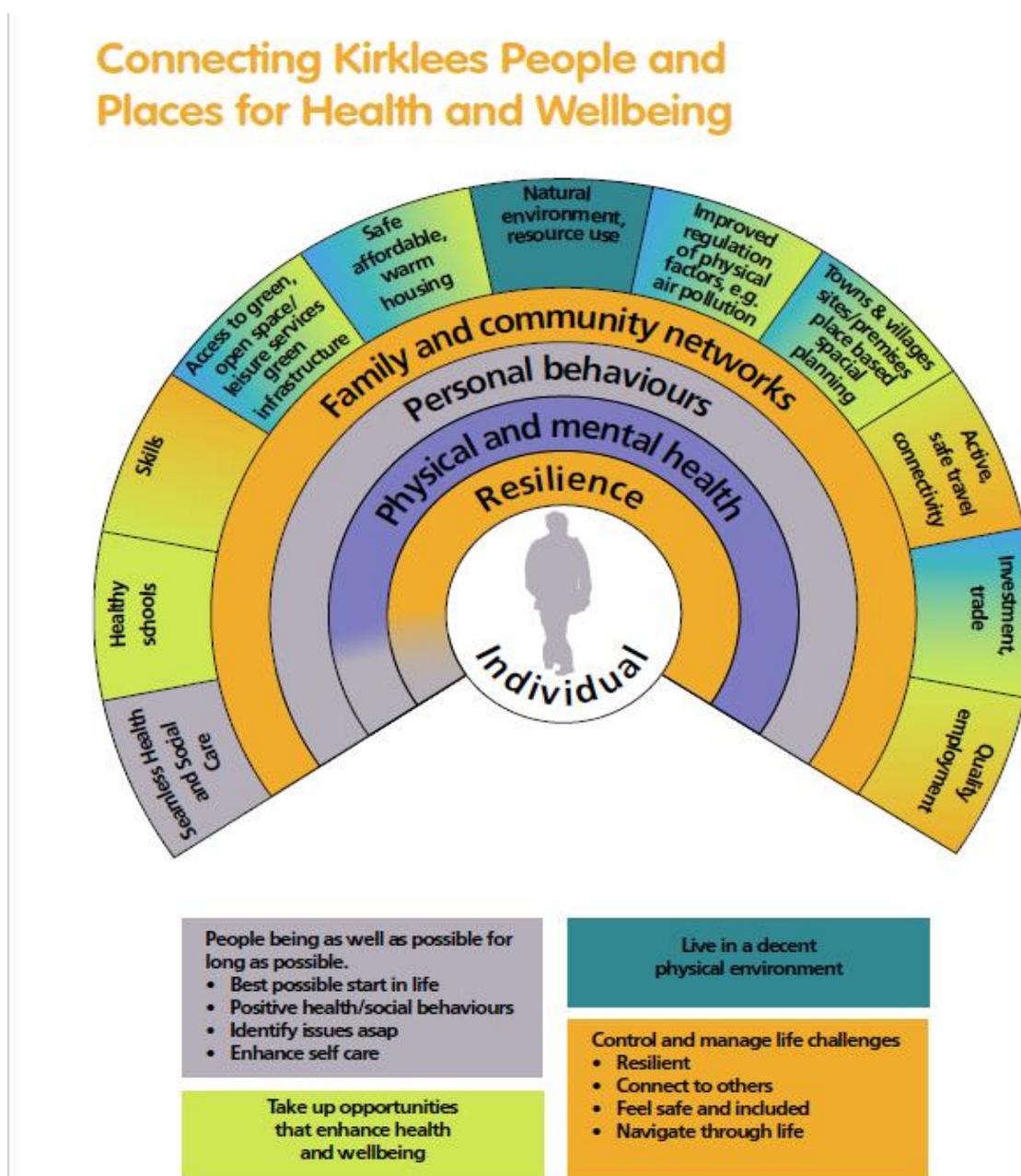
SECTION 4: RECREATION AND INFORMAL ACTIVITY

4.1 Need, demand supply

4.1.1 Joint Health and Wellbeing Strategy 2014-2020

This focuses on improving health and wellbeing and tackling inequalities. Its vision is that by 2020: No matter where they live, people in Kirklees live their lives confidently, in better health, for longer and experience less inequality. This is encapsulated in Figure 4.1.

Figure 4.1: Connecting Kirklees People and places for health and wellbeing



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Sport England recently produced its Active Lives Survey 2015/16, based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. The results concur with APS 8 data (which informed the Kirklees PPS 2015 and the Golf Needs Assessment 2015). APS10 data does show slight improvements in activity levels in adults but as identified in Table 4.1, a higher percentage of the Kirklees population is inactive compared to England and Yorkshire and a lower percentage is considered to be active.

Table 4.1: Active Lives Survey results 2015/16

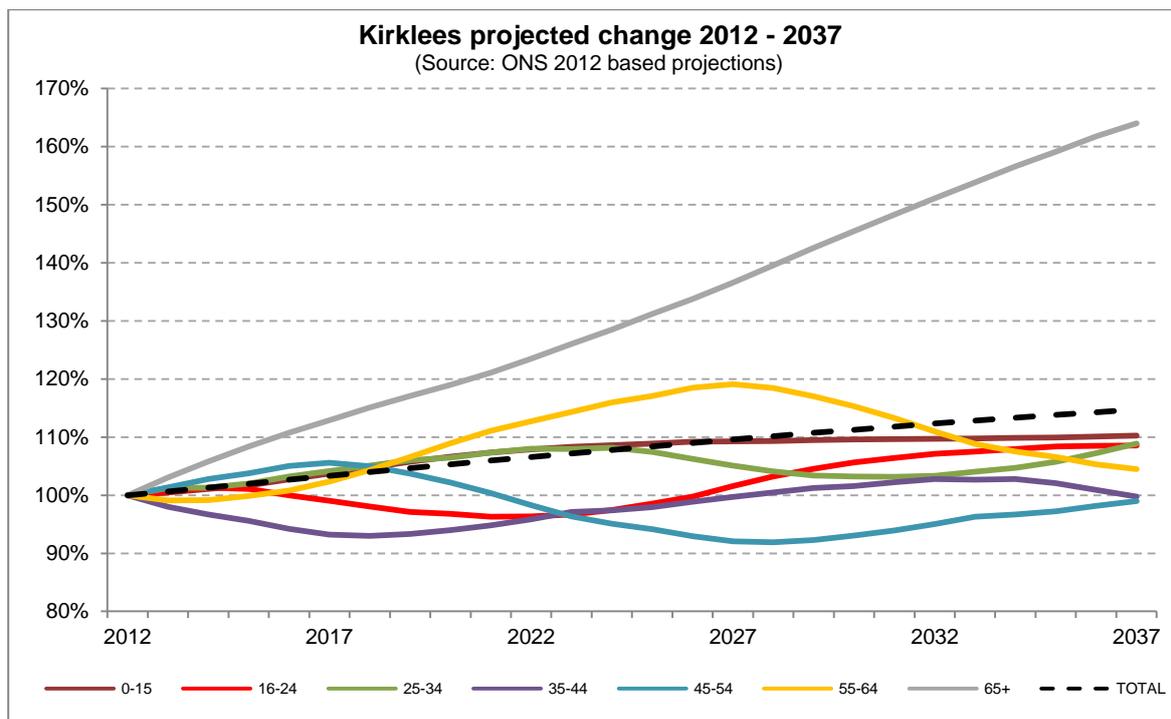
| | Inactive (<30 minutes per week) | | Fairly Active (30-149 minutes per week) | | Active (150+ minutes per week) | |
|------------------|---------------------------------|-------|---|-------|--------------------------------|-------|
| England | 9,765,100 | 22.0% | 5,598,100 | 12.6% | 29,018,000 | 65.4% |
| Yorkshire | 103,500 | 20.7% | 47,600 | 9.5% | 348,900 | 69.8% |
| Kirklees | 76,700 | 22.2% | 50,300 | 14.5% | 219,300 | 63.3% |

Rate/population totals for sport & physical activity levels (including gardening) of adults (16+) in English local authority areas.

In summary, sports participation is lower in Kirklees than its nearest 'statistical neighbours' and below regional and national averages. It is, thus, important to drive up participation rates to ensure that it impacts more positively on the health and wellbeing of the general Kirklees population.

4.1.2 Population projections

Figure 4.2: Projected population change (2012 -2037)



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ONS projections (2012) indicate a rise of 14.8% in Kirklees’s population (+62,804) over the 25 years from 2012 to 2037. Over this extended timeframe fluctuations are seen in rise and fall at different points across the majority of age groups with population change acting more like a wave than a straight line (see Figure 2.6 above).

- One of the most notable points is the progressive rise in the number of 0-15 year olds, rising by +7,434 (+8.6%) over the first half of the projection (to 2024). This will place pressure on differing types of sporting, educational and cultural provision (facility and services) by age, gender and sub-groups of the cohort.
- By contrast, there is a predicted decline in the number of 16-24 year olds, -2.6% in the first period (-1,316) followed by growth back to +8.6% (+4,381) in the second period.
- There will be a continuous increase in the numbers of persons aged 65+ and a need to consider varying sports offers for this age group. This represents an increase of +28.5% (+19,241) in the first period continuing to rise to +64.0% (+43,190) between 2012 and 2037. While the age group represented 15.9% of Kirklees’s population in 2012 it is projected to be 22.7% of the total by 2037.

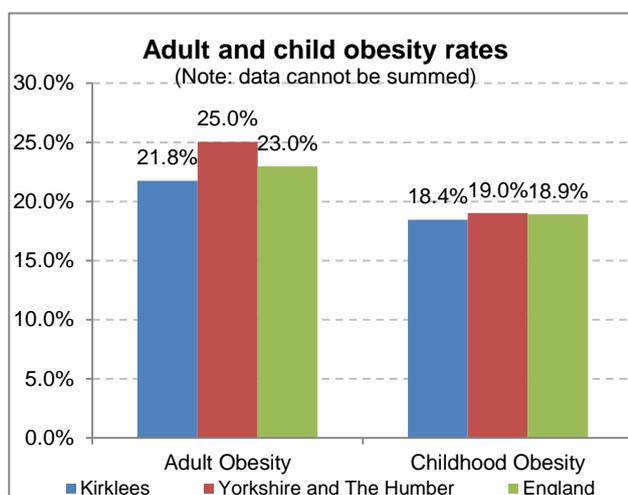
Table 4.2: Kirklees - ONS Projected population (2012 to 2037)

| Age (years) | Number | | | Age structure % | | | Change 2012 - 2037 | | |
|--------------|----------------|----------------|----------------|-----------------|---------------|---------------|--------------------|---------------|---------------|
| | 2012 | 2024 | 2037 | 2012 | 2024 | 2037 | 2012 | 2024 | 2037 |
| 0-15 | 86,590 | 94,024 | 95,451 | 20.3% | 20.5% | 19.5% | 100.0% | 108.6% | 110.2% |
| 16-24 | 51,151 | 49,835 | 55,532 | 12.0% | 10.9% | 11.4% | 100.0% | 97.4% | 108.6% |
| 25-34 | 54,996 | 59,494 | 59,896 | 12.9% | 13.0% | 12.3% | 100.0% | 108.2% | 108.9% |
| 35-44 | 58,555 | 57,017 | 58,429 | 13.8% | 12.4% | 12.0% | 100.0% | 97.4% | 99.8% |
| 45-54 | 58,034 | 55,185 | 57,453 | 13.6% | 12.0% | 11.8% | 100.0% | 95.1% | 99.0% |
| 55-64 | 48,731 | 56,506 | 50,909 | 11.5% | 12.3% | 10.4% | 100.0% | 116.0% | 104.5% |
| 65+ | 67,460 | 86,701 | 110,650 | 15.9% | 18.9% | 22.7% | 100.0% | 128.5% | 164.0% |
| Total | 425,517 | 458,762 | 488,321 | 100.0% | 100.0% | 100.0% | 100.0% | 107.8% | 114.8% |

4.1.3 Obesity in the population

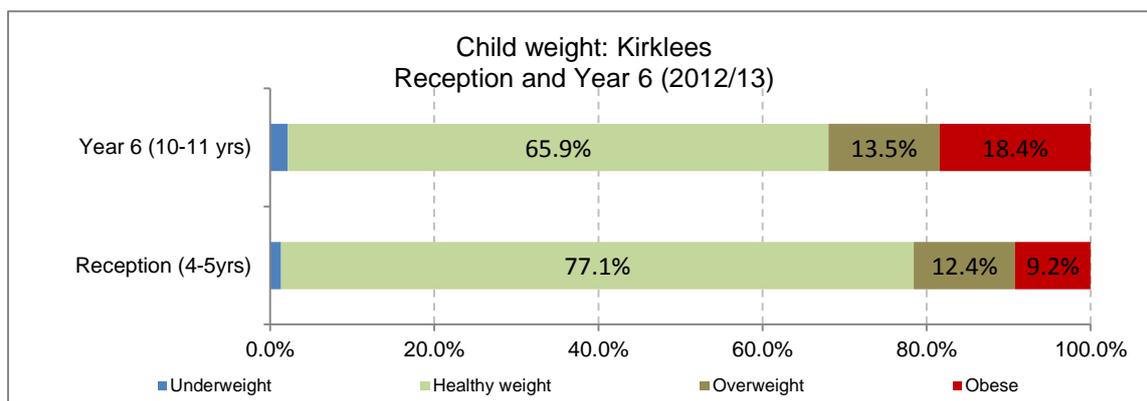
Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity⁶ are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge.



⁶ In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

Figure 4.4: Child weight – Reception and Year 6



Obesity rates increase significantly between the ages of 4 and 10. Just under one in 10 (9.2%) of children in Kirklees is obese in Reception while 12.4% are overweight. By Year 6, these figures rise to one in five (18.4%) obese and 13.5% overweight.

4.1.4 Summary of local context

Everybody Active: The Kirklees Physical Activity and Sports Plan 2015 – 2020 provides direction in respect of getting more of the population active be it through everyday life, travel, recreation or sport. This said, austerity and pressure on local government finance, coupled with modest economic growth make these challenging times for sport and recreation providers.

Capital funding for new projects is expected to be scarce and operational subsidies for facility management are being reduced where available at all. In light of this, and the limited resources of external funders, it must be accepted that is not realistic to expect all the recommendations to be met. It is also a reality that maintenance of playing pitches in the future will rely increasingly on the voluntary club network.

In Kirklees an estimated two thirds of the adult population is active i.e. taking 150 minutes moderate intensity activity per week, which now includes walking to work, cycling and gardening. This is below wider Yorkshire and national rates. If population growth is factored in, Kirklees will have 250,000 potential new regular participants over the next five year period. In addition, there is potential for new housing within the Borough. The impact of a housing increase should also be considered within the context of the Strategy.

4.2 Recreational opportunities at Bradley Park

In addition to the housing, the preferred master plan for the Bradley Park site involves the following:

Open space provision

- ◀ 32.4 ha of public open space.
- ◀ This is 47% of the total site area (68.4 ha).

In addition, the emphasis on low traffic and informal open space in the concept approach serves to encourage play/use of the streets

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4.2.1 Pedestrian and cycling routes

The preferred master plan approach includes a central pedestrian and cycling spine with linking spurs - 3.8km in total length (therefore providing 3.8km of cycling route and 3.8km of walking route). These on-site routes link in to the wider “Proposed Core Walking, Cycling and Riding Network” identified on the Publication Draft Kirklees Local Plan Policies Map.

4.2.2 Potential walking and running circuit

The high level of open space provision and the position of the open space (including a linear central park) provides an opportunity to provide a walking and running circuit that would link up the three main areas of open space. The preferred master plan approach could:

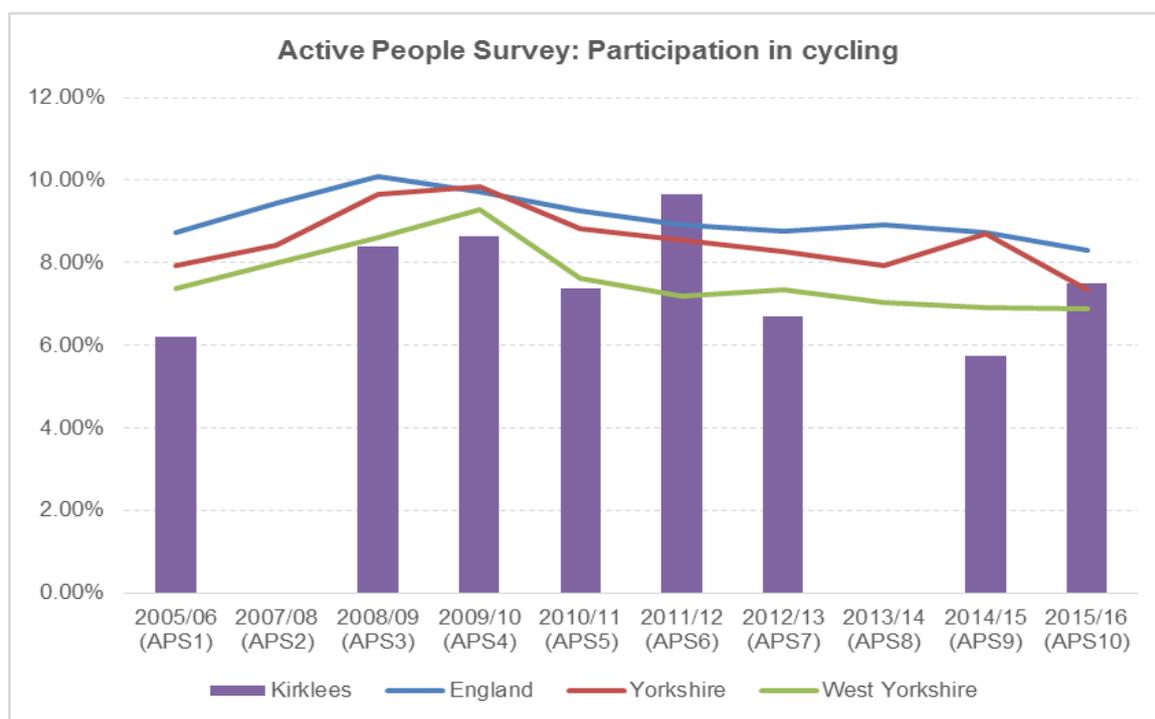
- ◀ Provide a 5km in total length running and walking circuit
- ◀ Support a figure of 8 layout for the circuit, enabling shorter distance circuits

Such a facility could provide a park run circuit, a junior park run circuit, a family cycling circuit and a school cross country circuit for local, regional and national events.

4.2.3 Cycling potential in Kirklees

Figure 4.5 indicates that Kirklees has a higher participation rate for cycling (7.50%) than Yorkshire (7.33%) and West Yorkshire (6.87%) but this is still below national participation rates of 8.5%, according to Sport England’s APS10 data.

Figure 4.5: Comparison of cycling participation rates



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The development of a high quality, safe cycling circuit within the wider housing development is likely to enable increases in cycling participation, not just from people living on the new housing development but also residents from further afield. Recreational activity is, by its very nature, more difficult to quantify than sport undertaken in more formal sports settings

4.2.4 Estimated increases in walking and cycling

There is no standard or ratio in which to calculate the propensity of people to take part in informal recreation. However, approximately 13,400 people live within one mile of Bradley Park Golf Course. Assuming that the walking and cycling circuit are of high quality, it is expected that they will embed physical activity among current participants within the local population

Table 4.3 indicates the additional numbers which might take part in recreational activity related to these facilities if local participation levels were to reach national averages. It also shows the position were the existence of these facilities to encourage an increase of 1% in participation in the immediate local (within 1 mile walk time) population. This reflects the scale of past Sport England targets.

Table 4.3: Estimate of increases in walking and cycling activity among those currently living within one mile of Bradley Park Golf Course

| Activity | Current % | People living within 1 mile | Estimated number taking part | Increase to national average | Increase of 1% above national average |
|--------------|-----------|-----------------------------|------------------------------|---|--|
| Walking* | 63.3% | 13,400 | 8,480 | 65.4%-8,760 Difference 280 | 66.4% - 8,900 Difference - 420 |
| Cycling** | 7.5% | 13,400 | 1005 - | 8.3% - 1,115 Difference - 110 | 9.3%- 1,245 Difference - 130 |
| Total | | | | 390 | 550 |

*Active Lifestyle data 2015/16

** APS 10 data

Should participation increase to become that of the national average, as modelled above, the number of people taking part in activity will increase by 390 people per week. Assuming that they are active for 50 weeks of the year, this equates to a throughput of 19,500 per annum. This could be even higher if the levels rise to 1% above national average (estimated through put is 27,500 active experiences).

This will be even higher when residents from the new houses are added to the throughput figures

SECTION 5: COMPARATIVE OVERVIEW

As identified in Section 3, the Preferred Master plan layout can accommodate:

- ▶ Two full sized 3G pitches
- ▶ Two adjoining adult football pitches (which might also serve as a cricket outfield)).
- ▶ Two junior (youth: U11/U12) size pitches next to the proposed school.

This report has focused specifically on the requirement to improve facilities for football, in particular, given the paucity of football facilities found across the Borough and the demand to play it.

There is an assessed requirement for two full sized 3G pitches in the North Huddersfield area. The estimated spatial requirement for this (using Sport England guidance) is 106m x150m. This equates to 15,900m². The maximum area required for two adult football pitches, based upon FA guidance (at 116m x 76m per pitch including full run-offs for each pitch) is 17,632m². The maximum area required for two 7v7 junior (for U9/U10) pitches (for the school) based upon FA guidance (at 66m x 49m per pitch including full run-offs for each pitch) is 6,468m².

In addition, the Master Plan also provides for 32.4 ha of open space and 3.8km figure of eight cycling and walking route on the site. This will help to address the recreational needs of the local population, especially cycling, walking and jogging (for which local participation rates are identified to be lower than regional and national levels). The increases for use are conservatively modelled and do not take into account the new house building of c. 2000 houses on the site. From a golf perspective, it is found that:

- ▶ There are comparable golf facilities within 20 minutes' drive time of Bradley Park
- ▶ There is capacity within these facilities to address displaced demand, when set against current requirements
- ▶ There is capacity to absorb future population/participation increases over the period of the Local Plan.
- ▶ The range of facilities on offer can provide for the different market segments, either wholly (e.g. Willow Valley Golf & Country Club) or as part of a multi-site offer in particular for 18 hole courses and the driving range offer.
- ▶ The provision of facilities offer 9 holes only, will be slightly lower than the national and regional averages, should Bradley Park close. This can, however, be offset by clubs altering provision to allow for 9-hole competitions etc., within current capacity.

Current participation rates in golf and football

Kirklees Council contends that the loss of Bradley Park Golf Course can be offset by the potential improved facilities in the form of upgraded/high quality facilities for artificial turf pitches and associated facilities. Not only will these be high quality but there will be an increase in participation in sport *per se*, in the locality. This section has compared potential participation rates in Kirklees of golf with those of football and other pitch sports.

APS 10 data identifies an average of c. 2% of the population currently participating in golf in West Yorkshire. It compares participant numbers with football indicating a reduction in participation over the long term in both sports (7.41% to 6.87% in football (a fall of 7.28%) and 2.94% to 1.87% in golf (a fall of 36.3%). (Data is not available at local authority level).

KIRKLEES GOLF PROVISION IN KIRKLEES AND WIDER AREAS

Figure 5.1: APS 10 Sports participation – West Yorkshire

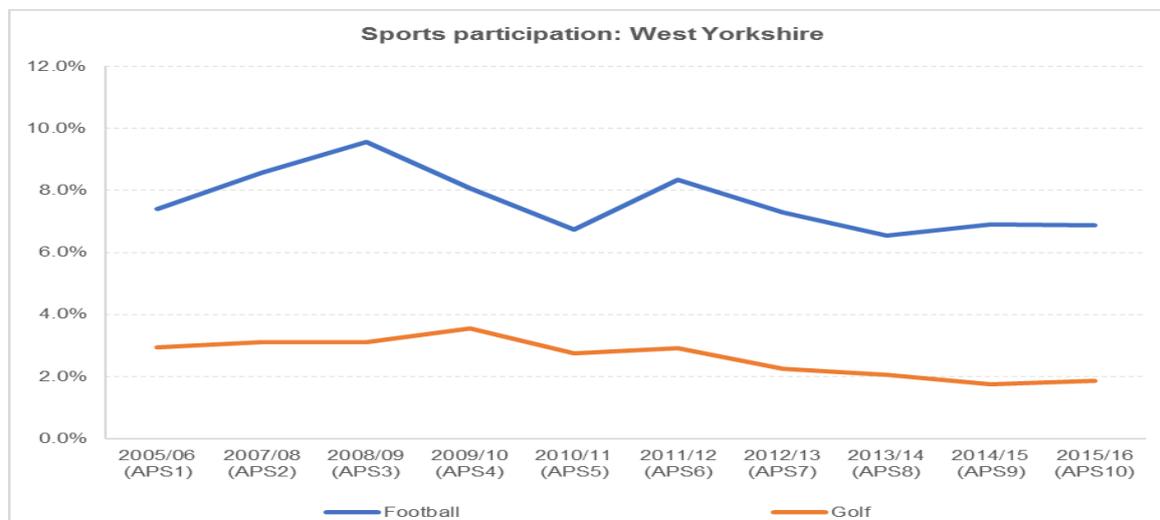


Table 5.1: APS 10 Sports participation – West Yorkshire

| Time period | Football | | Golf | |
|-----------------|----------|-----------|---------|-----------|
| | Age 16+ | % Age 16+ | Age 16+ | % Age 16+ |
| 2005/06 (APS1) | 125,400 | 7.41% | 49,800 | 2.94% |
| 2007/08 (APS2) | 150,000 | 8.56% | 54,300 | 3.10% |
| 2008/09 (APS3) | 169,500 | 9.57% | 55,300 | 3.12% |
| 2009/10 (APS4) | 144,800 | 8.07% | 63,700 | 3.55% |
| 2010/11 (APS5) | 122,400 | 6.73% | 50,100 | 2.75% |
| 2011/12 (APS6) | 148,900 | 8.35% | 51,700 | 2.91% |
| 2012/13 (APS7) | 130,400 | 7.29% | 40,600 | 2.26% |
| 2013/14 (APS8) | 116,100 | 6.53% | 37,200 | 2.06% |
| 2014/15 (APS9) | 121,600 | 6.90% | 31,700 | 1.75% |
| 2015/16 (APS10) | 120,000 | 6.87% | 34,200 | 1.87% |

Kirklees * Data unavailable, question not asked or insufficient sample size.

In 2015/16 adults estimated to be playing football in West Yorkshire number 120,000 compared with 34,200 playing golf. (excluding players aged under 16). Both the FA and England Golf are working hard to address the participation decline.

An estimated 3% of Bradley Park members are under 16. If this is applied across Kirklees, it is unlikely that the number of juniors will exceed 600 (12 clubs @ 50 per club). Consultation with England Golf indicates that Bradley Park is proactive in its approach to recruitment and retention of members and is one of only five clubs in Yorkshire to have successfully completed the new Golf Mark accreditation. Willow Valley Golf & Country Club is, however, one of the other Yorkshire venues to have achieved the Golf Mark award. Amongst other things, this commits it to updating its annual action plan, with regard to marketing, coaching plan, recruitment and retention etc. England Golf suggests

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that clubs which commit to programmes, such as Golf Mark tend to be those most willing to change and thus, most likely to offer the right choices to members and non-members.

SECTION 6: CONCLUSION

It has been demonstrated in this report that the development of alternative sports provision, notably two full sized 3G pitches, two adult football pitches and two pitches linked to the proposed school alongside the proposed walking and cycling track and high quality ancillary facilities will clearly outweigh the loss of Bradley Park Golf Course. It will lead to an increase in participation in sport and activity, when compared to retention of the golf course and associated facilities.

In conclusion, this report finds that the wider key benefits of building on Bradley Park are that:

- ◀ The proposed new facilities will support a wider range of sporting activity. Instead of golf only, there will be football, cycling, jogging and increased walking opportunity across the site.
- ◀ It is (conservatively) estimated that there will be a throughput of c.70,000 users using the two full sized 3G pitches and over 3,000 using the grass football pitches as opposed to the current estimate of c.50,000 throughput at Bradley Golf course.
- ◀ There is scope for both informal and formal recreation on the site. Numbers are difficult to model in respect of informal use, but it is likely, using Sport England APS data, that throughput on informal activity, based upon conservative estimates, could be driven up by a further 19,500.
- ◀ Access to informal activity is obviously cheaper than formal sports such as golf, so the new facilities and layout have the potential to attract wider participation across different social groups.
- ◀ The increases in participation in formal and informal activities are a key part to helping to address health and deprivation issues identified across Kirklees.
- ◀ The development of two 3G pitches will help to address the shortfall in pitch provision of nine 3G pitches across Kirklees, as identified in the PPS (2015). The proposed provision at Bradley would, thus meet the identified need for two of the additional 3G pitches needed in the Authority and directly assist in addressing the shortfall of full sized 3G pitches in Batley and Spen (all of which is within 20 minutes' drive-time of Bradley Park) and Dewsbury & Mirfield (half of which falls within the 20 minute drive-time catchment of Bradley Park). The PPS (2015) identifies significant shortfalls in the availability of facilities to accommodate match equivalent sessions across the whole of Kirklees and for each of the pitch sports.
- ◀ Other golf facilities (within a 20 minute drive time) are keen to take on new membership and the dispersal of some of the current membership may help other courses to become more financially sustainable.
- ◀ This development will provide a new park on a 'town scale' which will be able to be used by a multitude of different user groups. It will provide an active living environment that integrates sport and recreational activity.
- ◀ The need for alternative sports provision has been clearly demonstrated including the identified shortfall in pitches for football and other sports. The potential open space, walking and cycling provision will also contribute to addressing clearly identified need
- ◀ The new facilities will support participation levels at around 95,000 compared to the loss of c. 50,000 golf participations on this site. In addition, there is capacity at other golf courses within a 20-minute drive time to accommodate golfers displaced from Bradley Park. This should minimise the number of people lost from golf overall.

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- ◀ The surplus capacity for golf in the locality and the ability of existing provision to meet all identified current and future need demonstrates that Bradley Park Golf Course can be deemed to be surplus to requirement.
- ◀ Taking all the above factors into account, the need for the new sport and recreation facilities proposed at Bradley clearly outweighs the loss of golf provision.

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APPENDIX 1: PRECIS OF PREVIOUS GOLF REPORTS

| Name of report | Key findings summary |
|--|---|
| Indoor and built facilities strategy 2015 | <ul style="list-style-type: none"> ◀ There are 12 golf clubs in the Kirklees Council area, of which 11 are traditional members clubs and Bradley Park is predominantly a 'pay and play' facility. ◀ There are three golf driving range facilities, two in Huddersfield and one at Mirfield. ◀ Demand for golf club membership has been in decline over the past decade. ◀ All the golf clubs in Kirklees have capacity for new members. ◀ England Golf has a number of initiatives to raise golf participation levels which may help to stimulate demand ◀ Unless the current trends in golf memberships are reversed it is possible that supply will substantively outweigh demand and one or more clubs may be forced to close. ◀ Bradley Park, operated by KAL, is the only traditional 'Pay and Play' golf provision in Kirklees. |
| Golf Needs Assessment Oct 2015 | <ul style="list-style-type: none"> ◀ Oversupply in Kirklees is replicated in the adjoining authorities. With less than 10% of golf club members travelling more than 5 miles to play, supply in each local authority area will continue to meet local demand. ◀ Existing supply of golf provision is estimated to be able to meet existing and future demand. ◀ The current situation is putting strain on clubs'/courses' financial and operation management arrangements. Third party income from green fees and social events is an important revenue stream ◀ Within the existing supply in Kirklees Bradley Park GC (operated by KAL) has a unique role as a municipal 'pay and play' facility, providing both playing and learning facilities ◀ There is capacity within the existing supply to potentially accommodate displaced members should a facility be forced to close |
| Smith Leisure: Independent Golf Options Report for Kirklees Council April 2016 | <ul style="list-style-type: none"> ◀ If Bradley Park was to close, avid golfers could join other clubs. Willow Valley Golf & Country Club is keen to take on new members. The key issue for avid golfers is finding a course with a similar price point. ◀ The choices for occasional golfers is different. From a purely Kirklees perspective, occasional golfers have limited options. This can be satisfied outside the Borough at Willow Valley Golf Club. ◀ The driving range at Bradley Park is quite small (14 bays). ◀ There are also driving ranges at Willow Park (24 stations), Hopton Horse Centre (10) and Crows nest (8). ◀ Golfers who use a driving range tend not to be bound by administrative boundaries. |
| LCMB December 2016 | <ul style="list-style-type: none"> ◀ There are a number of opportunities given the local demographic and demand for golf, with the participant profile for Bradley Park cutting across the nine golfing segments. ◀ There are numerous golfing facilities in the surrounding area. ◀ Most offer a traditional experience ◀ There are limited opportunities for the more independent sector. ◀ Further England Golf tools can be used to better understand the existing members and visitors. |

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APPENDIX 2: ACTIVE LIVES SURVEY 2015/16

| | Inactive (<30 minutes per week) | | Fairly Active (30-149 minutes per week) | | Active (150+ minutes per week) | |
|-----------------|------------------------------------|------------|--|------------|-----------------------------------|------------|
| | Population | Percentage | Population | Percentage | Population | Percentage |
| England | 9,765,100 | 22.0% | 5,598,100 | 12.6% | 29,018,000 | 65.4% |
| North Yorkshire | 103,500 | 20.7% | 47,600 | 9.5% | 348,900 | 69.8% |
| Kirklees | 76,700 | 22.2% | 50,300 | 14.5% | 219,300 | 63.3% |

Rates and population totals for sport and physical activity levels (including gardening) of adults (16+) in English Local Authority areas

Definitions

1. The Chief Medical Officer (CMO) recommends that adults should be physically active across activities such as gardening, walking, cycling, dance, fitness and sporting activities. Gardening, however, is outside of Sport England's remit so table one presents the same data but with gardening excluded. All other tables include gardening.
2. Activity is counted in moderate intensity equivalent minutes whereby each 'moderate' minute counts as one minute and each 'vigorous' minute counts as two moderate minutes.
3. Depending on the number of minutes of moderate intensity equivalent (MIE)* physical activity, people are described as being:
 - Inactive – Doing less than 30 minutes a week
 - Fairly active - Doing 30-149 minutes a week
 - Active – Doing at least 150 minutes a week
4. Moderate activity is defined as activity where you raise your heart rate and feel a little out of breath.
5. Vigorous activity is where you're breathing hard and fast and your heart rate has increased significantly (you won't be able to say more than a few words without pausing for breath).

KIRKLEES

GOLF PROVISION IN KIRKLEES AND WIDER AREAS

APPENDIX 3: GOLF COURSES UNDER CONSTRUCTION

The following facilities are currently listed as 'Under Construction' and have been excluded from the supply analysis:

| Site Name | Post Town | Post Code | Facility Type | Sub |
|-------------------------------------|------------------|-----------|---------------|-----|
| Cranfield Golf Centre | Romford | RM6 6SB | Standard | |
| Cumberwell Park Golf Club | Bradford-on-Avon | BA15 2PQ | Par 3 | |
| Mansfield Golf Club & Driving Range | Mansfield | NG18 3PJ | Par 3 | |
| Norfolk Premier Golf | Norwich | NR13 4JS | Standard | |
| Pitcheroak Golf Course | Redditch | B97 4PB | Driving Range | |
| Westerham Golf Club | Westerham | TN16 1QN | Standard | |
| Weybrook Park Golf Club | Basingstoke | RG24 9NT | Standard | |
| Wrotham Heath Golf Club | Sevenoaks | TN15 8QZ | Par 3 | |