

Kirklees Local Plan Examination

Stage 4 hearings Other Site Allocations

HUDDERSFIELD SUB-AREA (Matter 30 – H1747 and H351)

MATTERS, ISSUES AND QUESTIONS (MIQs)

Council Response

H351 – land north of Bradley Road, Bradley (381 dwellings)

H1747 – land north of Bradley Road, Bradley (1,577 dwellings)

a) What is the relationship between sites H351 and H1747? Should they be combined in a single text box/policy and a joint Masterplan required?

1.1 Sites H351 and H1747 are adjacent sites forming an urban extension to the north of Huddersfield. These sites are in different ownership and are in differing existing uses. Site H351 is an area of agricultural land whereas H1747 predominantly consists of an existing golf course. Given the different characteristics, ownership and planning policy constraints affecting each site the council do not feel that the sites should be combined into a single text box. The site boxes for H1747 and H351 state in the other site specific considerations that a wider masterplan should be prepared incorporating both sites. An indicative masterplan for this site has been produced including both H1747 and H351 and this provides information to show how the two sites could be delivered.

b) Is the allocation of site H1747 consistent with paragraph 74 in the National Planning Policy Framework (NPPF) in relation to the potential loss of open space, sports and recreational buildings and land? What does the evidence show regarding the need for pay and play golf facilities in the local area?

1.2 National policy for the preparation of local plans and the issues that they need to take into consideration are set through the themed based chapters of the Framework (NE1). Paragraphs 150 through to 177 sets out how Local Plans should be produced.

1.3 Paragraphs 150 through to 155 set the context in which Local Plans should be prepared; principally this is with the objective of contributing to the achievement of sustainable development (paragraph 151). It goes on to state that *they should be consistent with the principles and policies set out in this Framework, including the presumption in favour of sustainable development.*

1.4 The achievement of sustainable development is expanded in the following paragraph at 152, stating:

“Local planning authorities should seek opportunities to achieve each of the economic, social and environmental dimensions of sustainable development, and net gains across all three. Significant adverse impacts on any of these dimensions should be avoided and, wherever possible, alternative options which reduce, or eliminate such impacts should be pursued. Where adverse impacts are unavoidable, measure to mitigate the impact should be considered. Where adequate mitigation measures are not possible, compensatory measures may be appropriate.”

Promoting Healthy Communities

- 1.5 In response to question b) of particular relevance to the Bradley allocation (H1747) is paragraph 74 of the Framework which sets out that open space, sports and recreational buildings and land should not be built on unless one of the three tests which are listed are met.

Paragraph 74 states:

Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

- *An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or*
 - *The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in suitable location; or*
 - *The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss*
- 1.6 Firstly it has been established through case law that only 1 of the 3 bullet points within paragraph 74 need be satisfied for this part of national policy to be met. In any event the Council consider that the first and third bullet points can be satisfied.
- 1.7 The Council have prepared several documents which relate to open space, outdoor and indoor sports facilities and the overall sports strategy, these have informed the plan making process carried out by the Council prior to submission.
- 1.8 The most relevant documents within the evidence base related to Bradley Park are set out in SS2 but in relation to the loss of the open space at Bradley include:
- Open Space Demand Assessment (2015) (LE120)
 - Built Leisure and Sport Facilities Strategic Framework (2015) (LE121 / LE122)
 - Kirklees built leisure and sports facilities strategic framework – golf needs assessment report (2015) (LE123)
 - Playing Pitch Strategy and Action Plan, plus addendum (2015) (LE124 / LE125 / LE126)
 - Independent Golf Options Report (2016)
 - Comparison of existing and future sports provision: Bradley Park (March 2017)
- 1.9 Following the submission of the Plan, further documents have been prepared including a revised indicative masterplan for the site, updated evidence relating to participation rates for new sport and recreation provision and more detailed delivery information. In addition, the council have worked constructively with Sport England resulting in a Statement of Common Ground.
- Kirklees Council/Sport England Statement of Common Ground (Appendix A)
 - Revised Bradley masterplan cabinet report (Appendix B)
 - Bradley Park Golf Course – Update report (December 2017) (Appendix C)
 - Bradley Delivery Statement (January 2018) (Appendix D)
- 1.10 The Local Plan has been prepared and submitted on the basis of satisfying the requirements of paragraph 74. The following information sets out specific evidence relating to the tests within NPPF paragraph 74.

Satisfying the first bullet point of Paragraph 74

An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or

- 1.11 The Local Plan has been prepared and submitted on the basis of satisfying the requirements of paragraph 74 bullet point 1 and it is that test the Council seeks the allocation and Plan to be found sound upon.
- 1.12 The Local Plan evidence demonstrates that Bradley golf course is surplus to requirements. The principal evidence base document which demonstrates the facility is surplus to requirements is the Built Leisure and Sports Facilities Strategic Framework, Appendix C – Golf Needs Assessment (LE123, Knight Kavanagh Page (KPP), 2015). Page 5 of the report (under the heading “Assessment of the supply and demand for golf in Kirklees”) sets out that current facilities for Golf in Kirklees can meet existing demand and that a surplus exists. Page 6 of the report (under the heading “Future Demand”), sets out that there is capacity within the existing facilities to meet demand up to 2037 and importantly there is sufficient capacity to accommodate displaced members should a facility close.
- 1.13 The report clearly sets out at page 37 onwards, that there is currently an over provision of golf facilities in Kirklees to meet current levels of demand. KPP consider that latent and future demand within Kirklees can be met through the existing provision and that no new facilities will be needed up to at least 2037. Importantly, it is identified that should a facility close there is the capacity to accommodate displaced golfers.
- 1.14 The report concludes that there is an oversupply of provision with less than 10% of members travelling more than 5 miles to play. The courses under greatest pressure to recruit new members at this time are:
 - Marsden GC
 - Cleckheaton GC
 - Dewsbury District GC
 - East Bierley GC and
 - Outlane GC
- 1.15 Bradley Park caters for nomadic golfers. Nomads are prepared to travel further (30 -60 minutes) rather than the usual 20 minutes to access bargain courses with a good reputation.
- 1.16 It should be borne in mind that whilst these facilities are specified as Pay and Play, in all cases in Kirklees District the 11 non Pay and Play courses welcome visitors. This means they can pay a green free to play the course. This is the same ‘set up’ as Pay and Play; there is no membership fee. Whilst there are requirements upon non-members playing at the 11 Members Club, these are not rigorously enforced (page 19).
- 1.17 Looking specifically at pay and play courses across Kirklees and adjoining districts, table 3.5 on page 22 of the report sets out:
 - Kirklees has 1 Pay and Play facility (Bradley Park)
 - *Barnsley has 1.5*
 - *Leeds has 2.5*
 - *Rochdale has 1*
 - *Wakefield has 2*

1.18 Therefore comparable clubs outside of Kirklees district offer a similar arrangement to allow non-members to turn up and pay a green fee to play the course. Within close proximity to Bradley Park are Willow Valley Golf Club (Calderdale) and Crow Nest Park Golf Club (Calderdale).

1.19 The KKP report¹ (Table 2.8, page 12) sets out how other courses within a 20 minute drive time of Bradley exhibit the characteristics to meet the needs of the different golf market segmentations. This provides further evidence that particularly Willow Valley shows the same characteristics as Bradley in meeting the needs of those segmentation types which adds further supporting evidence that Bradley golf course can be considered surplus to requirements. The council have contacted other courses within the 20 minute drive time of Bradley to enquire about their capacity to accommodate new members. This evidence showed that a number of other local golf courses showing have capacity for new members (SS2, Bradley – summary of letter responses) including Willow Valley which is 2 miles away and within a 20 minute drive time.

1.20 Willow Valley is the closest course to geographically and of offer, to Bradley Park. It has good facilities and could accommodate some of the displacement. Built in 1993 it has several facilities:

- 18-hole Willow Valley Course aimed at experienced players (water features on 11 holes and host to the Yorkshire Professional Golfers' Association 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 not proficient enough to play the Willow Course or who have less time to spare;
- a 24-bay floodlit driving range;
- an academy area comprising three short holes to practice pitching, chipping and putting;
- Footgolf.

1.21 There are 2 courses within 10 minutes and a further 12 within 20 minute drive. This is well within the threshold of what a 'nomad' player is typically prepared to drive (30 to 60mins).

1.22 Willow Valley state on their website they "*welcome casual visitors, golf societies & golf corporate groups and have packages to suit all standards*". Additionally they have an online booking facility that allows individuals and groups to book tee off slot times, which shows availability and demonstrates that there is capacity at the Golf Club. The home page also outlines that the club is happy to take on new memberships for more serious golfers. This view was also outlined in the Smith Leisure (2016) document Independent Golf Options at paragraph 6.38 which states,

"The KKP report clearly demonstrates that a number of the local private members' golf clubs are looking to take on new members, so there are realistic options for these golfers. Also, I am confident that the nearby Willow Valley Golf Club would be keen to take on new members from Bradley Park."

¹ Comparison of existing and future sports provision: Bradley Park (KKP, March 2017) (SS1)

- 1.23 Memberships start from as little as £32 per month for a 5 day Monday to Friday Bronze package. As an alternative to the more casual turn up and play golfer Crow Nest Park Golf Club, which is 4Km from Bradley Golf Course and Offers a more flexible approach with visitor booking available as per the below extract from their website,

“Visitors are always welcome at Crow Nest Park!

Winter Green Fee Rates.

24th October 2016 – 31st March 2017

Visiting Adult: £9 (9 holes) £16 (18 holes)

Visiting Junior: £7 (9 holes) £12 (18 holes)

Introduced and playing with a member:

Visiting Adult: £7 (9 holes) £12 (18 holes)

Visiting Junior: £6 (9 holes) £10 (18 holes)

Social Members & £7 (9holes) £12 (18 holes)

5 Day Members weekend rate

Fairway mats available to purchase (£8) or available to rent (£4 deposit)”

- 1.24 The visitor option indicates that non-members are facilitated in a pay and play manner which would benefit any more casual golf players displaced from Bradley.
- 1.25 Clubs tend to offer membership options as a reliable source of income whereby a member pays an annual membership to play on the course at a fixed fee despite the amount of times they use the course. This allows the Club to factor in revenue for the up and coming year.
- 1.26 There is no definite differentiation between a pay and play golf club and a golf course which has membership and visitor options but has is demonstrated above courses nearby do facilitate a range of players and Crow Nest Park does cater for visitors which do not need to be specific members of the course in order to play.
- 1.27 As such we consider there is no difference between a pay and play facility and a course which offers a visitor option at a green fee rate. This is also supported in the Economic Impact of Golf on The Economy of England (April 2014) (see Appendix F) at paragraph 4.1.3 which states,

“Nomad golfers play itinerant golf choosing to play at commercial pay-&-play courses, at municipal or local authority venues, or by paying green fees at predominantly member courses.

This is a growing category of golfer in England, who does not want to be constrained by a membership to one venue, or who does not wish to have the financial commitment of an annual golf subscription.”

- 1.28 England Golf and Sport England noted in their representations that the top 4 golfing segments served by Bradley Park Golf Club are ‘Young Family Members’, ‘Casual Relaxed Members’, ‘Occasional / Time Pressed’ and ‘Young Active’. Common to all these segments of golfer are the need for facilities including a covered driving range, a 9 hole or Par 3 offer, and a range of affordable / flexible membership options and pay and play.
- 1.29 Investigations with other local golf clubs show that the vast majority offer some form of ‘pay and play’ access and have capacity to accommodate this. In particular, the nearby Willow Valley Golf Club provides a very similar offer and prices to Bradley Park Golf Course, and operates with significant capacity. This evidence alongside the

information received from other local golf courses showing their capacity for new members² demonstrates that the golfing provision at Bradley can be considered to be surplus to requirements.

Satisfying the third bullet point of Paragraph 74

the development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss

- 1.30 In addition to the first, the Council consider that bullet point three of paragraph 74 can also be satisfied. Notwithstanding the fact that the council believe the evidence demonstrates the golf provision at Bradley to be surplus to requirements, there have been constructive discussions with Sport England and England Golf in relation to whether some golfing provision could remain at Bradley. As a result, and through dialogue with both Sport England and England Golf, the council's latest masterplan for Bradley includes a 20 bay floodlit driving range, and a 9-hole golf course (incorporating where possible existing holes) the implementation of which would ensure continuity of provision. The masterplan would ensure there remains a significant 'pay and play' golf offer at Bradley alongside that provided by the wider market, meeting the needs of the key segments of golfer. This masterplan was endorsed at Kirklees Cabinet meeting of 23rd January 2018 (See Appendix B).
- 1.31 It should be noted that the re-provision of the 9 hole course and driving range as set out in the masterplan would meet the second bullet point of NPPF paragraph 74 for those elements of the golfing offer as paragraph 74 (2) states that "the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location;"
- 1.32 The masterplan sets out that the new on-site (replacement) sports offer will be:
- A repurposed 9 hole course combined with a floodlit driving range and clubhouse
 - Open space provision
 - Two full size 3G pitches
 - Two full sized adult pitches
 - Two junior pitches
 - 3.8km of cycling and walking routes, linked into the wider network
 - 5km running / walking circuit (which could allow for events such as parkrun, cross country etc.)
- 1.33 This sets out the alternative sports and recreational provision the development could bring, should the existing golf course be lost. As set out in the following paragraphs, this alternative provision meets identified needs for the Huddersfield area.
- 1.34 The 2015 playing pitch strategy (LE124) identified significant shortfalls in match equivalents sessions across the whole of Kirklees and across all of the pitch sports. A strategic solution to this would be to:
- Football - Create two 3G pitches
 - Cricket - Work to reduce over play on club sites
 - Rugby Union & Rugby League – improve quality and reduce over play
 - Hockey – improve pitch quality

² Bradley – summary of letter responses (SS2)

- 1.35 In summary the analysis by area (of which Bradley park sits within the Huddersfield area), shows that the Huddersfield area has an undersupply of:
- Two 3G pitches
 - Youth 11v11 pitches
 - Shortfall in pitches for rugby league (various types)
- 1.36 The provision of sports facilities identified in the masterplan (as set out above) will help meet such needs identified in the wider Huddersfield area and alongside the other sport and recreation provision proposed through the masterplan would clearly outweigh the loss of the golf course as shown by a comparison of participation levels.
- 1.37 Comparing activity and participation levels at Bradley Golf Course against the proposed new facilities, it is clear the new facilities would provide for a greater number of participants and importantly within a wider range of sport and recreation opportunities as set out in the KKP report (December 2017, see Appendix C).
- Existing golf participants at Bradley: c.50,000 participants per annum
 - New facilities (combined): c103,000 participants per annum, from a wider demographic base (including a minimum 13,000 participants on the re-purposed 9 hole course and driving range)
- 1.38 The number of participants generated from the new facilities is based on users of two full sized 3G pitches, grass pitches and plus the additional informal circuits for walking and running and the emerging masterplan for Bradley which shows re-purposed 9 hole golf course provision and a driving range.
- 1.39 Whilst it would be difficult to calculate the number of annual participants lost completely from golf if Bradley Park closed, the evidence that sufficient capacity exists within several nearby courses clearly demonstrates not all of those participants would necessarily stop playing golf and the revised KKP report (Bradley Golf Course – Update Report December 2017, see Appendix C) states that the re-provision of a 9 hole course and driving range in the northern part of this site will retain a minimum of 13,000 annual participants on the Bradley site.
- 1.40 Therefore, it is not a simple calculation of losing 50,000 golf participants and gaining over 103,000 participants in others recreation and sport uses, it is the consideration of gaining over 95,000 participants for other recreation uses but retaining a proportion of the existing annual participants who play golf through re-provision of the 9-hole course and driving range (minimum 13,000) at Bradley. In addition, other golf courses within a 20 minute drive time have stated that they have capacity so any displaced golfers can also be accommodated on other courses. Given there is sufficient capacity in other courses across Kirklees and Calderdale and that the nearby Willow Valley course (as set out in the evidence base at SS2³) has a similar offer; cost, facilities, non-elitist, to Bradley Park, the likelihood of retaining golf participants is good.
- 1.41 Increases in the participation levels for formal and informal sports activity will be a key part in helping to address health and deprivation issues across Kirklees, particularly in Huddersfield.

³ SS2 (Bradley – summary of letter responses)

1.42 When considering the question posed in the third bullet point; *the needs for which clearly outweigh the loss*, the Council consider this can be satisfied:

- The alternative sport and recreational provisions that can be provided on site are set out in the evidence base of the local plan including that they are meeting established needs
- the participation levels the alternative provision can bring are higher than the golf course could achieve, furthermore the Council considers that provision of a 9 hole golf course and driving range as well as capacity at alternative golf facilities will provide for any displaced participants as shown by the correspondence with golf courses within the 20 minute drive time.
- the health and social benefits (through higher levels of participation) will contribute to outweighing the loss. Examples of this set out in the Bradley Golf Course Report (SS2, DLP, April 2017) report include;
 - To the rear of 132-134 Avery Hill Road, New Eltham, London, SE9 2EY (APP/L3245/A/14/2221002)
 - Land north-west of 10 Greencroft, Merrow, Guildford, GU1 2SY (APP/Y3615/A/12/2177936)
 - Tamworth Local Plan – Adopted 2016

1.43 The council have agreed a Statement of Common Ground (SoCG) with Sport England which confirms the view that NPPF paragraph 74 has been substantially met and that Sport England accept that the housing allocation H1747 is sound in view of the emerging masterplan. The SOCG also states that the retention of a 9 hole course facility and driving range represents a compromise which achieves desired outcomes for the Council, Sport England and England Golf. The full Statement of Common Ground can be viewed in Appendix A.

The Presumption in Favour of Sustainable Development

1.44 As the Framework is to be read as a whole, it is important to consider the presumption in favour of sustainable development. The development and open space needs for Kirklees, pertinent to Bradley Park are established in the following relevant evidence base documents:

- Strategic Housing Market Assessment
- Kirklees Playing Pitch Strategy and Kirklees Open Space Study

1.45 It is clearly set out and justified within the submitted Local Plans that all of these needs can be met within Kirklees.

1.46 The Sustainability Appraisal for the Local Plan sets out the reasonable alternative strategies and the spatial options, to deliver these needs. The strategy chosen by the Council to deliver the housing element of this need is to bring forward as many sites within the urban area as possible whilst making substantial allocations in Huddersfield and Dewsbury, where the majority of housing needs will be met. The Local Plan sets this strategy out within section 6.1 (The Spatial Development Strategy, SD1).

1.47 The Bradley Park allocation helps to deliver this strategy through the allocation of approximately 1,577 dwellings (H1747). The Local Plan affordable housing policy (PLP11) sets an affordable housing requirement of 20% for sites of this size. As part of this urban extension, there will also be approximately 400 dwellings provided on an adjacent privately owned site (H351) giving a total of approximately 2,000 dwellings therefore it is expected that approximately 400 will be provided. In addition to the residential element of the urban extension the site can provide:

- Primary School and early years provision
- Secondary School (on or off-site)
- A new local centre to provide services
- Transport and infrastructure improvements to improve connectivity to other areas and jobs
- More coherent sports and open space strategy for the whole of North of Huddersfield

1.48 In terms of open space, sport and recreation facilities, the emerging masterplan for this site includes:

- Improved Green Infrastructure
- Open space provision
- Two full size 3G pitches
- Two full sized adult pitches
- Two junior pitches
- 3.8km of cycling and walking routes, linked into the wider network
- 5km running / walking circuit (which could allow for events such as parkrun, cross country etc.)
- Re-provided 9 hole golf course, driving range and clubhouse within the site.

1.49 It is clear from the submitted Plan(s) and evidence base that the strategic housing needs of Kirklees can be met within the Borough and within the plan period. The Bradley Park allocation will help to ensure this need is met sustainably and importantly will make a significant contribution to the objectively assessed housing needs of Kirklees.

1.50 The delivery of the Bradley Park allocation will also help to address shortfalls identified within the Council's playing pitch strategy and also increase the quantum of publicly accessible open space which has been shown to clearly outweigh the loss of Bradley golf course.

c) What are the key access and transport infrastructure requirements/costs associated with the proposed scheme? Are there any delivery issues or phasing implications? To what degree is development of later phases dependent on a connection to a new Bradley link road and/or access to new junction 24a of the M62?

[in responding the Council should address key concerns made in representations, including those raised by Thornhill Estates in the Highway Documentation Review document (September 2017)]

1.51 For the purposes of this answer, the "Bradley Link" should be referred to as the "A62 to Cooper Bridge" scheme as defined in the Kirklees Council Cabinet Paper: "West Yorkshire Transport Fund Scheme Update", dated 19th of December⁴. This report details the scheme as follows:

- Highway improvement works to the junction of Bradley Road/ Colne Bridge Road (incorporating Oak Road);
- Construction of the Cooper Bridge Relief Road (Bradley to the A644 Wakefield Road); **(The Bradley Link)**

⁴ <https://democracy.kirklees.gov.uk/documents/s21039/9.%202017-12-19%20WY%20plus%20transport%20fund.pdf>

- Highway improvement works to the junction of A62 Cooper Bridge Road, A644 Wakefield Road, A62 Leeds Road (incorporating the 'Three Nuns' junction) to form a Gateway to Huddersfield; and WY+TF update 21 November 2017
 - Widening (in part) of the A644 Wakefield Road.
- 1.52 The Council has undertaken a Master planning exercise for these two sites (H1747 and H351) and any access and/or traffic generation and assignment responses to the MIQ's refer to the both sites as one whole, i.e. the requirement for access for 1,958 dwellings and associated traffic impact thereof.
- 1.53 The Fore Consulting Transport Scoping Report (January 2018) illustrates that the provision of three access points to the site can be achieved, ahead of the delivery of the Cooper Bridge Link Road scheme. This comprises:
- an access road/junction onto Bradford Road to the west, and
 - upgrades of the Tithe House Way and Lamb Cote Road links and the priority junctions they form with Bradley Road.
- 1.54 The access improvements are shown on Fore Consulting Drawing Nos 3367/SK001/08, 3367/SK001/09 and 3367/SK001/11.
- 1.55 All of the junctions are designed to the appropriate geometric standards and the Fore Consulting Transport Scoping Report (January 2018) concludes that all would operate satisfactorily on the basis of the phasing assumed for the build-out of the development proposal, allowing some development to take place in the period up to 2026 and without the need for a link to the Cooper Bridge Link Road scheme.
- 1.56 It is envisaged that the Cooper Bridge Link scheme will be in place for 2026. Further information on the scheme is available in in the Transport Model and Addendum Technical Paper (BP12) and more recently in the Kirklees Council Cabinet Paper: "West Yorkshire plus Transport Fund Scheme Update", dated the 19th December 2017.
- 1.57 The Transport Technical Paper and addendum (BP12) shows an area of search for the Cooper Bridge Relief Road. The emerging outline business case will explore the options available to deliver this element of the scheme. A precise alignment therefore cannot be identified ahead of this work being completed.
- 1.58 The funding envelope identified for the Cooper Bridge scheme when the Transport Fund was first initiated was £77m of which £69m contribution from the West Yorkshire Combined Authority (The West Yorkshire Transport Fund). More information on the scheme and its current progress can be found in the West Yorkshire and York Investment Committee meeting agenda and papers from the 3rd January 2018⁵ (Page 58).
- 1.59 Around 600 dwellings can be delivered and accessed from the three identified access points comprising:
- Bradford Road
 - Lamb Cote Road
 - Tithe House Way

⁵ <http://westyorkshire.moderngov.co.uk/documents/g540/Public%20reports%20pack%2003rd-Jan-2018%2011.00%20West%20Yorkshire%20and%20York%20Investment%20Committee.pdf?T=10>

- 1.60 These can be delivered in accordance with the Bradley Park Delivery Statement (January 2018) up to 2026 (see Appendix D).
- 1.61 It is difficult in a development plan document, to indicate how precisely a scheme will look in terms of its design or at what point in time it will be needed in terms of what development has already happened in the locality. The Bradley Link forms part for the Cooper Bridge scheme which has been designed not only to facilitate access to the Bradley development, but also to provide relief for background exogenous traffic growth at an already congested location on the Kirklees highway network. The scheme and the allocation are not dependant on one another insofar as the fact that there is not a certain point in time after which no more development could take place on the Bradley allocation.
- 1.62 The A62 to Cooper Bridge West Yorkshire Transport Fund scheme has a delivery timeframe associated with it. This is detailed in the Transport Model technical paper BP12, which states that the Cooper Bridge relief Road (Bradley Link) is programmed to commence post 2021, with an 18 month construction period. This would mean that the scheme could reasonably be expected to be open by 2023/24. The Bradley Park - Delivery Statement (January 2018) shows that approximately 240 dwellings on site 1747 and 40 on H351 will be built by then.
- 1.63 The Council has undertaken some additional work using the cordon identified in the Transport Model Technical Paper and Addendum (April 2017) with and without Bradley Link/Cooper Bridge and junction 24a included. The results are as follows:

	Cordon Trips (pcu)	Total Delay (Hr)	Delay per Trip (Sec/pcu)	
2030 forecast with all local plan sites and no highway Improvements in place	8,630	845	353	AM
2030 forecast with all local plan sites AND Junction 24 AND Bradley Link/Cooper Bridge highway Improvements in Place	13,417	790	212	
2030 forecast with all local plan sites AND ONLY Bradley Link/Cooper Bridge in place	11,227	752	241	
2030 forecast with all local plan sites AND ONLY Junction 24 in place	9,777	982	361	
	Cordon Trips (pcu)	Total Delay (Hr)	Delay per Trip (Sec/pcu)	
2030 forecast with all local plan sites and no highway Improvements in place	9,575	876	329	PM
2030 forecast with all local plan sites AND Junction 24 AND Bradley Link/Cooper Bridge highway Improvements in Place	13,695	923	243	
2030 forecast with all local plan sites AND ONLY Bradley Link/Cooper Bridge in place	12,272	881	258	
2030 forecast with all local plan sites AND ONLY Junction 24 in place	10,677	1,164	392	

- 1.64 The junction 24a scheme in isolation doesn't draw in as many trips to the cordon as the Cooper Bridge scheme, but associated delay as a result of the scheme in pace is greater than the delay if just the Cooper Bridge scheme was in place, in both the am and pm scenarios.
- 1.65 As a result of this, the Council considers that the A62 to Cooper Bridge (Bradley link) is the preferred scheme for mitigating the traffic generated from H351, H1747 and associated exogenous background growth. The level of delay experienced per vehicle with just the Bradley Link/Cooper Bridge in place is considered acceptable, when compared to the 2030 forecast with all local plan sites and no highway Improvements in place.
- 1.66 Responses to the concerns made in the Thornhill Estates representations are set out in Appendix E.

d) Has the necessary third party land been secured for access and drainage solutions?

- 1.67 All land required for the three access points identified for the initial phases of the development is within the ownership of Kirklees Council or the owners of allocation site H351 and there is a reasonable prospect that additional third party land required can be secured to achieve access beyond these initial phases. From the perspective of the relief road, regardless of which option is favoured the scheme will have to deal with a number of third party issues namely around land, property, rail, the canal and river.
- 1.68 A decision on the Outline Business Case currently being prepared is expected from the West Yorkshire Combined Authority Investment Committee in September 2018. Following on from this, the forecast full approval date is proposed for 2019 (Decision Point 5) and the completion date for the scheme is forecast for 2023.⁶ (Page 59).
- 1.69 In relation to drainage issues, a Drainage Assessment Report has been prepared (Mason Clark Associates, January 2016). The identification of large areas of open space as part of the masterplan and its overall design approach, across a large overall site area, provides opportunities for surface water conveyance, attenuation and 'at source' retardation of surface water. There are no constraints to development in terms of flood risk. Priority should be given first to the provision of soakaways / infiltration, then to discharge to a watercourse and as a last resort, connection to public sewer. A positive green infrastructure strategy for the site offers a key opportunity to focus on the integration and function of 'blue' and 'green' spaces.

e) Does the Plan clearly specify the number of access points required and transport infrastructure requirements?

- 1.70 The site box for H1747 refers to the requirement for "multiple access points" and the H351 site box refers to the requirement for two access points. Detailed work has shown that the entire allocation site will require a minimum of four site access points as follows:
- Access off Bradford Road
 - Access via Lamb Cote Road/Bradley Road
 - Access via Tithe House Way
 - Access from the proposed Cooper Bridge Link Road scheme.

⁶ <http://westyorkshire.moderngov.co.uk/documents/g540/Public%20reports%20pack%2003rd-Jan-2018%2011.00%20West%20Yorkshire%20and%20York%20Investment%20Committee.pdf?T=10>

- 1.71 The Fore Consulting File Note (December 2017) and Transport Scoping Report (January 2018) sets out the transport infrastructure requirements at each of the first three of these access points, as also shown on shown on Fore Consulting Drawing Nos 3367/SK001/08, 3367/SK001/09 and 3367/SK001/11.
- 1.72 The site boxes for H1747 and H351 refer to additional mitigation on the wider highway network may be required. The response to question (c) outlines the transport infrastructure requirements for the delivery of these sites and modification AD-MM14 (SD4) also provides information relating to the wider highway network.
- 1.73 The Council considers the information already provided in the plan is congruent with guidance provided by the DCLG and that providing any further information about access points and local highway improvements is too prescriptive and that these issues should be discussed at planning application stage where a greater understanding of the traffic flows at that time and what committed developments and schemes might be in place will be available.
- 1.74 The Council considers that Policy TS9 in the plan provides enough information to alert potential developers that a site might be subject to certain constraints as a result of proximity to a strategic transport scheme. The following provides further detail around the strategic scheme in TS9 and what information has been provided in the site allocation boxes in Allocations and Designations Document.
- 1.75 TS1, TS2, TS3, TS4, TS5, TS8, TS9, TS10 and TS11 show in strategic terms what transport infrastructure is required to ensure that the district can accommodate the cumulative impact of the development traffic from the Plan's site allocations. From the perspective of viability it cannot be expected that individual sites could fund the level of infrastructure provided, so policy PLP4 in the Strategy and Policies Document exists to ensure that at application stage, due regard is taken of the infrastructure required under the TS designations and that developments should contribute to the provision of infrastructure, taking account of local and strategic needs and financial viability. This may be achieved on-site or off-site through planning conditions or legal agreements and/or through contributions to the Community Infrastructure Levy (CIL).
- f) Does the Plan provide sufficient detail on other infrastructure requirements, including education, open space, sports and recreation facilities, and the provision of a local centre? Should the Plan specify the amount of land required for the provision of these facilities, along with details of timing/phasing? How will provision be made for early years/childcare and secondary education facilities?
- 1.76 The local plan provides sufficient detail on infrastructure requirements and phasing through policy PLP4 and PLP5. The masterplan is the appropriate mechanism to define the quantum and location of infrastructure provision. The masterplan has been developed by the Council and their consultants McGuirk Watson Architecture and Urban Design. It responds effectively to these policy requirements and provides a framework for the future determination of planning applications (Appendix B).
- 1.77 Early learning & childcare places may need to be provided for as part of the new primary school development. There may also need to be a commercial and/or voluntary sector opportunity through the provision of appropriate facilities as part of the proposed community hub.
- 1.78 Financial contributions to meet demand for secondary school places during the plan period will be secured by S106 obligation, in accordance with the Councils policy

'Providing for education needs generated by new housing' as housing development comes forward. The masterplan safeguards the provision of land for a new secondary school post plan should such a need be identified.

- 1.79 The local plan and CIL viability study addendum (CIL2) tests the overall viability of H1747/H351, it made assumptions (including abnormals) to cover infrastructure costs relating to the development without identifying specific projects or schemes. Therefore viability evidence did not explicitly define size/form of the local centre. The masterplan and Delivery Statement outline the spatial extent of the local centre, whilst through partnership working and local community engagement the composition of the local centre will be defined.
- 1.80 In relation to open space, the other site specific considerations for H1747 refer to the site being owned by Kirklees Council and as such could deliver enhanced green infrastructure. It also refers to links being required to the core walking and cycling network, consideration of opportunities to promote community gardens and allotments. The emerging masterplan demonstrates that the site is of sufficient size to accommodate significant areas of green infrastructure in addition to achieving the indicative capacity of approximately 2,000 homes within H1747 and H351. The provision of green infrastructure within H1747/H351 would be delivered alongside the phased housing delivery and as this is located throughout the site it would be inappropriate to specify exact timescales for the delivery of each element of the open space provision.
- g) Have constraints relating to heritage, biodiversity, air quality, noise, odour, contamination and land stability been satisfactorily investigated and addressed? Are related mitigation measures and requirements clearly expressed in the Plan? How have these constraints and measures impacted on the viability of the scheme?
- 1.81 The site boxes for H1747 and H351 set out the required assessments to mitigate against the identified constraints and as this is a strategic site, assessments already been undertaken for a number of these key issues to ensure that mitigation is possible to ensure delivery of the anticipated capacity.

Heritage

- 1.82 The impact of the proposal on the heritage asset has been appropriately assessed and addressed in accordance with the NPPF. This approach is set out in the HIA for H1747/H351 (LE92). The HIA identifies tracks at the western edge of H1747 and tracks within H351 as considerable significance, an area either side of the farm track to the west of H1747 and in close proximity to the listed building as high significance and an area to the south-east of the listed building and farm track as moderate significance. The significant areas of open space which are to be accommodated within H1747/H351 allow for the emerging masterplan to provide mitigation to ensure an appropriate development scheme.
- 1.83 Section 6 of the HIA, as set out below demonstrates that identified impacts can be mitigated, however it is considered appropriate to allow a range of mitigation measures to be considered through the emerging masterplan and through the planning application and not be specified in the local plan. The indicative capacity of this site allows for considerable areas of open space which will ensure sufficient mitigation can be provide through the emerging masterplan and the planning application. As such Policy PLP35 is considered the appropriate mechanism to secure mitigation measures, with document LE92 a reference document at the time of the determination of the planning application.

Biodiversity

- 1.84 An Extended Phase 1 habitat classification and associated field survey has been undertaken (Wold Ecology, December 2015). There are no statutory or non-statutory protected sites within the site boundary. The value of existing flora and fauna is not at a level that would prevent the future development of the land. There are opportunities for future ecological enhancements, improving wildlife habitats and connectivity.

Air quality, noise, odour, contaminated land and land stability

- 1.85 The impact on air quality, noise, odour, contamination and land stability have been assessed with conclusions presented in the Accepted Site Options Technical Appraisal (BP29.1, page 75) as well as further detailed assessments for noise (Noise Impact Assessment (Environmental Noise Solutions, June 2016), contamination and land stability (Preliminary Geoenvironmental Investigation (Lithos, February 2016)). No significant constraints were highlighted that would prevent the site from being considered deliverable. The Kirklees Council Air Quality Assessment document (LE118) provides a technical assessment of the impact of the growth proposed in the local plan upon air quality and carbon emissions. The assessment concludes that the overall effect of the Local Plan on local air quality is considered to be not significant (LE118, chapter 6, page 21).

Viability

- 1.86 Development cost reports have taken into account the identified constraints identified in the technical reports as outlined in detail below. The cost of the site infrastructure at Bradley Park was assessed by Gardiner & Theobald LLP as part of the masterplan development process. This work was taken into account in the Growth Delivery Statement prepared by Cushman and Wakefield in April 2017. The Statement assesses the deliverability of the Kirklees Local Plan and includes viability studies for the residential led strategic allocations, including the two combined allocations (H1747 and H351) at Land north of Bradley Road, Bradley, Huddersfield. The combined sites were assessed as viable and deliverable, incorporating allowances for the policy standards of the Local Plan.

h) Is the indicative site capacity justified, having regard to environmental and other constraints and the provision of necessary infrastructure?

- 1.87 As set out in the indicative masterplan for H1747/H3514 and the Delivery Statement, the capacity assigned to these sites is achievable based on the required infrastructure and provision of significant areas of open space.
- 1.88 The transport infrastructure including the multiple access points required as referred to in answer (c) is incorporated in the masterplan and does not impact on the capacity of H1747/H351. In relation to the ordinary watercourses crossing H1747 a Drainage Assessment report has been produced (SS2) and the development of sites H351 includes significant areas of open spaces throughout the site allowing areas such as ordinary watercourses to be accommodated within the design layout. In the same way, the public rights of way and power lines crossing the site and consideration of the impact on the listed building outside H1747 to the north-west of the site can be accommodated within the scheme.
- 1.89 Part of this site is within the Wildlife Habitat Network Part of this site contains a Habitat of Principal Importance. The trees and ponds have been removed from the developable area of this site and a Habitat Survey has been undertaken (SS2). As set out in (g) there are no statutory or non-statutory protected sites within the site

boundary and the significant areas of green infrastructure will provide opportunities for future ecological enhancements, improving wildlife habitats and connectivity.

1.90 In conclusion, the infrastructure requirements, proposal for significant areas of green infrastructure and potential constraints identified on this site have been considered in deriving an appropriate housing capacity for these sites and as such the capacity for H1747 and H351 is justified.

i) The housing trajectory indicates that 360 dwellings will come forward within five years, with the first units delivered in 2019/20. At the Stage 1 hearings the Council confirmed that a development partner(s) has yet to be appointed and a planning application is not anticipated until Summer 2018. Are the estimated delivery timescales reasonable and justified? Why do the trajectory timescales differ from the 15 year phasing approach established in the Bradley Park Phase II Masterplan Delivery Statement (page 23) (September 2016) (SS2)?

[the Council is requested to provide a detailed delivery programme which sets out phasing information relating to different parts of the sites and timings of key stages, including preparatory work, marketing/appointment of housebuilders/development companies, EIA work if necessary, Section 106 work, other legal and contract work, planning application preparation, planning application determination, discharge of conditions, site preparation, commencement of development. Anticipated timings of key infrastructure delivery should be provided as part of this programme.]

1.91 The council would like the opportunity to refer to a recent Court of Appeal decision (St Modwen v SSCLG [2017] EWCA Civ 1643) regarding the interpretation of paragraph 47 of the National Planning Policy Framework, with regard to the level of proportionate evidence required to demonstrate sites are deliverable and/or developable.

1.92 The Bradley Park Phase II Masterplan Delivery Statement was an initial high level assessment of the potential delivery on the Bradley sites (H1747 and H351) undertaken in September 2016. Further work has since been undertaken in relation to the phasing of delivery on this site and the Phase II Masterplan Delivery Statement has now been superseded by a revised Delivery Statement (Bradley Park – Delivery Statement January 2018, see Appendix D) which sets out the detailed planning timeline for this site including the timing of key stages, preparatory work and the timeline through the planning process. The delivery rates and phasing programme for H1747 have been amended to reflect the revised detailed delivery information (See table 6.5 of the delivery statement).

1.93 Section 6 of the Delivery Statement focuses on the programme and timetable for achieving planning consent and delivery. The delivery programme is set out three parts, demonstrating the way forward for moving from a draft allocation to achieving the completion of residential units on the site:

- Part 1 summarises the programme to date
- Part 2 sets out a short-term programme focussed on securing early delivery
- Part 3 identifies options for progressing the whole allocation

1.94 Paragraphs 6.11 – 6.14 together with table 6.2 set out the short term delivery programme, geared to achieving early delivery on the site and building confidence around the development proposal. Paragraph 6.15 together with table 6.3 set out the delivery programme for the whole of the allocation.

- 1.95 A formal pre-application submission is under preparation for a full application for a first phase of development (107 homes) in accordance with the overall site masterplan. This will be submitted to the LPA alongside an EIA screening request at the start of February 2018.
- j) What effect would the proposed boundary changes and allocations have on the Green Belt and the purposes of including land within it? In particular, how would the existing gap between Huddersfield and Brighouse be affected? Are there exceptional circumstances that justify altering the Green Belt? If so, what are they?
- 1.96 The full green belt assessment for this site is set out in the appendix at the end of this hearing statement (Appendix G)
- 1.97 Calderdale Council's Local Plan (Initial Draft) dated 2017, proposes a new 'garden suburb' (reference LP1451), known as 'Land between Bradley Wood and Woodhouse Lane, Rastrick). This proposal extends to approximately 63 hectares and proposes approximately 1257 dwellings. It should be noted that this plan is draft and has not reached publication/submission stage and therefore the weight to be given to this proposal is limited. Should this proposal not proceed in the Calderdale Local Plan there is a possibility that the existing green belt boundary in Calderdale (south of Woodhouse Lane) could remain in situ, meaning that the green belt gap would remain extensive.
- 1.98 It is common ground between Calderdale and Kirklees councils that the green belt gap between Huddersfield and Brighouse/Rastrick will still perform a strategic role and continues to meet the purposes of including land in the green belt as set out in the joint statement of common ground (SC007). The northern boundary of H1747 follows the southern edge of Bradley Wood. The wood extends to the north of the M62 motorway, into Calderdale, and forms the southern boundary of the proposed garden suburb allocation (LP1451). This prevents the physical merger/coalescence of settlements and together with the topography in this location, where the M62 sits atop the ridgeline between the two urban areas, assists in avoiding the appearance of merger.
- 1.99 To the west/south-west the wood tapers out to where open agricultural land extends to both sides of the M62 motorway. As the woodland is not present at this point it would be possible for built development to the north of the M62 in Calderdale to be developed. For this reason the northern extent of H351(Bradley Villa Farm) was rejected by the council (rejected housing option H2601).
- 1.100 Exceptional circumstances exist to amend the green belt boundary as this site is required to meet the objectively assessed need for housing in the district. After due consideration of all relevant non-green belt alternatives, the need to promote sustainable development patterns, the role and function of the green belt and the specific characteristics of this site, it is deemed that in this instance the benefits of facilitating housing development on the site outweigh the loss of this part of the green belt.

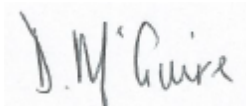
STATEMENT OF COMMON GROUND BETWEEN KIRKLEES COUNCIL AND SPORT ENGLAND

This statement formalises the common ground established between Kirklees Council and Sport England on matters relating to the soundness of the allocation H1747 (Bradley golf course) proposed within the Kirklees Publication Draft Allocations and Designations (SD2) document.

This statement concludes the engagement and co-operation that has taken place between Kirklees Council, Sport England and England Golf.

COMMON GROUND

- Kirklees Council and Sport England agree that in relation to H1747 the interests of golf provision in the locality and participation in golf can still be met through a consolidation of golf course provision.
- The retention of a 9 hole course facility and driving range (as opposed to the complete loss of facilities implied in the Submission Plan) represents a compromise which achieves desired outcomes for the Council, Sport England and England Golf.
- Taking account of the emerging masterplan for H1747 Kirklees Council and Sport England agree that a repurposed 9 hole course (with the potential for dual tee positions to enable 18 hole play in addition to shorter loops) combined with a modern, floodlit driving range and clubhouse will preserve participation in golf and ensure that para.74 of the NPPF is substantially met.
- The council will continue to work with Sport England/England Golf where appropriate in relation to the masterplan for Bradley
- Sport England and Kirklees Council have jointly worked on both a Playing Pitch Strategy and a Built Facilities Strategy which outline the current adequacy of sporting infrastructure and highlight provision that will be needed to address shortfalls and meet the needs of a growing population. Sport England therefore welcomes the identification of artificial grass pitches within the masterplan for Bradley Park as being welcome provision to meet the sporting needs of that development whilst also meeting wider needs by addressing shortfalls of that facility type across Kirklees.
- Sport England accepts that housing allocation H1747 is sound in view of the emerging masterplan, proposed reconfiguration of the golf provision and a modification to the H1747 site allocations box (SD2, Allocations and Designations, pages 37-38) to state: "The development of this site must allow for a repurposed 9 hole course combined with a floodlit driving range and clubhouse"



Dave McGuire
Planning Manager
Sport England



Richard Hollinson
Policy Group Leader
Kirklees Council

Name of meeting: Cabinet
Date: 23rd January 2018
Title of report: Proposed Bradley Urban Extension

Purpose of report

This report provides an update on the proposed Bradley Urban extension site. It explains the further development of the masterplan for the site, including provision of a sport and leisure hub, and outlines the proposed approach to the delivery of the site.

Key Decision - Is it likely to result in spending or saving £250k or more, or to have a significant effect on two or more electoral wards?	Yes If yes give the reason why Disposal of the site will ultimately result in income of more than £250k.
Key Decision - Is it in the Council's Forward Plan (key decisions and private reports?)	Yes If yes also give date it was registered 16 th November 2017
The Decision - Is it eligible for call in by Scrutiny?	Yes
Date signed off by <u>Strategic Director</u> & name Is it also signed off by the Service Director for Finance, IT and Transactional Services? Is it also signed off by the Service Director for Legal, Governance and Commissioning?	Naz Parkar - 5/12/2017 Debbie Hogg - 4/12/2017 Julie Muscroft - 6/12/2017
Cabinet member portfolio	Corporate Portfolio - Cllr Graham Turner Cllr Musarrat Khan

Electoral wards affected: Ashbrow Ward

Ward councillors consulted: Cllr Calvert, Cllr A. Pinnock, and Cllr Homewood

Public or private: Public

1. **Summary**

- 1.1 Bradley Park is proposed as a major urban extension in the Local Plan. In September 2016, Cabinet agreed a set of masterplan principles, alongside a strategic process to develop sports provision in North Huddersfield, and agreed that the Council, acting as landowner, would use the masterplan to support the housing site allocation through the Local Plan process.
- 1.2 This report provides an update on the following:
- Further development of the masterplan
 - The proposed provision of sport and leisure facilities on the site
 - The proposed approach to delivery of the site.
- 1.3 The report seeks Cabinet's approval of a revised masterplan, and an overall approach to delivery moving forward.

2. **Information required to take a decision**

Background

2.1 Strategic Context

- 2.1.1 The vision of the Kirklees Economic Strategy is:

"Kirklees to be recognised as the best place to do business in the north of England and one where people prosper and flourish in all of our communities."

The Economic Strategy identifies five priorities to deliver this vision. One of these priorities is the delivery of infrastructure that supports the success of businesses and makes it easier for people to access work. A key feature of this, is the creation of more, better and affordable housing to support economic growth.

The proposed housing site at Bradley Park will deliver a significant number of homes in a strategic location, close to the motorway network, and within easy distance of the employment opportunities on the Cooper Bridge Strategic Employment site, proposed as part of the Local Plan process. The size of the site means that we can better plan for quality and deliver a more thoughtful and integrated approach to the northern edge of Huddersfield's urban edge.

2.2 The Local Plan

- 2.2.1 The site is currently a combination of land already allocated for housing in the UDP (10 hectares) alongside land which is currently in the Green Belt.
- 2.2.2 The land that the Council owns at Bradley Park will deliver circa 1500 homes if it is allocated for housing in the Local Plan in the plan period (up until 2031). This increases to almost 2000 if the neighbouring site (in private ownership) to the west is allocated for housing in the Local Plan. Planning at this scale does have major implications for existing communities in terms of infrastructure delivery but it also has benefits, in that a more sustainable form of development is far more likely to be achieved at this scale. To ensure that this is achieved, the Council undertook masterplanning work. A report about this was provided to Cabinet in September 2016.

2.3 Indicative masterplanning work

- 2.3.1 The September 2016 Cabinet report endorsed a set of key masterplan principles, which were as follows:
- Over 40% of the site being retained as greenspace, suitable for a variety of uses.

- Focus of the masterplan around the creation of a central green corridor which sensitively balances development across the site, promoting environmental sustainability, high landscape value and the provision of recreational greenspace which will serve the local and wider community.
- The specification of homes to be for a high-quality and innovative product, which blends and complements existing homes in the area and meets the changing needs of people throughout their lives.
- The housing would be complemented by a wide range of wider community facilities including a new primary school to serve the wider community, a new local centre to provide services transport and infrastructure improvements to connect in to the A62 corridor. This would sit alongside a more coherent sports and open space strategy for the whole of north Huddersfield and improved green infrastructure and sustainable transport networks e.g. cycle routes.

2.4 Progress Since September 2016

2.4.1 Revised Masterplan with Sports and Leisure Hub

Following the approval of masterplan principles by Cabinet, along with the agreement to the proposed process for agreeing a strategic approach to sport and leisure provision, officers have engaged with both Sport England and England Golf to develop options for sport and leisure provision on the site. As a result of these discussions, a revised indicative layout for the site has been developed. The layout provides for a sport and leisure hub in the north east area of the site. This area would be sufficient to accommodate a nine hole golf course (utilising some of the existing holes), a floodlit golf driving range, two full size 3G sports pitches and new club house/changing facilities with appropriate parking. The facilities would serve new residents of the site and the wider community of north Huddersfield. It works with the existing masterplan principles and is consistent with the previously agreed principle, of providing a wide range of complementary community facilities to serve the expanded community, which would be created by the Bradley urban extension. The Council is committed to devising a funding strategy for the sports and leisure hub, including potentially earmarking receipts from land disposals.

The revised masterplan which accommodates the sports and leisure hub is show in appendix 1.

2.4.2 Consultation with England Golf, Sport England and Kirklees Active Leisure

As part of the development of the proposed facilities, there has been extensive discussion with England Golf, the governing body for the sport in England. England Golf are supportive of the revised proposals and specifically the nature of the golfing provision included in it. They have confirmed that they are happy to work with the Council to further refine the development of the facilities.

Sport England have also been consulted on the proposals for Bradley Park. They have also given positive feedback about the proposals.

Kirklees Active Leisure (KAL) are being consulted through regular contact with officers in Culture and Vibrancy.

2.4.3 Delivery

Officers continue to develop a delivery strategy, setting out how the proposed urban extension at Bradley would be delivered. As part of this, officers are developing a number of key principles, and these are explained further in 2.4.4 to 2.4.6 below:

2.4.4 Phasing

The development of the site will be phased throughout the Local Plan period (which covers 2019 to 2031). It is intended that development would start during 2021/2022. A key principle, would be, that development is phased to ensure that there is no break in golfing provision i.e. there are always at least 9 holes available for use. Development would start on the south of the site, including the existing UDP allocation, allowing the existing golf course to continue, in operation, during the early stages of development. Meanwhile, the development of the new facilities hub would take place in the north east part of the site, to enable golfing activity to transfer to that area with no break in provision, with the remainder of the site being developed once suitable replacement facilities were in place.

2.4.5 Link with highways infrastructure

The phasing strategy for the site is, in part, linked to the timing of infrastructure delivery, in particular highway infrastructure. The delivery strategy demonstrates how some housing can be delivered ahead of significant highway interventions, but it also recognises that there is a need for major interventions to ensure that the development can be completed. Early phases will be delivered via improved access points at Lamb Cote Road and Tithe House Way. Additional road infrastructure is required, to support later phases. This will be linked to the delivery of the A644/A62 major transport scheme. This includes, amongst other elements the creation of a link road from Bradley to the A644. This forms part of the West Yorkshire Transport Fund programme and will be delivered by 2023. An update on this scheme is reported elsewhere on this agenda.

It should be noted that the masterplan principles previously approved, place a strong emphasis in the internal layout of the proposed development, on providing a high quality infrastructure for walking and cycling, to encourage use of these forms of transport and reduce car journeys.

The masterplan is also designed to ensure that there are good public transport connections by including in consideration of the design of the site what highways layout would be most commercially attractive to bus operating companies.

2.4.6 Procurement

Development of the Bradley urban extension will require the Council to work with development partners, in order to deliver housing on the site. Given the scale of the development, it is likely that two or more partners will be required. The delivery strategy for the site, proposes that the Council engages a development partner, in a way that allows efficient procurement, whilst ensuring that the Council's overall vision for the site is delivered.

3. Implications for the Council

3.1 Early Intervention and Prevention (EIP)

- 3.1.1 The scale of the proposed urban extension at Bradley means that there is scope for creation of a sustainable community, including specialist supported living accommodation.
- 3.1.2 The inclusion of this type of accommodation as part of the development of Bradley, responds to the Council's Housing Strategy, which identifies the need for housing a growing population of older people and the need for specialist accommodation, including housing with support, to respond to this and other complex needs.

3.1.3 The Council's controlling interest in the site also means that there is scope for the site to give priority to affordable homes, which the Housing Strategy identifies as an area for particular focus due to local economic factors, and barriers to accessing the housing market. Furthermore, development of the site will also support the role, good housing plays in supporting residents to achieve a good quality of life and in supporting Kirklees's ambitions for growth.

3.2 Economic Resilience (ER)

3.2.1 As set out in 2.1 above, the quantity and quality of the local housing stock needs to increase to support the economic growth of the district. Development at Bradley will help support economic growth in South Kirklees, particularly given the proximity to the proposed employment site at Cooper Bridge.

3.2.2 The development of the land will also have positive benefits for the local economy – through partnering with the private sector on the development, there will be additional investment for the local supply chain and opportunities for the creation of new jobs and apprenticeships/training opportunities for local residents.

3.3 Other (eg Legal/Financial or Human Resources)

3.3.1 Legal Implications

The proposed allocation of the site for housing, if approved, as part of the wider Local Plan process, will involve a procurement process for development partners for the site which may include an element of direct provision. Further details of the procurement process and proposed site disposal strategy as part of this, would be the subject of a future report to Cabinet.

3.3.2 Financial Implications

In the short term, the Council in its role as landowner, is undertaking further technical work in order to pursue this site, as a housing allocation through the Local Plan process. The cost of the technical work will be met from existing budgets.

3.3.3 Human Resources Implications

There are staffing implications in managing the master-planning work and the promotion of the site through the Local Plan process which will be managed within existing staff resources.

4. Consultees and their opinions

4.1 Cllr Turner and Cllr Khan were consulted on 27th November 2017. Their comments are given in section 7.

4.2 Cllr McBride and Cllr Mather were briefed on 4th December 2017.

4.3 Ward members were briefed on 18th December 2017. They have reservations about the loss of an eighteen hole golf course, and the proposed location of the 3G pitches. They have suggested alternative locations within the ward and elsewhere for the 3G pitches. They also have concerns about site constraints, potential contamination and proposed changes to the highway network. They have stated that they do not feel that their involvement to date has been sufficient, and they wish to be involved in the further masterplanning of the site and in particular the sports hub.

4.4 Representatives of the Committee of Bradley Park Golf Club have been briefed on the proposals in the revised masterplan.

5. Next steps

5.1 Subject to Cabinet approval of the recommendations in 6.0 below, the next steps would be:

- Work with England Golf, Sport England, Kirklees Active Leisure, ward members and the local community to develop a detailed design for the proposed sport and leisure facilities
- The Council acting in its role as landowner to participate in the Stage 4 Local Plan hearing to pursue the allocation of the Bradley site as a housing allocation
- Officers to prepare a procurement strategy for a development partner and report back to Cabinet

6. Officer recommendations and reasons

6.1 Cabinet endorse the revised masterplan for the Bradley Urban Extension, which includes sport and leisure facilities as detailed at 2.4.1 above, and authorise officers to continue to progress design of the sports and leisure area

6.2 Agree that the Council, acting in its role as landowner, will pursue the allocation of the Bradley Park site for housing through the local plan hearing process, and authorise officers to commission the work necessary to progress this.

6.3 Cabinet to note officers to prepare a procurement strategy to secure a development partner for the site. This procurement strategy when developed will be the subject of a further report to Cabinet that will seek the authority for the implementation of the procurement strategy.

6.4 The reason for the recommendations are that housing is required to support the economic growth of the district. The proposals for Bradley Park will deliver housing growth in a sustainable way, supported by appropriate community facilities and is close to proposed areas of employment.

7. Cabinet portfolio holder's recommendations

7.1 Cllr Graham Turner was briefed on 27th November 2017 and said "I fully support the Council as landowner pursuing the Bradley urban extension. New homes are vital to support the economic growth of the district".

7.2 Cllr Khan was briefed on 27th November 2017 and said "The proposed masterplan for the site sensitively balances the need for new housing with the need to create a new community, including a new sports hub which retains some dedicated golf provision and other facilities. I am confident that the principles set out in the masterplan will create a sustainable urban extension to Huddersfield and a positive environment to encourage people to lead physically active lifestyles."

8. Contact officer

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Investment & Regeneration
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Email: liz.jefferson@kirklees.gov.uk

9 Background Papers and History of Decisions

16th September 2016 - Cabinet report

10. Appendices

- Masterplan - Appendix 1

11. Service Director responsible

Paul Kemp - Service Director - Economy, Regeneration and Culture
Tel: 01484221000 Email: paul.kemp@kirklees.gov.uk



9 Hole Golf Course based on existing course

2no. 3G Adult Football Pitches 100 x 64m (110 x 70 yards) + 3m run off + Changing Facilities

5km Walking/Running Circuit

U12

3G

3G

Driving Range



KIRKLEES COUNCIL BRADLEY PARK GOLF COURSE- UPDATE REPORT

DECEMBER 2017

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CONTENTS

Section	Page
Executive Summary	
Section one: Introduction	1
Section two: Golf facilities; supply and demand	3
Section three: Sports provision; supply and demand	24
Section four: Recreation and informal activity	31
Section five: Comparative overview	37
Section six: Conclusion	38
Appendix	
Appendix 1: Precis of previous golf reports	
Appendix 2: Active lives survey information	
Appendix 3: Golf courses under construction	

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

EXECUTIVE SUMMARY

This report considers whether it can be demonstrated that development for alternative sports and recreational provision will clearly outweigh the loss of an 18-hole golf course 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 (45% 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, enabling long and shorter distance based routes.

In addition, there will be two full-sized 3G pitches, a 9-hole golf course, a 20 bay floodlit driving range and two junior size pitches next to the school.

Kirklees Active Leisure (KAL) has confirmed 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 Bradley Park, suggesting a heavy reliance on car travel.

Three golf courses are located within 10 minutes' drive time of Bradley Park. A further 12 are 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 are on average, more golf holes per 1,000 population within Kirklees (based upon 'standard' golf holes) than both the regional and national averages. This will continue to be the case were the 18-hole course taken out of commission as is proposed in the master plan for the site.

This report draws together the findings of the Golf Needs Assessment plus more recent engagement with golf course operators. The level of golf provision in Kirklees 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 the 18-hole course at Bradley Park can be deemed to be surplus to requirements.

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

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; 30% of members at Bradley Park live outside the Borough of Kirklees. There is capacity (i.e. memberships are presently on offer) in all other golf facilities located within 20 minutes' drive time of Bradley Park Golf Club (apart from Huddersfield Golf Club).

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 across the local authority; this includes a shortfall of two 3G pitches in the Huddersfield analysis area and a further three across the two analysis areas of Spennings and Batley and Dewsbury and Mirfield.

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 one quarter adults. Current golf participation at Bradley Park is estimated at c.45,000 although membership is capped at 200 (of which 12% are under 16 years of age and 8% are women). The potential to increase levels of participation in sport among girls and women is therefore, significantly enhanced by the presence of a high quality 3G pitch.

There is also an 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. The developments proposed in this respect thus 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 an 18-hole golf course (whilst still retaining golf participation at a 9-hole course and increasing the number of driving bays from 14-20) 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 underpin 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.

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

SECTION 1: INTRODUCTION

This updated 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 takes account of alterations to the original master plan which Kirklees Council has worked through with both England Golf and Sport England. A compromise solution which ensures golf is retained on the site and is considered as an entry level opportunity in addition to the development of other facilities should ensure increases in general participation in sport and physical activity, as demonstrated later.

This report considers whether it can be demonstrated that development of the land including alternative sports and recreational provision will clearly outweigh the reduction in 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 the reduction of golf facilities and alternative sport and recreation provision in terms of modelled participation.

1.1 Kirklees Council Corporate Plan 2016/17

Kirklees Council is under severe financial pressure, and is making changes to how it operates. This will have an impact 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).

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

Delivery of over 2,000 homes at Bradley will make a major contribution to achieving sustainable growth. This scale of development represents more than a year's supply of the total draft Local Plan housing requirements. It is, thus, of strategic significance to Huddersfield, the wider Borough of Kirklees and the Leeds City Region. In addition to housing, the preferred master plan for Bradley Park has the following sports and recreation provision:

Open space provision

The revised public open space is approximately 30.5Ha (45% of total 68.4Ha). This is based on the Central Park and the sports complex, and does not include the Village Green (1.4Ha) or the informal landscape between houses. 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 latest iteration of the indicative master plan approach concentrates golf and sports pitches at the north eastern end in a 'sports hub' with a separate golf zone and pitch zone and utilises some existing holes. The master plan includes a 9-hole golf course (not par 3), 20 bay driving range, 2 x full sized (100m x 64m) floodlit 3G pitches, 2 junior pitches associated with the school, trail/running track, changing facilities and training ground. In addition, there is a soft pedestrian ribbon/ recreational open space through the centre of the housing areas with traffic to the edges. In essence, the site will lose the current 18-hole facility but provide golf in the form of a 9-hole course and a retained, extended driving range (increasing from 14 to 20 bays. The detail of the course layout will be developed alongside England Golf to ensure its suitability.

Pedestrian and cycling routes

The preferred master plan approach includes a central pedestrian and cycling spine with linking spurs; 5km in total length. 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 routes.

Such a facility could provide a park run/junior park run circuit and family cycling routes for locals.

The evidence that follows is drawn from a range of sources, including the Golf Needs Assessment for Kirklees (2015), England Golf and consultation with clubs and other golf course operators and owners.

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

SECTION 2: GOLF FACILITIES – SUPPLY, NEED AND DEMAND

2.1: SUPPLY

2.1.2 Golf facilities in Kirklees

Figure 2.1 Current golf courses in Kirklees 2017

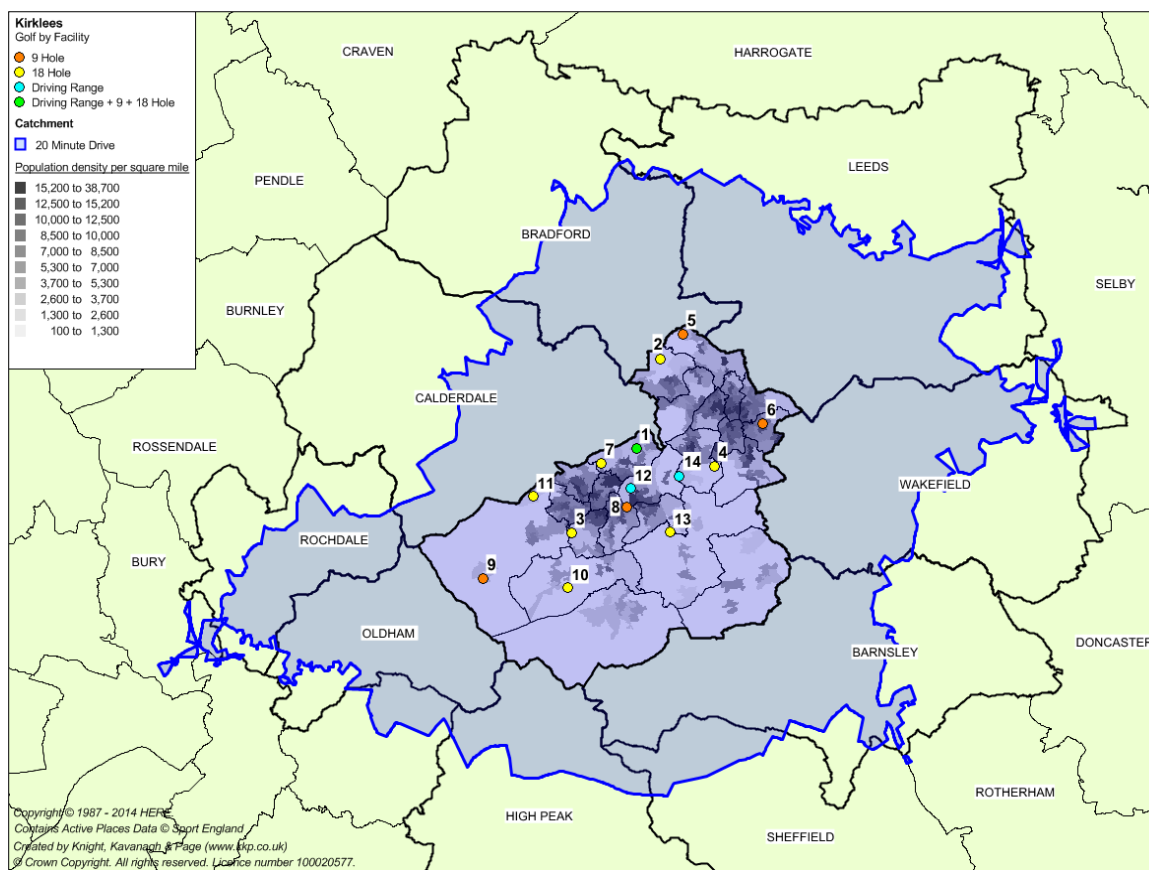


Table 2.1 Current golf courses in Kirklees

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

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

Twelve golfing facilities are identified in Kirklees. In addition 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 catchments', defined as the distance travelled by around 75-80% of users. (This is the 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

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 15.00 each day).
- ◀ Practice facilities.
- ◀ Floodlit driving range.

All the activities offered at Bradley Park can be found at a range of other golf courses and facilities located within 20 minutes' drive time of it. Two golf facilities are located within 10 minutes' drive-time and a further 12 within 20 minutes' drive-time. The two closest offer the following mix of activities and facilities and are, in order of adjacency.

- ◀ *Huddersfield Golf Club: 6,500 yard, 18-hole championship course (ID – 7) - with greens to USGA standard, clubhouse, professional, long and short practice areas, 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, academy area with 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.

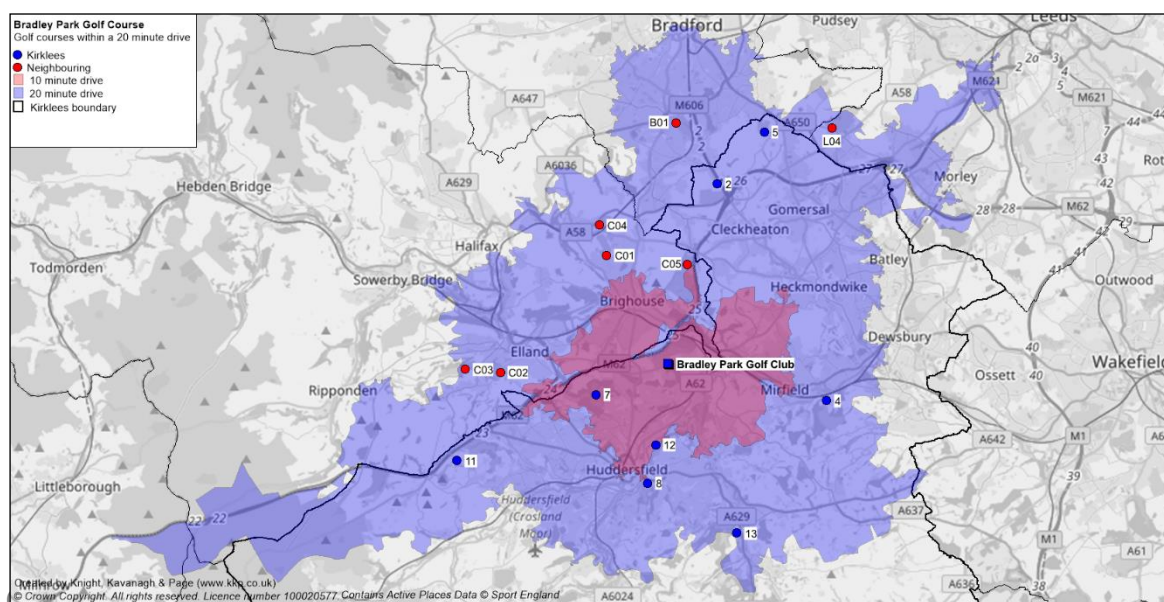
Just outside the 10 minute drive-time catchment (within the 20 minute drive-time) are Longley Park, Dewsbury & District, Elland Road, Crows Nest and Lightcliffe golf clubs. These also offer a range of facilities including 18-hole courses, 9-hole courses, practice areas, various membership options and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

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

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

ID	Course/club	Authority	Key facilities
1	Bradley Park	Kirklees	18-hole and 9 hole courses, driving range, clubhouse
2	Cleckheaton & District	Kirklees	18-hole parkland course; large clubhouse, recent improvements; new tees, paths and increased bunkers.
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 clubhouse.
7	Huddersfield	Kirklees	18-hole course practice ground and large clubhouse
8	Longley Par	Kirklees	9-hole course with a single story club house.
11	Outlane	Kirklees	18-hole course; par 69. Practice ground and large clubhouse
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 to USGA standards and small driving range. Large clubhouse.
C02	Elland	Calderdale	18-hole golf course with large clubhouse.
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 Golf Club	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



KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

2.1.3 Driving ranges

With specific regard to driving ranges the current range at Bradley Park is quite small (14 bays). Driving ranges are also located at Willow Valley (24 bays), Hopton Horse Centre (10 bays). Crows Nest (8 bays) and at Mole Valley (20 bays)

Willow Valley is within 10 minutes' drive time of Bradley Park, whilst Hopton Horse Centre, Crows Nest and Manor Golf Club are all within 20 minutes' drive time. Golfers are not bound by or necessarily aware of local authority boundaries.

The proposal is that the Bradley Park facility be will increase the offer from 14 to 20 bays in a new driving range, thus can be considered a new facility.

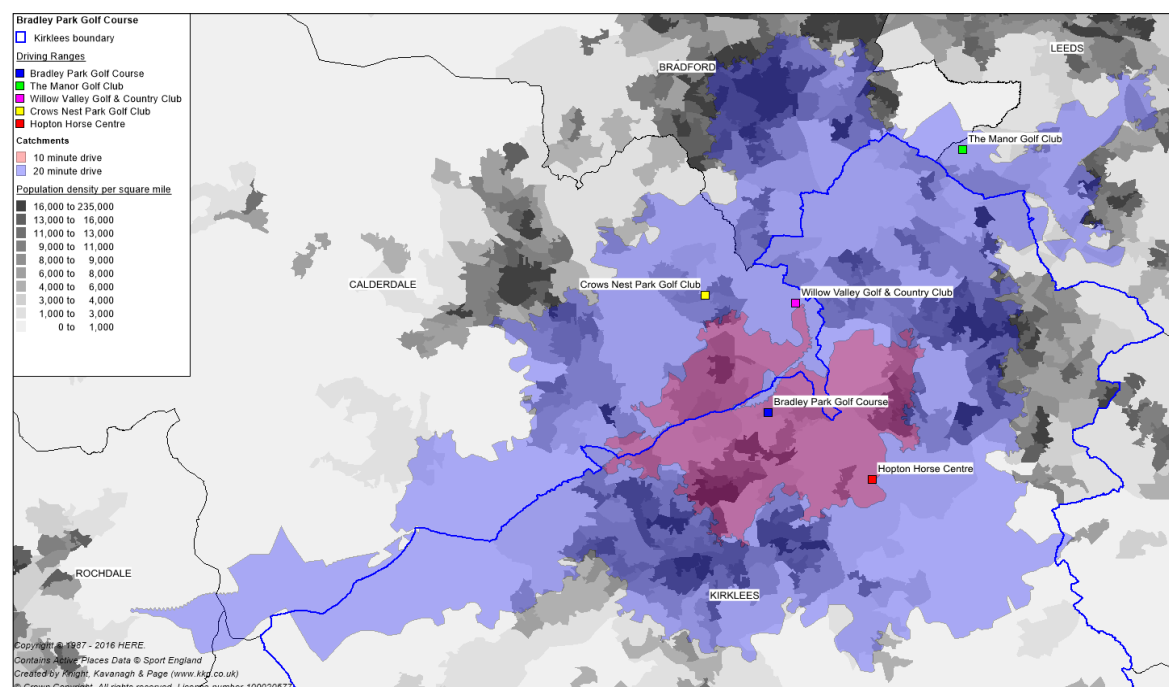
Sport England's Active People Survey 10 (2015/16) identifies that 0.22% of England's population aged 16 plus used a driving range at least once in the last 28 days.

Table 2.4: Estimated catchment population for drive time areas across all local authorities

Cohort	Population: 10 minute drive	Population: 20 minute drive
0-4	4,641	32,848
5-14	8,881	62,837
15-29	13,784	94,028
30 -44	13,615	94,633
45 - 59	14,426	94,769
60 -74	11,013	68,213
75+	5,577	34,719
Total	71,937	482,047

¹ All populations based on MYE 2016 estimates (ONS).

Figure 2.4: Driving Range provision within 20 minutes' drive of Bradley Park



KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

Within the core 20 minute drive time there are 482,047 residents. The 0–4 and 75+ years cohorts are unlikely to be users of the golf development centre, whilst those aged 5-14 years are not considered within Sport England's APS data (although we are aware that many 10-15 year olds do use driving ranges, either as part of group learning or with family).

10 minute drive time population

The national average of those who use a driving range (Sport England, APS 10 data) in the past 28 days is 0.22%. It is estimated that 52,838 (total population minus 0-14 years and 75+ year groups) people live within 10 minutes' drive time of Bradley Park.

For modelling purposes Hopton Horse Centre has been removed from the modelling as it is a small facility, on the edge of the 10 minute drive time and part of a wider non-golfing experience. It is assumed that residents are more likely to use a higher quality venue and are, therefore, likely to prefer to use either Bradley Park or Willow Valley Golf and Country Club. It is therefore, estimated that Bradley Park will attract 52,838 @0.22%. Participation will be divided between the two facilities of Bradley and Willow Valley. This will equate to 116 users or 58 users at each facility per 28 days. This is equivalent to 696 unique users per annum (using 50 week year) or c. 14 unique users per week.

20 minute drive time population

Again we use the national average of 0.22% of the population who use a driving range (APS 10 data) in the past 28 days it is estimated that of the 351,643 (excluding 75+ and 0-14 year olds) people live between 10 and 20 minutes' drive time of Bradley Park within the age ranges identified above.

For modelling purposes Manor Golf Club is removed due to the distance and road network between it and Bradley Park. However, Hopton Horse Centre has been added alongside Willow Valley and Crows Nest Golf Club. It is assumed that residents are more likely to use a higher quality facility and will, thus, prefer to use Bradley Park rather than travel to Manor Golf Club. On this basis we estimate that Bradley Park will attract 351,643 @0.22% divided by 4 facilities = 193 unique users per 28 days. This is equivalent to 2,316 unique users per annum (using 50 week year) or c. 50 unique users per week.

Total annual usage based on Sport England modelling is c.3,000 unique users. It can safely be assumed that people using the driving range are either new to the sport (so are likely to visit on a number of occasions); an improving golfer who is practising technique; or a family member who is introducing other friends or family to the sport. At a very conservative estimate that unique users will use the facility three to four times in a year, the throughput (participation) figures are more likely to be closer to c. 10,000 users. In summary, this driving range is likely to increase throughput on the current facility due to a range of factors including:

- ◀ Newer better quality facilities tend to attract more users than older ones.
- ◀ The modelling does not account for any increase in users brought about by:
 - ◀ Sports development and golf initiatives.
 - ◀ Improved marketing surround a new facility.
 - ◀ Housing growth in the area.

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

- ◀ The projected increase in footfall to the site, brought about by the 3G pitches (it is fair to assume that people using the 3G will be active members of the community or may have spare time as they drop young people off to play).

Due to factors identified above, it is fair to assume that the conservative estimate of c. 10,000 users per annum will be the base line use of the new facility. This, in our view, has the potential to increase significantly.

2.1.4 Nine hole golf courses

There are, in essence, two types of 9-hole golf courses; a par 3 course (at which all holes are par 3) or a course which has a range of par 3, 4 and 5 holes. The latter can generally be played twice to provide an 18-hole experience. Experience suggests that (as confirmed by England Golf) 9-hole golf courses are generally financially solvent and sustainable when they c.250-300 members. Few 9-hole clubs/courses rely solely on club membership to survive and many have strategies to attract pay and play income.

2.1.5 Supply of golf holes set against population

Supply of golf facilities within 20 minutes' drive time of Bradley Park 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'; these have been excluded from the analysis. They can be found in Appendix 3.

Table 2.5 indicates that there are 0.59 holes per 000 population in England. The regional average is similar at 0.61 per 000. Within 20 minutes' drive time of Bradley Park Golf Club there are currently 0.83 holes per 000; this will reduce to 0.80 per 000, should Bradley Park close the 18-hole course but retain a 9-hole opportunity (non-par 3 facility). This is still above 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. Current supply of golf holes on a Par 3 course within 20 minutes' drive time of Bradley Park Golf Course is 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 fully closed.

Table 2.5: 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>

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

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

<i>Within 20 minutes of BPGC (excluding 18 hole but including 9 hole at BPGC)</i>	234	293,651	0.80
Yorkshire and the Humber	3,297	5,390,576	0.61
England	32,142	54,786,327	0.59

Table 2.6: Par 3 golf course holes (the remaining course will not be par 3 so the access to par 3 courses remains the same).

Area	Holes	Population	Holes/000
<i>Kirklees</i>	9	434,321	0.02
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>	15	293,651	0.05
Yorkshire and the Humber	168	5,390,576	0.03
England	2,490	54,786,327	0.05

Table 2.7: Driving range bays (the 14 bay facility will become a 20 bay facility)

Area	Bays	Population	Bays/000
<i>Kirklees</i>	44	434,321	0.10
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>	86	293,651	0.29
<i>Within 20 minutes of BPGC (including additional BPGC)</i>	92	293,651	0.31
Yorkshire and the Humber	948	5,390,576	0.18
England	12,066	54,786,327	0.22

Table 2.7 indicates that there are currently 0.29 driving bay ranges within 20 minutes' drive time of Bradley Park. Should Bradley Park increase its number of bays to 20 (as per the Master Plan) this will increase availability to 0.31 per 000 population; above the national (0.22 per 000) and regional (0.18 per 000) averages.

2.1.5 Summary of supply

- ◀ 13 golf facilities in Kirklees offer a range of 18 hole, 9 hole and driving range facilities.
- ◀ 20 minutes' drive-time is the recognised indicator of how far most people will travel to a sporting facility - as recognised by both Sport England and England Golf
- ◀ 12 golf facilities are within 20 minutes' drive time of Bradley Park; providing a range of 18-hole, 9-hole and driving range facilities
- ◀ There is a wide range of golf facilities of all standards and types within Kirklees and within 20 minute drive time of Bradley Park Golf Course.
- ◀ Within 20 minutes' drive time of Bradley Park there are (compared to national and regional provision):

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

- ◀ More standard golf course holes per 000 population - relative to Bradley Park in its present form or without the 18 hole facility - compared to national/regional facilities.
- ◀ The same proportion of 9-hole par 3 golf courses per 000 population; the proposed new 9-hole course is not a par 3 course. (This metric is not affected).
- ◀ More driving range bays per 000 population than regional or national norms - both with and without the increased number of bays at Bradley Park.

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

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

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 where they live or work, 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 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. In particular, the facility is considered an excellent facility for drawing in beginners, due to this range of facilities and the ability for pay and play rather than membership payments. 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.

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

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 that 24% of adults (a total of c. 9.6 million people in England) are potential players. This comprises 9% current, 8% lapsed and 7% latent players.

This research sets out nine defined market segments and clearly identifies 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 | 6. Late enthusiasts |
| 2. Older traditionalists | 7. Occasional/time pressed players |
| 3. Young family members | 8. Social couples |
| 4. Younger fanatics | 9. Casual fun |
| 5. Young actives | |

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 shown in Table 2.9:

Choosing to play a form of golf or accessing different golfing facilities is not an exact science. Table 2.8 (overleaf) 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.

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

Table 2.8: 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.

It is clearly noted that the different golfing experiences offered at Bradley Park Golf Club are available at other courses (albeit, not all of them always at the same site). This will still be complemented by the multi-site solution including the 9 hole course and driving range. as part of a multi-site solution for golf at Bradly Park which will appeal to the, needs of individual players.

KIRKLEES COUNCIL: BRADLEY PARK GOLF COURSE DEVELOPMENT: COMPARISON OF SPORTS PARTICIPATION

Table 2.9: Market segments and characteristics (LCMB)

Market segment	Characteristics	Bradley Park	Willow Valley	Cleckheaton on and District Golf Club	Dewsbury and District GC	East Brierley 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

KIRKLEES COUNCIL BRADLEY PARK GOLF COURSE –UPDATE REPORT

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 notes that the overall picture suggests a number of opportunities given the local demographic and demand for golf, - most offering a traditional 18-hole experience and, thus, offering limited opportunity 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. This said, Willow Valley offers a broader range of facilities and price points allowing it to appeal directly to a similar range of golfers to those who currently use Bradley Park.

Further interrogation of LCMB data indicates that similar market segmentation data applies to all 11 courses in Kirklees; i.e., there is overlap in the radial catchments of the population so clubs are chasing the same potential participants. The decision to develop a new 9-hole course on the site is, therefore, welcome as this is likely to draw in potential new users, allow for new forms of the game and appeal to time poor exponents of the sport, which will allow Bradley Park to develop a new position in the golf (in line with England Golf initiatives promoting shorter formats of the game). market

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 2.10: 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 2.10 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; 12% (210) is aged 24 years and under. Putting this into broader context: this suggests that this facility makes a limited contribution to the Kirklees aim to reduce the number of children who are overweight and obese (which currently stands at approximately one third of this age group).

² Registered users is the term used by KAL

KIRKLEES COUNCIL

BRADLEY PARK GOLF COURSE –UPDATE REPORT

Quite clearly, direct comparison between data supplied by KAL and LCMB information, cannot be made. Further analysis of the postcodes of registered users at Bradley Park Golf Course indicates that approximately 70% reside within the Kirklees administrative area while 30% travel from outside the borough. This differs slightly from the number of people estimated to reside within the catchment of the venue; 65% live within 20 minutes' drive time with 35% travelling further. This, again, suggests that facilities located outside the Authority need to be considered when taking account of alternative golf provision.

Table 2.11: Users (since 2016) resident in Kirklees or outside the Authority boundary³

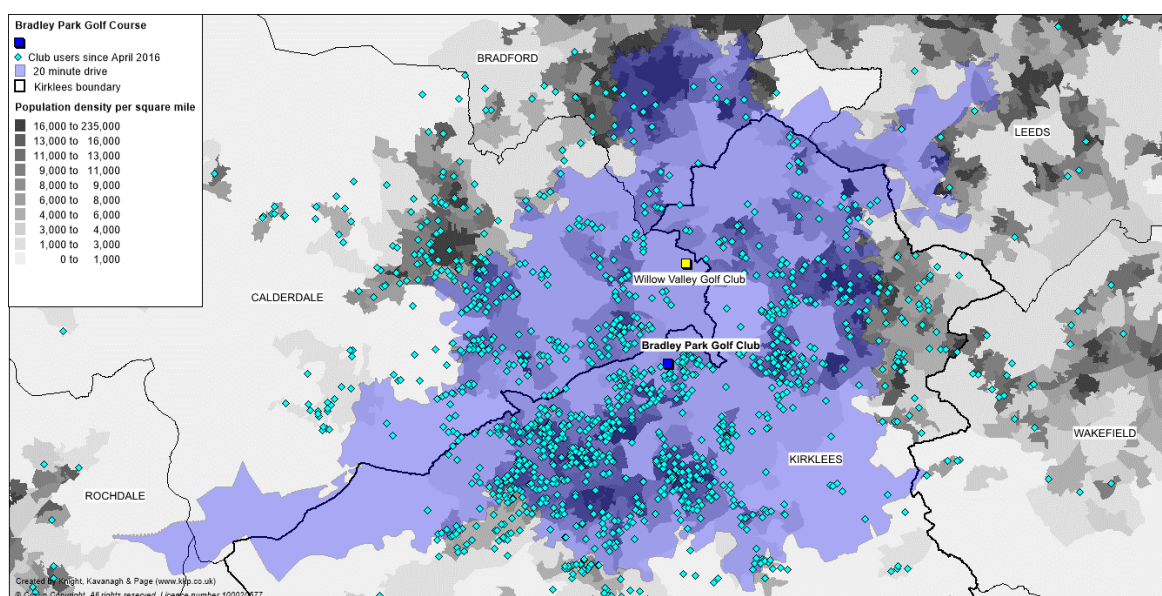
Within Kirklees	No of users	Percentage of participants
Yes	1,306	69.6%
No	571	30.4%
Total	1,877	100.0%

2.2.4 User data and drive times

Catchment areas

Catchment areas for different types of provision provide a tool to identify areas currently not served by existing sports facilities. It is recognised that catchments vary from person to person, day to day, hour to hour. This problem is overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (the model used by Sport England). Catchment areas normally applied for golf courses in 20 minutes' drive-time and Figure 2.5 and Table 2.12 show the (linear) distance between home locations and both Bradley Park and Willow Valley Golf & Country Club – among Bradley Park's existing users.

Figure 2.5 Bradley Park Golf Club – users since April 2016



³ Postcodes supplied by KAL 10th February 2017

KIRKLEES COUNCIL BRADLEY PARK GOLF COURSE –UPDATE REPORT

Table 2.12: 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 2.12 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 the current membership (c. 92.4%) has access to a car. 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 sufficient capacity in local courses to accommodate golfers potentially displaced by any reduction in the number of holes at 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 2.13 below:

Table 2.13 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	
East Brierley	No	577	577	-	-	-	Yes	70

⁴ Car availability 2011 Census Key Statistics (KS404EW)

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

KIRKLEES COUNCIL BRADLEY PARK GOLF COURSE –UPDATE REPORT

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
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 collectively between those clubs which have indicated numbers. Several others, including Hanging Heaton, Cleckheaton, Marsden and Meltham, have vacancies but have not specified how many.

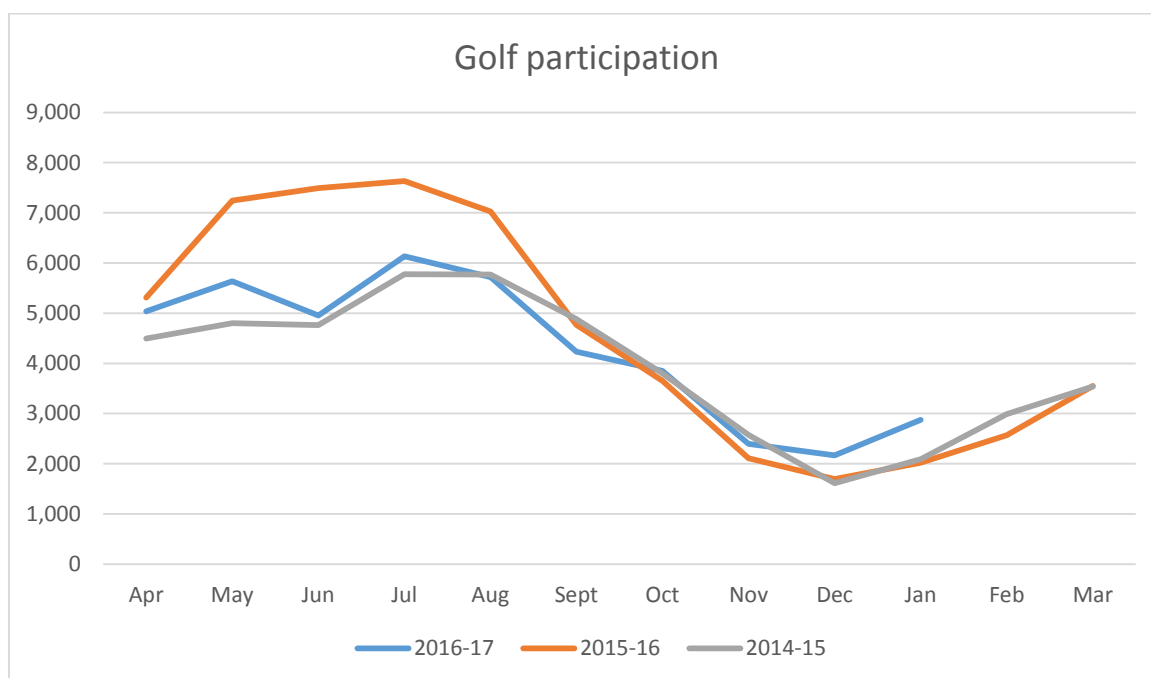
As identified above, as of (2015) it is reported that Bradley Park Golf Club has 191 members. The different golf offers, costs of membership etc., suggests that there is a surplus of approximately 800 golf membership options at clubs within 20 minutes' drive time of Bradley Park. This increases if other 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 to reduce the number of holes currently on offer.

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 2.6 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.

KIRKLEES COUNCIL BRADLEY PARK GOLF COURSE –UPDATE REPORT

Figure 2.6: 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 may belong to both). This number is limited by KAL to maximise pay and play opportunity. This is consistent with the model previously operated by the Council.

Bradley Park Golf Club is a separate members' 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 2.14: 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 2.14: 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 of 500 per year.

KIRKLEES COUNCIL BRADLEY PARK GOLF COURSE –UPDATE REPORT

Estimated demand for a revised 9 hole course at Bradley Park

The same modelling process is used for identifying demand for a 9 hole course at Bradley Park as per the driving range populations identified in Table 2.4 on page 9.

Figure 2.7: 9-hole golf provision within 10 and 20 minutes' drive of Bradley Park

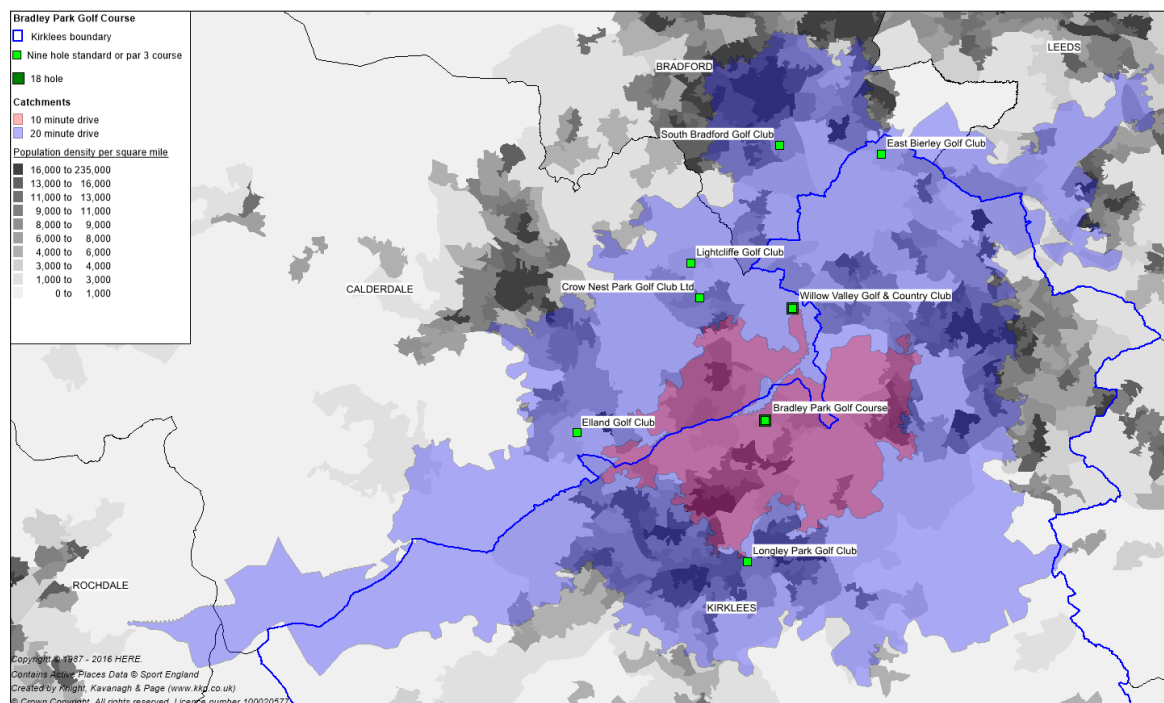


Table 2.15: 9 hole golf provision within 10 and 20 minutes' drive of Bradley Park

Golf Course	18 Hole	9 Hole
Bradley Park Golf Course	Yes	Par 3
Crow Nest Park Golf Club Ltd	No	Standard
East Bierley Golf Club	No	Standard
Elland Golf Club	No	Standard
Lightcliffe Golf Club	No	Standard
Longley Park Golf Club	No	Standard
South Bradford Golf Club	No	Standard
Willow Valley Golf & Country Club	Yes	Standard

Active Lives 2015/16 identifies the percentage of population consuming golf in different formats, which are identified in Table 2.15:

KIRKLEES COUNCIL

BRADLEY PARK GOLF COURSE –UPDATE REPORT

Table 2.15: Percentage of population consuming different formats of golf

Type of golf	% of population taking part
Golf (all formats)	2.2%
Golf with full course, short course, par 3, pitch and putt and putting	2.1%
Golf (full course)	2%
Short course, par 3, pitch and putt and putting	0.1%

Using the same principles to determine demand for a 9 hole golf course, as used to determine demand for the driving range, it is modelled that within the core 20 minute drive time there are 482,047 residents. The 0–4 years and 75+ cohorts are unlikely to be users of the golf development centre, whilst the 5-14 years are not considered within Sport England’s Active Lives data (although we are aware that many 5-15 year olds do use short courses as part of group learning or with family).

10 minute drive time population

Taking the national average of 0.1% who use a short course (Sport England, Active Lives 2015/16) in the past 28 days (this is based on using the facility type twice) it is estimated that 52,838 (total population minus 0-14 years and 75+ year groups) people who live within 10 minutes’ drive time drive time of Bradley Park.

For modelling purposes Willow Valley also offers 2 x 18-hole courses as well as a 9 hole course so is not directly comparable. Consequently, it is considered that Bradley Park has the only 9-hole course within 10 minutes’ drive time of the facility. Assuming that there are residents who wish to use a 9-hole course only, it is estimated that Bradley Park will attract 52,838 @0.1% which equates = 53 users per 28 days. However, Active data is based on two uses during the time frame so it is estimate that there will be c.105 uses in the past 28 days from people living within 10 minutes’ drive of the 9 hole course. This is equivalent to 1,260 throughput in one year.

20 minute drive time population

Again we use the national average of 0.1% of the population who use a 9 hole golf course (Active Lives data 2015/16) in the past 28 days (again this is used on someone using such a facility twice). It is estimated that of the 351,643 people live between 10 and 20 minutes’ drive time drive time of Bradley Park within the age ranges identified above.

For modelling purposes Langley Park, Elland, Crows Nest and Lightcliffe golf courses are included as they are the immediate neighbours and have comparable facilities. It cannot be assumed that residents will be likely to use a newer golf course, *per se*, however, Bradley Park currently has an excellent reputation as an accessible high quality golf facility. It is also likely that a new facility will be able to be marketed aggressively and appeal to new comers as well as established golfers.

For modelling purposes, it is assumed that many current users will continue to use the facility, due to its proximity and quality. It is therefore, estimated that Bradley Park will attract 351,643 @0.1% = 352 individual users. As mentioned above Active Lives suggests that people use the facilities twice so this is equivalent to c.705 users per 28 days.

KIRKLEES COUNCIL

BRADLEY PARK GOLF COURSE –UPDATE REPORT

It is assumed that this will be divided by five facilities, which equates to 141 uses at Bradley Park. The total annual usage based on 12 months is, therefore, c.1,700.

The total annual usage of a 9 hole short course, based on Sport England modelling is a very modest c.3,000. This does not take account of the loyalty of current Bradley Park members, nor the impact that the development of a club on the site might have, the impact of the development of a new site, the increased footfall on the site in general (via the development of the two 3G pitches), new housing and/or improved marketing. It is considered likely, therefore, that throughput will increase considerably.

Summary

The combination of a 9 hole course and driving range indicates a most conservative modelling throughput of c.13,000. The explanations identified in both cases would suggest that this is likely to increase substantially.

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 able to make alternative golfing arrangements i.e. take out membership at another club if required. Further, many of them may also choose to stay if the standard of the 9-hole course developed site is good and poses golfers a good challenge.

- ◀ LCMB Market segmentation identifies different motivations and requirements for a range of people accessing golf.
- ◀ There is an increase in people who wish to access golf for shorter, quicker versions of the sport, who may be considered to be ‘time poor’.
- ◀ Bradley Park Golf Course has wide appeal to most of the market segment identified.
- ◀ A shortened course (to 9 holes) as the main feature with the driving range, may help to attract new members who may only want a 9-hole offer.
- ◀ 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) 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;

KIRKLEES COUNCIL

BRADLEY PARK GOLF COURSE –UPDATE REPORT

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.

Of the existing c.10,000 golfers 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 or part of it 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 remain strong if Bradley Park also becomes such a facility. If designed well it is likely to attract competitive golfers and be considered as an accessible stepping stone into golf.

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, the increase in the number of golf bays within the driving range and the development of a 9 hole golf course (as opposed to the current 27 hole option) can be considered as alternative provision.

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BRADLEY PARK GOLF COURSE –UPDATE REPORT

9 hole provision – likely participation

According to LCMB, access to shorter golf formats such as 9 holes and par 3 courses is increasingly important. It identifies that:

- ◀ All the segments with the exception of segment 1 (Casual/Relaxed Members) and segment 2 (Older Traditionalists) would like access to shorter formats of golf.
- ◀ Pay and play formats are also important to segments 1, 5, 6, 7, 8 and 9.
- ◀ Covered driving ranges are attractive to all segments.

All the segments use the driving range facility to varying degrees and usage declines steeply during winter with the exception of segment 4 (Younger Fanatics) who use the facility all year round (98%). However, research suggests that segments 1, 5, 6, 7 and 8 are more likely to use a driving range facility during the winter months if it is covered and if possible heated.

Sport England and England Golf are keen to see golf retained on the Bradley Park site. They suggest that a 9-hole municipal course with pay and play access is particularly important as an entry point into the sport. It is noted that Willow Valley, the closest golf facility to Bradley Park also has a 9-hole course. Willow Valley marketing suggests that its venue is perfect for people new to golf as it has a driving range and 9-hole course suitable for newcomers. It also hires clubs out from the Professional Shop for people that do not have them and offers golf lessons.

As mentioned above, it is likely that c. 250 club members is required to ensure the financial stability of a 9-hole course. Consultation with other clubs in similar situations suggests that pay as you go membership is also required to supplement income. The membership at Bradley Park is currently capped at 200, which KAL suggests generates c.50,000 users per annum. Attendances at other municipals courses is difficult to judge but Sherdley Park Golf course in St Helens has a driving range and 18 hole golf course. The driving range has seen a steady reduction in numbers from c.24,500 to c19,000 throughput with the golf course participation down from c.32,000 to c25,000 from 2010 to 2015. As can be seen by these figures, KKP has erred on the side of caution in its modelled estimate of participation for Bradley Park.

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.

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.

KIRKLEES COUNCIL

BRADLEY PARK GOLF COURSE –UPDATE REPORT

- ◀ **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.

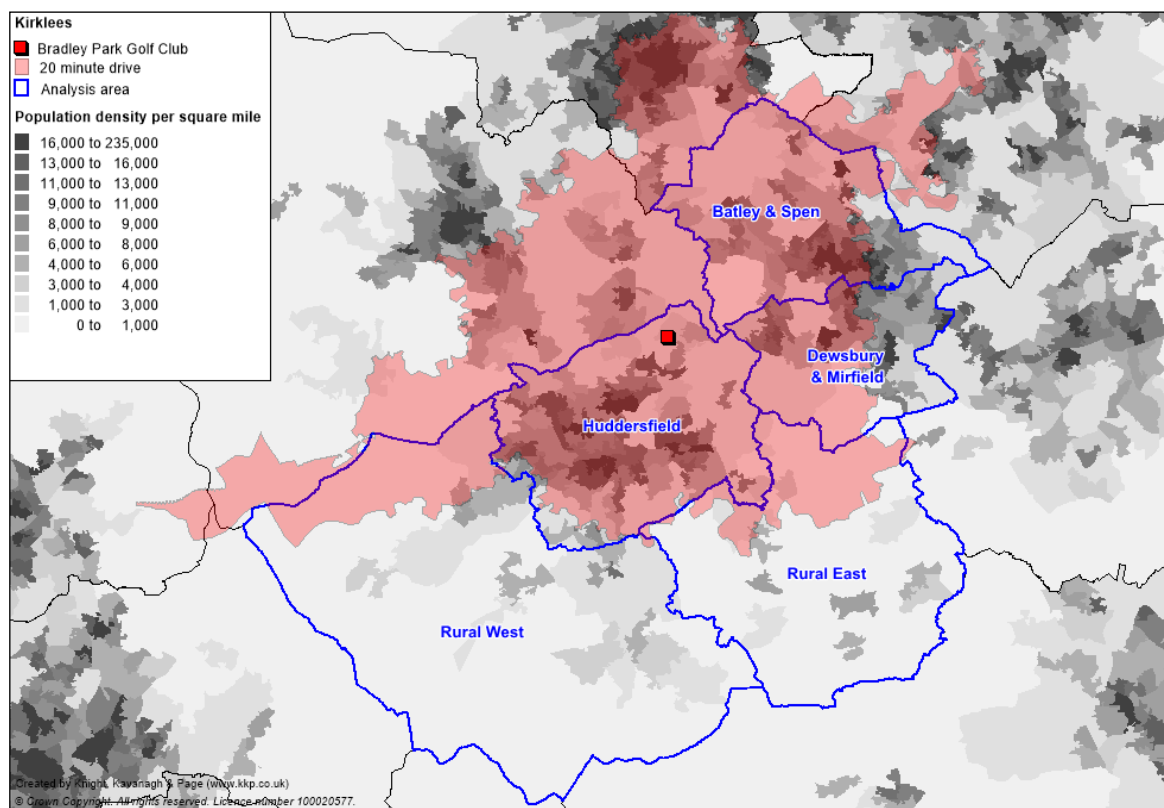
Should investment in 3G pitches take place at Bradley Park or at facilities nearby, as identified in Figure 3.1, this has the potential to draw in participants from across Batley and Spen and Dewsbury and Mirfield.

Consultation with FA

The FA acknowledges the shortfall of 3G pitches in Kirklees Consultation with it 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

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



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.

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, quarters (or even further) 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

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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	4 x 5v5	40	98	85
	1hour	2 x 9v9	36		
	2hours	1 x 11v11	22		
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 high demand for football training and matches. It is assumed that football activity will take place for 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 daytime 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).

The new configuration of sports facilities and pitches will not include additional grass pitches for adult football, despite the identified shortfall within the PPS (2015).

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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. Kirklees Council is giving active consideration to introducing a shock pad on one of the proposed 3G pitches at Bradley Park, to ensure that it is rugby compliant. This will widen the potential base of sporting demand for the new facilities. 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).

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. Any facility which is rugby compliant is likely to draw in clubs with additional training requirements. This will widen the potential market of users. Within our conservative estimations of usage, we have not added additional rugby league users as it is considered that they are likely to wish to use the facilities at peak time (which may displace some football). There is the potential, however, that Huddersfield Giants may use the facility at off peak times for training purposes, whilst it pursues its own planning application.

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.

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.

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Thus, compared with the current activity level (c.50,000) at Bradley Park Golf Course). The latest iteration of the indicative master plan for Bradley Park, as identified in Section One, indicates that it will provide:

- ◀ Two full sized 3G pitches.
- ◀ An additional 6 bays within the golf driving range.
- ◀ A 9 hole golf course (as opposed to the current availability of an 18 hole and separate 9 hole par 3 course).
- ◀ Two junior size pitches next to the school.

There is clearly sufficient space to provide for the facilities identified above; although the exact layout of the 9-hole course will be subject to discussion and debate with England Golf. England Golf has identified that it wishes the new facility to concentrate on entry level opportunity for golf, which fits with shorter formats and potential users who are considered time poor. This also has the potential to attract participants from lower socio-economic backgrounds who find golf membership prohibitive.

As identified earlier, most golf participants at Bradley Park require a car to access the 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 with complementary facilities.

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 one 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).

It is very difficult to estimate the number of people who will be lost to golf if Bradley Park Course loses its 18-hole facility but retains a 9-hole course. Many current golfers may well wish to stay, as two rounds of the 9 hole course will ensure an 18 hole experience. Due to the high numbers with access to a car, and the alternative provision within 20 minutes' drive time, it is estimated that some members who choose to access alternative facilities, whilst those who live very locally will may choose to remain at Bradley Park. Kirklees Council is committed to working with England Golf to signpost and facilitate golfers who may be displaced from Bradley Park to find the most suitable alternative, so it is hoped that any negative impact on participation is minimised.

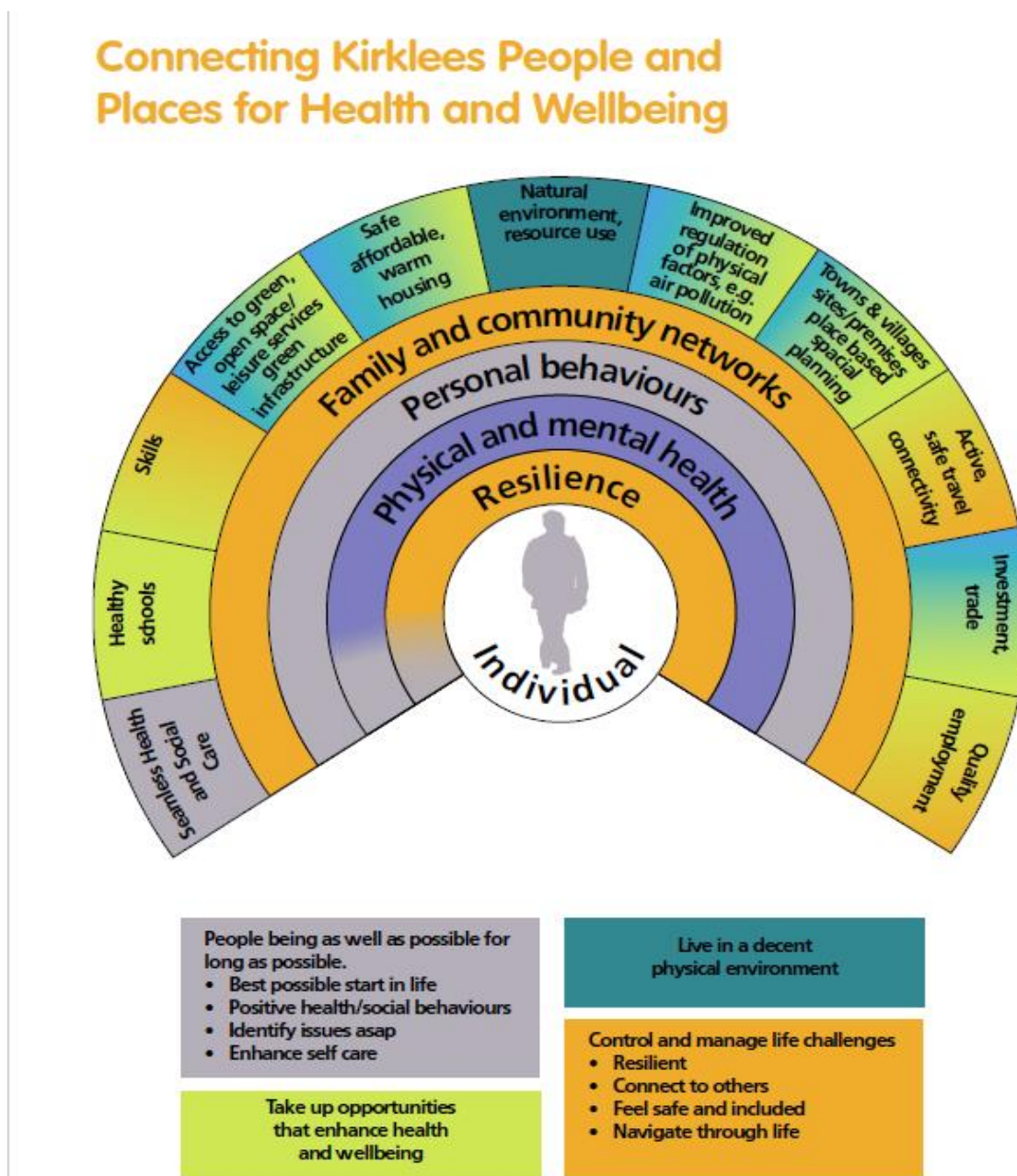
SECTION 4: RECREATION AND INFORMAL ACTIVITY

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.

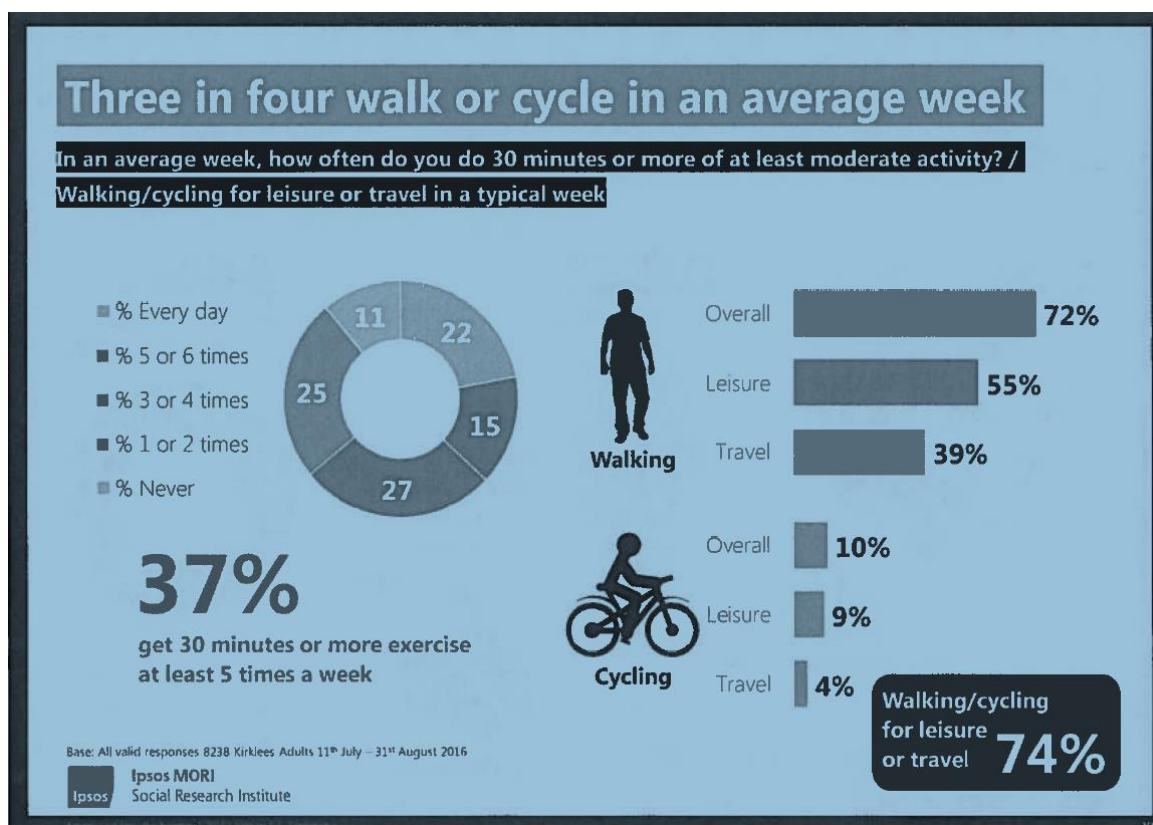
Table 4.1: Active Lives Survey results 2015/16

	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.

Kirklees Council also commissioned its own Kirklees CLiK (Current Living in Kirklees) survey, carried out in July and August 2016. This collated feedback from c.8, 500 Kirklees residents. The results are as follows:

Figure 4.2: CLiK results for cycling and walking in Kirklees



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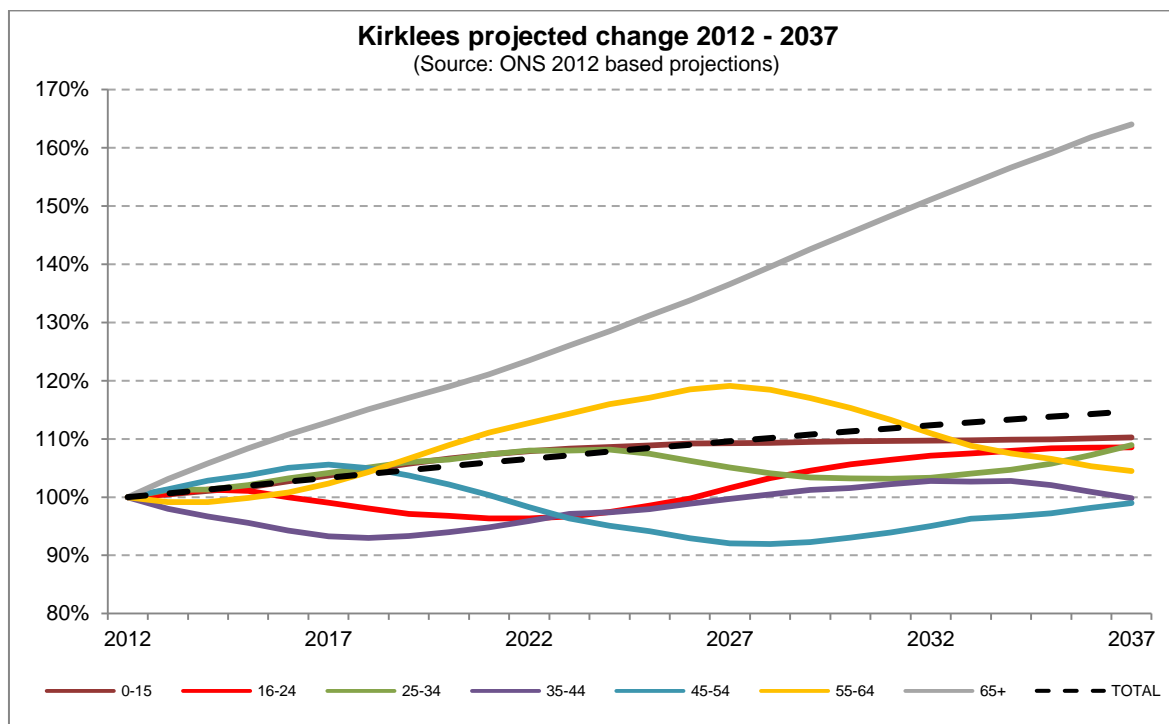
Figure 4.3: Physically inactive compared to physically active in Kirklees



In summary, sports participation is lower in Kirklees than it 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 4.4: Projected population change (2012 -2037)



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 4.4 above).

KIRKLEES COUNCIL

BRADLEY PARK GOLF COURSE –UPDATE REPORT

- 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.

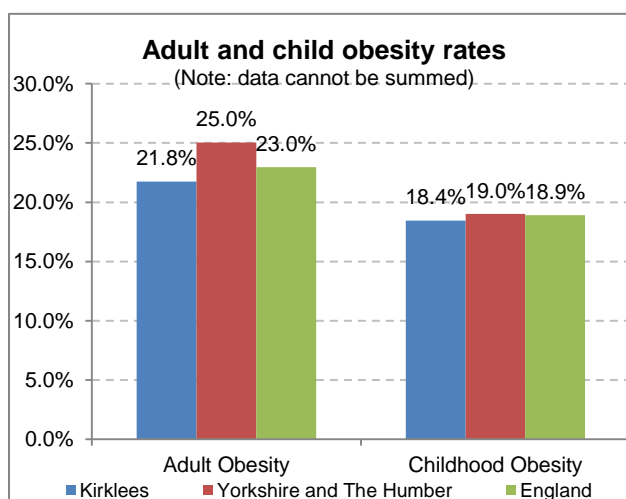
Table 4.2: Kirklees - ONS Projected population (2012 to 2037)

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

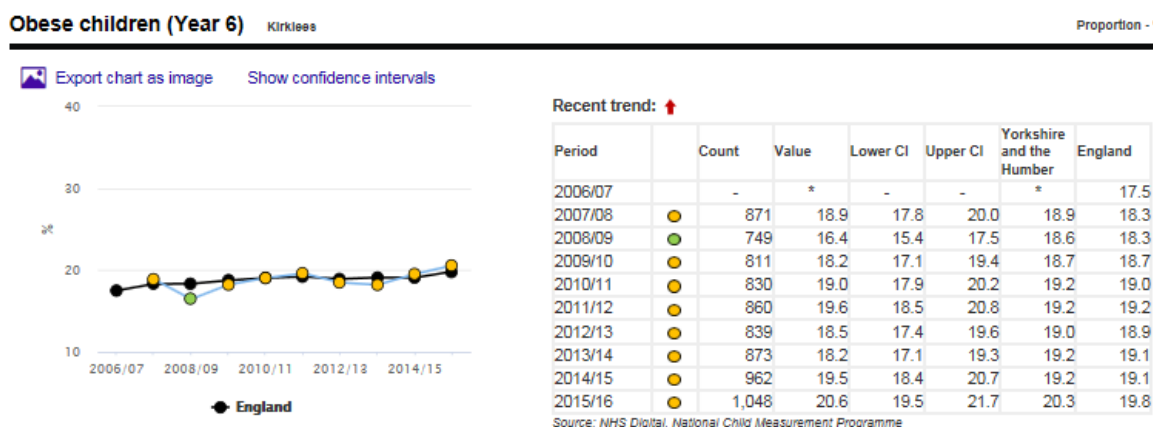
Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity⁶ are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £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.

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Figure 4.5: Child weight – National Child Measurement Programme



Obesity rates are increasing nationally, regionally and locally, however, they are higher in Kirklees than regionally or nationally

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

KIRKLEES COUNCIL BRADLEY PARK GOLF COURSE –UPDATE REPORT

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:

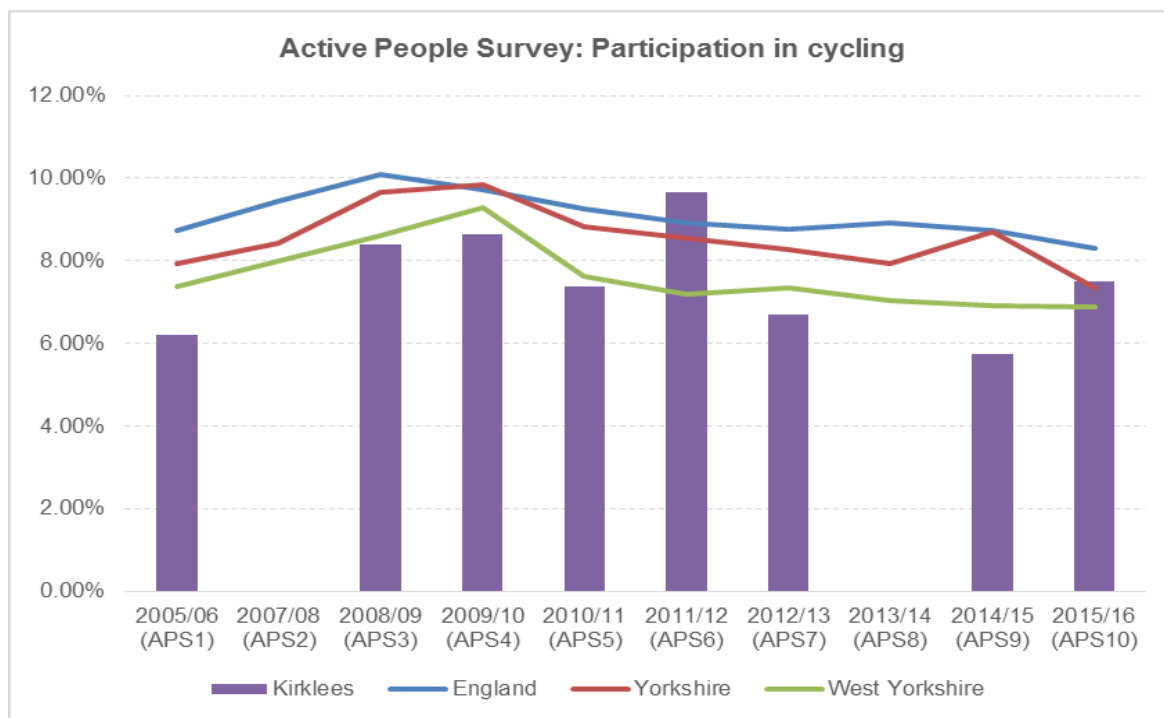
- ◀ Provide a 5km in total length running and walking circuit
- ◀ Support a figure of 8 layout for the circuit, enabling shorter distance circuits

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 4.6: 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. Further, Kirklees Council is currently developing a walking and cycling strategy which will take account of all developments at the proposed site.

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

KIRKLEES COUNCIL

BRADLEY PARK GOLF COURSE –UPDATE REPORT

SECTION 5: COMPARATIVE OVERVIEW

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

- ◀ Two full sized 3G pitches
- ◀ A 9 hole golf course
- ◀ 20 bay floodlit driving range
- ◀ Two junior size (youth: U11/U12) pitches next to the school.

This report has focused 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.

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. 2,000 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, if required, due to proposed closure of the 18 hole golf course, 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 golf holes will reduce if the 18-hole course closes, although the number of standard holes available to the local population will still be above national and regional averages.

Current participation rates in golf and football

Kirklees Council contends that the reduction of an 18-hole course at 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, improved driving range facilities and an entry level golf course, available to the wider community. 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).

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Figure 5.1: APS 10 Sports participation – West Yorkshire

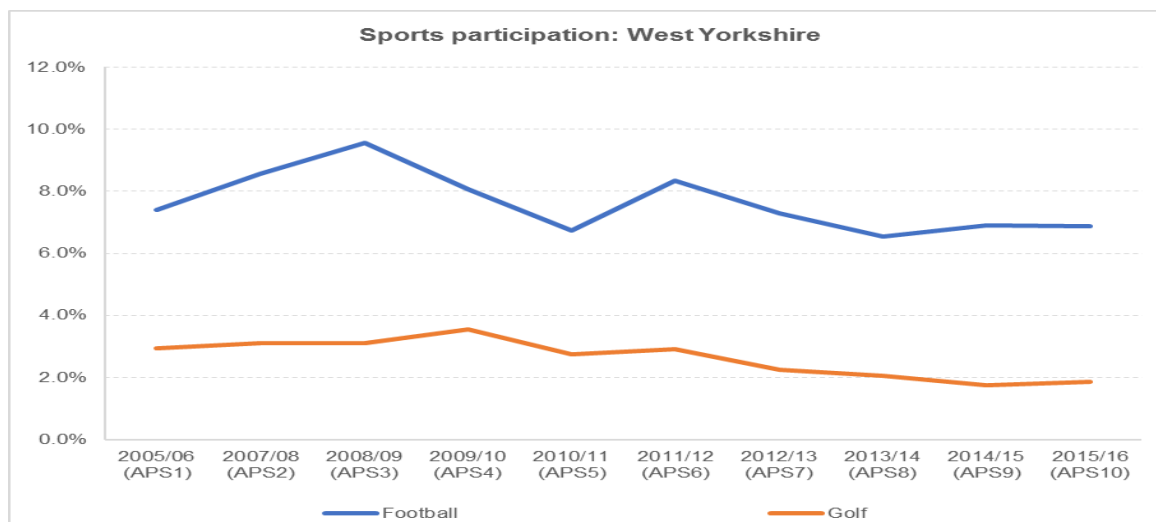


Table 5.1: APS 10 Sports participation – West Yorkshire

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 extrapolated 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 gained 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 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 Kirklees

KIRKLEES COUNCIL

BRADLEY PARK GOLF COURSE –UPDATE REPORT

Council will work in partnership with England Golf to continue to drive up junior participation.

SECTION 6: CONCLUSION

It has been demonstrated in this report that the development of alternative sports provision, notably two full sized 3G pitches, a nine hole golf course, 20 bay driving range and two junior grass football pitches linked to the proposed school alongside the proposed walking and cycling track and high quality ancillary facilities will clearly outweigh the loss of the 18 hole golf course at Bradley Park. 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 supports 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.
- ◀ It is estimated that the golf through put at the new facility will be c.13,000. Although down from the current c.50,000 throughput, this is more than offset by increased throughput at other facilities on site. Further, the new golfing facilities will fit well with the changing profile of golf and link to shorter time periods and appeal to different market segments.
- ◀ 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 key to helping to address the 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). 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 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 their 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 multiple 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

KIRKLEES COUNCIL BRADLEY PARK GOLF COURSE –UPDATE REPORT

- ◀ The new facilities will support participation levels at around 103,500 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 the 18 hole Bradley Park course. This should minimise the number of people lost from golf overall.
- ◀ 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.

KIRKLEES COUNCIL

BRADLEY PARK GOLF COURSE –UPDATE REPORT

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.

KIRKLEES COUNCIL BRADLEY PARK GOLF COURSE –UPDATE REPORT

APPENDIX 2: ACTIVE LIVES SURVEY 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%
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).

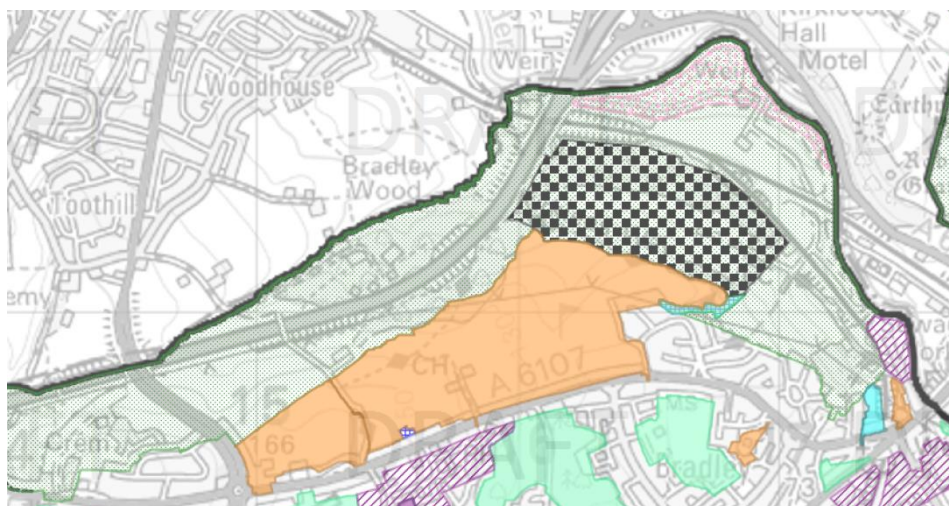
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APPENDIX 3: GOLF COURSES UNDER CONSTRUCTION

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	

Kirklees Publication Draft Local Plan
BRADLEY PARK - DELIVERY STATEMENT
January 2018



Site H1747

Land north of Bradley Road, Bradley, Huddersfield



Richard Wood Associates Ltd
Planning – Management – Transport

CONTENTS

	Page
1. INTRODUCTION	2
2. A SUSTAINABLE URBAN EXTENSION	3
3. TECHNICAL EVIDENCE ON CONSTRAINTS	10
4. DEVELOPMENT CONCEPT	18
5. STRATEGIC INFRASTRUCTURE REQUIREMENTS	23
6. DELIVERY PROGRAMME, ZONES & RATES	31
7. CONCLUSIONS	42

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SECTION 1: INTRODUCTION

This section explains the purpose of this delivery statement and work undertaken to date.

Purpose of this Delivery Statement

- 1.1 This Delivery Statement sets out the Council's strategic approach to delivering the H1747 allocated site as landowner. It demonstrates the deliverability of the site and the clear intent of the Council to develop the allocation.
- 1.2 An important focus of this statement is on the overall steps and timeline of the approach to delivering the site, highlighting and drawing on what has been achieved to date and setting out how the site will be progressed going forward to achieve delivery on the ground.
- 1.3 Bradley Park consists of two neighbouring proposed housing allocations in the Local Plan. This Delivery Statement specifically focuses on the delivery of the land in the Council's ownership, the allocation H1747. The statement does also serve to reinforce the collaborative approach being taken to develop Bradley Park as a sustainable urban extension.

Work to Date

- 1.4 There have been two main stages of masterplanning and associated technical work undertaken on Bradley Park. Summary Delivery Statements were prepared for both stages of work at March 2016 and September 2016. Relevant evidence studies are included at Section 7 (Site Specific Evidence) of the Kirklees Local Plan Examination Library
- 1.5 The technical studies that have been produced are referenced and reflected within this January 2018 Delivery Statement. A further Masterplan Revision Stage has recently focussed on the Sports and Leisure Hub, and is similarly explained in this report. Statements of Common Ground with Calderdale Council have been prepared and have been agreed with Sport England and England Golf.
- 1.6 The findings of key evidence base studies and assessments prepared as part of the development of the Local Plan are also reflected. These include the Local Plan Infrastructure Delivery Plan, Sustainability Appraisal, Growth Delivery Statement and the Duty to Cooperate.
- 1.7 The Kirklees Local Plan was submitted to the Secretary of State for Communities and Local Government on 25 April 2017 for examination. Hearing sessions on strategic sites are programmed to take place early in 2018. *In summary conclusion:*
 - i. *An extensive amount of site specific work has been undertaken on masterplanning, technical constraints and opportunities and site delivery*
 - ii. *Local Plan evidence based work has been undertaken on issues such as infrastructure and deliverability and has included a particular focus on Bradley Park, as a strategic urban extension site and allocation*
 - iii. *This statement draws together and summarises the key findings of site specific and Local Plan evidence base work to demonstrate the deliverability of allocation H1747.*

SECTION 2: A SUSTAINABLE URBAN EXTENSION

This section focuses on the site and the opportunity to promote sustainable development.

Local Plan Development Strategy

- 2.1 Section 6 of the Kirklees Publication Draft Local Plan – Strategy and Policies document (SD1) sets out a spatial development strategy for the district of Kirklees. This is summarised below.

Table 2.1 Local Plan Strategic Approach

<p>Sustainable housing growth is delivered in Kirklees during the plan period through the provision of:</p> <ul style="list-style-type: none">• <i>About, (but not less than) 31,140 new dwellings between 2013 and 2031 (1730 new dwellings per annum).</i>• <i>The council has assumed a windfall allowance; taken into account committed housing figures, and losses/demolitions when determining how much land is required from new housing allocations.</i>• <i>This results in the need for about 21,324 new dwellings from allocated land.</i>• <i>Recognising their role and function in the district and in the wider region, development in the district is concentrated in the urban areas of Huddersfield and Dewsbury through a combination of: Realising development opportunities within their urban areas; and Allocated strategic sites in north Huddersfield, south Dewsbury and Chidswell</i> <p>Sustainable economic growth is delivered in Kirklees during the plan period through the provision of:</p> <ul style="list-style-type: none">• <i>About 165 hectares of new employment land to achieve a 75% employment rate over the plan period.</i>• <i>Recognising its role in terms of market demand, available land supply and access to the strategic road network, prime new employment development is located along the M62 corridor to the north of Kirklees and in the Dearne Valley where easier access can be achieved to the M1 through:</i>• <i>Allocated sites at: Lindley Moor, Cooper Bridge, Slipper Lane, Whitechapel Road, the former North Bierley Waste Water Treatment Works, Chidswell and Clayton West</i>
--

- 2.2 As well as being a key focus for development in the draft Local Plan, Huddersfield is also a strategic growth centre for the Leeds City Region. The Leeds City Region Strategic Economic Plan (SEP) sets out spatial priorities in order to maximise growth potential and ensure prosperity across the whole City Region and for Kirklees. The identified priorities for Kirklees include regenerating Huddersfield and North Kirklees and providing space for businesses to grow. In Huddersfield, key mixed-use developments include HDOne, the Waterfront Quarter and St George’s Quarter, together with Strategic employment growth opportunities at Cooper Bridge, Chidswell and the M62 Enterprise Zone sites at Lindley Moor and Mirfield.

Site Location

- 2.3 Paragraph 6.4 of the draft Local Plan explains that “urban extensions are required to provide sufficient land to accommodate needs. Urban extensions provide the chance for detailed

masterplanning to ensure sufficient infrastructure is in place to deliver the planned level of growth. A major consideration in the location of such opportunities, particularly those for employment, is the identification of strategic employment and mixed-use sites identified in the Leeds City Region Strategic Economic Plan and proximity to the M62 and the M1.”

2.4 Proposed allocation H1747 lies to the north of Bradley Road, to the north of Huddersfield and immediately south of the M62 Motorway. It is approximately 4km to the north-east of Huddersfield town centre. The site forms an urban extension to the main urban area in the District, which along with Dewsbury is the focus of growth in the spatial development strategy. Huddersfield is also a regeneration priority for the Leeds City Region. The site is also strategically located in the M62 corridor and close to the prime employment site of Cooper Bridge.

Figure 2.1 H1747 Site Boundary



Site Allocation

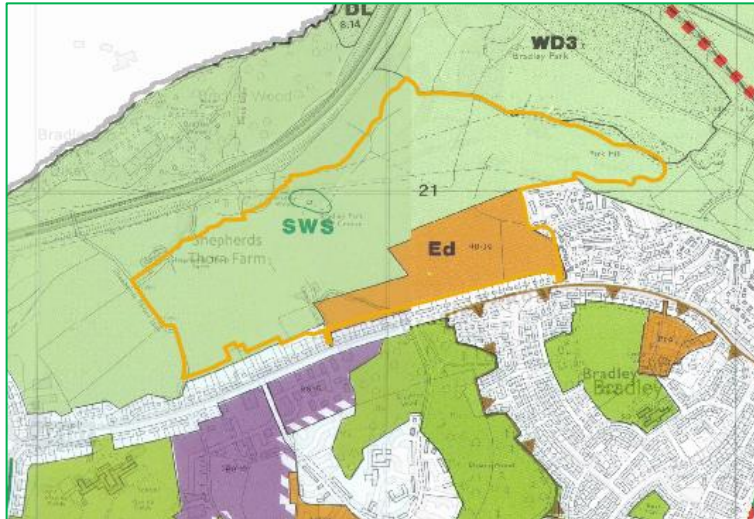
2.5 The site, along with the adjacent agricultural land to the west, is included as an allocation for housing development in the draft Local Plan for Kirklees. Draft Housing Allocation H1747 covers 56.28 hectares of land at the northern edge of Huddersfield. The allocation primarily includes Bradley Park Golf Course.

Table 2.2 Key Site Information

Site Details	
Site Reference	H1747
Location/Address	Land north of Bradley Road, Bradley, Huddersfield
Gross site Area	56.37
Net Site Area	50.87
Indicative Capacity	1,577 dwellings
Adjoining sites	H351 (381 dwellings)

- 2.6 The majority of H1747 is within the green belt, there is an existing UDP housing allocation (H8.39) within the site which also included potential provision for a school (as set out the Kirklees Unitary Development Plan). The delivery of housing on the existing UDP housing allocation is therefore not currently subject to a policy constraint. Figure 2.2 shows the housing allocation in the context of the current UDP.

Figure 2.2 H1747 (orange line) shown in the context of the current Kirklees UDP housing allocation (orange shading) and the green belt



Adjoining Uses

- 2.7 The site is bounded by residential properties along Bradley Road (A6107) to the south, Tithe House Way and Park Hill to the east and site H351 and then Bradford Road (A641) to the west. Bradley Wood lies immediately to the north of the site and runs to the edge of the district's boundary with Calderdale. The woodland is dissected by the M62 motorway as it sweeps around in a north-easterly direction towards Junction 25. The site contains a series of electricity pylons, which emerge at the southern edge of the woodland and cut across the site's north-eastern corner.

- 2.8 There is an operational landfill site to the east of the proposed housing allocation and a former quarrying area beyond it. The quarry has not been backfilled but is overgrown with trees and shrubs. It will be restored in the future, creating a mixture of amenity woodland and grassland.

Site Characteristics

- 2.9 The proposed allocated H1747 site is currently occupied by Bradley Park Golf Club. The 18-hole course opened in 1977 and there are now a range of supporting facilities including a driving range, a par 3 / footgolf course, separate practice greens and short game areas, a club house, changing facilities, a golf-pro shop and a customer car park. The majority of holes run on an east to west alignment and range between 122 – 491 yards in length. There are varying levels of tree cover throughout the site, mainly along the fairways and at the woodland edge to the north. The general topography of the land slopes down towards the

woodland and undulates west to east across the golf course. There are 3 man-made waterbodies at holes 2, 7 and 8.

2.10 At the north-west corner of the golf course, there is a small cluster of agricultural buildings at Shepherds Thorn Farm. They include a farm house, a grade II listed stone barn and a series of storage buildings. Vehicular access to the farmstead is available via Shepherd Thorn Lane, a single lane track which separates the golf course to the east with Bradley Villa Farm to the west.

2.11 There are two principal points of access to the site, off Bradley Road to the south. The routes are not connected internally. There are also several Public Rights of Way (PRoW) that traverse the site. The main one is the Kirklees Way, which runs north along Shepherds Thorn Lane, heads across the golf course towards the M62 and comes back south to connect with Park Hill and Park Lea. There is an additional PRoW along the driveway for the golf course and this intersects with the Kirklees Way towards the centre of the course.

Sustainability Appraisal Findings

2.12 The Council has produced a sustainability appraisal (SA) which has assessed the likely social, environmental and economic impacts of the Local Plan. The outcomes of the sustainability appraisal have shaped the Local Plan by testing its preferred spatial strategy and development management policies against a range of alternatives. The reasonable alternative policy and site options for the Local Plan and the policies now set out in the Publication Draft Local Plan have been appraised against nineteen SA objectives in the SA framework, with scores being attributed to each option or policy to indicate its likely sustainability effects on each SA objective as follows:

Table 2.3 Extract (Figure 2.1) from the Kirklees Local Plan Sustainability Appraisal Report

++	The option or policy is likely to have a significant positive effect on the SA objective(s).
+	The option or policy is likely to have a minor positive effect on the SA objective(s).
0	The option or policy is likely to have a negligible or no effect on the SA objective(s).
-	The option or policy is likely to have a minor negative effect on the SA objective(s).
--	The option or policy is likely to have a significant negative effect on the SA objective(s).
?	It is uncertain what effect the option or policy will have on the SA objective(s), due to a lack of data.
+/-	The option or policy is likely to have a mixture of positive and negative effects on the SA objective(s).

2.13 The results of the sustainability appraisal for site H1747 are shown below, as an extract from the full SA document.

Table 2.4 Sustainability Appraisal Assessment of Site H1747

Site option	SA objectives																		
	1: Employment	2: Economy	3: Education	4: Health	5: Amenity	6: Services and Facilities	7: Crime	8: Recreation	9: Housing	10: Sustainable Transport	11: Efficient land use	12: Landscape	13: Historic Environment	14: Biodiversity and geodiversity	15: Pollution	16: Flooding	17: Waste	18: Efficient use of materials	19: Climate change
H1747	++/--	0	++?/-?	+/--	--	-/--	0	++/--?	++	+	-	--?	-?	-?	0	-	-	0	+

2.14 The reasons for Kirklees Council accepting the housing allocation are also set out in the Sustainability Appraisal as below (table 2.5). The commentary included below indicates that the site boundary has been changed to remove the area of woodland to the north of the site. The site is buffered from the motorway by the significant woodland area of Bradley Wood. Section 3 of this Delivery Statement also summaries the work that has been undertaken on noise and landscape and section 5 explains the approach to retaining a 9-hole golf course as part of a sports and leisure hub.












Table 2.5 Site H1747 Summary from the Kirklees Local Plan Sustainability Appraisal Report

Site option	Selected or rejected in Draft Local Plan (2015)	Selected or rejected in Publication Draft Local Plan (2016)	Kirklees Council's reasons for decision making
Housing site options			
H1747	Accept	Accept	No change. The site is proposed as an accepted housing allocation. The site was proposed as an accepted site in the draft Local Plan (November 2015). Its allocation is considered consistent with the council's site allocation methodology. There are no significant constraints with the site which cannot be mitigated against at the planning application stage. Site access is achievable. Wider highway network improvements are required including potential improvements to the strategic road network but the Local Plan evidence base confirms that there is a reasonable prospect of this being delivered. The site is buffered from the motorway by the significant area of

Publication Draft Local Plan - Accepted Development Site Options Report November 2016

2.15 This report identifies development options put forward for inclusion in the Publication Draft Local Plan that were accepted and included in the Plan. It summarises each site reflecting that the decision to accept a site was based on a cumulative judgement of technical assessments and consultee responses about each site. The summary of allocation H1747 is set out in the following table.

Table 2.6 Extract from Accepted Development Site Options Report November 2016 for H1747

Kirklees Publication Draft Local Plan - Accepted Sites: Housing				Huddersfield					
H1747	Site is in Green belt	Y	Green/Brownfield	G	Settlement Position	E	Gross Area (Ha)	56.37	
Land north of, Bradley Road, Bradley					Employment Floorspace	Housing Capacity			1577
Transport		Additional mitigation above schemes already programmed will be required during the plan period. Local highway links can be made acceptable through highway improvements in contact with the development and the local highway network. Multiple access points required and third party land required for access with numerous potential options. A Public Right of Way crosses the site.							
Public Health		Levels of obesity are higher than the Kirklees average. Need to ensure there are adequate physical activity opportunities, consider restricting the numbers of fast food takeaways, ensure that developments include opportunity to grow fruit and vegetables, i.e. community gardens, allotments							
Education		Likely to generate significant demand for 0-5 early learning / childcare places between 2019 and 2021.Places require one large resource or two average sized resources. After school provision (around 2026) required.							
Historic Env		Layout and design to consider potential impacts on Grade II listed building to the north-west of this site. A heritage impact assessment is required.							
Flood/drainage		The site is in flood zone 1. Various ordinary watercourses throughout the site.							
Env Protection		The eastern part of the site is on historic landfill. There is an active landfill site along the eastern boundary. The site is recorded as contaminated land therefore phase 1 and 2 contamination reports required. More than 150 houses are being introduced to an area of poor air quality therefore an air quality impact assessment is required. Noise assessment needed to assess the implications of the motorway traffic noise. Nearby farm therefore odour assessment required. Travel Plan needed.							
Biodiversity		Woodland and ponds should be retained including a 10 metre buffer around the pond. Connectivity within the site should be enhanced.							
Other constraints		Part or all of the site lies within a high risk coal referral area. Mine entrances are on the site. Powerlines cross the site.							
Open space		N/A							
Green belt		The part of this extensive site that is in the green belt encompasses Bradley Golf Course. The area of the golf course is buffered from the motorway by the significant track of woodland at Bradley Wood. Bradley Wood continues to the north beyond the motorway so there is no risk of physical merger with Calderdale. While the strategic gap is lessened, it is not compromised. The site is extensive enough to allow a buffer with the trees which are a countryside feature best protected by their green belt designation. To the east the site is located on elevated ground where development is likely to be prominent, although the trees to the immediate east will provide some screening from wider views.							
Green belt edge		This site is located within an area of green belt that performs the strategic role of preventing the further merger of Kirklees with Calderdale. There are however some opportunities for settlement extension which due to the existing settlement form and land use features could be achieved without significantly undermining the role of the green belt in this location.							
Exceptional Circumstances		Exceptional circumstances exist to amend the green belt boundary as this site is required to meet the objectively assessed need for housing in the district. After due consideration of all relevant non-green belt alternatives, the need to promote sustainable development patterns, the role and function of the green belt and the specific characteristics of this site, it is deemed that in this instance the benefits of facilitating housing development on the site outweigh the loss of this part of the green belt.							
Conclusion	<p>There are no significant constraints with the site which cannot be mitigated against at the planning application stage. Assessment in relation to the loss of this facility has been undertaken which shows that the use of this site as a housing allocation is consistent with national planning policy.</p> <p>Site access is achievable. Wider highway network improvements are required including potential improvements to the strategic road network but the Local Plan evidence base confirms that there is a reasonable prospect of this being delivered.</p> <p>The site is buffered from the motorway by the significant area of woodland at Bradley Wood. Bradley Wood continues to the north beyond the motorway so there is no risk of physical merger with Calderdale. While the strategic gap is lessened, it is not compromised. The site is well related to the form of the settlement in this location and presents defensible new green belt boundaries. The council considers that exceptional circumstances can be demonstrated to remove this land from the green belt.</p> <p>This site is of strategic importance for delivering growth in the district.</p> <p>A primary school to be provided on site to mitigate education capacity issues. Early years and childcare provision will also be required. Secondary school provision either on this site or in the locality should be considered during the plan period.</p>								

Cross Boundary Priorities

2.16 The Localism Act (2011) introduced a requirement on all local authorities to co-operate with neighbouring local authorities and other bodies with a regulatory or strategic interest in local plan issues. The duty requires on-going, constructive and effective engagement on areas of plan making which may have strategic cross boundary implications. The Council has

produced a 'Duty to Co-operate Statement' which documents how the council has fulfilled the duty and how the bodies referred to in the Act have helped to shape the plan.

2.17 The Council has also produced a Statement of Common Ground (SoCG) under the Duty to Co-operate with Calderdale Metropolitan Borough Council. The Councils share a boundary broadly along the M62 motorway, which provides a focus of economic activity and a strong physical boundary. The SoCG has been prepared in the context of the draft Calderdale Local Plan (Reg 18) and pre-submission version of the Kirklees Local Plan (Reg 19).

2.18 Both Local Plans are promoting development within the strategic Green Belt gap between Huddersfield and Brighouse/Rastrick. It is an agreed matter that the Green Belt will still perform a strategic role in this area. Land of Bradley Road Huddersfield (allocations H1747 & H351) is recognised in the SoCG as a significant land allocation with the potential to raise strategic cross boundary issues due to the proximity to the administrative boundary. It is recognised in the SoCG that:

- highway network improvements will be required at various points of delivery
- planned mitigation measures will not lead to severe issues for the transport network
- a new M62 motorway junction (24a) will assist the delivery of this site and planned growth to the north of this junction in Calderdale
- new school provision will prevent increased pressure on Calderdale school places
- close liaison will be needed to reinforce local electricity sub-station infrastructure in the Brighouse area
- both councils remain committed to effective co-operation, collaboration and co-ordination

2.19 Woodhouse, Rastrick is a strategic housing area in the Calderdale Local Plan. It adjoins Bradley Wood to the north of the M62 motorway and could accommodate over 1200 homes. A MoU is being prepared between the two Council's. This deals with the delivery of transport infrastructure in the area but discussions are underway to extend this to enhance collaborative working now that the combined growth areas represent a significant contribution to city region outcomes for jobs and growth.

2.20 The allocation of land at Bradley Park will deliver a significant number of homes in a strategic location, close to the motorway network, and within easy distance of strategic employment opportunities. *In summary conclusion* the site:

- i. provides a strategic extension to the urban area of Huddersfield, one of two urban areas that form the focus of growth in the District*
- ii. forms part of a planned approach which requires urban extension sites to accommodate the District's development needs*
- iii. closely relates to the strategic employment allocation at Cooper Bridge*
- iv. supports the Leeds City Region emphasis on the regeneration of Huddersfield and realising the economic growth potential of the M62 corridor/Enterprise Zone*
- v. constitutes sustainable development, as a sustainable location and sustainable site*
- vi. retains the strategic role of Green Belt south of the M62 corridor*
- vii. is supported by Calderdale Council as a key site location and represents, when taken together with planned growth in Calderdale a significant contribution to homes and jobs growth in the City Region.*

SECTION 3: TECHNICAL EVIDENCE ON CONSTRAINTS

This section sets out the results of technical studies undertaken to date.

Technical Assessments

3.1 A series of technical assessments have been undertaken as part of the first two stages of masterplanning in order to gain an understanding of the physical and environmental features of the site, including its ecological value and role in the wider landscape, existing ground conditions and the local drainage regime. The purpose of these assessments was to identify any significant constraints and opportunities that would influence the way in which development could be brought forward. The results of technical assessments are set out below.

Table 3.1 Key Technical Report Findings

GROUND CONDITIONS	
<p>Preliminary geo-environmental investigation Lithos February 2016</p>	<p>Investigation included a mining risk assessment in accordance with Coal Authority guidance.</p> <p>Considers the issues of foundation design and the engineering difficulties associated with development of the land for housing.</p> <p>There is a former landfill area covering around 6 hectares of land in the far eastern section of the site and an operational landfill area beyond the site boundaries.</p> <p>Protective gas measures will almost certainly be required for new buildings across the site due to their proximity to an area of landfill activity.</p> <p>A detailed remediation strategy will also need to be implemented to deal with the presence of contaminated land.</p> <p>Four coal seams at a shallow depth, underlie the site and in terms of the extent of recorded and unrecorded mineworking's, 15 mine entries are identified within the site boundary.</p> <p>The history of shallow mineworking's carries risks associated with mine gas, coal combustion and land collapse with consequent subsidence affecting surface stability.</p> <p>Further ground investigation is recommended in order to determine the general nature of soils underlying the site, the extent of contamination and the presence of hazardous gas and the possibility of voids or broken ground associated with unrecorded mine workings.</p> <p>A series of mitigation measures could be undertaken in order to bring forward development within areas underlain by shallow mineworking's.</p> <p>Abnormal costs will be higher in areas underlain by shallow mineworking's or contaminated land.</p>

	<p>The most significant constraint to development is the position of the former landfill site, new housing on or within 50m of this area should generally be avoided. The existing ground conditions are not considered to be a significant constraint on the developable area of the site.</p>
ECOLOGY	
<p>Extended Phase 1 habitat classification and associated field survey.</p> <p>Wold Ecology.</p> <p>December 2015.</p>	<p>Habitats include amenity grassland interspersed and bounded with shrub, scattered trees, plantation woodland, semi-natural woodland, buildings, watercourses and ponds.</p> <p>No statutory or non-statutory sites within the site boundary.</p> <p>The semi-natural woodland at Bradley Wood is considered to be of significant wildlife value along the site's northern edge.</p> <p>However, the majority of the woodland on the golf course is younger than 60 years old. the tree-lined fairways are of less ecological value.</p> <p>There are 3 ponds with one known site as a site for white clawed crayfish (all watercourses to be retained and enhanced).</p> <p>The value of existing flora and fauna is not at a level that would prevent the future development of the land. There are opportunities for future ecological enhancements, improving wildlife habitats and connectivity.</p>
LANDSCAPE	
<p>Bradley Masterplan</p> <p>Initial Landscape Plan and Principles Statement</p> <p>TGP Landscape Architects (North) Ltd</p> <p>March 2016</p>	<p>The area falls within National Character Area 37 'Yorkshire Southern Pennine Fringe', which is described as a transitional landscape.</p> <p>At a local level, the landscape character is identified as an urban fringe landscape located on the doorstep of Huddersfield.</p> <p>The M62 motorway forms a definitive boundary to the north.</p> <p>There is frequent tree and woodland cover throughout, particularly on slopes, and the role of the character area is to provide a rural backdrop rising above the northern edge of the town.</p> <p>The Kirklees Way passes along the western boundary of the golf course and allows access to and enjoyment of the landscape.</p> <p>The park is a historical feature of the landscape and although the deciduous woodland protecting its northern edge remains intact, the park itself has been quarried, which has had a detrimental impact on the quality of the landscape.</p> <p>The future restoration of the quarry has the potential to enhance the green corridor of land surrounding the M62.</p>

	<p>The 18-hole golf course contains a structured, man-made landscape with open greens and fairways separated by thin bands of deciduous woodland running west to east.</p> <p>There are opportunities for creating a high-quality landscape framework for the development.</p> <p>The topography of the land is not considered to be a significant constraint to development and the views into and out of the site are mostly screened by woodland planting. The site is relatively well contained and the retention of existing woodland along with the creation of new structure planting belts on the site boundaries would significantly reduce the impact of development on local views.</p>
DRAINAGE	
<p>Drainage Assessment Report</p> <p>Mason Clark Associates</p> <p>January 2016</p>	<p>The site falls within Flood Zone 1, where the annual probability of river or sea flooding is less than 1 in 1,000.</p> <p>There is no history of flooding with the site, with only two isolated incidents occurring over the last 6 years, both of which were attributed to groundwater flows across the golf course.</p> <p>There are three functioning watercourses across the site.</p> <p>The Environment Agency's surface water flood maps show the risk of surface water flooding from these watercourses to be very low.</p> <p>The site is not located within a groundwater emergence zone and flood proofing or resilience techniques are not required.</p> <p>The majority of the allocated area is made up of permeable land and the system for dealing with surface water run-off should focus on mimicking the existing regime.</p> <p>Whilst the geo-environmental study suggests that the ground may not lend itself to discrete soakaways, it may have the capacity to absorb surface water run off over a wider area.</p> <p>The development of a SUDS strategy for the site also carries the potential to deliver a range of ecological enhancements and to improve the overall quality of the environment.</p> <p>There are no constraints to development in terms of flood risk. Priority should be given first to the provision of soakaways / infiltration, then to discharge to a watercourse and as a last resort, connection to public sewer. A positive green infrastructure strategy for the site offers a key opportunity to focus on the integration and function of 'blue' and 'green' spaces.</p>

TRANSPORT

Bradley
Masterplan
Transport and
Access Appraisal
Fore Consulting
Ltd
March 2016

Much of the site is bounded by the A6107 Bradley Road running east-west to the south of the site, linking the A641 Bradford Road and the A62 Leeds Road.

Accident data does not suggest any issues with road layout, inadequate or masked signs.

Bus stops in the vicinity of the site are located on the A641 Bradford Road and Alandale Road, with Bradford, Huddersfield and Leeds as the primary destinations - additional stops located on Bradley Road are for school services only.

Existing public transport connections could be extended through the site, with the long-term prospect of supporting commercial services.

There are several Public Rights of Way that traverse the site, the main one being the Kirklees Way, some cycle routes in the vicinity of the site and some cycle routes that traverse the site.

High quality walking and cycling infrastructure could enhance wider walking and cycling networks and encourage greater active travel.

Effective management and promotion of sustainable travel options through a travel plan will be required to increase sustainability.

The principal transport constraint is congestion at the signalised junction where Bradley Road intersects with the A62, at which there is a designated Air Quality Management Area (AQMA).

Two highway improvement schemes (Cooper Bridge and M62 Junction 24a) provide future opportunities.

The existing access to the Golf Club (Lamb Cote Road) could provide central and direct access to the site although it is suggested that only 60 dwellings are served so as to provide a high quality greenway connection between the site and the Bradley Road corridor.

Tithe House Way provides an access to the east, with the extension of an existing estate road and scope to link to the Cooper Bridge link.

A single lane, traffic signal-controlled site access at either Lamb Cote Road or Tithe House Way could deliver up to 220 dwellings.

Widening the Tithe House Way access to 2 exit lanes as a signal-controlled junction could provide access for a further 40 homes.

Beyond this, the proposed Cooper Bridge scheme would reduce the impact of development traffic at the A62/Bradley Road junction and

	<p>relieve the flows on Bradley Road.</p> <p>An additional access point to the west (which could be as part of a new M62 Junction 24a) would be desirable but not essential.</p> <p>There are three access points which would be required to enable development. The main constraint on the existing local highway network is the A62/Bradley Road junction, which may limit the extent of development</p> <p>Strategic improvements to the highway network, notably the Cooper Bridge scheme would be required to provide the required highway capacity for 2,000 dwellings to be delivered.</p>
NOISE	
<p>Noise Impact Assessment</p> <p>Environmental Noise Solutions (ENS)</p> <p>June 2016</p>	<p>Local and distant road traffic noise were identified as being the dominant source of noise across the site.</p> <p>Noise emissions from the M62 motorway were subject to a variation of around 10dB with upwind and downwind conditions.</p> <p>A 150m buffer zone recommended between any future development and the M62 motorway.</p> <p>For properties located along the northern boundary, the layout should be designed so that the garden areas are located to the rear of building, which should face towards the motorway.</p> <p>Habitable rooms which either face towards or are perpendicular to the M62 will need to be fitted with an enhanced glazing specification with acoustic trickle ventilation.</p> <p>For houses within the recommended 150m buffer zone, a higher standard of glazing is required and a mechanical ventilation strategy will need to be adopted.</p> <p>Based on the measured noise levels, standard double glazing and trickle ventilation is appropriate across the rest of the site, as the properties in these areas will benefit from the screening offered by the first line of houses.</p> <p>The entire site is considered to be suitable for residential development, subject to providing a judicious layout and appropriate sound insulation to the building envelope in the most sensitive areas.</p>
ARCHAEOLOGY	
<p>Archaeological Desk Based Assessment</p> <p>On Site Archaeology</p>	<p>Records search identified a grade II listed building, the barn at Shepherd Thorn Farm, within the boundary of the allocated area.</p> <p>Further fifteen grade II and grade II* listed buildings within 500m of the site boundary.</p> <p>Number of important designated heritage assets just beyond the</p>

<p>June 2016</p>	<p>study area, in Kirklees Park, to the north east of the site.</p> <p>Assets which lie beyond the site boundary were sufficiently separated by either topography or vegetation to be affected by development.</p> <p>Few features of interest on the ground surface with mounds and depressions likely to be of modern origin, representing features of the golf course.</p> <p>Desk-based assessment revealed the presence of Roman Road 712, which passes through the general area, the course of the road is highly conjectural.</p> <p>Low to moderate possibility that remains associated with the industrial activity of the former monastic Bradley Grange beyond the site are present within the subject site.</p> <p>The level of ground disturbance associated with past mining activities, the landfill site and creation of the golf course is likely to depleted or destroyed any remains in these areas.</p> <p>No indication that below-ground archaeology is of sufficient significance to prevent development taking place. Further geophysical survey to be carried out with a planning application.</p>
<p>HERITAGE</p>	
<p>Bradley Park Masterplan Delivery Statement March 2016</p>	<p>Historic England’s consultation response to the draft allocation did not raise any concerns regarding the impact of development on designated assets outside of the site boundary.</p> <p>Need identified to consider the setting of the grade II listed barn at Shepherd Thorn Farm and recommended that a separate heritage assessment be undertaken to understand the impact of the development.</p> <p>Interface with new development to the south will need to be carefully considered in order to preserve the setting of the barn.</p> <p>The layout of buildings in this area has the potential to better reveal its significance.</p> <p>No identified heritage constraints to residential development. Full heritage assessment to be carried out with a planning application.</p>

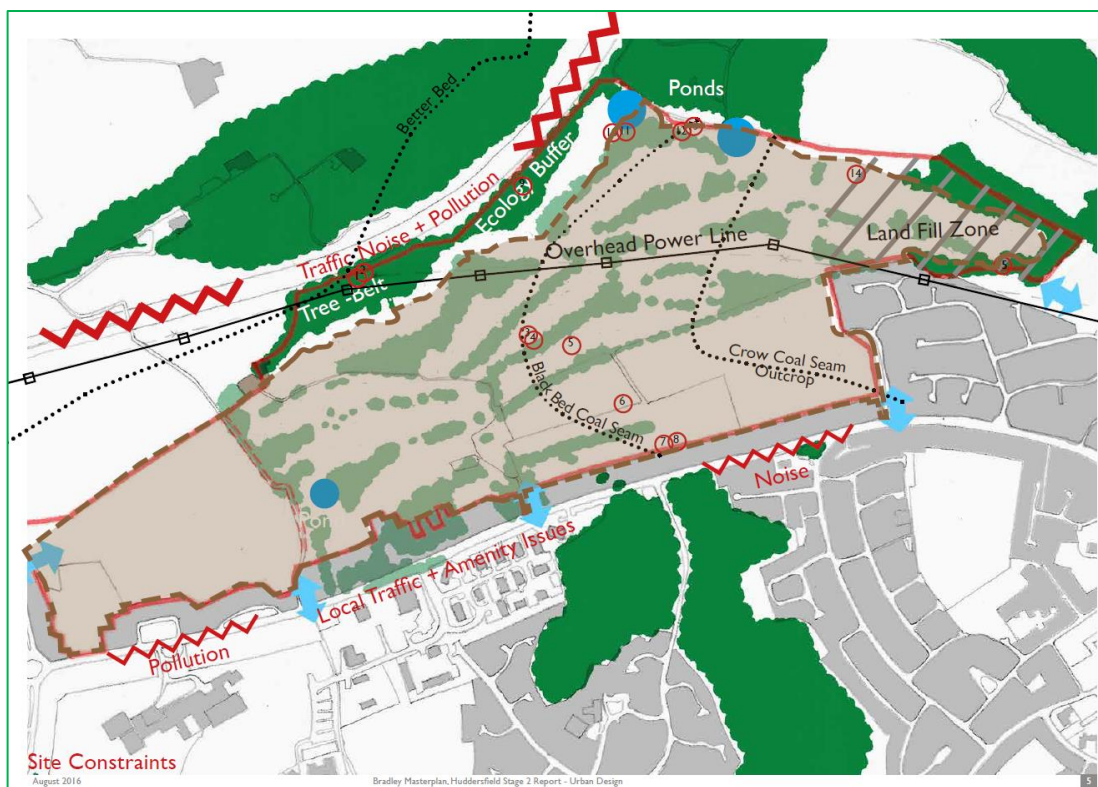
3.2 In summary the key physical and environmental constraints of the site which influence the overall potential and quantum of development were identified as:

- The presence of a former landfill area, covering approximately 6 ha in the eastern section of the site

- The presence of 4 coal seams at a shallow depth, underlying the site and the extent of recorded and unrecorded mineworking's
- The requirement for off-site highway improvements with an associated link road as part of the Cooper Bridge scheme to relieve the pressure on Bradley Road, reduce congestion at the Cooper Bridge AQMA and facilitate the development of 2,000 homes (and the desirability of establishing a fourth western access point for the site)
- The position of electricity pylons running through the site both as a physical constraint and a source of noise pollution
- The need to maintain an appropriate buffer between the M62 and residential development in order to create an acceptable noise climate
- The retention of existing waterbodies and the potential need to provide compensatory habitat for existing wildlife in designated parts of the site.

3.3 The locational implications of the above factors were shown on the plan of the site's main constraints provided on page 5 of the Urban Design Strategy report and this is replicated below.

Figure 3.1 Site Constraints Plan



3.4 The preliminary geo-environmental report identifies that other than the former landfill area to the east, the existing ground conditions are not considered to be a significant constraint on the developable area of the site. The report outlines a series of mitigation measures that could be undertaken in order to bring forward development within areas underlain by shallow mineworking's. These include extraction of the remaining coal and consolidation

via drilling and grouting. Where deep shafts are present resulting in no build zones, a shaft cap can be installed and these areas can be integrated into the development as useable amenity space. Protective gas measures will almost certainly be required for new buildings across the site due to their proximity to an area of landfill activity. A detailed remediation strategy will be needed to deal with the presence of contaminated land.

3.5 Technical studies have been undertaken to identify key physical, environmental and technical constraints to the development of the site. These constraints directly influenced and shaped the masterplanning approach. *In summary conclusion:*

- i. Technical studies have been undertaken on transport, drainage, flood risk, landscape, ground conditions, noise, archaeology and ecology*
- ii. No built residential development can take place on the former landfill area*
- iii. Other than the landfill area, there are no technical constraints applicable to allocation H1747 which prevent development*
- iv. Technical evidence demonstrates that there are no technical impediments which would prevent the delivery of the allocation, subject to normal development management considerations and further design detail at the application stage.*

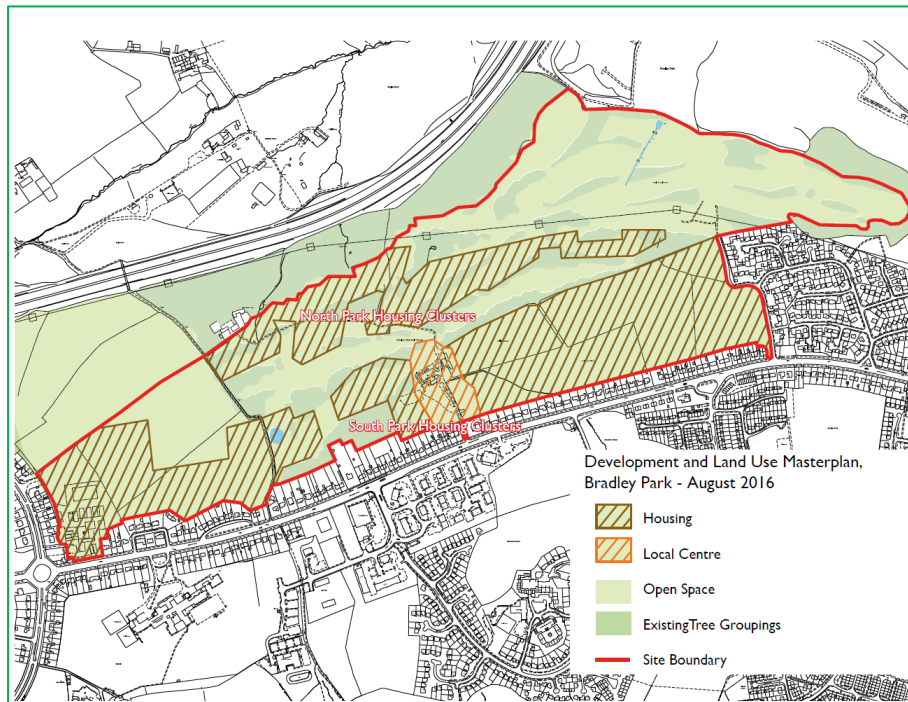
SECTION 4: DEVELOPMENT CONCEPT

This section explains the development concept established through the masterplan.

Introduction

- 4.1 A two stage masterplanning exercise was undertaken in 2015/16. During the first phase of the project, the team prepared 5 high level masterplan options, which were based on a different approach to the layout, scale and density of development. The second phase of the project resulted in a masterplan which illustrated how the strategic urban extension had the potential to deliver up to 2000 high quality new homes. It also demonstrated how it was possible to retain much of the site for open space which could be accessed more readily and used for leisure and recreation. The masterplanning exercise was supported by a suite of technical documents (see section 3). The illustrative masterplan was approved by the Council's Cabinet in September 2016.

Figure 4.1 Development and Land Use Plan

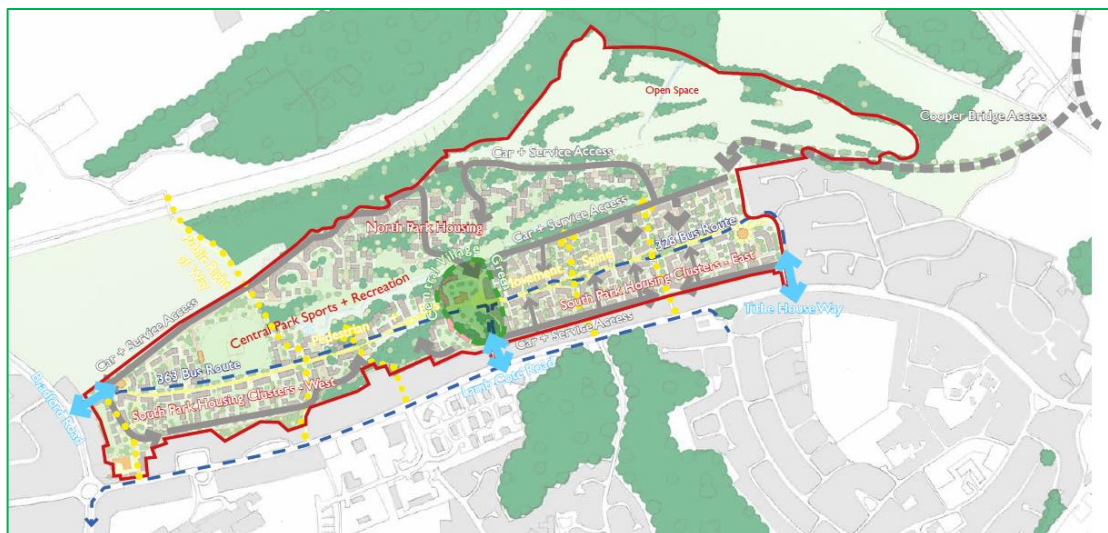


Place Making Principles

- 4.2 The urban design concept to the Bradley Park masterplan is generated by the importance of creating a new sense of place to the planned new urban extension. The development will be integrated into the existing mature landscape of the site and threaded into the existing residential areas around Bradley Road.

- 4.3 At the heart of the Bradley masterplan proposal, is a focus on open space. The masterplan proposes an area of parkland at the heart of the development, a “central park”. In addition, there is a very significant area of open space to the east of the site which forms the focus of a sports and leisure hub. Between them, these areas make up over 40% of the land area. The identification of large areas of open space as part of the masterplan offers the flexibility to include a range of formal and informal provision, including destination play areas and sports and leisure facilities. The creation of a central park also balances the distribution of land uses across the site, promoting environmental sustainability and a high landscape value.
- 4.4 The park will run east to west taking advantage of the mature trees that presently form the shelter belts to the fairways of the 18-hole golf course. Together with the Park, 3 major elements would form the urban design structure; South Park Housing Clusters, the North Park Woodland Housing, and a Central Village Green.

Figure 4.2 Bradley Park Masterplan, September 2016



- 4.5 The specification of homes is for a high-quality and innovative product, which complements existing housing in the area. As a sustainable urban extension, other benefits would include the provision of a new school to serve the site and the wider community, a new local centre to provide shops and services and implementation of an improved transport and service infrastructure in Bradley. This includes a connection in to the M62 corridor, which will reduce congestion and journey times, meaning residents are better connected not only to local jobs, but also opportunities in neighbouring cities and conurbations.
- 4.6 The new settlement is envisaged as having a strong, continuous and permeable pedestrian character - a 'walkable district' encouraging residents to walk, cycle or scooter between neighbourhoods and the village green. The potential for promoting sustainable modes of travel is reinforced by the inclusion of new bus routes to and through the village, one

routed westerly to Bradford Road and another easterly to Cooper Bridge. A 'Pedestrian Spine' is provided from east to west at the mid-point of the south housing clusters. This will integrate pedestrians, cycles and buses and exclude private cars, service vehicles, and motorcycles – all helping to realise Sport England's active design principles.

Central Village Green

- 4.7 The village green forms the main communal space at the centre of the new settlement. It opens off Lamb Cote Road and is the first place to be experienced as you enter into the development. The green introduces the landscape theme for the site and opens up sequentially to Central Park on its northern side. It is shaped around sun angles with a primary north-south axis to induce sunlight throughout the seasons and particularly the important low sun angle of the winter months. It is envisaged that the green will act as the mixed use 'centre' to the village with a workspace and learning hub, health centre, local convenience store and café's fronting on to it. It is the place where bus routes from the west and Bradford Road will interchange with bus routes from the east towards Cooper Bridge. Densities would rise up to 70 dwellings per hectare at the village centre.

South Park Housing Clusters

- 4.8 These clusters will take the form of modern garden squares accommodating a mixture of house types including detached and semi-detached homes, family housing in terraces together with more compact starter homes, and homes for a senior generation and independent living in terraced apartments. The garden squares are planned in size with 1-minute (80metre) walking times across to feel easy and accessible whilst establishing territories with formal amenity close to homes, play for children and gathering space for events. The communal gardens provide views as well as giving privacy, and good passive security to individual dwellings.
- 4.9 The garden squares are created in groups of 4 in a Cluster like miniature city quarters. Each Cluster has 2-minute walking time east to west and north to south and form easy walkable neighbourhoods within the overall settlement. The clusters include low rise dwellings in semi-detached or detached two storey housing to the south in order to facilitate solar penetration. The scale builds up to 3-4 storey housing and apartments along the north east and north-west corners. The overall resulting density is 50 homes to the hectare, although this is a net figure for each defined cluster and excludes the open space provision in Central Park.

North Park Woodland Housing

- 4.10 The woodland housing to the north of Central Park, will act as the counterpoint to the gridded garden square clusters to the south. Here, housing groups of mixed type are integrated into the edge of the main woodland belt that separates the park and the motorway gorge. The new homes are arranged like a 'string of beads' along the south edge of the woodland forming 'sun trap' spaces with primary views over the park. Mixed housing

types are fitted in bespoke urban design form to suit the shape of each section of land and woodland edge with its natural crescents and nooks.

- 4.11 The general principle is to create terraces of housing in linear and curved forms along the edge of trees with southern aspect over the park and with their northern side facing the woodland. To the south of these, nestling into the existing fairways, there are groups of detached and semi-detached houses as if built into the park estate like mini hamlets. At three points to the backdrop of the woodland edge, the design team has identified locations to build higher apartment buildings, at the west and east end and in the centre. These will form new identity and orientation points on the park and take advantage of the panorama of views to all points of the compass. Densities range from 50-65 homes to the hectare. Again, this is a net figure which excludes the open space provision within Central Park.

Sports and Leisure Hub

- 4.12 A strategic approach and options for sport and leisure provision on the site have been developed by Kirklees officers and this has involved engagement with both Sport England and England Golf. This has resulted in a revised indicative layout for the site that includes a sport and leisure hub in the north-east area of the site. This area would be sufficient to accommodate a nine-hole golf course (utilising some of the existing holes), a floodlit golf driving range, two full size 3G sports pitches and new club house/changing facilities with appropriate parking. The facilities would serve new residents of the site and the wider community of north Huddersfield. The provision of the hub fits with the existing masterplan principles and layout and will provide a wide range of complimentary community facilities to serve the expanded community which would be created by the Bradley urban extension.

Figure 4.3 Bradley Park Masterplan Revision, September-November 2017



4.13 Good planning is about creating places where people want to live and spend time. The urban design strategy is focussed around the creation of a central park. *In summary conclusion:*

- i. *A masterplan has been completed, progressed through different iterative stages*
- ii. *There is a clear overall vision established for the development of the site*
- iii. *The approach aims to create a new sense of place to the new development*
- iv. *A new urban village is proposed with a new community park 'Central Park' at its centre*
- v. *A sports and leisure hub will provide facilities for existing and new communities*
- vi. *Development principles have been established. including high-quality housing and infrastructure for walking, cycling and buses.*
- vii. *The development will be integrated in to the existing maturing landscape of the site and with the neighbouring communities.*

SECTION 5: STRATEGIC INFRASTRUCTURE REQUIREMENTS

This section focuses on the site wide infrastructure and facilities required to deliver development.

Infrastructure Planning

5.1 In 2014, the Council commissioned consultants, Arup, to produce an Infrastructure Delivery Plan (IDP) for the District. This provided a starting point for examining the infrastructure requirements of the site. Kirklees Council undertook further work on the IDP. Masterplanning and associated delivery statement work on Bradley Park (undertaken by O'Neill Associates and a team of multi-disciplinary consultants) has further considered the site's strategic infrastructure requirements. The requirements are summarised in the table below.

Table 5.1 Summary of Infrastructure Requirements

UTILITIES	
Kirklees Council Kirklees Local Plan Infrastructure Delivery Plan October 2015 Arup ----- Bradley Park Phase II Masterplan Delivery Statement O'Neill Associates September 2016	<p>The IDP confirmed that there are no capacity issues with gas, water supply or treatment affecting the Bradley Park site.</p> <p>The IDP identified that the closest substation at Brighouse had the capacity to accommodate the projected electricity demand.</p> <p>Through the masterplanning work, Northern Powergrid further confirmed that the nearest available connection cables and the nearest primary substation (Deighton) are now up to capacity.</p> <p>The masterplan stage established that spare capacity at Brighouse was not available locally and the significant distance presents a key barrier to a new cable route.</p> <p>Early phases of development could be considered for connection from any local assets subject to availability at the time.</p> <p>Longer term, Northern Powergrid identified a potential source of capacity from the Birkby substation - this is likely to require some extension works and the provision of cables from the substation.</p> <p>The Infrastructure Delivery Plan identified that there are no capacity issues with gas, water supply or treatment affecting the Bradley Park site. Early phases of development could be considered for electricity connection from local assets, whilst extension works will be needed for further phases.</p>
HEALTH	
Kirklees Local Plan Infrastructure	Due to the scale of the two adjacent housing allocations (H1747 & H351) it is highly likely that a health and well-being facility will be required on site.

<p>Delivery Plan Addendum Kirklees Council November 2016</p>	<p>On-going discussions between the council, site promoters and NHS representatives will establish the nature of the facilities.</p>
<p>EDUCATION</p>	
<p>Kirklees Local Plan Infrastructure Delivery Plan Addendum Kirklees Council November 2016</p>	<p>The site falls within Huddersfield North Primary Planning Area.</p> <p>Securing Sufficient School Places Document (2015) anticipates that there will be a requirement for further additional primary places over and above those already required.</p> <p>The site falls within Secondary Planning Area of Huddersfield North & West.</p> <p>Securing Sufficient School Places Document (2015) anticipates that there will be a requirement for additional secondary places.</p> <p>A more strategic approach to sufficiency planning will be required across a wider geographical area, including Holme Valley, Honley and Meltham, Huddersfield South West and East and Colne Valley.</p> <p>This area is also close to the Calderdale border, therefore the impact of this site and any development close by within Calderdale requires on-going and careful consideration.</p> <p>Sites H1741 & H351 are likely to generate significant demand for 0-5 early learning & childcare places between 2019 & 2021.</p> <p>Afterschool provision may not be required until around 2026, best established at a similar time to a new primary school. One resource for 16 places is required.</p> <p>The Bradley Park sites will require at least a two-form entry primary school on site, with the possibility of a four-form entry, subject to further analysis. The cumulative scale of development across Bradley and Dewsbury is likely to require new secondary provision. Sufficient early learning and childcare places will need to be available.</p>
<p>Kirklees Children & Young People School Organisation & Planning Update January 2018</p>	<p><u>Primary Places</u></p> <p>As the development progresses, it is anticipated there will be a requirement to provide a new two form entry primary school (420 places) to meet demand through the plan period (up to 1958 dwellings).</p> <p>Should pupil demographics stay broadly similar to current projections, a further two form entry primary school may be required to meet demand through the post plan period.</p> <p>The timing of the requirement for new schools will need to be kept under review due to the many variables that have an impact on the</p>

	<p>future demand for school places both in the Huddersfield North school planning area and surrounding planning areas.</p> <p>Provision of land for a 2fe primary school during the plan period (with provision for expansion to a 4fe primary post plan) will be funded by the development, secured through the development agreement and by way of a S106 obligation.</p> <p>Current estimates suggest that the trigger point for a new 2fe primary school will be in the region of 240 and 390 dwellings (year 5/6 based on the proposed housing delivery trajectory).</p> <p>However, it is important that the trigger point remains under review to take account of future intelligence and forecasting.</p> <p><u>Early Learning and Childcare Places</u></p> <p>Early learning & childcare places may be provided for as part of the new primary school development.</p> <p>There may also need to be a commercial and/or voluntary sector opportunity through the provision of appropriate facilities as part of any community hub/facilities.</p> <p><u>Secondary Places</u></p> <p>Financial contributions to meet demand for secondary school places during the plan period will be secured by S106 obligation, in accordance with the Councils policy <i>'Providing for education needs generated by new housing'</i> as housing development comes forward.</p>
OPEN SPACE	
<p>Bradley Park Phase II Masterplan Delivery Statement O'Neill Associates September 2016</p>	<p>In 2015, the Council produced an Open Space Study and a separate Playing Pitch Strategy for Kirklees.</p> <p>The site falls within Ashbrow ward, where the open space study identifies a surplus of open space within all categories, with the exception of 'parks and gardens'.</p> <p>The provision of a further 2,000 new homes at the Bradley Park sites will increase the population of the ward by around 5,000 people.</p> <p>In accordance with the space standards set out in the open space study (per 1,000 population), the proposed development on the Bradley Park sites will create a need for around 9 hectares of open space within the various typologies (taking in to account the current surpluses and deficiencies).</p>
PLAYING PITCHES AND SPORTS PROVISION	
<p>Bradley Park Phase II Masterplan September 2016 & Masterplan</p>	<p>Overall approach agreed with England Golf and Sport England is designed to secure continuity of provision of at least 9-hole golf throughout.</p> <p>The intention is to ensure continuity of golf provision i.e. that there</p>

<p>Revisions October 2017</p>	<p>are always nine holes of golf available to play.</p> <p>The outline delivery programme set out below gives priority to the golf provision, with the 3G pitches being brought forward later on in the project.</p> <p>Dec 2017 through to Spring 2018 - Work with England Golf and Kirklees Active Leisure (KAL) to develop the detailed plan for the site, engaging golf specific designers as necessary.</p> <p>2018 - Development of strategic golf plan, to include development of signposting links with other clubs and strategies to increase participation generally.</p> <p>2019/2020 - Development of future 9-hole course including any works required, along with a new clubhouse. Remainder of existing course remains operational.</p> <p>2020/21 - Development of new driving range (subject to liaison with England Golf and KAL about best timing for doing this).</p> <p>2022/35 - New access road and parking developed to new site.</p> <p>From 2022 - Closure of remainder of golf course (timing dependent on impact of development on the site).</p> <p>2023/4 - Development of ancillary facilities i.e. 3G pitches.</p>
RETAIL	
<p>Bradley Park Phase II Masterplan Delivery Statement O'Neill Associates September 2016</p>	<p>The Retail Capacity Study for Kirklees (WYG Planning, 2014) highlights that there is a substantial need for additional convenience goods retail facilities in the short term in North Huddersfield (retail zone study zone 2).</p> <p>With existing stores overtrading, the retail study identifies that in the longer term, to 2028 “the identified need is very substantial and could possibly support around 2 food superstores over the short term and 3 in the longer term”.</p> <p>There is an identified need for convenience retailing in north Huddersfield. The masterplan includes an area for a local centre.</p>
Movement and Access	
<p>Development Principles – Movement and Access Strategy Bradley Park Phase II Masterplan</p>	<p>The master plan promotes a ‘walkable district’, encouraging residents to walk, cycle or scooter between neighbourhoods and the village green.</p> <p>An east-west 'Pedestrian Spine' will integrate pedestrians, cycles & buses and exclude private cars, service vehicles, & motorcycles.</p> <p>Public Rights of Way through the site are retained and enhanced.</p> <p>Convenient connections for walking and cycling trips are a vital</p>

<p>Delivery Statement</p> <p>O'Neill Associates</p> <p>September 2016</p> <p>-----</p> <p>Bradley Masterplan</p> <p>Transport and Access Appraisal</p> <p>Fore Consulting Ltd</p> <p>March 2016</p>	<p>component of the transport strategy so as to minimise trips by motorised modes (including private car).</p> <p>New bus routes to and through the sites are included, one routed westerly to Bradford Road and another easterly to Cooper Bridge.</p> <p>Pedestrian connections to bus stops are direct and attractive, and supporting new bus stops and upgraded bus stop facilities where appropriate.</p> <p>Within the site, the bus services are supported by keeping the bus route close to the centre of residential areas and in the form of a double loop configuration to minimise additional mileage.</p> <p>Three access points will be required for the development, dissipating additional trips arising across the existing network.</p> <p>The designated AQMA at the A62 Leeds Road/Bradley Road junction is a key consideration in terms of traffic generation & management.</p> <p>Access points allow the diversion of existing bus services through the site without adding significant extra mileage.</p> <p>An access to the western portion of the sites that would allow the frequent bus services along the A641 to divert into the site with minimum diversion.</p> <p>A western access could link (directly or indirectly) to future proposals for a new junction on the M62 (Junction 24a).</p> <p>Upgrading of the two existing accesses onto Bradley Road at Lamb Cote Way and Tithe House Way would provide access in the early phases of development.</p> <p>An access to the east onto the new link road would be developed as part of the Cooper Bridge scheme.</p> <p>The internal highway layout provides vehicular links between the different development zones to provide residents a choice of walking/cycling/driving routes and to fulfil emergency access requirements.</p> <p>A number of access points will be required, early phases of development could be built from two existing access points, with associated junction improvements. Beyond this, delivery of the whole of the proposed allocation would rely on the implementation of the proposed highways improvement scheme at Cooper Bridge, which is due for completion in 2023. High quality walking and cycling infrastructure is proposed with an extensive multi-user internal network, as part of the green infrastructure provision. The development has been designed to capitalise on existing bus services and be attractive to bus companies.</p>
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<p>Fore Consulting Transport Scoping Report January 2018</p>	<p>Confirms that the provision of access points to the site can be achieved, ahead of the delivery of the Cooper Bridge Link Road.</p> <p>For allocation H1747 this comprises upgrades of the Tithe House Way and Lamb Cote Road links & the priority junctions they form with Bradley Road.</p> <p>An access road/junction onto Bradford Road to the west provides a further access point for the combined sites (240 dwellings can be delivered and accessed).</p> <p>All of the junctions are designed to the appropriate standards.</p> <p>All land required for the three access points identified for the initial phases of the development is within the ownership of Kirklees Council.</p> <p>A further access could also potentially be provided from a proposed new junction off the M62 (Junction 24a) if this comes forward, although this is not necessary for the development of the full allocation.</p> <p>Approximately 280 dwellings on H1747 can be achieved from the existing Lamb Cote Road and Tithe House Way access points – from upgrades within the existing highway boundary. The Cooper Bridge Road is due for completion in 2023, providing the capacity to deliver the remaining dwellings..</p> <p>Full development of H1747 is dependent on a new Cooper Bridge link road</p> <p>A new M62 junction 24a is not relied upon.</p>
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Key Off Site Requirements

- 5.2 The early phases of development can be commenced using existing infrastructure and access points. The above table indicates that some extension works and the provision of cables from the Birkby substation to the boundary of the site are likely to be required and this was reflected in the site infrastructure work undertaken by Gardiner & Theobald LLP.
- 5.3 The Cooper Bridge highway scheme is designed to relieve congestion at the A62/Bradley Road junction and improve conditions associated with the current AQMA. Extensive highway improvements are planned along the A62 from Huddersfield Ring Road up to and including the junction of A62 / A644 / Leeds Road at Cooper Bridge. The overall ambition will be to reduce peak period travel times for all road users. The proposed

scheme includes a major redesign of the Cooper Bridge Junction in addition to capacity improvements at a number of key intersections along the A62.

- 5.4 The provision of a connection from the site to the new link road envisaged as part of the Cooper Bridge scheme significantly raises the number of dwellings possible, as development traffic would be largely removed from the A62/Bradley Road junction.
- 5.5 The Cooper Bridge scheme forms part of the West Yorkshire 'Plus' Transport Fund. The early phase of build remains on target for completion in 2020 with the overall scheme completed in 2023. A Project Manager has just been appointed to get the scheme to outline business case by June 2018. An early phase of build is anticipated which will be the dualling in parts Wakefield Road between Cooper Bridge R/B and the M62 R/B.
- 5.6 The scheme is progressing through the Assurance Process for West Yorkshire 'Plus' Transport Fund. The A62 to Cooper Bridge scheme is between Stage 1 and 2. Progress to date and the programme going forward is set out in the table below.

Table 5.2 The WYCA Assurance Process

Stage 1	
Expression of Interest Submitted	2015
Project Manager Appointed	October 2017
Stage 2	
Outline Business Case	July 2018
Full Business Case	2019
Full Business Case with final costs	2019
Stage 3	
Early phase of build (dualling in parts Wakefield Road between Cooper Bridge R/B and the M62 R/B)	2020
Further build phases	2022-23
Scheme completed	2023

- 5.7 Development of a Junction 24a on the M62 would provide further opportunities to dissipate traffic away from Bradley Road, either through a direct connection onto the new junction, or onto the A641 as an integral part of the works. An additional access point to the west (which could be as part of a new M62 Junction 24a) would be desirable but not essential in capacity terms.
- 5.8 Key on and off-site infrastructure requirements for the whole site have been examined through the stages of work on the Local Plan Infrastructure Delivery Plan and the Bradley

Park Masterplan (and its associated delivery statements and technical studies). *In summary conclusion:*

- i. Infrastructure and facilities requirements for utilities health, education, open space, sports/playing pitches, retail and transport have been examined and reflected in costing exercises*
- ii. early phases of development can be commenced using existing infrastructure and access points*
- iii. delivery of the whole of the allocation relies on the implementation of the proposed highways improvement scheme at Cooper Bridge*
- iv. The Cooper Bridge scheme is being progressed through the West Yorkshire Plus Transport Fund and remains on target for completion in 2023.*

SECTION 6: DELIVERY PROGRAMME, ZONES & RATES

This section focuses on the programme and timetable for achieving planning consent and delivery.

Strategic Viability

- 6.1 A *Growth Delivery Statement* (Cushman and Wakefield, April 2017) has been prepared to assess the deliverability of the Kirklees Local Plan to inform the Examination of the Plan. The report provides an evaluation of the deliverability of the overall level of need, the spatial approach to development, the land identified for development, and the infrastructure required to support the level of, and locations for, growth.
- 6.2 The statement explains that the approach to the Spatial Strategy in the Kirklees Local Plan has led to development being focussed on locations which support viable delivery of development, and which help to foster the integrated delivery of housing and economic growth proposals. Growth is more generally focussed in the northern side of the district, which provides the following benefits:
- Proximity to larger housing markets (e.g. Huddersfield and Dewsbury);
 - Accessibility to labour markets (i.e. Manchester or Leeds via the M62 and by rail);
 - Utilisation of existing infrastructure;
 - New employment sites in prime locations supported by residential growth within the same part of the Kirklees district.
- 6.3 The Growth Delivery Statement sets out that viability studies have been prepared to assess the following residential led strategic allocations:
- Land north of Bradley Road, Bradley, Huddersfield (two allocations assessed as single site) – 1958 units;
 - Land to the south of Ravensthorpe Road / Lees Hall Road, Dewsbury - 2,310 units;
 - Land north of Blackmoorfoot Road, Crosland Moor, Huddersfield – 441 dwellings, 44,258 sq. m of employment floor space; and
 - Land east of 932-1110 Leeds Road, Shaw Cross/Woodkirk, Dewsbury, 1535 homes.
- 6.4 Based on the viability studies the Growth Delivery Statement concludes that the above four sites are viable and deliverable, incorporating allowances for the policy standards of the Local Plan. The Statement acknowledges that there remains a degree of uncertainty given unknowns in relation to certain elements of site infrastructure.

Costing Exercises

- 6.5 An initial calculation of site development costs on the basis of the technical information available at that time was undertaken as part of the phase 1 masterplanning exercise by Gardiner & Theobald LLP (G&T). The cost report was updated to account for the technical design work completed with the second phase of masterplanning work in September 2016. The cost of the Site Infrastructure at Bradley Park was assessed to be in the region of £42.8m as at September 2016.
- 6.6 G&T benchmarked the overall cost against other similar sized residential schemes and confirmed that when apportioned against individual dwelling numbers the overall figure was

a fair reflection of where the scheme was at September 2016, with the level of detail available.

Densities

6.7 The Publication Local Plan (Policy PLP7, efficient and effective use of land and buildings) sets out that housing developments should achieve a net density of at least 35 dwellings per hectare, where appropriate. A review of densities achieved on new build housing sites between 2006 and 2014 by the Local Plan team highlights that on sites of at least 0.4 hectares and excluding flats:

- The average dwellings per hectare (dph) across the District of Kirklees was 32
- The average dwellings per hectare (dph) for Huddersfield was 37.

6.8 The overall density of the proposed development is 29 homes per hectare – based on the number of homes within the total site area including all the areas of open space. Densities within the proposed housing areas/clusters are above the policy requirements. (The overall density is mediated by the large tracts of open land beyond the North boundary to the site that are unsuitable for development due to the topography and the desire to retain existing belts of mature tree.

Overall Delivery Programme

6.9 The delivery programme is set out three parts, demonstrating the way forward for moving from a draft allocation to achieving the completion of residential units on the site:

- Part 1 summarises the programme to date
- Part 2 sets out a short-term programme focussed on securing early delivery
- Part 3 identifies options for progressing the whole allocation

6.10 Part 1 of the programme reflects the stages of work to date, as set out in preceding sections of this statement, and as summarised in table 6.1 below.

Table 6.1 Delivery Programme to Date (part 1)

MILESTONES	TIMESCALES	COMMENTS
Kirklees UDP Allocation	March 1999/ September 2007	Sites for New Housing identified – including site H8.39 North of Bradley Road, Bradley, 10 hectares, estimated capacity of 200 dwellings (UDP Policy H6, including Site H8.39, saved in 2007)
Bradley Masterplan Delivery Statement (Phase 1)	March 2016	<p>Technical studies undertaken - ground conditions, flood risk, drainage, landscape, ecology and transport (also informs EIA).</p> <p>No critical environmental factors - no ecology, landscape, topography, flood risk or drainage constraints.</p> <p>Key constraints identified - former landfill in the eastern section of the golf course, the ecological value of the ancient woodland to the north and the electricity pylons running through the site.</p> <p>Transport issues - Delivery of around 2,000 homes is reliant on the Cooper Bridge Scheme, due for completion 2023.</p>

		No showstoppers - Technical studies and four Masterplan options demonstrated that the allocated land is deliverable.
Bradley Masterplan Delivery Statement (Phase 2)	September 2016	<p>Further technical studies undertaken – no critical noise and archaeology constraints (also informs EIA).</p> <p>Infrastructure needs identified – for utilities, education provision and open space provision.</p> <p>Adjoining landowner liaison - with the landowner of allocation H351.</p> <p>Soft market testing - of the masterplan proposals with housebuilders and the development industry.</p> <p>Phasing strategy, which is based around the delivery of key infrastructure, transport and the remediation strategy.</p>
Bradley Masterplan Preferred Urban Design Approach	September 2016	<p>Preferred detailed masterplan prepared – a foundation with which to review and assess the subsequent design development of a refined Masterplan site area (and informs EIA).</p> <p>Master Plan Drawing produced - a visual representation of the aspirations of the development, 1:1000 scale drawing with a supporting Urban Design narrative.</p> <p>Vision & development concept established – to underpin the future development - a new urban village with a new community park 'Central Park' at its core.</p> <p>Development principles identified – to lead the future design development and evolution of the project, walkable district,</p> <p>Access designs prepared - 1:500 designs along with movement diagrams and identified sustainable transport measures.</p>
Initial Strategic Masterplan – Bradley Park Cabinet Report	September 2016	<p>Masterplan Principles approved – Cabinet approve the Initial Strategic Masterplan for Bradley Park.</p> <p>Proposed process for developing a strategic approach to sports provision for North Huddersfield, including the site, approved.</p> <p>Approval for the Council, acting as landowner, to use the masterplan to support the potential Local Plan site allocation.</p> <p>Endorsed the high quality, sustainable approach to the masterplan and the focus on a retaining a high level of green infrastructure.</p>
Local Plan Representations	January 2017- January 2018	Evidencing and justifying the allocation – preparing background documents, contributing to the Local Plan Examination and preparing a Delivery Statement.
Masterplan Revisions & Delivery Strategy	November 2017	Sports and Leisure Hub – initial concept refined through a masterplan revision involving discussion with England Golf and Sport England.
Bradley Park Cabinet Report	January 2018	<p>Key development principles confirmed – Masterplan revision, including the Sports and Leisure Hub agreed. Key development approach and procurement strategy principles agreed.</p> <p>Authority for the procurement exercise - approval from Cabinet to prepare a procurement strategy.</p>

- 6.11 Part 2 of the delivery programme is geared to achieving early delivery on the site and building confidence around the development proposal. It reflects the situation that:
- Early phases of development can be commenced using existing infrastructure and access points.
 - More specifically 60 dwellings can be delivered and accessed from Lamb Cote Road & 260 dwellings from Tithe House Way (220 without a minor junction improvement). Full development of H1747 is dependent on a new Cooper Bridge link road.
 - There is an existing UDP housing allocation (Policy H6 H8.39) on part of the site (10 ha), so the principle of residential development is already established
- 6.12 A first development phase is being progressed. Detailed design and layout work has been undertaken for a ‘Tithe House Way Housing Cluster’ involving 107 dwellings within the UDP housing allocation area. The short term delivery programme as set out in Table 6.2 sets out how the site can be progressed. It is based on the disposal of the site to progress delivery. The valuation of the land would reflect required contributions to whole site infrastructure.
- 6.13 The existing masterplan provides a strong basis for setting out parameters and layouts for the whole site. Technical studies and the masterplan delivery statements, along with the Local Plan Infrastructure Delivery Plan have broadly established the infrastructure requirements for the whole site. An infrastructure delivery & phasing programme can be built up from this work, prior to the submission of the first planning application to ensure that physical infrastructure, areas of public open space and community facilities come forward in a phased way and proportionate to the amount of new development constructed in each phase. This will help ensure a co-ordinated approach to the funding and delivery of infrastructure.

Table 6.2 Short Term Delivery Programme (part 2)

MILESTONES	TIMESCALES	COMMENTS
Formal Pre-Application Enquiry & EIA Screening Request on First Phase	January/February 2018	Pre-application stage – pre-app under preparation based on a full application for a first phase of development (107 homes) in accordance with overall site master plan. To be submitted alongside an EIA screening request at the start of February. Discussions/meetings to work through the further detailed design and layout work and technical issues.
EIA Screening	March 2018	Screening – Local Planning Authority issues a screening opinion following discussions with technical consultees.
Pre-Application Response	April 2018	Written response on Pre-apps issued - detailing the layout and technical issues provided by developer. Validation criteria supplied - for application process and heads of terms
Preparation of Full Planning Application	May-October 2018	Preparation of full planning application – 6-month period, preparation of further technical reports and development of full planning application for the first development phase.

Infrastructure Delivery and Funding Plan	May-October 2018	Funding, phasing and delivery of infrastructure – further assessment of the whole site so that appropriate contributions are sought/achieved from the first development phase.
Pre-Contract Subject to Planning	May-December 2018	Pre-contract stage/planning – analysis of tenders and contracts (subject to planning) between the Council as landowner and contractor/developer.
Secure Planning Permission	October 2018 - March 2019	Submission, consideration & determination of planning application – 6-month period, Strategic Planning Committee consider and approve the planning application.
S106/DoC/JR Period	March – September 2019	Legal agreements, discharge & challenge – 6-month period for signing off agreements related to the planning permission and contingency for any legal reviews.
Legals & Disposal	September – December 2019	Legal/final contract stages – for the disposal of the site.
On Site Opening Up Works	January – March 2020	Site opening works – 3-month period for the delivery of site opening works (period reflects use of an existing access point)
Contingency Allowance	March 2020 – March 2021	Contingency – significant allowance for any slippage in the above tasks or scope for delivery to commence earlier
On Site Delivery of Dwellings	March 2021- March 2022	First Phase of Development – 40 units in 2021/22 from Zone 1 from first sales outlet.

6.14 The above short term delivery programme is based on disposal of the first development phase. There is an alternative approach. Following the Pre-Application stage, the work on the full planning application could also be rolled forward to form part of the Hybrid Planning Application approach as set out in Table 6.3 for the rest/whole of the site. This alternative way forward would also result in development commencing in 2021/22.

6.15 The delivery programme for the rest/whole of the site is set out in Table 6.3 and is based on a Hybrid Planning Application. There are two options included for this application to provide flexibility. Option A involves an outline application for the whole site, which offers a comprehensive approach. Option B breaks the site down in to three sectors for a series of three outline applications, which provides flexibility and scope to speed up the development process and to work with different delivery partners.

Table 6.3 Delivery Programme for the whole site (part 3)

MILESTONES	TIMESCALES	COMMENTS
Kirklees Local Plan Adoption (Anticipated)	2018	Finalises the Local Plan approach - to site allocations and Green Belt Release.
Development Partner	March 2018 - December 2019	Procurement Exercise – to establish a master development partner.
Preparation of a Hybrid Planning Application	January - December 2019	Hybrid application prepared – 6-12 month period Option A - outline planning application for the whole site and full planning application for the remaining parts of Zone 1 and Zone 2. Option B – first of a series of three outline planning applications for Zones 1 and 2 (followed by Zones 3 & 4 and Zone 6)
Secure Planning Permission	January -June 2020	Submission, consideration & determination – 6 months, Strategic Planning Committee consider & approve the planning application.

RM/S106/DoC/JR Period	July – December 2020	Legal agreements, discharge & challenge – 6-month period for signing off agreements related to the planning permission and contingency for any legal reviews.
On Site Opening Up Works	January 2021– June 2021	Site opening works – 6-month period for the delivery of further site opening works
On Site Delivery of Dwellings	June 2021 onwards	Further development – commencement of development (further to the first phase), up to 320 dwellings delivered and accessed from Tithe House Way & Lamb Cote Road (including the first phase).
On Site Delivery of Full Allocation	2023 onwards	Cooper Bridge Link Road completed – enabling the full allocation to be brought forward.

Development Zones

6.16 Drawing on the development parcels identified in the Bradley Masterplan Preferred Urban Design Approach, September 2016, table 6.4 below identifies six development zones that provide a structure to the phasing of the development and the use of existing and new infrastructure:

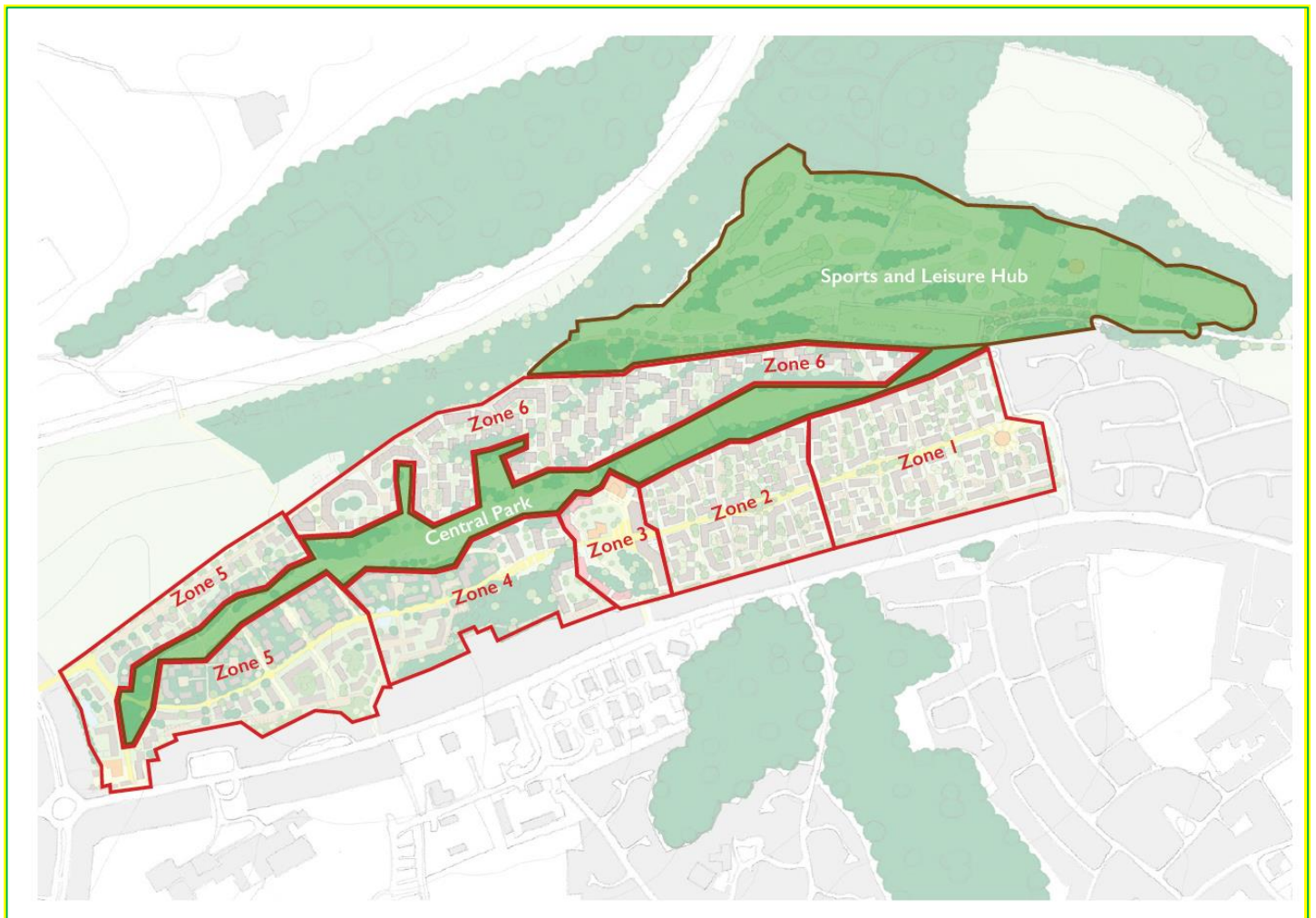
Table 6.4 Bradley Park, Development Zones

BRADLEY ZONES	DESCRIPTION	KEY INFRASTRUCTURE ISSUES
Zone 1	South Park Housing Cluster – East Area A. Masterplan yield for development parcels H, I & J is 349 dwellings.	Delivered ahead of significant highway interventions, via improved existing access points at Tithe House Way and Lamb Cote Road (up to 320 dwellings). Can utilise existing capacity for primary school places. Need for assessment with Zone 5(H351). Trigger point for a new 2fe primary school currently assessed to be between 240 and 390 dwellings).
Zone 2	South Park Housing Cluster – East Area B. Masterplan yield for development parcels E, F & G is 284 dwellings.	Requires the completion of the Cooper Bridge Link Road, due for completion in 2023, to provide the capacity to deliver the remaining 1337 dwellings on H1747. Requires a new 2fe primary school.
Zone 3	Village Green and Centre Development Parcel A, Masterplan yield of 143 dwellings and commercial uses.	Requires the completion of the Cooper Bridge Link Road, due for completion in 2023, to provide the capacity to deliver the remaining 1337 dwellings on H1747. Requires a new 2fe primary school.
Zone 4	South Park Housing Cluster – West Area, Development Parcels B & C.	Requires the completion of the Cooper Bridge Link Road, due for completion in 2023, to provide the capacity to deliver the remaining 1337 dwellings on H1747. Requires a new 2fe primary school.
Zone 5	Adjoining Residential Allocation H351. Development Parcels D, O, P, Q, R, & S.	240 dwellings can be delivered and accessed from an access road/junction onto Bradford Road to the west. Further 141 dwelling, requires the completion of the Cooper Bridge Link Road, due for completion in 2023.

		<p>Can utilise existing capacity for primary school places. Need for assessment with Zone 1 (H1747).</p> <p>Trigger point for a new 2fe primary school currently assessed to be between 240 and 390 dwellings.</p>
Zone 6	North Park Woodland Housing – East Area & West Area Development Parcels K, L, M & N.	<p>Delivery in zone 6 is programmed from 2028.</p> <p>Requires the completion of the Cooper Bridge Link Road, due for completion in 2023, to provide the capacity to deliver the remaining 1337 dwellings on H1747.</p> <p>Requires a new 2fe primary school.</p>
Park	Central Park	Central park adjoins and links all the other development zones
Hub	Sports and Leisure Hub	<p>Keeping an operational golf course utilises existing access in the short term and for the initial development of a new clubhouse and driving range.</p> <p>New access road and parking to the site developed as and beyond the completion of the link road from Bradley to the A644.</p> <p>Development of 3G pitches after the completion of the link road.</p>

6.17 The development zones are shown in the following figure.

Figure 6.1: Bradley Park Development Zones



Approach to Build Rates

- 6.18 PPG ID: 3-028-20140306 The Planning Practice Guidance (PPG) offers little guidance other than identifying that timescales and rates of development in land availability assessments should be based on information that “may include indicative lead-in times and build-out rates for the development of different scales of sites. On the largest sites allowance should be made for several developers to be involved. The advice of developers and local agents will be important in assessing lead-in times and build-out rates by year”. It also requires housing land availability assessments to include: “a reasonable estimate of build out rates, setting out how any barriers to delivery could be overcome.”
- 6.19 NLP has carried out a desk-based investigation of the lead-in times and build-out rates on 70 different strategic housing sites (“large sites”) delivering 500 or more homes to understand what factors might influence delivery. (*Start to Finish How Quickly do Large-Scale Housing Sites Deliver? November 2016*). For contrast 83 “small sites” delivering between 50 and 499 homes have been researched to provide further analysis of trends in lead in times and build rates at varying scales. As well as identifying some of the common factors at play during the

promotion and delivery of these sites it also highlights that every scheme has its own unique factors influencing its progress: there can be significant variations between otherwise comparable developments, and there is no one 'typical scheme'.

- 6.20 NLP focused on sites outside London, due to the distinctive market and delivery factors applicable in the capital. On average, the annual build-out rate of a greenfield site is 128 dwellings per annum, around 50% higher than the 83 per annum average for brownfield sites.
- 6.21 Research undertaken by the former ATLAS (Advisory Team for Large Applications) at the Homes & Communities Agency HCA suggested that build out rates for smaller strategic sites (1000-4000 units) could be in the range of 150-300 units a year with multiple outlets (Notes on Build out Rates from Strategic Sites, July 2013). The ATLAS work also identified that as the number of sales outlets grow overall build rate will increase and reinforces the point that build rates will step up over time.
- 6.22 CLG/University of Glasgow research (Factors Affecting Housing Build Out Rates, February 2008) found that sales rates varied between 40-80 units on each outlet, according to the size of developer. The volume housebuilders generally fell at slightly more than one unit per week (55.83 units pa). Hourigan Connolly (A report into the delivery of urban extensions, February 2014) reviewed 100 greenfield sites across England, Scotland and Wales, of greater than 500 units. This identified that an average annual delivery rate of 30 - 35 dwellings per annum per single house builder is realistically achievable
- 6.23 Given the scale of the Bradley Park urban extension, it is anticipated that the site will be delivered through a number of sales outlets to meet the needs of higher, medium and lower value markets.

Site Delivery Rates

- 6.24 Figure 3.1, Site Constraints Plan identifies the presence of areas of shallow mineworking's. The Crow Coal Seam underlies the Zone 1 area. Different mitigation measures could be used to bring forward development include extraction of the remaining coal and consolidation via drilling and grouting. The delivery programme may need to be refined to reflect further site investigation and remediation strategy work that will be required.
- 6.25 The Masterplan Revision exercise has resulted in some re-balancing of development yields, mainly between the development parcels in Zones 2 and 6. These adjustments are reflected in table 6.5.

Table 6.5 Masterplan Development Parcels and Yields

18th December 2017 - Bradley Masterplan Area Schedule

Development Parcel	Approx Site Area Ha	Site area less footprint	Building Footprint m ²	Average Residential Storeys	GEA m ²	Approx Target GIA*	Design GIA subtotal	1 Bed Flat	2 Bed Flat	2 Bed House	3 Bed House	4 Bed House		No Dwellings/ Cluster	Development Ratio per Site Parcel (Dwellings/Ha)
								60	72	80	88	104	127		
A	2.4		4,735	3	14,205	9,944	9,944	60	60	0	23	0	0	143	60
B	2.2	1.74	4,600	3	13,800	10,350	10,230	0	0	30	45	25	10	110	50
C	2.1	1.64	4,600	3	13,800	10,350	10,260	0	0	20	40	25	20	105	50
D	2	1.56	4,400	3	13,200	9,900	8,240	0	0	20	40	30	0	90	45
E	1.1	0.84	2,600	3	7,800	5,850	5,888	0	0	15	32	18	0	65	59
F	2	1.51	4,900	3	14,700	11,025	11,012	0	0	21	50	23	20	114	57
G	1.9	1.31	5,900	2.5	14,750	11,063	10,060	0	0	25	45	15	20	105	55
H	2	1.51	4,900	2.5	12,250	9,188	9,190	0	0	30	45	15	10	100	50
I	2.5	1.78	7,200	2.5	18,000	13,500	13,594	0	0	20	75	25	22	142	57
J	2.9	2.33	5,700	2.5	14,250	10,688	10,674	0	0	0	60	25	22	107	37
K1	2.1	1.47	2,000	2.5	5,000	3,750	3,731	0	0	0	0	20	13		
K2 - Single Building			4,300	4	17,200	12,900	10,048	40	50	0	46	0	0		
			6,300		22,200	16,650	13,779							169	80
L1	2.9	2.13	5,200	2.5	13,000	9,750	9,570	0	0	0	30	30	30		
L2 - Single Building			2,500	5	12,500	9,375	9,504	48	48	0	36	0	0		
			7,700		25,500	19,125	19,074							222	77
M	2.1	1.52	5,800	2.5	14,500	10,875	10,890	0	0	0	45	30	30	105	50
N	1.65	1.17	4,800	2.5	12,000	9,000	9,570	0	0	0	30	30	30	90	55
O	2.7	2.19	5,100	2.5	12,750	9,563	9,180	0	0	0	40	30	20	90	33
P	1.4	1.02	3,800	2.5	9,500	7,125	4,941	0	0	0	40	10	3	53	38
Q	1.4	1.14	2,600	2.5	6,500	4,875	5,150	0	0	10	30	14	2	56	40
R	1.3	1.14	1,600	2.5	4,000	3,000	4,768	0	0	0	40	12	0	52	40
S	1	0.72	2,800	2.5	7,000	5,250	3,200	0	20	0	20	0	0	40	40
Parcel Sub-Total	37.65							148	178	191	812	377	252	1,958	52
Total Site Area Ha	68.4							8%	9%	10%	41%	19%	13%		
Total Mean Density Dwellings/ Ha	29														
Notes: Gross External Area (GEA), Gross Internal Area (GIA)															
* 25% difference with GEA to allow for individual car parking garages, cycle store, bin store etc in houses and circulation space in flats															

6.26 The delivery rates set out below in Table 6.6 reflect the delivery programme and the development zones. On site H1747 the annual delivery rates range from 40 to 150 units per year. Development does not commence until 2021/22 and steps up over the first four years. Not all of the development yield is accounted for in the plan period. 287 units form part of safeguarded land. Taking into account H351, the delivery from both sites is around increases from 80 to 190 per annum which is comparable to other urban extensions within the Local Plan including Dewsbury Riverside (H2089) and Chidswell (MX1905/H559).

Table 6.6 Site H1747 Delivery Rates and Phasing Programme

Year	17/18	18/19	19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	28/29	29/30	30/31	Post
Annual Delivery					40	80	120	150	150	150	150	150	150	150	287
Cumulative Delivery					40	120	240	390	540	690	840	990	1140	1290	1577
Zone 1					40	40	40	50	50	50	50	30			
Zone 2						40	40	50	50	50	50				
Zone 3							20	20	20	20	20	20	10	10	
Zone 4							20	30	30	30	30	30	30	20	
Zone 6a												40	60	60	100
Zone 6b												30	50	60	187
Adjoining Allocation H351															
Zone 5					40	40	40	40	40	40	40	40	40	21	

6.27 The delivery rates set out above demonstrate how the site can be brought forward in a timely and infrastructure responsive way. Importantly *no development completions are programmed until 2021/22* recognising that time is required to bring forward a strategic allocation of this size. The delivery profile reflects the need for rates to step up and the role of different sales outlets on a large site. *In conclusion*, this section has set out that:

- i. *The Local Plan Growth Delivery Statement concluded that the two allocations north of Bradley Road were viable and deliverable, incorporating allowances for the policy standards of the Local Plan.*
- ii. *The cost of the Site Infrastructure at Bradley Park was assessed as being comparable to other similar sized residential schemes.*
- iii. *A planning and delivery route map has been established for bringing forward allocation H1747.*
- iv. *A series of six development zones, related to the capacity of existing and new infrastructure in supporting development, provide a structure for phasing*
- v. *Improved existing transport infrastructure can provide sufficient capacity for the first three years of development on H1747*
- vi. *The Cooper Bridge link road scheme is scheduled to be completed in 2023, providing capacity to bring forward the whole allocation*
- vii. *The scope to further improve existing access points provides further contingency to enable delivery on H1747 through to 2026/27.*

SECTION 7: CONCLUSIONS

This section concludes that the site is an available, suitable and achievable allocation.

- 7.1 The master planning and technical work undertaken for allocation H1747, as summarised in this Delivery Statement, demonstrates that the site is capable of being delivered.

Available

- 7.2 Site H1747 is owned by Kirklees Council and the Council are a willing landowner proactively working to deliver the housing capacity within realistic timescale. Some of the land within H1747 is currently allocated for housing in the Kirklees Unitary Development Plan.

Suitable

- 7.3 There are no show stopper technical constraints that prevent development taking place. No built residential development can take place on the former landfill area – the sports facilities and activities are located on this part of the site, alongside a nine-hole golf course, golf driving range and 3G pitches as part of a Sports and Leisure Hub.

Achievable

- 7.4 Early phases of residential development can be progressed adjoining an existing residential area and using improved existing access points. Strategic transport infrastructure improvements are required to enable the development of the whole site. Funding is identified and the highway scheme is programmed for completion in 2023 for the required strategic improvement. Later phases of residential development would be beyond this date. A phased and stepped up approach to delivery will enable the allocation to make a significant contribution to the delivery of a significant number of new homes and facilities throughout and beyond the local plan period.

Response to concerns raised by Thornhill Estates in the Highway Documentation Review (September 2017)

Key Concerns	Signpost to Response
Assessment Methodology	
Traffic Count Data – Base flows	<p>Traffic surveys were conducted in November 2017 at the three proposed access junctions and at the Bradford Road/Bradley Road roundabout, thereby providing up to date traffic information suitable for updated junction modelling.</p> <p>See Fore Consulting Transport Scoping Report Section 6.2.</p>
Traffic Growth Factors – Committed development and background growth	<p>The most recently issued traffic growth factors from TEMpro 7.2 have now been used to account for background traffic growth between 2017 and 2025 for the updated junction modelling for the initial phases of development.</p> <p>See Fore Consulting Transport Scoping Report Section 6.4.</p>
Development delivery profile	<p>The delivery profile used when undertaking the junction modelling has been taken from the draft Bradley Park Delivery Statement (December 2017).</p>
Design/Safety standards at proposed site access points	
A641 Bradford Road	<p>A new priority controlled junction on Bradford Road, including a ghost island to accommodate right-turning traffic is proposed, with exiting vehicles would be permitted to only turn left towards the Bradford Bar roundabout.</p> <p>This junction meets current geometric standards, and is shown on Fore Consulting Drawing No 3627/SK001/08.</p> <p>See Fore Consulting File Note Section 2.1.</p>
Lamb Cote Road/A6107 Bradley Road	<p>Improvements to the existing Lamb Cote Road/A6107 Bradley Road junction, including a widening of Lamb Cote Road to 5.5m and a ghost island to accommodate right-turning traffic, are proposed at this location.</p> <p>This junction meets current geometric</p>

Key Concerns	Signpost to Response
	<p>standards, and is shown on Fore Consulting Drawing No 3627/SK001/11.</p> <p>See Fore Consulting File Note Section 2.2.</p>
<p>Tithe House Way/A6107 Bradley Road</p>	<p>Improvements to the Tithe House Way/Bradley Road junction, including a ghost island to accommodate right-turning traffic, are proposed at this location.</p> <p>This junction meets current geometric standards, and is shown on Fore Consulting Drawing No 3627/SK001/09.</p> <p>See Fore Consulting File Note Section 2.3.</p>
<p>Design Guidance</p>	<p>All suggested highway improvements meet current design guidance.</p> <p>See Fore Consulting File Note Section 2.5.</p>
<p>Junction/Link Capacity Impacts</p>	
<p>A641 Bradford Road</p>	<p>A Junctions9 model of the proposed site access junction has been developed. The modelling indicates the access junction will operate within capacity up to 2025/26, and would be capable of providing a satisfactory access to the 240 dwellings proposed for Zone 5.</p> <p>By 2023, the Cooper Bridge Link Road scheme will be in place providing an additional access to the allocation site that will enable the remaining housing proposed to be delivered.</p> <p>See Fore Consulting Transport Scoping Report Section 7.1.1.</p>
<p>Lamb Cote Road/A6107 Bradley Road</p>	<p>A Junctions9 model of the proposed site access junction has been developed, assuming that some minor widening is implemented at the junction within land controlled by Kirklees Council. The modelling indicates the access junction will operate within capacity up to 2025/26, capable of providing a satisfactory access to the 60 dwellings proposed for Zone 3.</p> <p>By 2023, the Cooper Bridge Link Road scheme will be in place providing an additional access to the allocation site that will enable the remaining housing proposed to be delivered.</p>

Key Concerns	Signpost to Response
	See Fore Consulting Transport Scoping Report Section 7.1.2.
Tithe House Way/A6107 Bradley Road	<p>A Junctions9 model of the proposed site access junction has been developed. The modelling indicates the access junction will operate within capacity up to 2025/26, capable of providing a satisfactory access to the 220 dwellings proposed for Zone 1.</p> <p>A minor improvement at this junction would allow an additional 40 dwellings to come forward from Zone 2 without detrimental impact on the operation of the junction.</p> <p>By 2023, the Cooper Bridge Link Road scheme will be in place providing an additional access to the allocation site that will enable the remaining housing proposed to be delivered.</p> <p>See Fore Consulting Transport Scoping Report Section 7.1.3.</p>
A641 Bradford Road/A6107 Bradley Road Roundabout	<p>A Junctions9 model of the existing roundabout has been developed. Testing indicates that with levels of development up to 520 dwellings (associated with the delivery profile up to 2025/26 for Zones 1, 3 and 5) leads to a minor deterioration in the operation of the roundabout, although the levels of queuing are not significant and would not impact upon the western access into the site.</p> <p>See Fore Consulting Transport Scoping Report Section 7.2.1.</p> <p>Furthermore, by 2023, the Cooper Bridge Link Road scheme will be in place providing an additional access to the allocation site that will enable the remaining housing proposed to be delivered – this major improvement is likely to significantly alter existing routing patterns that will influence the operation of the roundabout.</p>
A6107 Bradley Road/A62	A TRANSYT model of the junction has been used to test the impact of the initial phases of development up to 2025/26. The TRANSYT modelling has been undertaken by AECOM under the direction of Kirklees Council.
Bradley Road	Initial phases of development (Zones 1, 3 and 5)

Key Concerns	Signpost to Response
	<p>will lead to a small increase in traffic on Bradley Road in the region of 190 vehicles in the AM and PM peak hours immediately east of the A641 Bradford Road/A6107 Bradley Road Roundabout.</p> <p>See Fore Consulting Transport Scoping Report Section 7.2.2.</p> <p>Once the Cooper Bridge Link Road scheme has been implemented flows on Bradley Road may be relieved. Development of Junction 24a on the M62 could also provide further opportunities to dissipate traffic away from Bradley Road.</p>
Junction 24a impacts	<p>Kirklees Council has undertaken a piece of transport modelling work in relation to the Cooper Bridge scheme and a new M62 Junction 24a. This work includes consideration of the impacts of this development site on the local highway network with and without these highway improvements.</p>
Sustainable transport	
Public transport penetration	<p>An access to the western portion of the site from Bradford Road would allow the frequent bus services along the A641 to divert into the site with minimum diversion. Given the size of the allocation site, bus operators are likely to see the benefit in serving this new destination.</p> <p>The site offers the long-term prospect of supporting commercial services at a reasonable frequency, as well as potentially enhancing the existing public transport provision for neighbouring communities. This could include commercial bus services running along Bradley Road as well as through the site itself.</p> <p>Within the site new bus stops will be provided, conveniently located in relation to the development plots, the proposed local centre and other key attractors. Services are supported by keeping the bus route close to the centre of residential areas to be more attractive to bus operators as it minimises additional mileage. This configuration will allow priority for buses and bus stops can be provided at regular intervals (approximately every 400m).</p>

Key Concerns	Signpost to Response
	See Fore Consulting Transport Scoping Report Section 8.1.
Pedestrian/cycle access	<p>An extensive multi-user internal network is proposed as part of the green infrastructure provision within the site. This network, which includes a separate central pedestrian/cycle/bus spine at the mid-point in the South Housing Clusters, will enable future residents to make journeys to key locations on-site by foot or by cycle, including the local commercial centre and the on-site primary school, whilst also providing convenient access to off-site routes and nearby locations.</p> <p>See Fore Consulting Transport Scoping Report Sections 8.1 and 8.2.</p>

THE ECONOMIC IMPACT OF GOLF ON THE ECONOMY OF ENGLAND

April 2014

PREPARED ON BEHALF OF THE ENGLAND GOLF PARTNERSHIP



CONTENTS

1. INTRODUCTION	2-3
1.1 Background & Objectives	2
1.2 Methodology	3
2. EXECUTIVE SUMMARY	5
3. CONCLUSIONS	6
4. PLAYER NUMBERS & DEFINITIONS	7-9
4.1 Golf Definitions	7
4.2 English Golfer Numbers	9
5. DIRECT INDUSTRIES	10-17
5.1 Facility Operations	10
5.2 Capital Investment	11
5.3 Golf Equipment and Related Supplies	13
5.4 Events / Associations	15
6. ASSOCIATED INDUSTRIES	18
6.1 Real Estate	18
6.2 Tourism	18
7. GOLF RELATED EMPLOYMENT	19-20
8. About SPORTS MARKETING SURVEYS INC.	21-22
8.1 Our Focus	21
8.2 Our Clients	21
8.3 Our History	22
9. CONTACT DETAILS	23

1. INTRODUCTION

1.1 BACKGROUND & OBJECTIVES

SPORTS MARKETING SURVEYS INC., Europe's leading research agency in the field of golf, was commissioned in 2012 by a number of the principal European golfing bodies, led by the PGA of GB&I, to undertake an economic impact study of the sport on the economy of Europe.

The primary objective of this exercise was to estimate the financial contribution that the game of golf makes to the European economy. We have subsequently been asked to re-visit the data from 2012 and do further work to fill gaps emerging (where necessary) with a view to looking specifically at the impact of the game of golf on the economy in England. This report shows the outcome of those considerations.

It is recognised absolutely that the game has many additional benefits beyond those which are economic – in public health, in facilitating social interaction, in enabling men and women and players of different ages and levels of ability to compete against each other, in encouraging fair play and sporting behaviour both in victory and defeat, in creating healthy competition and in offering opportunities to travel. Each of these are important contributors to the conclusion that the game of golf provides a positive impact on society beyond the direct element of the commercial impact of the game in England and beyond.

The focus here, however, is to produce a robust evaluation of the physical and financial numbers of the sport in England. The process employed ensured the figures have been arrived at logically and in a methodologically sound way, and demonstrate the degree to which the game is generating revenue and creating jobs in England. The result shows the importance golf continues to have even in these challenging economic times for the English economy.

SPORTS MARKETING SURVEYS INC. would like to thank all the clubs, associations, manufacturers, distributors, suppliers and individuals who have given us so much time and support, thereby enhancing the robustness of the final evaluation. This contribution has been valuable, positive & supportive to the programme, and has enabled us to publish this report confident in the accuracy of the figures contained within.

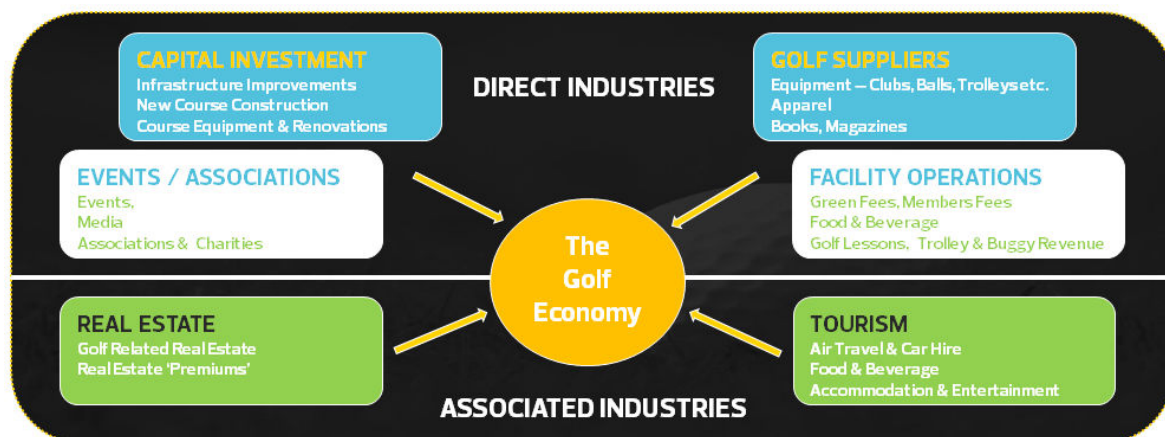
1.2 METHODOLOGY

In order to evaluate the economic impact of golf on the economy of England, we first separated the golf economy into its various segments. Information was gathered from key bodies and individuals within each segment, supported where necessary by desk research and bespoke surveying. SPORTS MARKETING SURVEYS INC.'s extensive database of primary and secondary research data was also fully utilised.

In all cases we have sourced information for the most recent full 12 month period available at the time of our European Economic Impact Study. Most commonly, information given was for the calendar year to end of December 2011, or the financial year April 2011 – March 2012.

In order to enable comparison with previous studies undertaken in the USA in 2005 & 2011 by Golf2020, and also by the Australian Golf Industry Council in 2010, the model adopted was based on these studies, in particular the 'Australian Golf Industry Report 2010'. This evaluation split the economy into two distinct segments, largely defined on the visibility to the consumer.

FIGURE 1: THE GOLF ECONOMY MODEL



- **DIRECT INDUSTRIES**
 - Golf course, golf clubs, golf equipment, golf media, golf associations & golf events;
 - These assist people in their participation in the game.
- **ASSOCIATED INDUSTRIES**
 - Travel and tourism, residential real estate that features golf.

HOW WE HAVE REACHED OUR CONCLUSIONS

Our estimates have been compiled using:

- Information in the public domain from golfing bodies, manufacturers, retailers and clubs;
- SPORTS MARKETING SURVEYS INC's extensive catalogue of golf related research, together with bespoke research among clubs, manufacturers, retailers, architects and publishers.
- Extensive consultation with industry experts in all the fields which we have included and which impact of the economic impact of the game of golf to the economy in England.

2. EXECUTIVE SUMMARY

The table below summarises the contribution to the English economy which was made by the game of golf in 2011/12.

As can be seen, even in difficult economic times and against a background of concerns that the game may not be being played to the extent that it once was, it is still a huge contributor to the English economy with an economic contribution of £3.4 billion.

TABLE 1: THE CONTRIBUTION OF THE GOLF INDUSTRY TO THE ECONOMY OF ENGLAND – 2011/2012

	REVENUE (MILLIONS)	% of industry	VALUE PER GOLFER (Total of registered & non-registered golfers)*
DIRECT INDUSTRIES			
Facility Operations	£ 1,881.06	56%	£ 668.94
Capital Investment	£ 442.15	13%	£ 157.24
Golf Equipment & Supplies	£ 836.05	25%	£ 297.31
Events / Associations	£ 81.36	2%	£ 28.93
TOTAL DIRECT INDUSTRIES	£ 3,240.59	97%	£ 1,152.42
ASSOCIATED INDUSTRIES			
Real Estate	£6.23	0%	£2.22
Tourism	£108.79	3%	£38.69
TOTAL ASSOCIATED INDUSTRIES	£115.02	3%	£40.91
ECONOMIC IMPACT OF GOLF ON THE ECONOMY OF ENGLAND			
TOTAL ECONOMIC IMPACT	£3,355.61	100%	£1,193.32

*For more detail on Golfer Definitions, see Section 4.

The Economic Impact figure for golf in England of £3,355.61m calculates as 65% of the total economic impact for GB&I. England has 67% of GB&I golfers and 61% of GB&I clubs. The 65% economic impact sits nicely alongside this. As the report will show, however, there are areas in which England outperforms the rest of GB&I to a greater degree than this and others where it under-performs its average. This is because GB&I as a whole has a higher proportion of regular golfers and of golf club members. Conversely, however, the greater costs of golf in England and preponderance of courses in affluent areas results in greater spend, in particular from the die-hard golfers, than is the case in the rest of GB&I.

CONCLUSIONS

As we head towards healthier economic times, the industry is likely to see boosted revenue from real estate values and from tourism. With more robust targeting of new golfers, as well as golfer retention initiatives and campaigns to bring lapsed golfers back to the sport, it is hoped that the economic impact will be even greater moving forward, particularly if aided by increasing economic confidence and better weather than we have seen in England in recent years.

This is not, however, to denigrate the latest figure, which shows the game of golf to generate £61 for every man, woman and child in the country to the national economy in addition to offering employment to more than 48,500 people.

Nor should we make the mistake of playing down the fact that one person in 19 in England plays golf, a proportion that would be envied by golf's governing bodies across the globe. Where we do, however, lag behind the other major European golfing nations is in the proportion of women among our golfers. Plainly, if the appeal to women can be increased and the appeal to men maintained, the opportunity for further growth is immense.

TABLE 2: THE PROPORTION OF FEMALE AND MALE GOLFERS

RANK	COUNTRY	ALL GOLFERS	% FEMALE	% MALE	% JUNIORS
1	Germany	740,000	35.2%	56.1%	8.7%
2	Austria	120,000	34.9%	54.9%	10.2%
3	Switzerland	95,000	33.4%	57.6%	9.0%
4	Netherlands	395,000	31.4%	63.7%	4.9%
5	Denmark	198,000	29.2%	63.2%	7.6%
	GB&I	4,200,000	14.5%	75.2%	10.3%
	England	2,812,000	13.8%	77.8%	8.4%
	European Total	7,855,000	24.6%	65.3%	10.1%
	USA	26,200,000	17.3%	73.5%	9.2%
	Australia	1,140,000	21.7%	76.1%	2.2%

To set the £3.4 billion impact of golf on the English economy in context:

- The London School of Economics estimates the socio-economic benefits of cycling to the UK economy at £2.9 billion.
- The most recent Tennis Industry Association estimate from 2011 values the global tennis economy (not its economic impact) at £3.2 billion.
- In 2012, £3.7 billion was spent on NHS dentistry in England annually, making up 12% of all primary care budget expenditure and 3.5% of all NHS expenditure.
- In January 2013, Forbes reported that Manchester United had become the world's highest value 'sports franchise' worth £2.1 billion.
- The Premier League is reportedly generating £3.4 billion from domestic broadcasting over the next three years.

PLAYER NUMBERS

The game of golf continues to be hugely popular in England in spite of the challenging economic times and the ever increasing range and number of options available for people's leisure time. The total number of golfers in England currently stands at 2.8 million. 762,000 of these golfers are 'Registered Golfers', a definition of which can be found in paragraph 4.1.2 on this page.

4.1 GOLFER DEFINITIONS

SPORTS MARKETING SURVEYS INC. recognise that there are a number of different categorisations of golfers used across the sport which can be confusing when used in discussion with organisations not working closely within the game. The following industry standards and definitions have been applied consistently.

4.1.1 A "GOLFER"

A Golfer is defined as an individual who has played a game of golf at least once on a full length – 9-hole or 18-hole golf course in the last 12 months.

These golfers may also be active users of driving ranges, pitch-&-putt courses or Adventure or mini-golf, but would not use these forms of the games exclusively.

As a result, the number of golfers recorded in this economic impact study does not include those individuals who only experience golf at driving ranges, pitch-&-putt courses or other activities such as Adventure Golf or initiatives run by organisations such as the Golf Foundation e.g. Tri-Golf and Golf Xtreme.

4.1.2 A "REGISTERED GOLFER"

A Registered Golfer is a golfer who is affiliated to the National Federation in the golfer's national country. This is a consistent measure across European countries and enables an initial comparison of player numbers.

In a number of continental European markets, a player would not be able to get access to a golf course without achieving accreditation from the National Federation. This is sometimes referred to as a 'green card' and may involve a form of testing on etiquette, the rules of the game, and being able to prove a certain level of playing ability.

A golfer may not be able to hold a handicap without being officially registered to the National Federation.

Not all countries apply these criteria to obtain a handicap or being allowed access to golf courses, including Great Britain & Ireland.

4.1.3 A "NOMAD GOLFER"

A Nomad golfer is a golfer who is not a formal member of a golf club, and who as a result is not registered with the National Federation.

Nomad golfers play itinerant golf choosing to play at commercial pay-&-play courses, at municipal or local authority venues, or by paying green fees at predominantly member courses.

This is a growing category of golfer in England, who does not want to be constrained by a membership to one venue, or who does not wish to have the financial commitment of an annual golf subscription.

In England, the nomad golfer now accounts for 73% of golfers, and as such outnumbers the registered golfer by close to 3 players to 1.

4.1.4 THE CORE GOLFER & OCCASIONAL, REGULAR AND AVID GOLFERS

Golfers are categorised according to "play frequency".

- Occasional Golfers
 - Those golfers who play 1 to 11 times per annum on a full length (9-hole or 18-hole) golf course;
- Regular Golfers
 - Those golfers who play 12 to 51 times per annum on a full length (9-hole or 18-hole) golf course;
- Avid Golfers
 - Those golfers who play 52 or more times (52+) per annum on a full length (9-hole or 18-hole) golf course;
 - This is the equivalent of playing golf weekly throughout the year.

The Core Golfer is the grouping together of the Regular and Avid golfers and refers to all golfers who play 12 times a year or more on a full length (9-hole or 18-hole) golf course.

The Core Golfer is critical to the golf economy within England. As well as playing the most golf, the core golfers are also the players who have the highest expenditure and hence impact on the golf economy. In England whilst they make up only 37% of golfers, they account for around three quarters of the expenditure on golf by players.

4.2 ENGLISH GOLFER NUMBERS

4.2.1 ENGLISH GOLFER ANALYSIS & SEGMENTATION

TABLE 3: ENGLAND GOLFER NUMBERS

REGISTERED GOLFERS*	762,000	% of Total	27.1%
of which are Males	593,000	% of Males	77.8%
of which are Females	105,000	% of Females	13.8%
of which are Juniors	64,000	% of Juniors	8.4%
NOMAD GOLFERS+	2,050,000	% of Total	72.9%
TOTAL GOLFERS	2,812,000		
Population	53,000,000	% population that are golfers	5.3%
Golf Courses	1,867	Average registered golfers per course	408
		Average total golfers per course	1,506
CORE GOLFERS (12 + times per annum)	1,050,000	% core golfers	37.3%
Independent Driving Ranges	590		

*In England, Registered Golfers are the equivalent to golf club members.

*The estimate of NOMAD golfer numbers is taken from the long-standing SPORTS MARKETING SURVEYS INC Participation Study, which reports golfer numbers from a two year rolling average and is widely used within the industry.

In England one person in 19 is a golfer. This is a shade below the remainder of GB&I, though still well ahead of any other European country.

In common with the rest of GB&I, the sport is, however, far more male dominated than the other three key European golfing nations – France, Germany & Sweden. This long-established feature of golf in England has shown little change in recent years.

3. DIRECT INDUSTRIES

5.1 FACILITY OPERATIONS

TABLE 4: GOLF REVENUE BREAKDOWN

REVENUE TYPE	REVENUE (MILLIONS)	AVERAGE PER FACILITY (MILLIONS)	VALUE PER GOLFER (Total of registered & non-registered golfers)
Green Fees	£ 349.98	£ 0.19	£ 124.46
Members Fees	£ 823.84	£ 0.44	£ 292.97
Food & Beverage	£ 565.33	£ 0.30	£ 201.04
Driving Ranges and Golf Lessons	£ 53.76	£ 0.03	£ 19.12
TOTAL FACILITY OPERATIONS	£ 1,792.91	£ 0.96	£ 637.59

Figures for England are in bold. GB&I figures for comparison purposes are shown in lighter type.

The figures above have been calculated from research conducted by SPORTS MARKETING SURVEYS INC. among a sample of 100 clubs in England, selected to be geographically representative and weighted to set in proportion high-end & mainstream courses.

In a theme common throughout the analysis of the economic impact in England, English clubs punch above their weight in respect of value per golfer when compared with the rest of GB&I, reflecting higher costs and greater affluence in the areas of England which have the greatest number of golf courses. English golf courses contribute an average of £0.96m to the economy compared to the £0.94m contributed on average by courses across the whole of GB and Ireland.

TABLE 5: FACILITY TYPE

FACILITY TYPE	REVENUE (MILLIONS)	AVERAGE PER FACILITY (MILLIONS)
High-End Courses	£ 358.27	£ 1.47
Mainstream Courses	£ 1,434.64	£ 0.88
TOTAL FACILITY OPERATIONS	£ 1,792.91	£ 0.96

TABLE 6: INDEPENDENT DRIVING RANGES REVENUES

FACILITY TYPE	REVENUE (MILLIONS)	AVERAGE PER FACILITY (MILLIONS)
Independent Driving Ranges (Operating independently of golf clubs.)	£ 88.15	£ 0.15
TOTAL BY FACILITY (including Independent Driving Ranges)	£ 1,881.06	

No economic impact for mini-golf or adventure golf facilities has been included in the overall revenue calculation, as no definitive figures were available. The mini or adventure golf industry could contribute another £5 to £10 million from golf towards the English economy. This has not been included in the final economic impact figures.

5.2 CAPITAL INVESTMENT

5.2.1 GOLF COURSE MAINTENANCE

We estimate that close to £360 million is spent annually on golf course maintenance (including renovation and infrastructure improvements) in England.

TABLE 7: GENERAL MAINTENANCE, INFRASTRUCTURE IMPROVEMENTS & RENOVATION EXPENDITURE

ELEMENT	TOTAL EXPENDITURE (MILLIONS)	AVERAGE YEARLY EXPENDITURE PER FACILITY (MILLIONS)
General Maintenance (including infrastructure improvements and renovation)	£ 358.09	£ 0.19

Golf course maintenance costs include all expenditure on grass seeds, herbicides, pesticides, sand and third party contractors employed for specific renovation or infrastructure improvements – covering elements such as new bunkering or creation of new tees or greens. The general maintenance cost does not include the salaries of green-keeping or general course maintenance staff. Salary costs are already included in the economic impact evaluation and are accounted for in the Facility Operations golf course revenues – as these costs would have been factored into the pricing and operations revenues that are paid for through membership fees, subscriptions, and green fees.

The methodology of identifying the general maintenance and infrastructure improvement costs separately to on-going staff salaries and including this with the economic impact of golf on the economy of Europe, is consistent to the treatment of these elements in the USA 2011 Golf 20/20 report by SRI International, and The Australian Golf Industry Report 2010 by the Australian Golf Industry Council.

As stated in both these reports, there is potential for some double counting with an element of capital investment in golf facilities ultimately being funded from income already included in the golf course Facility Operations revenues – as with the staffing costs stated above. However, in order to be comparable with the reports for the Australian and US markets, and because it not possible to identify the extent of this double-counting, the full £360 million has been included in the final economic impact assessment.

5.2.2 COURSE MAINTENANCE MACHINERY

Golf course maintenance machinery and irrigation equipment is a requirement for all venues across England, and expenditure is part of the annual budget of a venue. Whilst some elements have shorter replacement cycles, than for example irrigation equipment, this is clearly a significant expenditure for English golf clubs.

TABLE 8: COURSE MAINTENANCE MACHINERY AND IRRIGATION EQUIPMENT EXPENDITURE

ELEMENT	TOTAL EXPENDITURE (MILLIONS)	AVERAGE YEARLY EXPENDITURE PER FACILITY (MILLIONS)
Course Maintenance Machinery and Irrigation Equipment	£ 82.85	£ 0.04

5.2.3 NEW COURSE CONSTRUCTION

TABLE 9: NEW COURSE CONSTRUCTION EXPENDITURE

ELEMENT	TOTAL EXPENDITURE (MILLIONS)
New Course Construction	£ 1.21

With a struggling economy and little shortage in available locations to play golf for those who wish to do so, 2012 saw relatively little expenditure on the construction of new golf courses in England or indeed in any of the major golf playing nations.

5.2.4 SUMMARY OF CAPITAL INVESTMENT AND MAINTENANCE

TABLE 10: GOLF COURSE CAPITAL INVESTMENT & MAINTENANCE EXPENDITURE

ELEMENT	TOTAL EXPENDITURE (MILLIONS)	AVERAGE YEARLY EXPENDITURE PER FACILITY (MILLIONS)
General Maintenance (including infrastructure improvements and renovation)	£ 358.09	£ 0.19
Course Maintenance Machinery and Irrigation Equipment	£ 82.85	£ 0.04
New Course Construction	£ 1.21	
TOTAL GOLF COURSE CAPITAL INVESTMENT & MAINTENANCE EXPENDITURE	£ 442.15	£ 0.20

The point made about England over-achieving compared to the rest of GB&I in terms of economic impact generated by the game of golf is certainly true of capital investment and maintenance. England has 67% of GB&I golfers and 61% of GB&I clubs. The capital investment contribution for England contributes 70% of the GB&I total.

5.3 GOLF EQUIPMENT & RELATED SUPPLIES

5.3.1 GOLF EQUIPMENT

Expenditure on the key items of golf equipment is the retail sales value at point of sale from specialty retail outlets, both on and off-line. Costs of staff salaries and operational elements are covered within the sales revenue achieved, and so not identified separately or included in addition within the economic impact. This removes any potential double counting. Total expenditure of £826 million is 24.6% of the total economic impact of golf on the economy of England.

The figures for clothing allow for the purchase of apparel that is not golf specific, but is bought primarily for playing golf – this will include shirts, fleeces, socks, trousers and outerwear.

TABLE 11: GOLF EQUIPMENT REVENUES

ELEMENT	TOTAL REVENUE (MILLIONS)	% SALES	AVERAGE EXPENDITURE (ALL GOLFERS)
Clubs	£ 170.13	20.59%	£ 60.50
Shoes	£ 41.31	5.00%	£ 14.69
Balls	£ 49.26	5.96%	£ 17.52
Gloves	£ 25.84	3.13%	£ 9.19
Bags	£ 60.93	7.37%	£ 21.67
Manual Trolleys	£ 13.60	1.65%	£ 4.84
Power-assisted Trolleys	£ 55.08	6.67%	£ 19.59
Clothing	£ 305.03	36.92%	£ 108.47
Accessories	£ 70.93	8.59%	£ 25.22
Other Pro Shop Sales	£ 34.08	4.12%	£ 12.12
Total	£ 826.17	100%	£ 293.80

NB – Accessories include Distance Measuring Devices, tees, ball markers, pitch mark repairers and umbrellas. Other Pro Shop Sales include the sale of confectionary, water & other drinks, course guides, ball markers and pencils etc.

Our estimates based on our Retail Audit (data collected from a representative panel of specialist golf retailers, reflective of the marketplace) and backed by expert industry opinion, shows expenditure on golf equipment in England to be at 70% of expenditure in GB&I despite England accounting only for two thirds of GB&I golfers and for 6 in 10 clubs.

5.3.2 GOLF BOOKS & DVDS

Though individual golf books and DVD's tend not to be massive sellers, there are many produced each year, including instructional books, biographies, histories of the game, coffee table books, and tournament and player DVD's. In total, they represent a valuable contribution to the golf economy of around £65 million.

TABLE 12: GOLF BOOKS & DVD REVENUES

	TOTAL REVENUE (MILLIONS)	AVERAGE EXPENDITURE (ALL GOLFERS)
Golf books & DVDs	£ 0.64	£ 0.23

With most publishing monthly, it is perhaps unsurprising that the golf magazine market is a greater contributor to the English golf economy than are golf books and DVD's.

5.3.3 GOLF MAGAZINES

TABLE 13: GOLF MAGAZINE REVENUES

	TOTAL REVENUE (MILLIONS)	AVERAGE EXPENDITURE (ALL GOLFERS)
Golf magazines	£ 9.22	£ 3.28

5.3.4 SUMMARY OF GOLF EQUIPMENT & RELATED SUPPLIES

In total, the sale of golf equipment and related supplies is generating almost £836 million each year for the English economy, or 24.6% of the total golf impact on the economy of England.

TABLE 14: GOLF EQUIPMENT & RELATED SUPPLY REVENUES

ELEMENT	TOTAL REVENUE (MILLIONS)	AVERAGE EXPENDITURE (ALL GOLFERS)	AVERAGE EXPENDITURE (CORE GOLFERS)	AVERAGE EXPENDITURE (CASUAL GOLFERS)
Golf Equipment	£ 826.19	£ 293.80	£ 587.33	£ 118.36
Golf Books and DVDs	£ 0.64	£ 0.23	£ 0.45	£ 0.09
Golf Magazines	£ 9.22	£ 3.28	£ 6.55	£ 1.32
TOTAL GOLF EQUIPMENT & RELATED SUPPLY REVENUES	£ 836.05	£ 297.31	£ 594.33	£ 119.77

5.4 EVENTS/ASSOCIATIONS

There are a number of established professional tours operating in Europe, each of which sees some events hosted in Europe. These each have a number of infrastructure costs – from stands, and staffing – as well as revenues such as ticket and hospitality sales – that are generated through these events.

In order to ensure no double-counting of the economic impact, SPORTS MARKETING SURVEYS INC. has agreed with the stakeholders that the majority of events operate on a 'break-even' basis where all revenues and sponsorships equate to the total value of the prize money.

Hence, the total tournament prize money has been taken as the economic impact of the tournaments held in England and delivers a total of more than £14 million of commercial benefit.

5.4.1 EVENT PRIZE FUNDS

TABLE 15: EVENTS

	ENGLAND (MILLIONS)	GB&I (MILLIONS)
Principal Tours	£ 11.48	£ 24.64
Second Tier Tours	£ 0.13	£ 0.32
Third Tier Tours	£ 0.46	£ 0.68
National/Regional Events	£ 2.11	£ 3.01
Total	£ 14.18	£ 28.65

Principal Tours are the Men's European Tour plus the Open Championship, European Senior Tour and Ladies European Tour. **Second Tier Tour:** This is the Challenge Tour (Players who are successful on the Challenge Tour qualify for membership of the European Tour the following year). **Third Tier Tours:** Satellite Tour (one competitive level down from the Challenge Tour are four third-level developmental tours—the Alps Tour, the EPD Tour, the PGA EuroPro Tour and the Nordic League, each of which is based in a different region of Europe.).

The Open Championship is among the events included in the Principal Tour figures. The event is, however, highly profitable and needs, therefore, to be considered beyond our assumption that total prize money is the best indicator of revenue generated.

The Open is far and away the greatest contributor to the funding of the R&A and indirectly, therefore, to the work that the R&A does in seeking to develop the game globally. Our estimate of the proportion of its revenue which is redistributed annually within England is incorporated into our estimated charity contribution at 5.4.2.

The same is true of the proceeds from the Ryder Cup which is hosted in Europe every four years, and which sees its profits distributed in each of the four years which follow, in ways which aim to develop the game within Europe. Again, the specific contribution to England has been estimated and is shown in our estimated charity contribution at 5.4.2.

5.4.2 CHARITY

The game of golf in England delivers a huge annual contribution to charitable activities within England and beyond. We estimate the total economic impact of golf to the charity economy in England at a little over £40 million.

This contribution can be split into three distinct categories:

- **FUNDING THE GAME:** the funding of initiatives designed to develop the game in places where resources for such developments are very limited and among people who would themselves struggle to fund such initiatives.
 - The R&A's regeneration of Open Championship profits and the annual distribution of Ryder Cup revenue are the two greatest contributors here.
 - A substantial amount of the R&A's charitable spend is outside of Europe. We have excluded money spent outside England in the total economic impact.
- **PLAYER FOUNDATIONS:** fundraising on behalf of the many charitable foundations which bear the names of current and former players on the various tours in Europe.
 - This includes, for example; the Seve Ballesteros Foundation; the Lee Westwood Foundation; and Colin Montgomerie's trust in memory of his mother – The Elizabeth Montgomerie Charity Foundation; etc.
- **LOCAL VENUE & TOURNAMENTS:** fundraising on behalf of national and international charities which most commonly will not have a golf relationship in terms of the charitable work that they focus on.
 - The revenue will have been generated from a local golf club fundraiser or a tournament's charity affiliation.

TABLE 16: CHARITABLE CONTRIBUTIONS

	TOTAL REVENUE (MILLIONS)	VALUE PER GOLFER (Total of registered & non-registered golfers)
Charitable Contribution	£ 40.25	£ 14.32

SPORTS MARKETING SURVEYS INC. is confident that the charitable contribution made by the game is a minimum of £40 million. Factors like the extent to which people support charities on an on-going basis having first being inspired to do so by participating in a golf fundraiser or being attracted to a charity by its association to a famous golfer are often long term, and cannot be robustly identified and included in this economic impact calculation.

5.4.3 NATIONAL ASSOCIATIONS

We estimate that close to £27 million is generated for the English economy from membership fees, sponsorship and other revenue from England Golf and other organisations and special interest groups in England.

TABLE 17: NATIONAL ASSOCIATION'S REVENUES

REVENUE TYPE	TOTAL REVENUE (MILLIONS)	VALUE PER GOLFER (Total of registered & non-registered golfers) (MILLIONS)
Members Fees	£ 17.15	£ 6.10
Sponsorship	£ 2.89	£ 1.03
Revenues	£ 6.89	£ 2.45
TOTAL NATIONAL ASSOCIATION REVENUES	£ 26.93	£ 9.57

5.4.4 SUMMARY OF EVENTS/ASSOCIATIONS

We estimate the total of revenue generated by events, associations and charitable contributions to the economy in England as in excess of £80 million annually.

TABLE 18: TOTAL REVENUE FROM EVENTS / ASSOCIATIONS

ELEMENT	TOTAL REVENUE (MILLIONS)	VALUE PER GOLFER (Total of registered & non-registered golfers)
Event prize funds	£ 14.18	£ 5.04
Charity	£ 40.25	£ 14.31
National Associations	£ 26.93	£ 9.58
TOTAL REVENUE FROM EVENTS / ASSOCIATIONS	£ 81.36	£ 28.93

4. ASSOCIATED INDUSTRIES

6.1 REAL ESTATE

In evaluating revenue generated from real estate, the economic impact is the sale of new dwellings and land by golf courses in a 12 month period. We have only allowed for the first time sale of a property as any subsequent sales of the properties involve a transaction between buyer and seller which will not further benefit the original developer, or further impact on the golf economy on England.

On average, it seems that a 'real estate premium' of 20% applies to properties which are built on golf course land, i.e. the value increases by a fifth, on average, when compared with a similar property in the area that is not located on or adjacent to a golf course.

As with new course construction, real estate revenue generation in 2012 was well below the level of the early years of this century. This reflects the reduction in property values and reduced activity of property developers in a less buoyant market.

TABLE 19: REAL ESTATE REVENUES

ELEMENT	TOTAL REVENUE (MILLIONS)	VALUE PER GOLFER (Total of registered & non-registered golfers)
Real Estate	£6.23	£2.22

6.2 TOURISM

The receipt of tourist revenue is one of the few areas where, relative to size, England under performs when comparison is made with the other countries which comprise GB&I. Our research and independent industry advice suggests that within GB&I 60% of revenue generated by people taking golfing holidays in their own country is generated by English residents holidaying in England and that 55% of other golf tourism spend which comes to GB&I comes to England.

TABLE 20: TOTAL TOURISM REVENUES

ELEMENT	TOTAL REVENUE (MILLIONS)
Domestic Golf Holidays	£49.67
Non-Domestic Golf Holidays	£59.12
TOTAL TOURISM REVENUES	£108.79

5. GOLF RELATED EMPLOYMENT

The figures from Golf Related Employment and the total number of people employed by the game in England are already included in the overall economic impact of golf on the English economy. However, in order for comparison with studies from SRI and Golf20/20 in the United States, and the Australian Golf Industry Council for the Australian 2012 report, SPORTS MARKETING SURVEYS INC. has calculated the total number of full time equivalent individuals employed; and the associated salary costs for golf in England.

This includes employees working at golf courses, for golf institutions and Federations, for manufacturers of equipment and machinery, in dedicated television production, for agencies, and in retail. SPORTS MARKETING SURVEYS INC. estimated staff costs at almost £800 million in the reported 12 months and accounts for nearly 50,000 full time equivalent employees in golf.

TABLE 21: EMPLOYEE NUMBERS, AVERAGE SALARY AND TOTAL WAGE BILLS

TOTAL EMPLOYEE NUMBER		AVERAGE SALARY (per GOLF F.T.E.* EMPLOYEE)	
England	48,491	England	£19,818.85
		Total staff wage bill England (millions):	£779.63

* F.T.E. is FULL TIME EQUIVALENT.

The tables below split golf employment between those working at or for golf clubs & courses (78% of total wage bill), Federations and Associations (2% of total wage bill) and manufacturers, distributors and retailers (20% of total wage bill):

TABLE 22: GOLF COURSE STAFF SALARIES

	TOTAL SPEND / IMPACT (MILLIONS)	AVERAGE PER FACILITY (MILLIONS)	VALUE PER GOLFER (Total of registered & non-registered golfers)
Staff Wage Bill	£752.71	£0.40	£267.68

Figures for England are in bold. GB&I figures for comparison purposes are shown in lighter type.

The total staff wage bill for golf courses is a little over three quarters of a billion pounds. This is 78% of the total wage bill and economic impact of golf related employment in England.

Within the golf course employment category, England accounts for 64% of the GB&I total.

TABLE 23: FEDERATIONS/ASSOCIATIONS/UNION STAFF SALARIES

	TOTAL SPEND / IMPACT (MILLIONS)	VALUE PER GOLFER (Total of registered & non-registered golfers)
Staff Wage Bill	£21.26	£7.56

The Federations, Associations and Golf Union staff salaries generate a little over £20 million in England.

TABLE 254 MANUFACTURE, DISTRIBUTION, RETAIL, MARKETING AND SUPPORT STAFF SALARIES

	TOTAL SPEND / IMPACT (MILLIONS)	VALUE PER GOLFER (Total of registered & non-registered golfers)
Staff Wage Bill	£187.06	£66.52

The staff wage bill for the manufacture, distribution, retail, marketing and support staff is a total of over £185 million. This is 71% of the total GB&I wage bill for this purpose.

6. ABOUT SPORTS MARKETING SURVEYS INC.

SPORTS MARKETING SURVEYS INC. is a leading sports research consultancy servicing the sporting goods, sports lifestyle, sports facility and sports tourism industries. With particular focus and experience in golf, the company works alongside golf's major manufacturers, professional bodies, venues and tourist boards. **SPORTS MARKETING SURVEYS INC.** is a market leader in understanding the golfing population; who they are, what they want and what needs to be done to appeal to them.

Working internationally with SPORTS MARKETING SURVEYS USA to provide a full service of INVESTIGATION, INSIGHT and considered ACTION for the golf industry. Our portfolio of research includes:

- Brand awareness & satisfaction studies
- European & international golfer behaviour
- Customer satisfaction
- European Tour equipment census
- Retail audit sales performance across Europe
- Participation & lifestyle analysis
- Golf tourism & economic impact assessment
- Golf event participant & spectator research.

SPORTS MARKETING SURVEYS INC. & SPORTS MARKETING SURVEYS USA. also specialise in cycling, running, team sports, tennis and winter sports; as well as participation levels across all sports, to enable context in the findings for the golf industry.

8.1 OUR FOCUS

To provide excellence in service, solutions & insights to all those interested in participation rates, equipment & facility usage, sports brand image, retailer & end-consumer satisfaction, operating costs and benchmarking studies across the sporting industry.

8.2 OUR CLIENTS

We work closely with many companies & organisations across the golf industry including:

Acushnet: Titleist & Footjoy	TaylorMade	Callaway	Adidas
Srixon	Cleveland	Galvin Green	PING
The R&A	UKGOA / EGCOA	The PGA / PGAE	The European Tour
Bridgestone	ECCO	Mizuno	GolfBuddy
Ashworth	Odyssey	Cobra	PUMA Golf
Visit Wales	England Golf	Golf Pride	Burhill Golf & Leisure

We have established partnerships & relationships with many retailers, venues, and Federations in Golf including: The European Tour (Official Equipment Census Provider), The French Golf Federation (FFG), the Golf Foundation, England Golf Partnership, Golf.de, Golf.dk, HowDidiDo, Golfbreaks.com, Golf Business Development, Reed Travel Exhibitions & the International Golf Travel Market (IGTM).

Our European Retail Audit monitors the specialty golf retail market in the four key markets of France, Germany, Sweden and the United Kingdom on a monthly basis. We also undertake research every month with core golfers in these and other European markets.

SPORTS MARKETING SURVEYS USA. works closely with a number of organisations across the golf industry including the National Golf Foundation (NGF).

8.3 OUR HISTORY

Sports Marketing Surveys Ltd was established in 1984 and has worked on the international sports market for many years under the guidance of STEPHEN PROCTOR.

In 2011, SPORTS MARKETING SURVEYS INC. was formed from a buyout of the sports equipment business from IFM Sports Marketing Surveys. Managing Director, JOHN BUSHELL, has been involved in the golf industry since 1995 and as a director of Sports Marketing Surveys Ltd since 2000.

STEPHEN PROCTOR remains Chairman, and key individuals include RICHARD PAYNE, SENIOR MANAGER, SPORTS ACCOUNTS and MICHAEL STONE, HEAD OF RESEARCH.

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Matter 30: Impact of the allocation on the Green Belt and the purposes of including land within it**Huddersfield****Green Belt Review tests 2 and 3**

The edge reference and value reflects the Green Belt Review outcomes (SD19 and SD20)

Tests 2a to 2c are site specific assessments of the degree to which land performs a green belt role and function following the methodology for those tests set out in the Green Belt Review (SD19)

Test 2d defaults to 'green - no impact' in all cases. This follows Stage 1 hearing discussions and is set out in the Council's note; Green Belt Review (SD19) Test 2d Reassessment (ID17). Struck-through text removes reference to the setting of historic assets.

Test 3: One of the purposes of including land in the green belt is "to assist in urban regeneration, by encouraging the recycling of derelict and other urban land" (Green Belt Review page 17). By constraining the potential for the expansion of built-up areas the green belt will direct development pressure towards opportunities to recycle land within urban areas and thereby achieve urban regeneration. The green belt is considered to support this green belt purpose equally throughout Kirklees. Test 3 is not included within the Green Belt Review matrix (Green Belt Review Appendix 1) and the Test 3 column is therefore neutral.

Site Allocation Methodology

Site specific assessment of the ability of the site to present a strong new green belt boundary and its relationship to the existing settlement form, following the assessment methodology set out in BP23 Local Plan Methodology Statement Part 2

		Green Belt Review					Site allocation methodology		
		Test 2				Test 3	Assessment set out in BP29.1		
Option	Edge ref and value	2a: merger	2b: sprawl	2c: encroachment	2d: historic towns	urban regeneration	Suitability of potential boundary	Relationship to settlement	Assessment set out in BP29.1
H351 Bradley Villa Farm	AS5_3	Restricted gap to Calderdale	Contained to two sides but open to east and north	Some countryside character but limited by urban features	No impact		Boundary to north present but not strong. Very weak over short section	Settlement extension	This site is reasonably well related to the existing settlement being bounded on two sides by the ribbon development along Bradford Road and Bradley Road and its northern extent, while reducing the width of the gap, would not compromise the strategic role of the green belt. This area retains some character as countryside where new development could be an encroachment, although there is also a close association with the settlement edge.
H1747 Bradley Road	AS3_5, AS4_3	Restricted gap to Calderdale	Large site but contained by landform and land use features	Limited countryside character. Impact on woodland to north	No impact		Good	Settlement extension. Minor additional land release required.	The part of this extensive site that is in the green belt encompasses Bradley Golf Course. The area of the golf course is buffered from the motorway by the significant track of woodland at Bradley Wood. Bradley Wood continues to the north beyond the motorway so there is no risk of physical merger with Calderdale. While the strategic gap is lessened, it is not compromised. The site is extensive enough to allow a buffer with the trees which are a countryside feature best protected by their green belt designation. To the east the site is located on elevated ground where development is likely to be prominent, although the trees to the immediate east will provide some screening from wider views.

