



Proposed Development
Broome Manor Golf Complex
Swindon
SN3 1RG
Twigmarket

Design And Access - Dec 2020

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1.0 - Introduction

The proposals at Broome Manor Golf Course are for the creation of additional levels of raised driving range bays linked to the recently constructed golf pro shop along with new food and beverage provision behind to supplement the existing clubhouse facilities. The proposals also include the previously approved pirate themed adventure golf course, high ropes aerial adventure course, and petanque pitch which have been relocated from their approved location to facilitate the creation of new 5-a-side and 7-a-side artificial all weather floodlit football pitches.

The proposals (which were first articulated in the Business Plan presented by Twigmarket Ltd to SBC as part of its takeover of the facility November 2014) will significantly improve the facilities offered by the golf course, diversifying the revenue streams and cross subsidising the golf business (which is in structural decline across the UK) and helping to make it a sustainable leisure and sporting hub for the area.

The two golf facilities acquired from Swindon Borough Council by Twigmarket Ltd in November 2014 had been loss making for several years (losses of around £100,000 pa in the 3 years upto April 2015) with significant declines in income from Golf since its heyday in the 1980's and early 1990's. In common with experiences across the UK, Rounds played and Membership numbers at Municipal golf courses, which have largely been starved of any investment for a long period, have declined significantly over the last 20 years while costs had risen inexorably. By 2013 when Swindon Council launched its consultation into the future of Leisure facilities in the Borough it was clear that, with increasing losses and backlog maintenance expenditure building up, there was a very real risk of closure of these Golf Courses, with the inherent uncertainty over future potential non leisure uses for these sites and job losses, unless a private sector solution could be found. With large budget cuts being made Swindon Borough Council could no longer afford to subsidise usage of these facilities for a declining number of participants.

Swindon approached the private sector in November 2013 and invited bidders to outline a vision and business plan for securing the long term future of the the facilities. In July 2014 Twigmarket was selected by SBC to take over Broome Manor and Highworth Golf facilities and in November 2014 the deals were completed.

The existing complex comprises 27 holes of golf (an 18 hole course and a 9 hole course) , and includes a Driving Range and Clubhouse with a small Gym, a Cafe/ Reception and 2 upstairs Function Rooms.

Twigmarket's strategy to secure the long term future of Broome Manor Golf Complex as an important leisure facility was to broaden the revenue streams by adding ancillary and complimentary leisure / hotel activities at the site in order to lessen the dependancy on the declining golf activity. Since the acquisition in Nov 2014 an enlarged Gym and a new Cafe have been built within the existing Clubhouse envelope. The previous approval granted in 2016, comprise most (but not all) of the additional activities outlined in the original Business Plan presented to Swindon Council in 2014 as part of their bid for the Complex and which are intended to cross subsidise the declining Golf activities and secure the long-term viability of the site as a "best of type" 21st Century Municipal golf and Leisure complex. This consent has been partially implemented to date with the new Golf Pro Shop facilities and additional Raised Driving Range Bays open, along with the further improvements to the Café. However, to fully implement the Business Plan it was decided to relocate some elements of the 2016 approval within this application to facilitate the additional activities outlined in this planning application.

In the event that these plans are not approved then the long term future if Broome Manor GC will remain uncertain and as the structural decline in popularity and participation in golf continues it is possible that at some future date the main Golf activity would cease and make way for alternative viable uses on the site.

Twigmarket Ltd are a Private family owned company established in 1990. They have a long term track record in the Municipal golf sector through their operation of Lime Trees Park Golf Club (acquired in 1990, sold in 2004) and Trent Park Golf Club (acquired in 1992). The Business Plan for Broome Manor was inspired by a similar plan for Trent Park Golf Club, which is located in a Conservation Area and Green Belt in Enfield, London N14, in which an 18 hole mini golf course, 10 pitch floodlit five-a-side football centre and large new golf pro shop has been constructed, and is now open and trading well. Throughout the planning process resident groups, the Conservation officers, planners and Councillors all agreed that the additional leisure activities were appropriate in the Green Belt particularly as they secured the long term leisure use of the site, were well designed and would result in significant aesthetic improvements to the previously run down Clubhouse buildings and entrance signage on site.

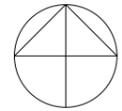
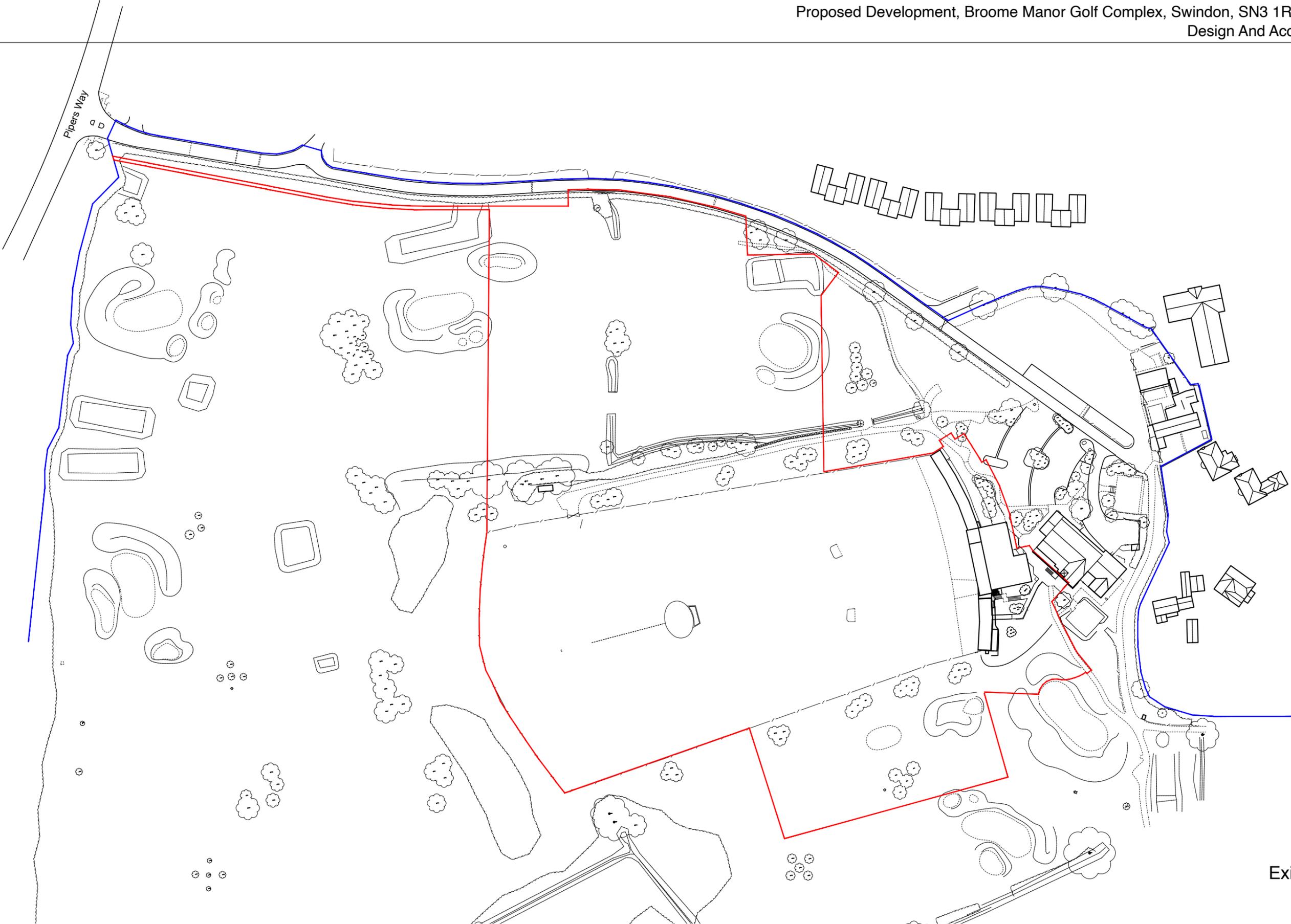
2.0 - Existing site



The site is located approximately 1.3 miles to the south of Swindon. The site is between the Broome Manor residential area to the north, the M4 motorway to the south, Coate Water to the east and Croft Wood to the west.

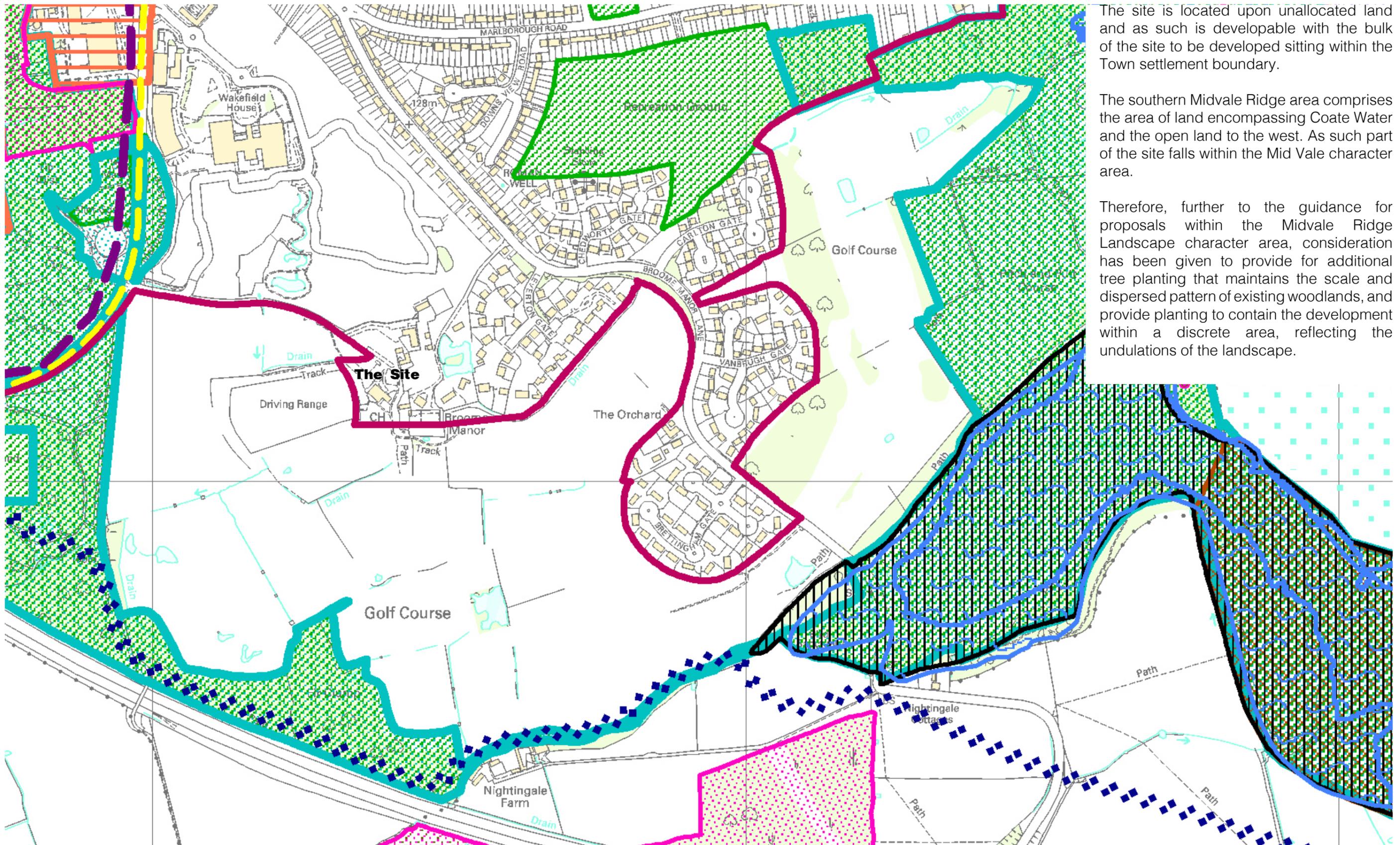






Existing Site Plan

3.0 - Policy map information

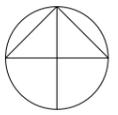
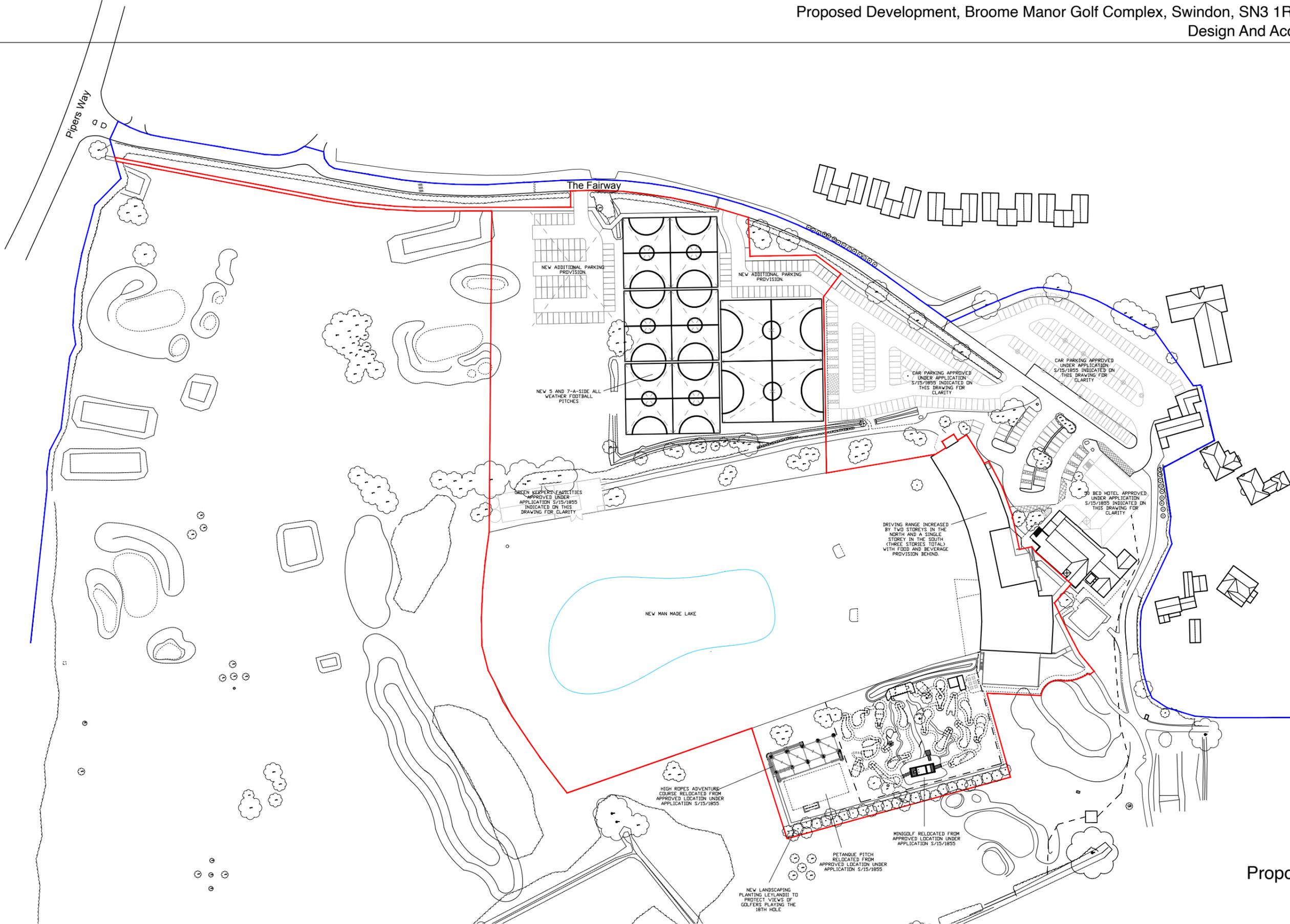


The site is located upon unallocated land and as such is developable with the bulk of the site to be developed sitting within the Town settlement boundary.

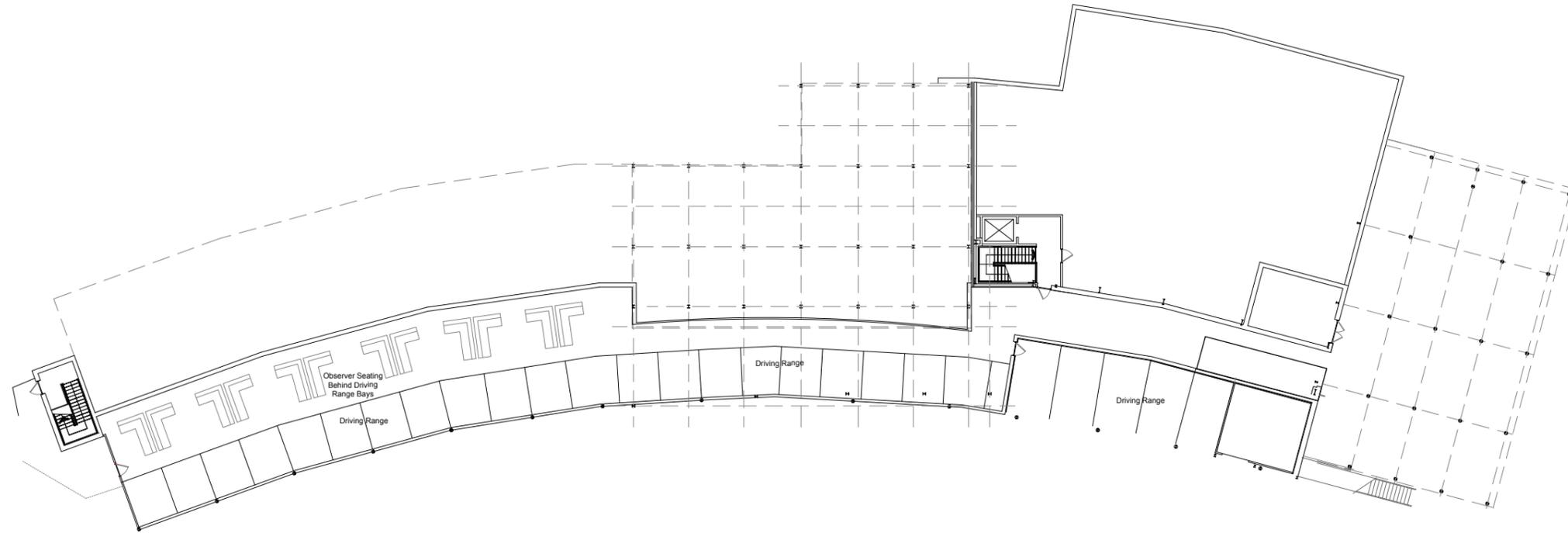
The southern Midvale Ridge area comprises the area of land encompassing Coate Water and the open land to the west. As such part of the site falls within the Mid Vale character area.

Therefore, further to the guidance for proposals within the Midvale Ridge Landscape character area, consideration has been given to provide for additional tree planting that maintains the scale and dispersed pattern of existing woodlands, and provide planting to contain the development within a discrete area, reflecting the undulations of the landscape.

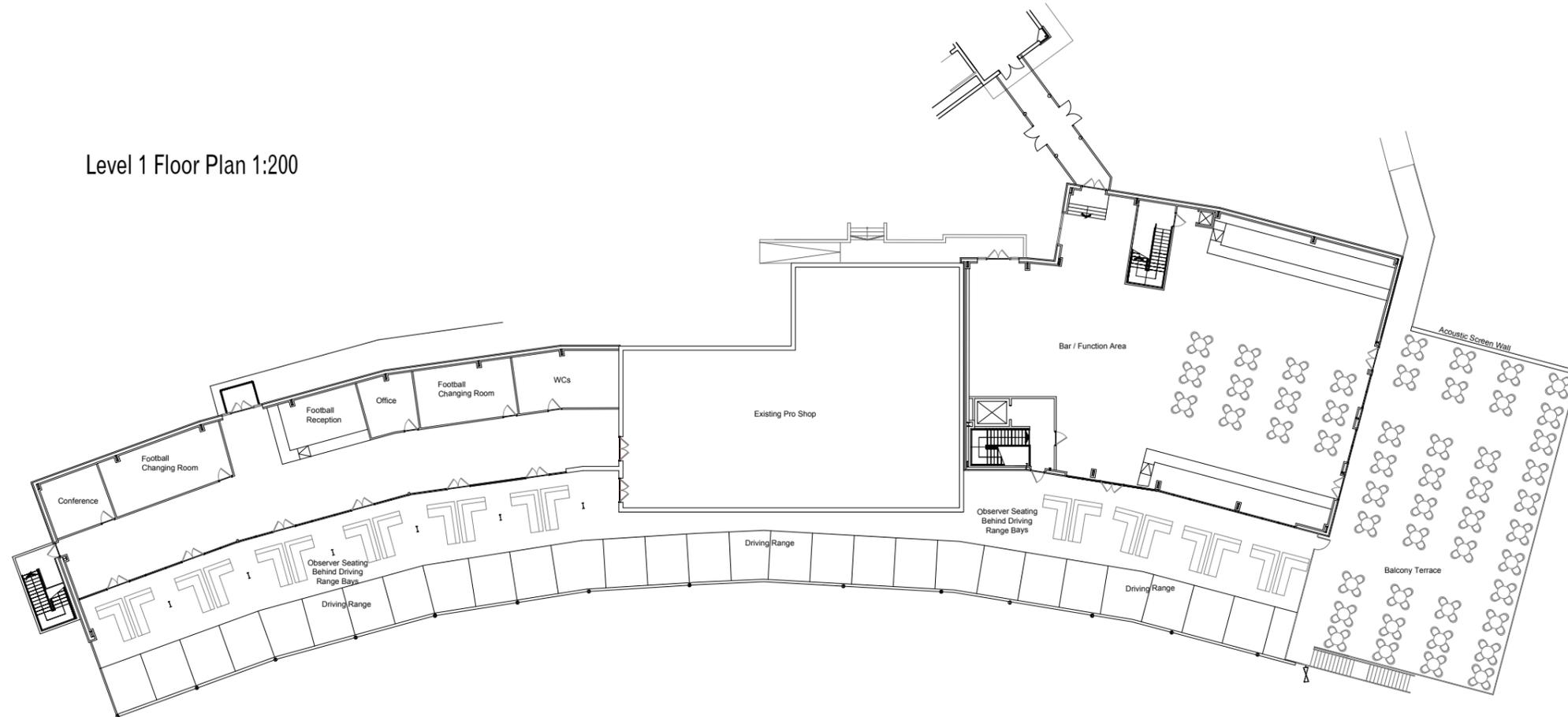
4.0 - The proposal



Proposed Site Plan



Level 1 Floor Plan 1:200

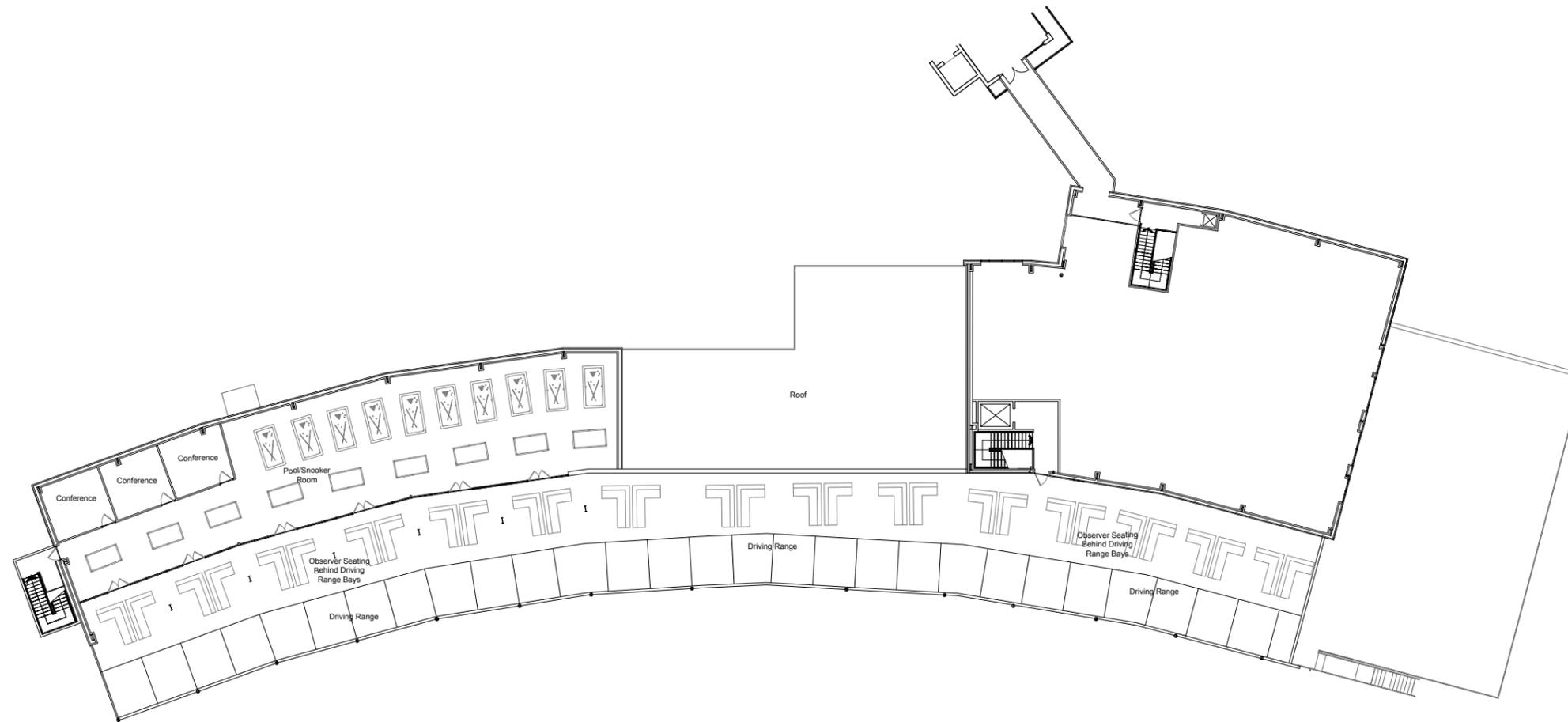


Level 2 Floor Plan 1:200

Driving Range With Food And Beverage Provision

The proposal is for an extension above the existing driving range and pro shop, with additional floors of raised driving range bays, creating a three storey range. The creation of areas of dedicated seating, along with food and beverage provision, and party rooms behind the new and existing range bays will help facilitate the social competitive driving range model that is proposed to be implemented, allowing larger groups of any ability to play together, and track their progress with ball tracking technology, while enjoying food and drinks in a more social atmosphere. By Improving the facilities of the driving range, it is hoped to both increase usage of the range and Clubhouse facilities, and to encourage new 'none -golf' users to the site, thus helping to put the facility on a firm financial footing.

The existing driving range is on a roughly north south axis with, range bays forming an arc the full span at lower ground floor level, and the Golf-Pro Shop is located in the middle at ground floor level, along with raised range bays behind and to the south. This application looks to add range bays to the north of the Pro Shop sitting over the existing driving range canopy, and an additional floor of bays above spanning the full length. Behind the bays to the north, spanning the existing steep slope down to the driving range, it is proposed to provided food and beverage provision along with party rooms on both ground and first floors. To the south it is proposed to locate a larger bar/ function area at ground floor, however this space is not reflected on the first floor to allow the roof to fall from the first-floor range bays down to a similar level as that of the existing pro shop roof. This limits the potential impact the additional height may have on the clubhouse and clubhouse balcony behind, allowing it to retain views over the top to the course beyond.

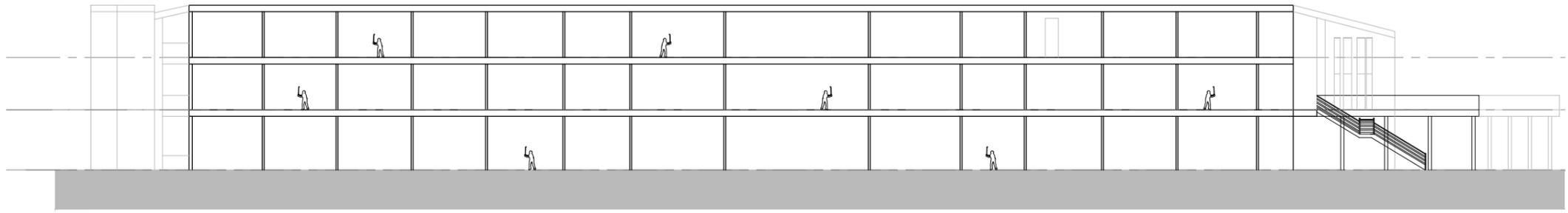


Level 3 Floor Plan 1:200

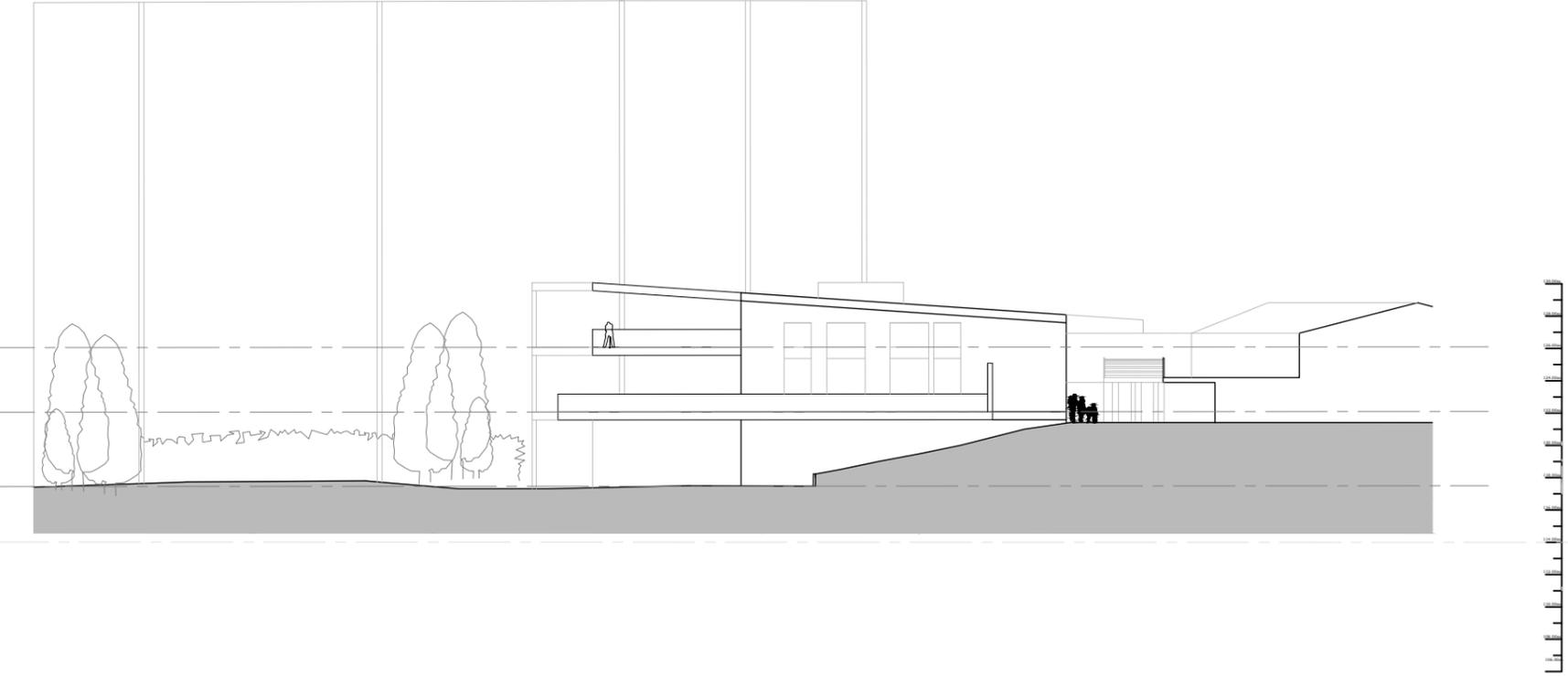
Despite being at a raised level above the range, the mass of the building would appear as two story from the clubhouse and car park due to the range being at a much lower level. Furthermore, the mass of the building will be obscured by the dense tree line on the approach making it difficult to see from any distance away.

The land will be ramped up and stepped to the proposed food and beverage entrances, as they will be raised higher than the existing floor level behind the clubhouse at the same level as the Pro Shop. This ramped access will allow inclusive access to the building, and the level access out of the rear to the raised driving range bays allow for disabled or ambulant disabled users to access the range at this level, with a lift for the other two floors.

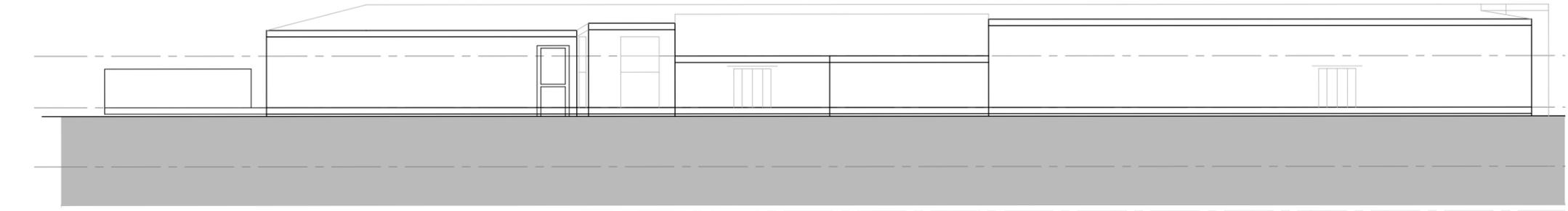
It is also proposed to create a raised external terrace to the south at ground floor level to allow for external seating associated with the food and beverage, with panoramic views over the course.



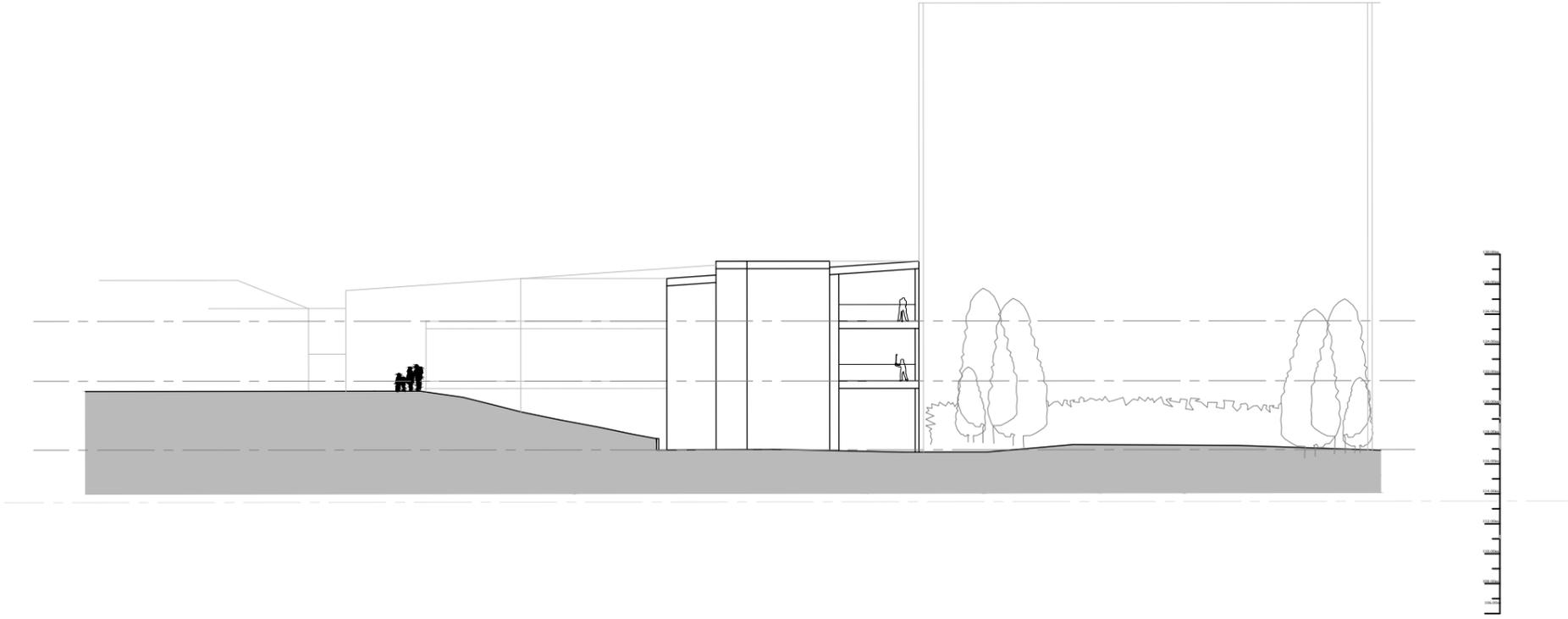
West Elevation 1:200



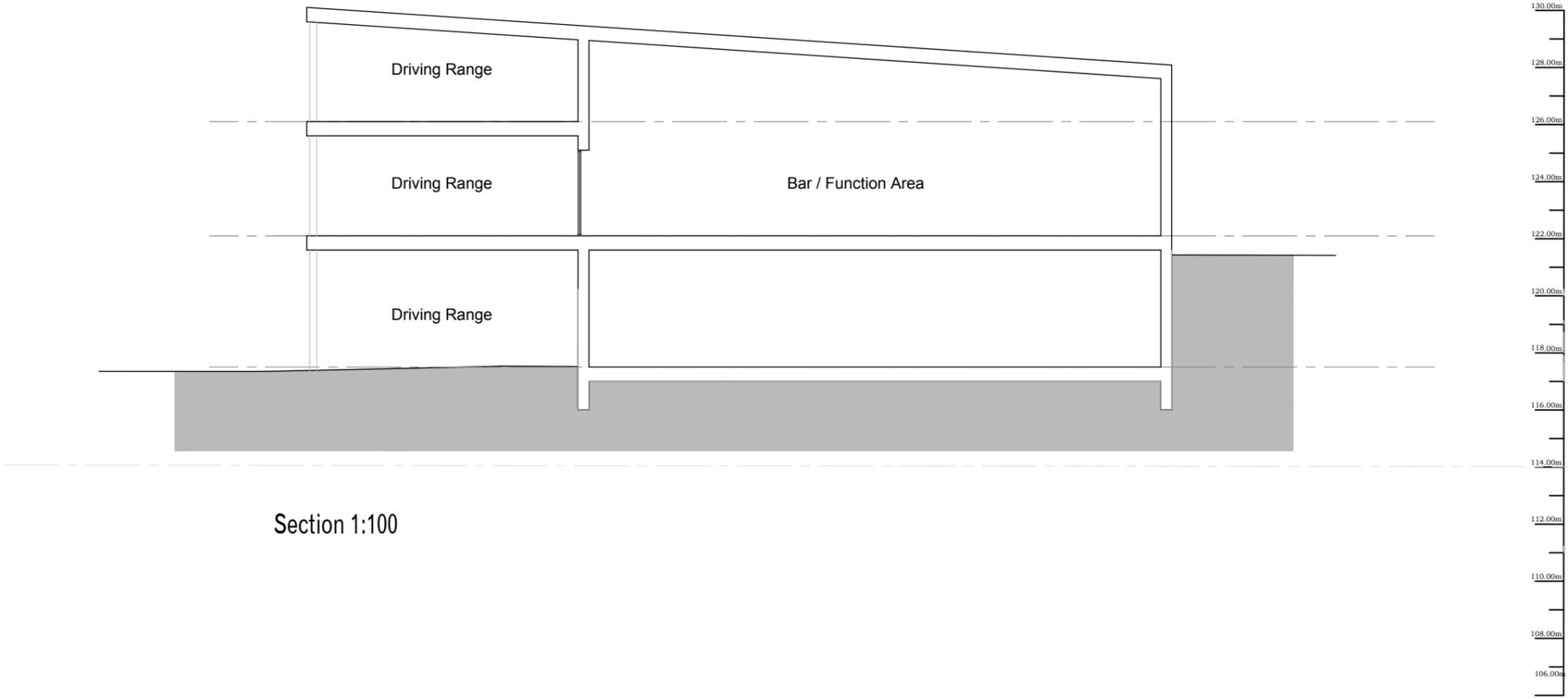
South Elevation 1:200

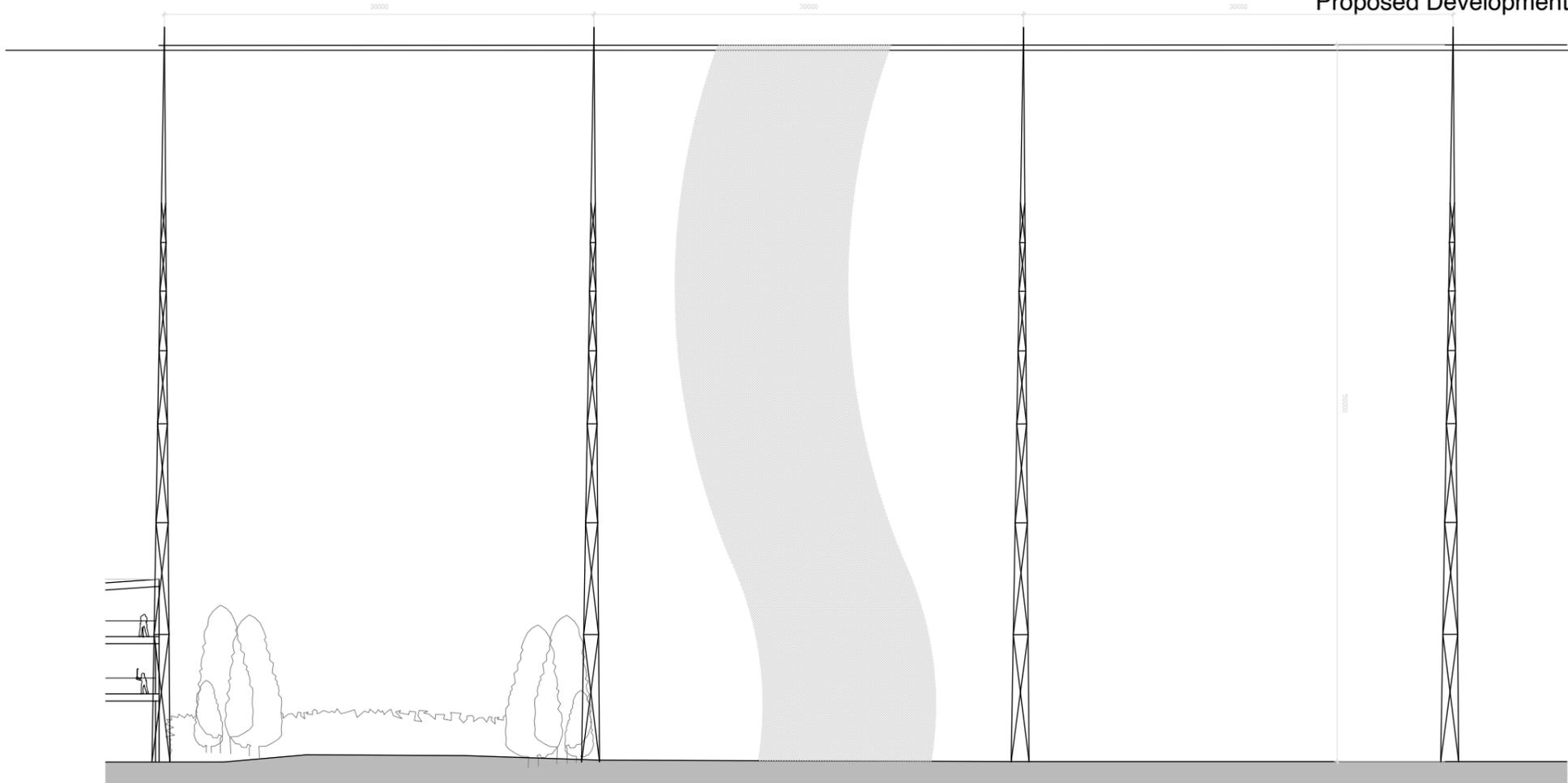


East Elevation 1:200

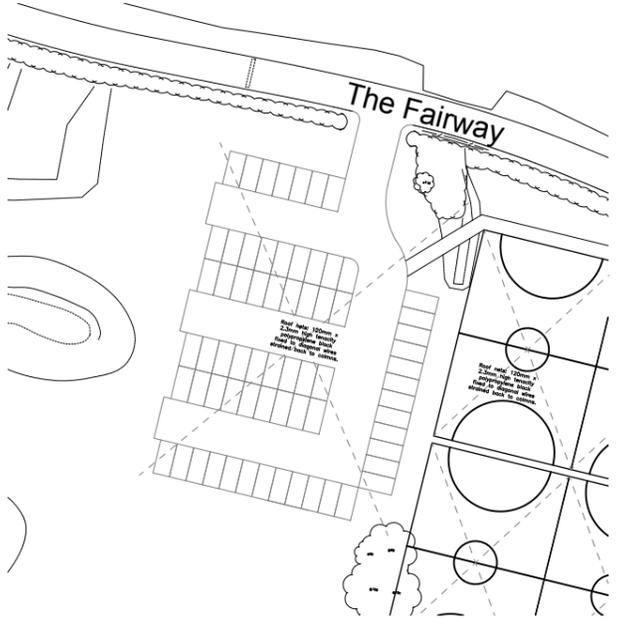


North Elevation 1:200





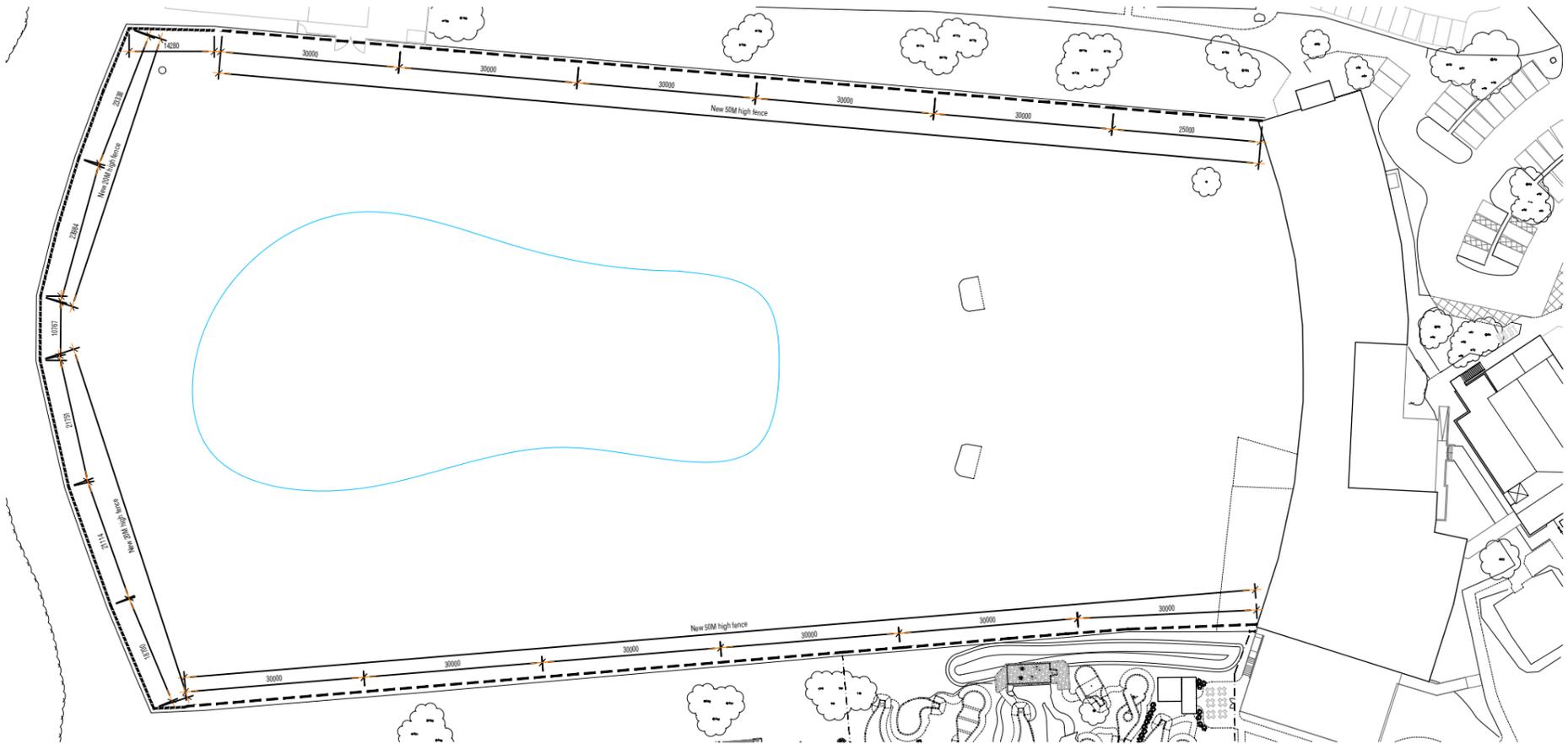
Ball Stop Range Elevation 1:200



Ball Stop Car Park Fencing Plan 1:500

As part of the improvements in the Range Fencing will be replaced and extended to a height of 50m on both sides (note: the majority of the fencing to the north has already been approved at 30m) to reduce the number of balls flying over the existing low fences and improve safety.

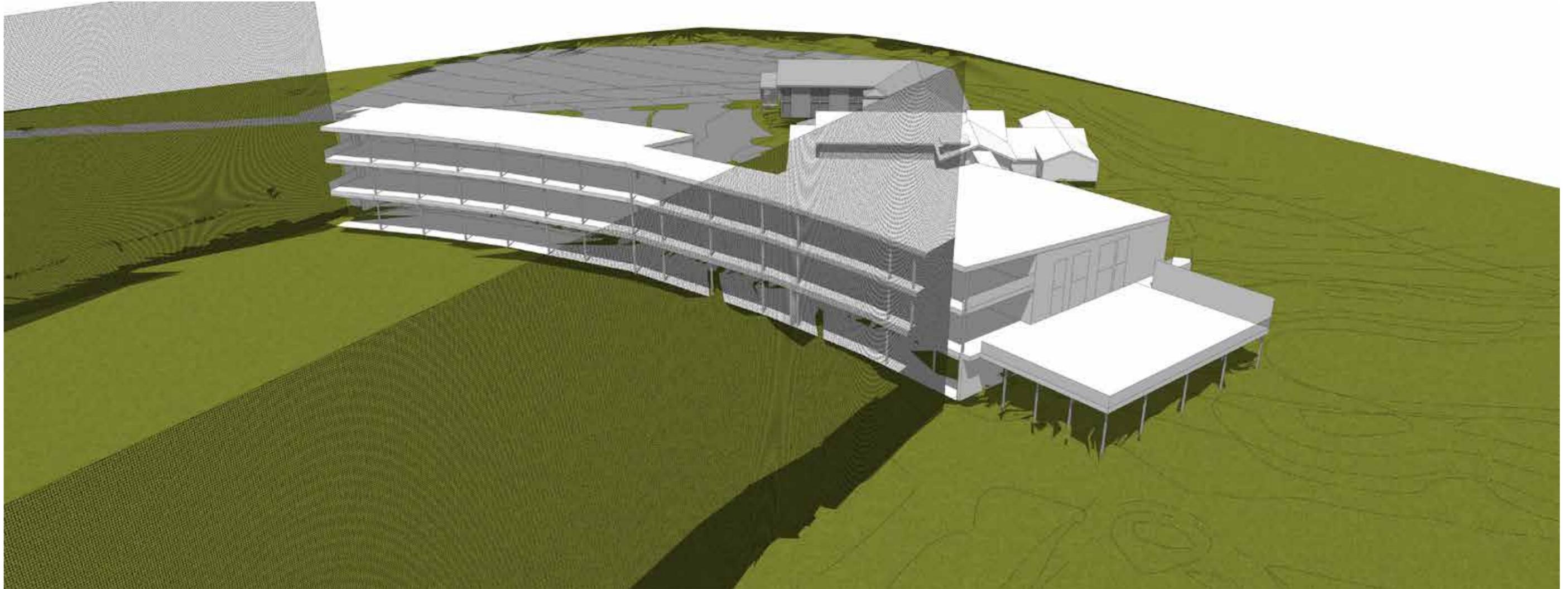
The proposed football pitches and additional parking provision near the course will also have ball-stop roof nets suspended above to prevent injury or damage from stray balls.



Ball Stop Range Fencing Plan 1:500



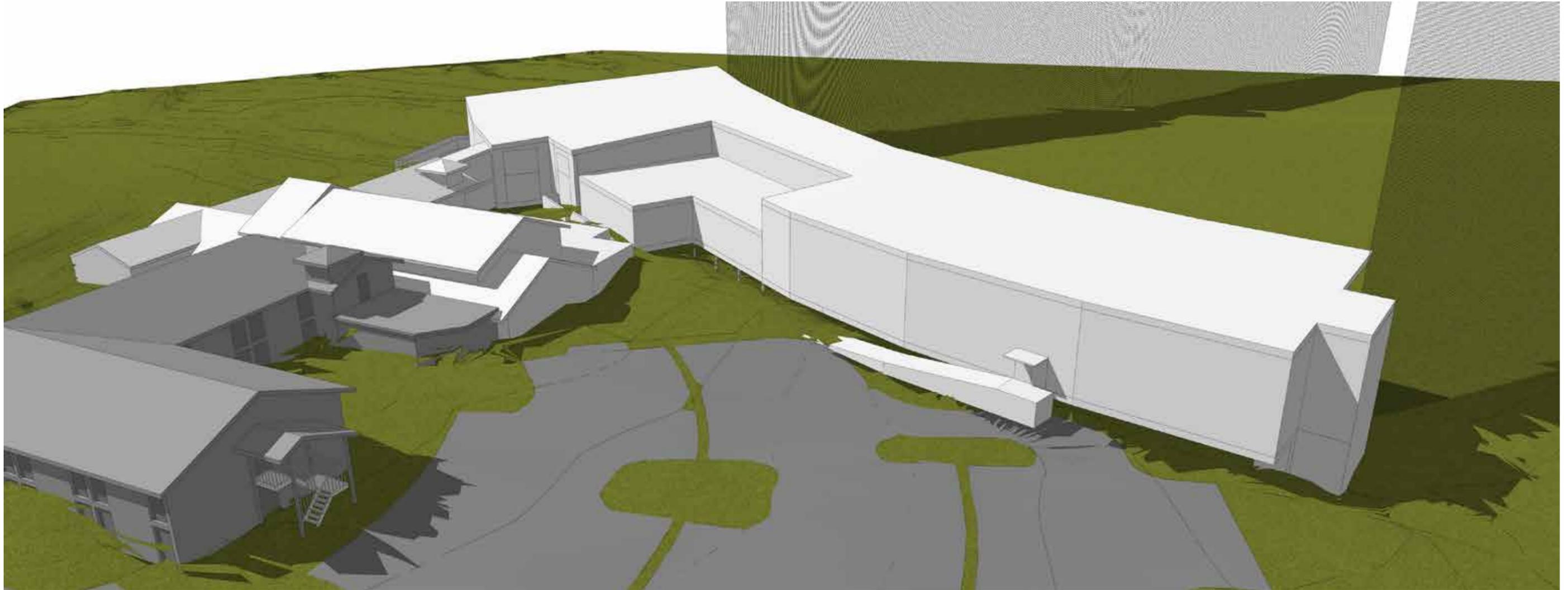
Proposed Site Model
50 bed hotel approved under
application S/15/1855 indicated
in grey on the model for clarity



Proposed Site Model
50 bed hotel approved under
application S/15/1855 indicated
in grey on the model for clarity

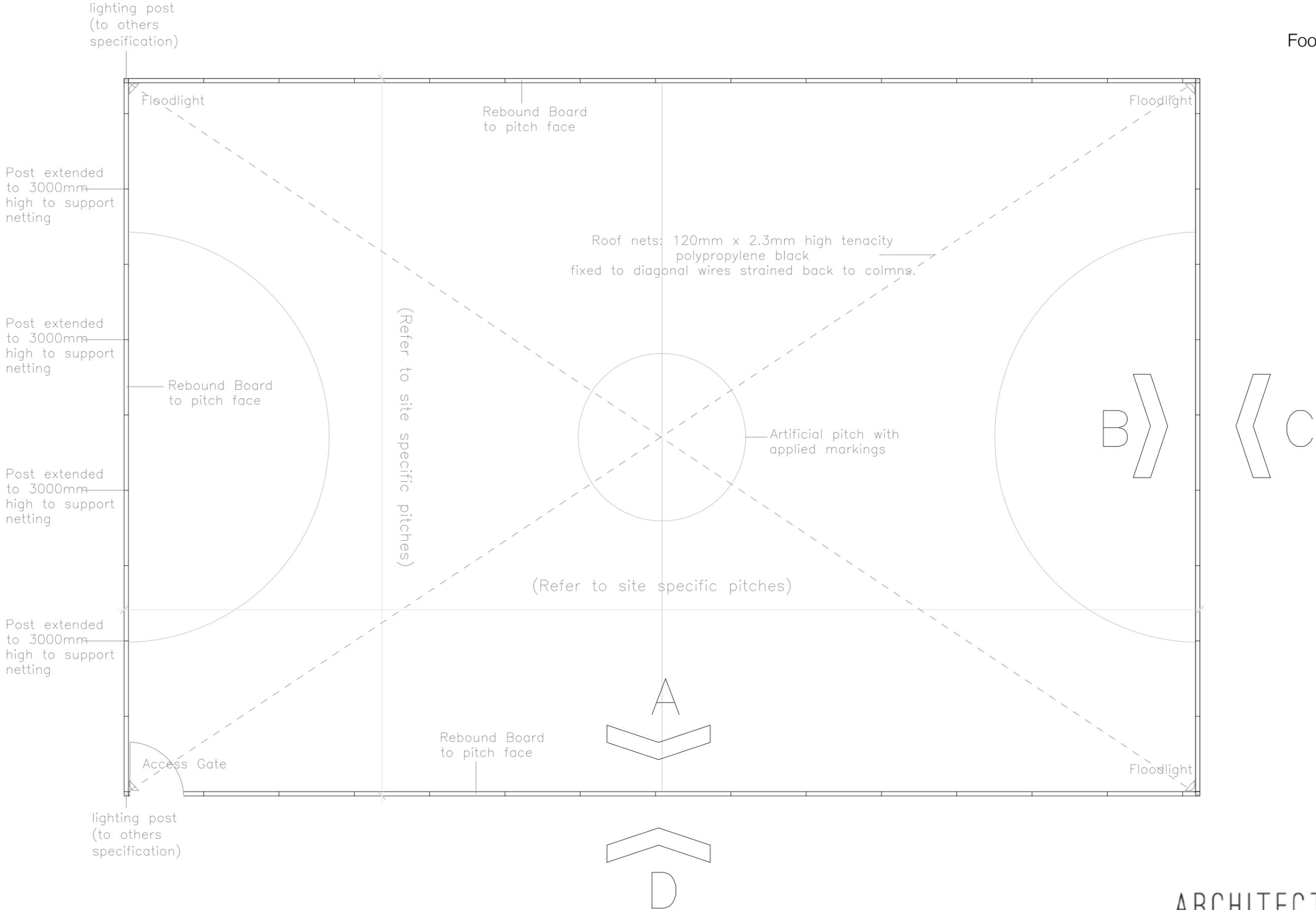


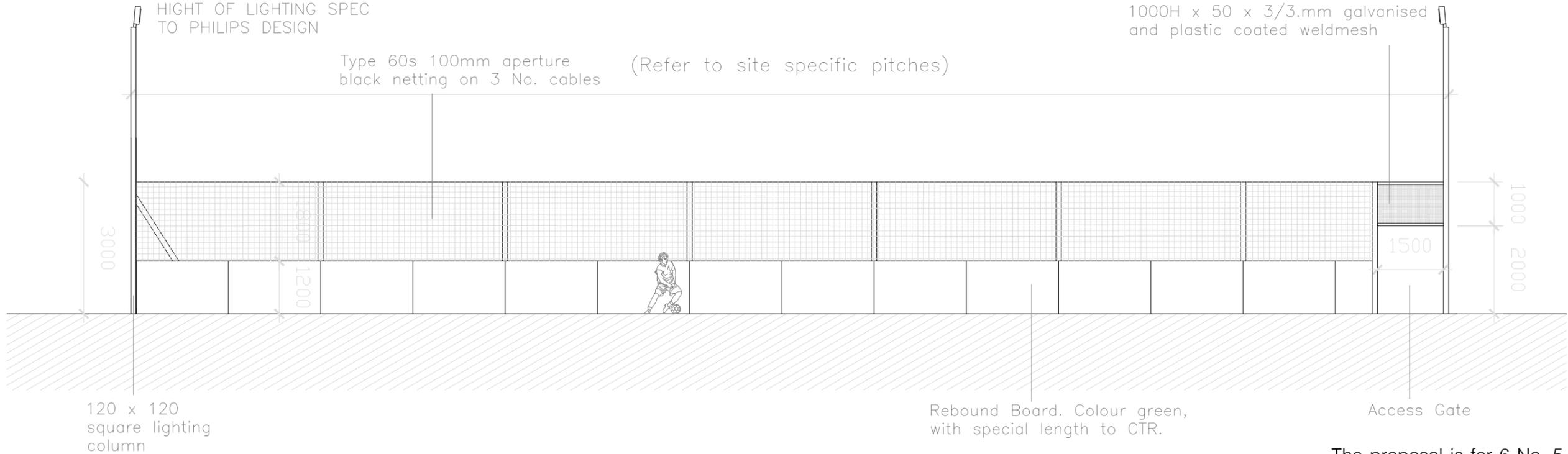
Proposed Site Model
50 bed hotel approved under
application S/15/1855 indicated
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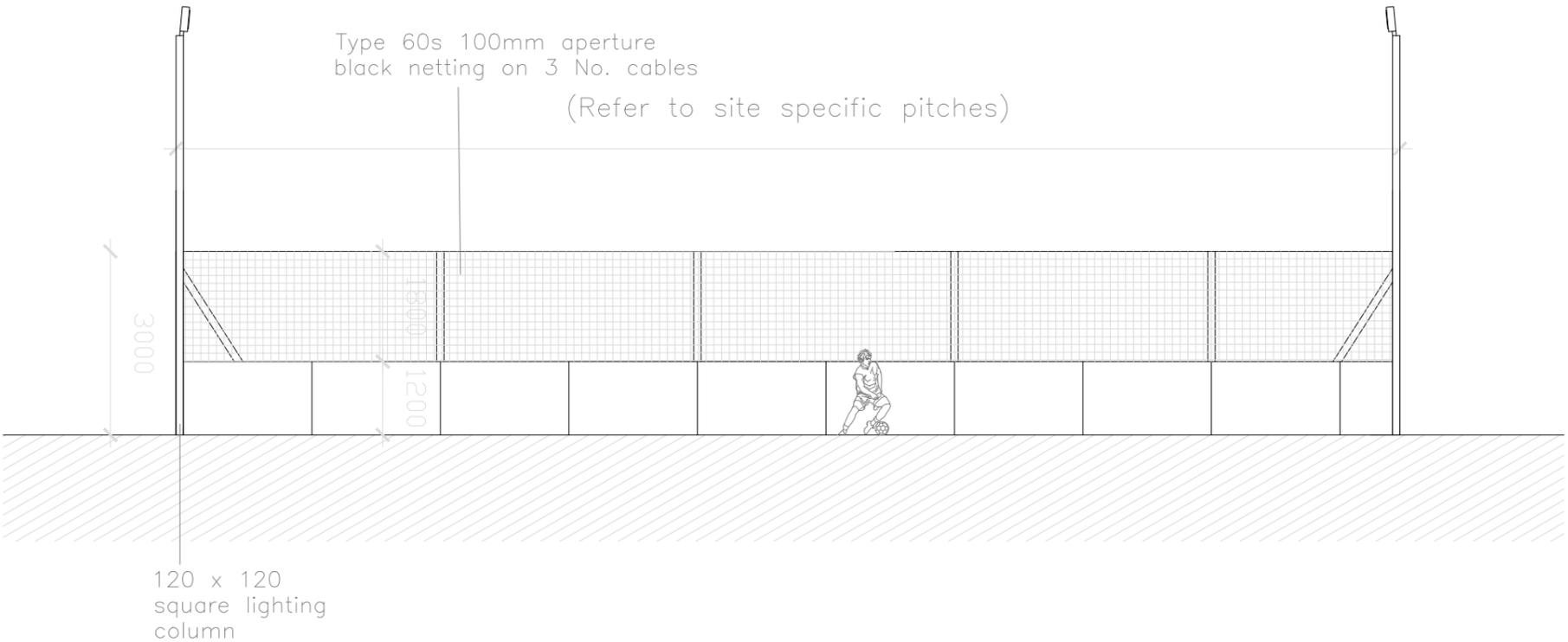
Proposed Site Model
50 bed hotel approved under
application S/15/1855 indicated
in grey on the model for clarity

Football Pitches





Pitch Elevation A 1:50

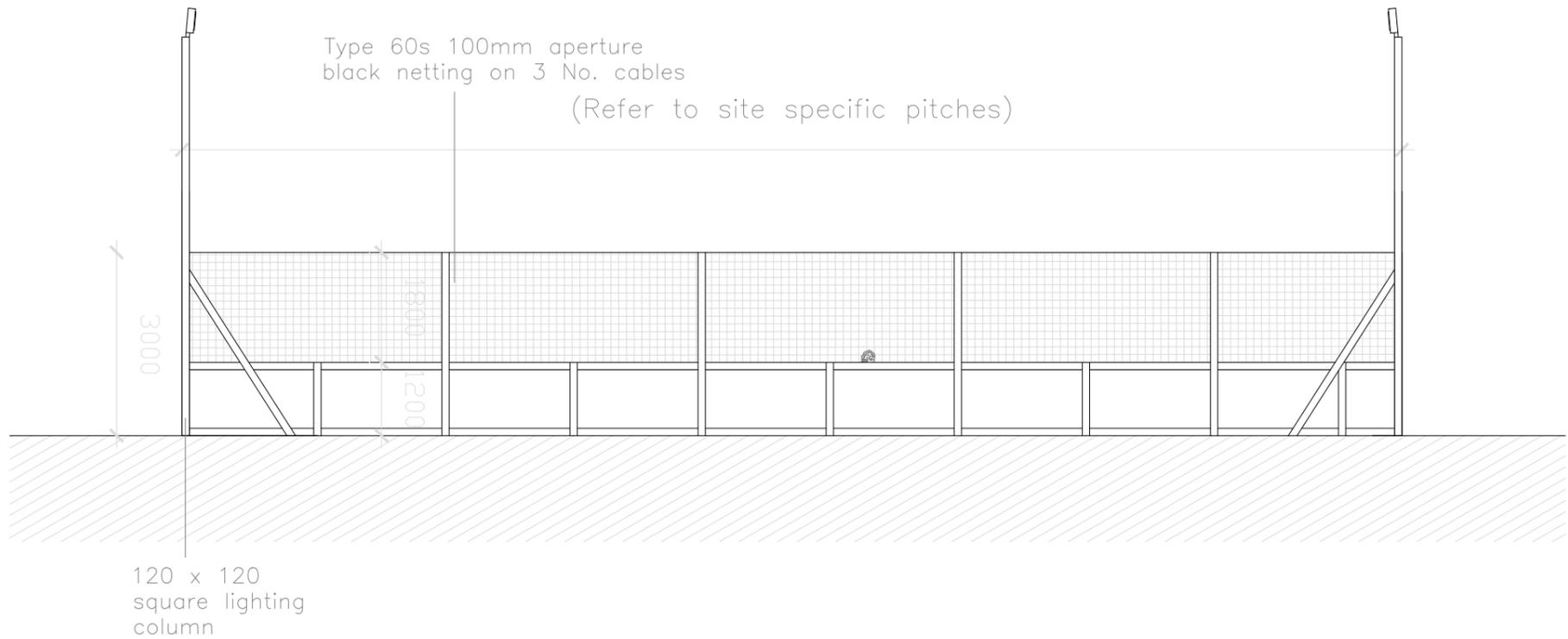


Pitch Elevation B 1:50

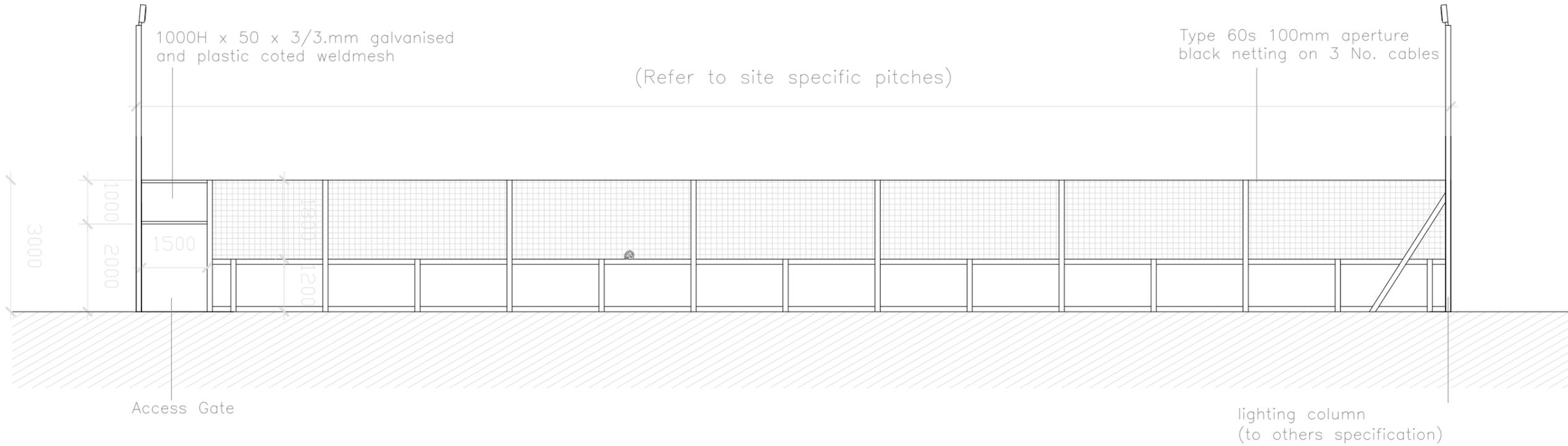
The proposal is for 6 No. 5-a-side and 2 No. 7-a-side new artificial football pitches, which were first articulated in the Business Plan presented by Twigmarket Ltd to SBC as part of its takeover of the facility November 2014, and is crucial to diversifying the revenue streams and improving the facilities offered by the golf course in order to subsidise the golf business.

The artificial pitches will be all weather, and floodlit to allow them to be used in all seasons of the year, and in months where daylight hours would otherwise prevent their use. The lighting design has been carefully considered and analysed to ensure that they will not have a detrimental effect on neighbouring domestic properties.

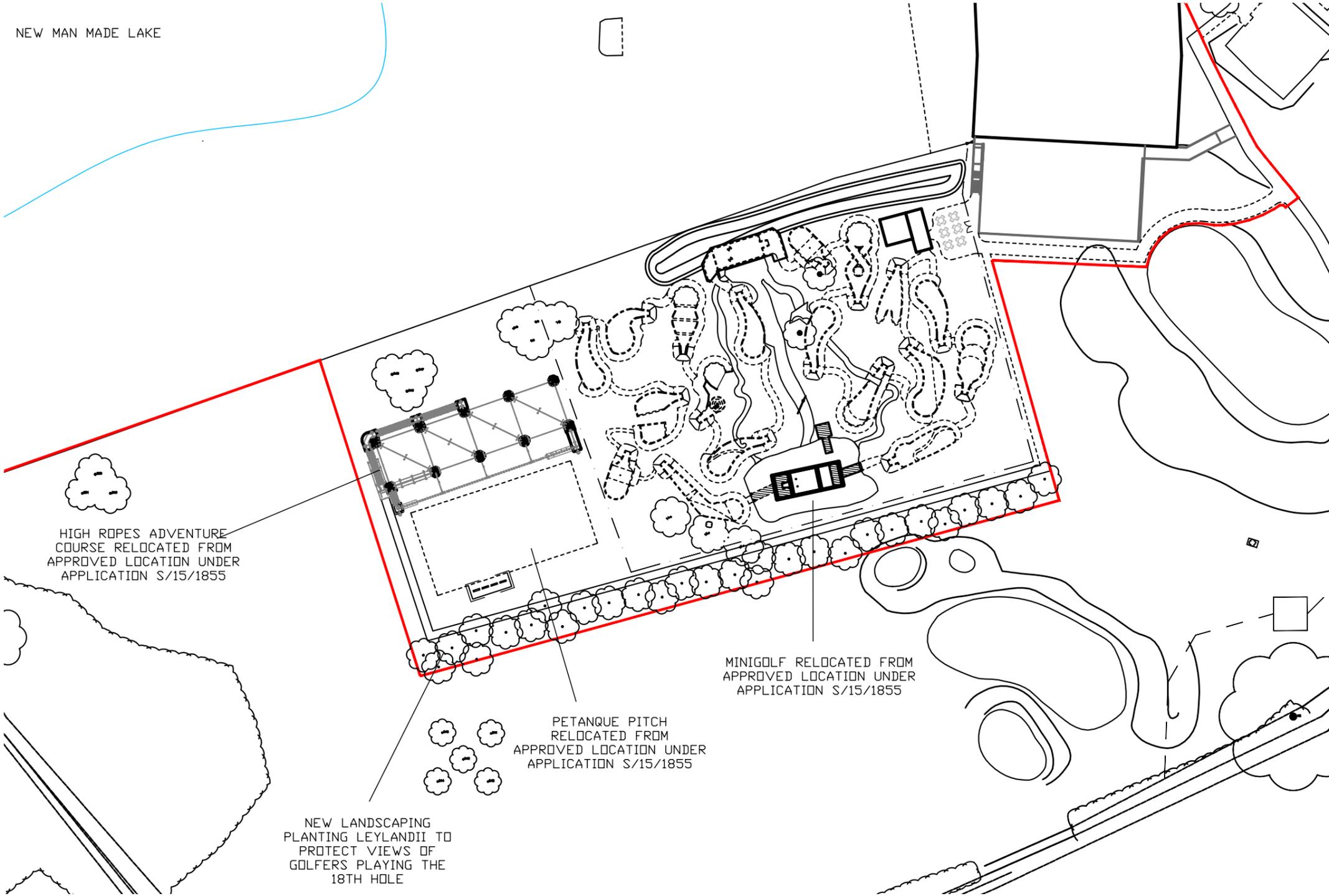
The pitches are fully enclosed with rebound boards to 1200mm, and netted sides and roof above to prevent the footballs escaping this area and effecting the surrounding uses.



Pitch Elevation C 1:50



Pitch Elevation D 1:50



Adventure Golf Course And High Ropes Aerial Adventure Course

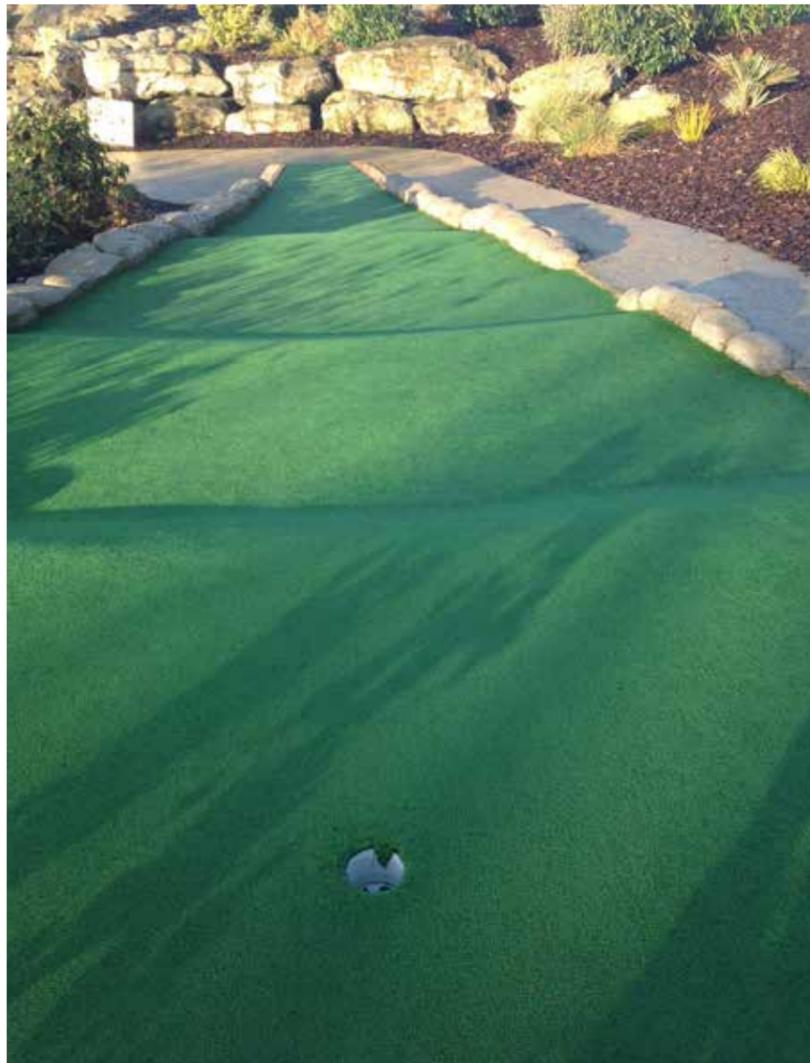
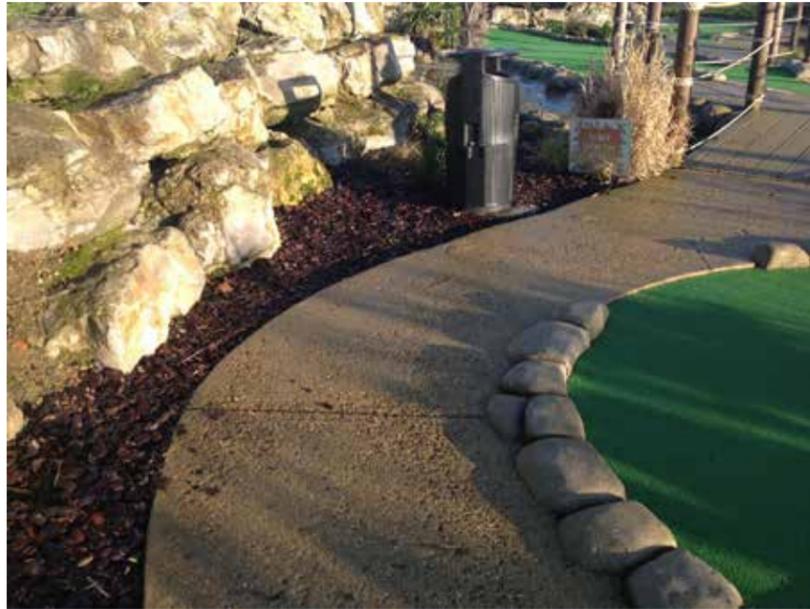
The proposals also include the relocation of a number of elements approved under application S/15/1855, aimed at improving the facilities offered to children and making it a suitable family location, including a pirate themed adventure golf course, high ropes aerial adventure course, and petanque pitch.

These elements have been relocated from their approved location to facilitate the creation of new artificial football pitches, and to bring them closer to the clubhouse and to the food and beverage facilities that will complement this use.

Despite not having been implemented to date, these elements form an important part of the business plan as they will help us attract Kids to the facility many of whom it is hoped will in due course graduate to play Golf on the main golf course thus helping to reverse the decline in participation rates. With an ageing demographic of customers playing Golf and declining participation rates by young people it is absolutely vital for any modern golf complex to provide facilities that appeal to families and younger children. The Adventure Golf course is the first step on the pathway to encourage greater take up of the game by kids. We have a successful Junior programme at Broome and to ensure its continual popularity we must provide these facilities which will appeal to the 3-12 age group. Often accompanied by parents and grand parents Adventure golf is the first introduction for kids to the game and will lead to much greater take up rates by youngsters thereby feeding our Lessons programme and Membership with future customers.

Proposed Adventure Golf Plan

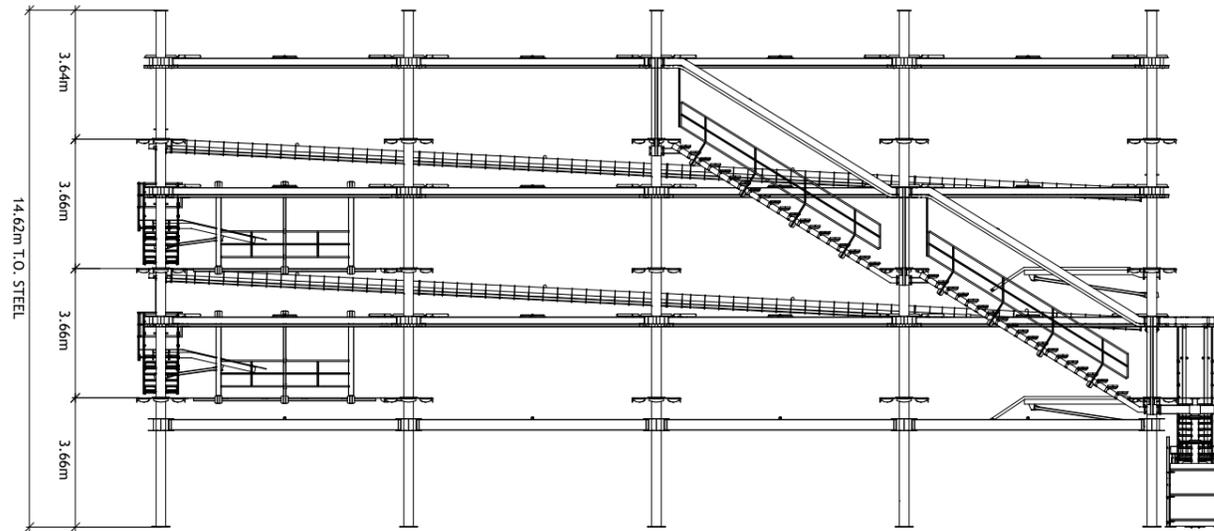




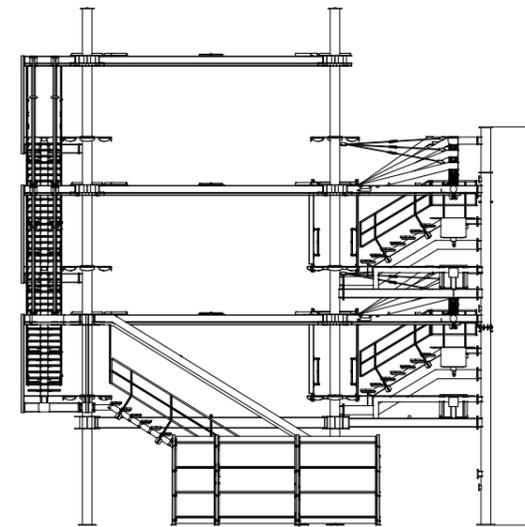
The Adventure Golf will be in an area comprising approximately 2500m², with detailed layout design including lighting, theming and landscaping is to be finalised by a specialist, however generally, the proposed Adventure Golf course is to consist of a Pirate themed course roughly following an anti-clockwise path, with landscaped areas and theming to help delineate the route to take in between the holes, and in some instances form part of the obstacles within a hole. The course will also contain a Cave and a water feature of a waterfall that runs into a small lake. There will be extensive Pirate theming including a large Pirate ship. Extensive Theming is vital to attract customers and encourage repeat custom. These detailed elements of theming will be conditioned.

The images indicate the proposed Adventure Golf materials, such as the artificial putting surface and large rough-hewn natural and faux stone boulders which are to form the landscape walling and earth retaining features. They also indicate the proposed landscaping style, the proposed pathways to connect the holes, and the timber post and rope style railings to be used on the bridges over the streams.

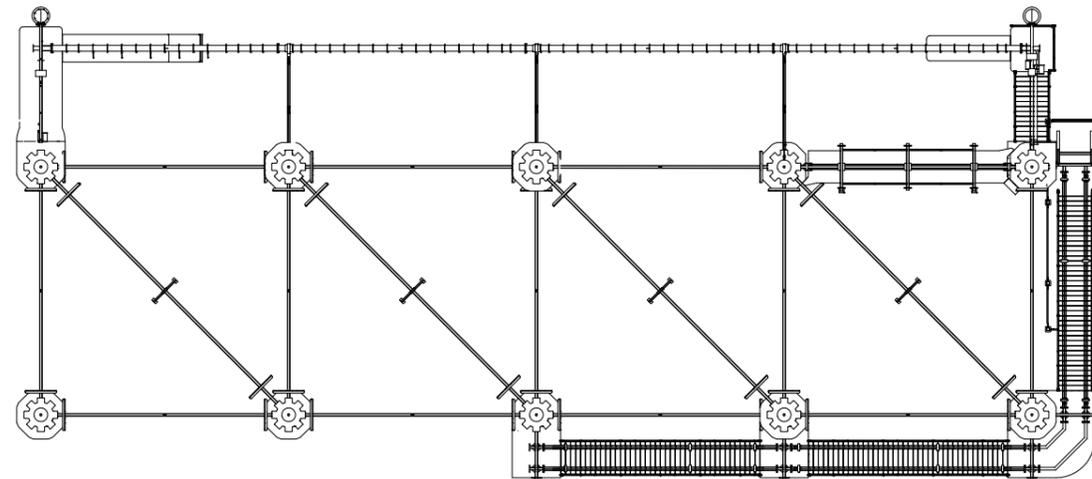
The entrance to Adventure Golf will be to the east, directly accessed off path down from the clubhouse or stair down from the driving range and terrace, with a ticket office and kids party room, along with an external seating area for parents.



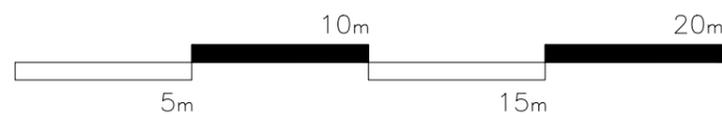
LONG ELEVATION 1:100



SHORT ELEVATION 1:100



PLAN 1:100



The high ropes adventure course will be a series of obstacles supported on wires that in turn are suspended between timber posts. As the cable system does not need a large steel structure to support itself the course will have very little visual impact particularly as it will be sandwiched between the existing and newly planted trees to the south and trees and range netting to the north.

The high ropes adventure course will include multiple levels allowing participants to gain confidence on low level 3m – 6m courses and advance to the high level 9m – 12m courses. The course will use a continuous wire system to allow the course route to gain and lose height and includes zip wires into nets and short zip wires between platforms.

The high ropes adventure course is to be accessed by an access tower, allowing speedy unbelayed and unsupervised access and egress to various levels as well as being able to accommodate power fan descenders, zip wires and climbing walls.

The course is to be circular, meaning the participant can be dispatched and met by the same member of staff before and after the course and that the hardware is ready in position for the next participants.

5.0 - Conclusion

Conclusion

It is felt that the proposed developments to Broome Manor Golf Course are a suitable use for the site, adding new facilities that significantly improve the variety of activities offered by the site, and make the site more accessible to a wider range of users. Most importantly and in line with the Business Plan submitted by Twigmarket Ltd, these plans, if approved, will substantially assist in securing the long term financial viability of the site as a Golf Course thereby removing uncertainty over its use for many years to come.

In addition to the sites remote location and natural screening from landscaping, the size and scale of each development has been carefully considered to minimise any impact it may have on the existing building fabric or surrounding landscape, and as such is considered proportionate.

It is considered that these additions will help ensure Broome Manor Golf Complex remains a key leisure and sporting hub for the local community and a vastly improved asset to Swindon residents.

In the event that these plans are not approved then the long term future of Broome Manor GC will remain uncertain and as the structural decline in popularity and participation in golf continues it is likely that at some future date the Golf activity will cease and make way for alternative uses on the site.