

EST 1923

TEMPLE NEWSAM GOLF CLUB'S
FORMAL RESPONSE TO
PROPOSALS TO REDEVELOP THE
GOLF COURSE INTO A FAMILY
CYCLING CENTRE AND OTHER
ACTIVITIES BY
LEEDS CITY COUNCIL

10 FEBRUARY 2020

Table of Contents

1	Executive Summary	2
2	TNGC's Appraisal of the Leeds City Council (LCC) Proposals	3
2.1	Introduction	3
2.2	Financial aspects	4
2.3	Decline in Golf	6
2.4	Alternative golf courses in the area	8
2.5	Heritage	9
2.6	Best Council Plan / Age Friendly Leeds / Health & Wellbeing	10
2.7	The 'Public Consultation'	10
3	TNGC's Alternative Proposal	11
3.1	Summary	11
3.2	The Proposed Layout	12
3.3	Key Benefits and Features	13
3.3.1	Targets the increasing demand for short & long form Golf	13
3.3.2	Retains increasing ticket revenues and drives footfall to the Café	13
3.3.3	An integrated approach = a chosen activity & leisure destination for all	14
3.3.4	Introduces new people to the game of golf	14
3.3.5	Incorporates all elements of LCC's Proposals	14
3.3.6	Preserves & Enhances Heritage for the City of Leeds	15
3.3.7	Delivers the vision of Best Council Plan, Active & Age Friendly Leeds	15
4	Conclusion	17

1 Executive Summary

- Temple Newsam Golf Club (TNGC) was not consulted or given any prior warning of these proposals by the Parks & Countryside dept (P&C) / Leeds City Council (LCC). TNGC was approached by P&C in October 2019 and told golf would cease by Christmas 2019.
- Since then, **Saving Golf at Temple Newsam** has received massive public support, with a petition of over **2600** signatories, numerous supportive press articles, as well as many letters and messages of support for TNGC and condemnation of LCC's intent.
- TNGC has lobbied hard with LCC, including with the Executive Board, Scrutiny Board, Ward Councillors and P&C. Thanks to this and intervention by Cllr Carter at the Executive Board, the original proposal of *closure* of golf has now become *closure or possible remodelling*, with the consultation process also being extended until the end of March 2020.
- The 'facts and figures' used as key rationale in the LCC Proposals and subsequent Public Consultation are potentially **misleading** and **biased**. Following Freedom of Information (FoI) requests and further investigations, TNGC has instructed a specialist legal firm to help challenge the legitimacy of the Public Consultation process:
 - The LCC claims their total annual expenditure on golf at Temple Newsam is £377,000, this is **£100,000** more than top private courses in the area.
 - If the LCC proposal to close golf and replace it with the new facilities was implemented:
 - the actual saving from closing golf would only be **£67,000** – this is far from the £220,000 net cost after income figure being highlighted in the proposals.
 - without the income from golf, LCC's running costs would actually increase by **£100,000+**, along with £1m of debt to be repaid.
 - There has been a change in the way golf is being 'consumed' over the last 10 years, away from fixed annual club memberships which have experienced a decline in numbers, over to flexible memberships, and specifically to **Pay and Play**, which continues to rise in popularity.
 - Since 2016 the number of Pay & Play ticket sales at Temple Newsam has actually **increased by 50%**, with an **increase in income of 19%** over the same period. This is an increase in golf at Temple Newsam, **not** a decline.
- TNGC alternative proposal is an integrated re-development of the site, that **retains golf at Temple Newsam** whilst incorporating the new facilities detailed in the LCC proposals.
- TNGC's alternative proposal is a more ambitious, compelling and **financially viable** route to take, and is seen as a '**win win**' for all, providing a more balanced 'multi-activity destination' for the City of Leeds, that can be enjoyed by everyone, of all ages, genders and abilities. It will:
 - Retain the growing **£160,000+** income from golf ticket sales, not discard it
 - Drive golfing footfall to the new café, incl related estimated revenues of **£51,000-£92,000** which would help, not hinder, this new LCC startup
 - Retain and celebrate the City's sporting & social Heritage, not destroy it
 - Best complements the ideals of the Best Council Plan, Active & Age Friendly Leeds

2 TNGC's Appraisal of the Leeds City Council (LCC) Proposals

2.1 Introduction

- TNGC are extremely disappointed that Parks & Countryside (P&C) did not engage with the club in any way whatsoever prior to developing and presenting their plans for the course / clubhouse to the Council's Executive Board.
- TNGC was approached in October 2019 and was told the consultation would run immediately and golf would be closed by Christmas 2019.
- As a key stakeholder TNGC would have welcomed the opportunity to contribute to the process in a constructive, collaborative and proactive manner, however that choice was never given to us.
- In order for TNGC to present the benefits of its alternative proposal, we must first highlight some of the **fundamental issues** associated with the LCC's published proposal(s) and subsequent public consultation, we refer to:
 1. The original Proposal ('P1') written and submitted by P&C to the Executive Board on 16th October 2019 as the rationale for re-development of the golf course and Public Consultation:
 - This proposal detailed the *closing* of the golf course, and replacing it with the proposed facilities, and is the one passed by the Executive Board with caveats to return to the Executive & Scrutiny Boards with findings post-consultation before any decisions are made.
 2. The re-drafted Proposal ('P2') published as part of the Public Consultation December 2019 – please note this version for the public omits a lot of the details contained in the first proposal:
 - Due to resistance & lobbying by TNGC and support from the public, this proposal now proposes the *closure or remodelling* of the golf course.
 3. The Public Questionnaire ('PQ') that accompanies this re-drafted Proposal.
- There are many elements within LCC's proposal(s) that TNGC would welcome, including:
 - Development of a café & associated facilities – this has been something the club has been asking for many years, out of 30 courses in the area only 2 are without café facilities, TNGC and Roundhay, which puts them at a significant disadvantage.
 - Making additional use of the space, including cycling activities, play areas etc
 - Increasing footfall to the area, and in turn to the golf courses / golf club
- However there are some key elements that underpin LCC's proposal and subsequent public consultation that are misleading and bias, which we must highlight as part of this response, these include:

- 2.2: The financial aspects of the LCC proposals
- 2.3: The decline in golf
- 2.4: Availability of alternative courses in the area
- 2.5: Heritage
- 2.6: Best Council Plan / Age Friendly Leeds / Health & Wellbeing
- 2.7: The Public Consultation

- Because of the above concerns, TNGC has also engaged a specialist legal firm to challenge the inadequacies, inaccuracies and misleading elements of the LCC Proposal / Public Consultation, with a view to challenge the lawfulness of the process and the methodology employed by LCC.

2.2 Financial aspects

- On publication of the **P1** proposal submitted to the Executive Board dated 16 October 2019, TNGC had serious concerns over the figures used and in the manner that they were being used, and indeed are now being used as part of the Public Consultation process, notably:
 1. Expenditure on running the golf course at £377,000.
 2. The Net Position / Cost to LCC after golf income of £220,000, which is a figure used to attribute golf's cost impact to the Council.
- In order to gain clarity on how LCC arrived at these figures, a TNGC member submitted Freedom of Information (FoI) requests to LCC in the last quarter of 2019. LCC was obstructive and sought to rely on various exemptions to not provide information which was readily available in Parks and Countryside. After much persistence over **8 weeks**, some data was eventually provided which enabled further analysis of the figures in the proposal.
- TNGC also approached some of the top private courses in the area to gain information about their equivalent annual running costs.
- As a result, our findings are:
 1. Expenditure on running the golf course at £377,000
 - This is more than **£100,000** per annum higher than any of the top private courses in Leeds that TNGC has contacted.
 - This gross overspend points directly to either:
 - The excessive and/or constructive apportionment of running costs by LCC **and/or**
 - the mis-management of the golf course finances and resources by LCC, rather than a failure of golf as an income stream.
 - These facts are inexcusable when you also consider the poorly maintained condition of the course(s), when at this expenditure level it should be at least in the best condition in the region, if not the UK.

2. The Net Position / Cost to LCC after golf income of £220,000, which is a figure used to attribute golf's cost impact to the Council as part of these proposals:
 - On further investigation, using this figure as the cost of golf to the council is potentially **misleading**.
 - There are **no** intended redundancies post-potential closure of the golf course as staff and machinery will be 'redeployed', so the true cost of the golf course / savings from closing golf is actually only **£67,000**.
 - This is the figure the council have quoted in their proposal of 16 October 2019 as the savings from closure through '*less intensive maintenance*', a figure that has been excluded from the LCC's updated proposal published (P2) as part of the public consultation.
- From LCC's released information, TNGC has also calculated that if the LCC proposal was implemented to include the closure of the golf course (and therefore losing £160,000 of current income from golf):
 - the annual running costs to the Council would actually **increase by over £100,000**, coupled with the added burden of £1m debt '*prudential borrowing*' as part of their '*spend to save*' business plan.
- Further to this, even after requesting some, there are no qualified figures for the levels of projected income or expenditure for the proposed café, bike hire and associated maintenance etc other than from referring to potential figures from a rival development at Middleton Park, that has a different offering with a different target market.
- TNGC would like to highlight some further points:

Annual Clubhouse Rent

- We believe that the **annual rent paid by TNGC** to LCC for the clubhouse of **£12,500** has not received enough prominence in any of the LCC proposals:
 - this rental amount is actually equivalent to **31%** of the profit of £40,000 LCC manage to generate from delivering **60** events at Temple Newsam, a profit figure which the LCC has chosen to highlight in its published proposals.
 - TNGC also fully maintains the clubhouse at its own expense, and has spent IRO **£400,000** on maintenance since 1976 with no assistance from LCC

Closing golf holes does not result in savings

- In **2017 LCC closed 9 holes at the Temple Newsam**, which was approx. 28 Hectares or 25% of the land used by the golf course at the time, with similar arguments tabled at the time re cost savings / the environment:
 - There is no evidence in the financial information provided by LCC that there have been any savings resulting from closing these holes.

- This suggests that closing golf course land **does not** result in savings to the Council.
- In the 3 years since closure of those holes, which includes much of the land ear-marked as potential 'Events Space' in the current proposals, **no attempt** has been made by the Council to establish new planting or develop this considerable acreage. All now stands overgrown, unused and 'fallow'.

2.3 Decline in Golf

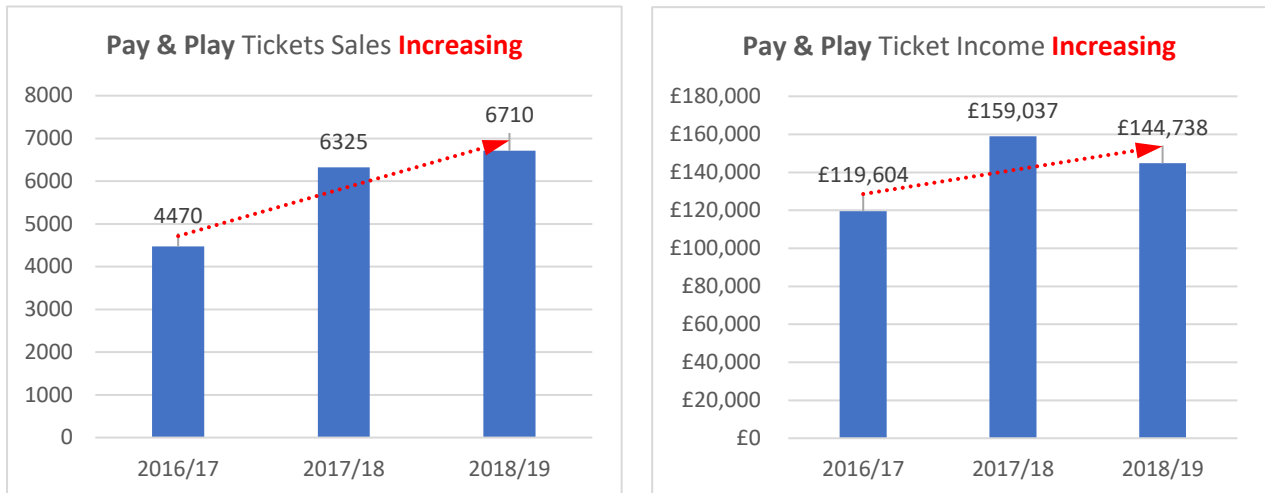
- The published Proposals and the first page of the Consultation survey contains the following assertion:

"Reflecting a national decline in the number of people playing golf, user and income figures for golf at the Temple Newsam golf courses has steadily declined over the last decade."

- We understand that the source of the 'national decline' assertion is based upon a KPMG report, however, this report just looks at *golf club membership*, not at golf participation as a whole, so is a narrow and bias viewpoint
- England Golf, the definitive authority on amateur golf in the UK, has confirmed that although there has been a decline in golf club memberships over recent years, which we believe is now stabilising, **pay and play golf** on 9 and 18 holes courses is actually continuing to increase in popularity, as are other forms of activity-based golf formats.
- In a recent radio interview on Radio 4, Sport England reinforced this by saying golf clubs are making **pay and play** more available and making nine hole golf more accessible to fit in with peoples lifestyles.
- This shift in the way golf is being *consumed* began coincidentally at the time of the financial crisis in 2008:
 - Many golfers had to make some difficult decisions on how they continue to fund their pursuit, with many having to move away from the financial commitment of an annual membership at a single course, and begin to **Pay & Play** on the same course or others, of both 9 and 18 hole format, as and when they had time to do so and at a price point that suited their disposable income.

Golf ticket sales & income is increasing at Temple Newsam

- The TNGC income breakdown presented in LCC's proposal of 16 October 2019 actually reflects this trend. Since 2016:
 - The number of **Pay & Play** ticket sales at Temple Newsam **increased by 50%**
 - Income from golf **also increased by 19%** over the same period.
 - This represents an **increase in people playing golf** at Temple Newsam, **not** a decline.



Demand for Golf is increasing at Temple Newsam even in the face of numerous negative factors

- Golf Pay & Play ticket sales and income have **continued to rise** at Temple Newsam since 2016, even though there are many factors working against it that most other courses enjoy:
 - No Café facilities – for golfers, golf societies and the general public to use. Out of all of the courses in the area only 2 are without café facilities, Temple Newsam and Roundhay.
 - Poor condition of the course(s) – although LCC claim to be spending £100,000 more than top private courses in the area, sadly this expenditure is not actually making its way to the course, which has been starved of investment over the past few years leading to a serious decline in its condition – this puts many players off
 - No online booking system – LCC does not provide an opportunity to book a tee time online, and TNGC has no presence on any of the popular Tee Time booking portals
 - No promotion of the course by LCC – although they claim they ‘increased efforts to promote them’ which simply has no evidence to support it
 - The ‘value’ of purchasing an annual season ticket has diminished as the other courses a player had access to as part of their season ticket have now been closed by LCC, but the subscription levels haven’t been adjusted / factored down accordingly
 - This lack of commercialism with the subscription fee structure, has meant many of TNGC’s young players have now been attracted to private courses who are offering cheaper deals for younger players on courses that in better condition, which also have cafés and practice facilities
 - Lack of a golf Professional: following removal of the pro by LCC in 2014, there is no access to teaching or quality practice facilities for those wanting to learn or indeed develop their skills / talent

- A City wide reduction in participation may be directly attributable to the impact of LCC's systematic closure of municipal golf in all other parts of Leeds, a reduction the LCC are now ironically quoting as a reason to possibly close golf at Temple Newsam.
- This reduction in access to other municipal golf, has removed the opportunity for many to play / take up the game, especially by the young and those on low incomes or pensioners.
- It is our view that LCC needs to capitalise on the increased popularity in Pay & Play golf, and other forms of golf which are also extremely popular, and not dispose of the established and increasing income stream.

Other supporting facts for Golf

- Golf is the fifth largest participation sport in the Country, with around 630,000 members belonging to one of 1850 affiliated clubs and a further 2 million people playing golf independently outside of club membership. (Source: Sport MR)
- Consumer spending on golf in the UK was found to be £4.303 billion which is equivalent to £67 per head of population, or more realistically £1,108 per adult golfer in the UK. The golf industry pays £1bn in tax. Golf equipment and clothing account for £939m of consumer expenditure and golf-related tourism, events and accommodation a further £775m. (source: R&A, Sheffield Hallam Research 2016)
- More than more than 4 million people have played golf on a full-length course in the last 12 months – this is an increase on previous years and highlights a growing golf participation market. Other notable figures regarding golf club participation in the last 12 months suggest a large and growing market of new and existing golfers (Source: Sport MR):
 - 2.6 million have used driving ranges
 - 2.1 million played a short course
 - 3.7 million played pitch & putt
 - 6.8 million have been to Adventure Golf facility

2.4 Alternative golf courses in the area

- The public consultation document states:

“There are over 30 other golf courses in the Leeds metropolitan district, many of which offer pay and play and/or season tickets comparable with those available at Temple Newsam. Leeds City Council aims to continue providing golf at Roundhay Park which is around 15 minutes’ drive from Temple Newsam.”

- The **reality** is:
 - There are only around 23 golf courses with LS postcodes.
 - Roundhay Park is only a 9 hole course – a fact which is not pointed out in the consultation document.

- Apart from the municipal course at Roundhay Park none offers season tickets and the only alternative is a much more expensive membership package.
 - Pay and Play outside of formal membership is available at certain courses but these have to be pre-booked in advance, are at restricted times and at a much higher cost.
 - As a result, the option of closing the golf courses at Temple Newsam would mean the end of play for many TNGC members & players, especially those retired and on low incomes, which would also remove the social aspect of membership, threatening many with isolation as a result.
- The consultation document therefore fails to provide accurate and relevant information about alternative golf provision in the area, and is misleading as such.

2.5 Heritage

Capability Brown & Heritage Lottery funding

- The Consultation incorrectly suggests that the golf course would need to be replaced / removed to allow for the restoration of the original historic landscape. The relevant question in the consultation asks:

“If the golf course at Temple Newsam is closed or remodelled, would you support recreating some of the original heritage features of the area, such as opening up the views from Temple Newsam House?”

- However, the facts omitted are that the great majority of the land now occupied by the golf course was not part of Capability Brown’s design but previously farmland and a deer park.
- Having investigated this further with the information readily available http://www.capabilitybrown.org/sites/default/files/capability_brown_at_temple_newsam_eaflet.pdf, it is clear that Capability Brown’s designed features are all forward of Temple Newsam House, **not** behind it where the golf course is situated. Furthermore, most of the current golf course cannot be viewed from Temple Newsam House.
- This should have been made clear in the consultation documents so that the golf course is not portrayed as an impediment to this part of the Proposals.

TNGC Heritage

- What TNGC cannot comprehend is why the potential removal of Golf at Temple Newsam, with all its heritage and provenance, and replacing it with sand play, a BMX pump track and cycle pathways, will be in the best interests of Heritage for the City of Leeds:
 - TNGC was established in 1923, and is approaching it’s **100 year anniversary**, which will coincide with the Leeds City of Culture celebrations in 2023
 - TNGC was designed by renowned and globally recognised course architect **Dr Alister MacKenzie**, designer of the famous Augusta National, Royal Melbourne and many

other courses around the world including many in Leeds (incl Horsforth, Garforth, Alwoodley, Sand Moor & Moortown).

- TNGC was also the home course for Poppy Wingate, who was the first woman golfer to enter a professional tournament, the Yorkshire Evening News, played at Temple Newsam in 1933.
- TNGC narrowly missed out on hosting the 1933 and 1937 Ryder Cups, to Southport and Ainsdale GC. A globally recognised sporting event which has grown in status year on year.
- TNGC's continued presence and equitable heritage would actually help to underpin a bid for Heritage Lottery funding.

2.6 Best Council Plan / Age Friendly Leeds / Health & Wellbeing

- The LCC proposal contradicts its own values and ideals detailed in of the Best Council Plan by removing this popular, municipally affordable and accessible sport from the people of Leeds.
- The golf course and the club is the cornerstone of many people's lives, not only as a means of getting some fresh air and essential exercise, but also as a means of socialising, and meeting up with friends and family.
- The importance of TNGC to Health & Well Being (Physical & Mental) of active members and visitors has been totally ignored by LCC's proposals.
- Potential closure of the golf course and the club would lead to social isolation for many, as well as an end to much-needed weekly exercise regime.

2.7 The 'Public Consultation'

- We are pleased to say that following intervention from Cllr Carter, and lobbying by TNGC, the results of the Public Consultation will not be decided upon by the Chief Officer of P&C as originally proposed by P&C to the Executive Board, but will now have to return with findings to both the Scrutiny & Executive Boards before any final decisions are made.
- Other than the flawed rationale and misleading figures within the LCC's proposals, TNGC also finds the questionnaire (PQ) issued by LCC as part of the Consultation as biased and almost impossible to complete in favour of retaining golf at Temple Newsam, for example:
 - If you want to retain golf and integrate it with the proposed facilities, and answer 'Yes' to those key questions, your answer could be counted as you wanting to close golf in favour of those facilities as most begin with '*If the golf course at Temple Newsam is closed or remodelled..*' without any separation of those potential options.
- At time of publishing this response, TNGC is unclear as how:
 - LCC intend to interpret the raw quantitative and qualitative data collected.
 - If the same raw data will be made available to stakeholders to interpret themselves.
 - If LCC will simply interpret the data as it sees fit and provide its conclusions.

3 TNGC's Alternative Proposal

3.1 Summary

- TNGC wants golf to remain at Temple Newsam, this is supported by the '**Save TNGC**' online petition which has attracted over **2600 signatures** at time of publishing this response. <https://www.change.org/p/stop-leeds-city-council-potential-closure-of-temple-newsam-golf-club-course>
- TNGC sees an integrated re-development of the site, that **retains golf at Temple Newsam** whilst incorporating the new facilities detailed in the LCC proposals, as a more ambitious, compelling and financially viable route to take, and is seen as a '**win win**' for all.
- TNGC and its members have worked hard to develop an alternative to the LCC proposal that delivers the following benefits:
 - Retains golf at Temple Newsam whilst incorporating **all** elements of LCC's proposal.
 - Targets the increasing popularity of **Pay & Play** golf, as well as other fun formats of the sport.
 - Retains ticket revenues from golf of **£160,000+** which we would expect to continue increasing year-on-year if promoted and managed in the right way.
 - Drives golf related footfall for the new Café which we calculate would generate estimated revenues of **£51,000-£92,000** per annum – as well as counteract weekly fluctuations in Café users as many golfers play **Mon-Fri** not just at weekend, and will use the Café accordingly.
 - Provides a more accessible solution that better reflects the Best Council Plan, Active & Age Friendly Leeds.
 - Retains TNGC Heritage for the City of Leeds, and for any subsequent bid for Heritage Lottery funding, and a golf course of regional, national and global importance.
 - Reduces the potentially negative impact on local house prices should closure of the golf course take place.
- A quick guide to our proposed layout:
 - **Section A:** Road Safety Park, Sand Play, BMX Pump Track
 - **Section B:** Re-modelled Golf Course:
 - **1 x 18 hole golf course**, that is made of up 2 x 9 hole loops:
 - 1 x 9 holes 'Lord Irwin' top course
 - 1 x 9 hole 'Lady Dorothy' bottom course
 - **Section C** (+ surrounding marked areas): New Event Spaces, Cycle Trails, Pathways & Footpaths (new & existing)
 - **Section D:** Adventure Golf / Pitch & Putt / Teaching Facilities

3.2 The Proposed Layout



3.3 Key Benefits and Features

3.3.1 Targets the increasing demand for short & long form Golf

- The new layout targets the proven and increasing popularity of **Pay & Play (P&P)** golf by providing **1 x 18 hole course**, that is made up with **2 x 9 hole courses**:
 - These 2 x 9 holes can be played individually in 1-1.5hrs, or played one after the other as a 1 x 18 hole course 3-4hrs.
 - This provides a flexible choice to the public based on their available time and spend, reflecting market trends and consumer behaviour.
 - Maximises golf's reach & accessibility, as well as associated ticket sales at related price points.
- This will help increase both footfall to the area and golf revenue at Temple Newsam.

3.3.2 Retains increasing ticket revenues and drives footfall to the Café

- Retaining golf maintains the growing **£160,000** income from golf at Temple Newsam, underpinning cashflow for LCC and its proposed developments.
- Both 9 holes courses (or played as 1 x 18 hole course) loop back to the clubhouse, which will also increase the potential footfall from golf to the new café and other facilities provided:
 - For example, a golfer playing 18 holes will pass by the Café on 3 separate occasions, playing 9 holes they would pass the Café twice.
- To help quantify this, TNGC have estimated in 2018/19 over **20,000+ rounds of golf** were played at Temple Newsam:
 - If 50% of players stopped once at the new café facilities we estimate golfing related revenues of between **£51,000 to £92,000** for the Café depending on Average Transaction Value (ATV).
 - Café revenues from golfers will again help financially underpin the LCC Proposal.
- Weekly 'seasonality' of Café footfall will also be helped as many golfers play **Mon-Fri** not just at weekend, and will use the Café accordingly. This helps consistency of Café revenues, staffing and stock levels.
- Provision of a re-modelled course in combination with Café facilities on-site immediately makes Temple Newsam an attractive destination to **Golf Societies** locally, regionally and nationally – Golf Societies are a proven and valuable source of income and word-of-mouth promotion for many golf course around the country.
- In summary, retaining golf at Temple Newsam could potentially realise revenues of **£211,000-£252,000 per annum** in ticket sales and Café income. This represents a **significant income stream** for LCC.

3.3.3 An integrated approach = a chosen activity & leisure destination for all

- A more integrated approach to activity provision, with a fuller offering of choice, will make this area of the estate a multi-activity destination for individuals, friends and families, of all ages and abilities.
- Combining all activities will help drive footfall for all pursuits: the road safety park, play areas and cycling facilities can drive footfall to golf and vice versa.

3.3.4 Introduces new people to the game of golf

- We propose the introduction of **Adventure Golf and/or Pitch & Putt** to Temple Newsam in the land directly behind the current golf shop (see **Section D** of proposed layout).
- This could be funded through using some of the earmarked LCC re-development fund, or through a public private partnership through a concession based deal with a commercial provider – there are plenty of options to capitalise on this available space
- Adventure golf is an extremely popular, family-friendly and fun way to start to play, and a commercial opportunity / potential revenue stream:
 - Adventure Golf has proven popularity with over 6.8m participants in the UK.
 - Provides a variety of family orientated activities on-site, not just cycling related.
- We also propose the introduction of beginner / Junior Tees on the course new layout further forward than the adult tees:
 - this will create an even shorter course format that provides an ideal stepping stone for new players of all ages to move from pitch & putt to a larger format, building confidence and self-esteem.
- We propose the re-introduction of the teaching Golf Professional, to provide those wanting to pick the game up, and also to provide access for local schools, youth & community groups to come to Temple Newsam and get an introduction to the game, and all of its proven health & wellbeing benefits.
- Coupled with this would be a review and more thorough re-stocking of the golf shop, to better capitalise on the considerable amount of income generated from golf apparel and equipment. This is something the Golf Professional could also be attracted by.

3.3.5 Incorporates all elements of LCC's Proposals

- TNGC sees the integration of other activities at this part of the Estate as a real benefit for the people of Leeds, and indeed will attract new people to the game of golf at Temple Newsam.
- The road safety park, sand play area and BMX pump track can all be fully incorporated in **Section A**, the area directly in front of the current Clubhouse.

- This allows LCC to develop the café on the ground floor of the current clubhouse for parents/guardians to enjoy whilst in immediate proximity to the play and road safety area.
- Our proposed layout also incorporates a plethora of cycling routes, new and existing, that can be developed to deliver all levels of opportunity, for all abilities of rider.
- Land required for the development of new event spaces is provided in **Section C**. Of the 104 hectares that the golf courses cover we estimate that the remodelling of the golf course will release approximately 60 hectares for redevelopment.
- Gives further land back for improving wildlife habitats and the environment, including tree planting and meadows (**Section C**).

3.3.6 Preserves & Enhances Heritage for the City of Leeds

- The re-modelled course includes all of the holes originally designed by the globally renowned course architect Dr Alister MacKenzie, retaining the course design on the world stage, and indeed as proud Heritage for the City of Leeds.
- Retains the names of both Lord Irwin & Lady Dorothy course as they were originally intended.
- Retention of TNGC and its Heritage will add to the strength of any bid for Heritage Lottery funding.
- Gives land closest to the house back for Heritage Development, incl **Jacobs Well** and the area where the **Gibbet** was located (section C).

3.3.7 Delivers the vision of Best Council Plan, Active & Age Friendly Leeds

Health & Wellbeing

- Golf has been long regarded and evidenced as an ideal pursuit for building, improving and maintaining Health & Wellbeing, both Physical & Mentally.
- Since 2018/2019, Golf is actually being prescribed by parts of the NHS:
[extracts from related Telegraph article Jan '19, author Laura Donnelly, Health Editor]

"GPs are being urged to prescribe golf for their patients - after pilot schemes found it boosted levels of fitness, muscle strength and happiness.

Family doctors in London, Birmingham and Hampshire are being invited to take part in the programme, which sees the NHS offering golf coaching to patients with heart disease and respiratory conditions.

Pilot schemes in south London found that patients referred for golf saw levels of vigorous exercise triple, with significant boosts in life satisfaction, happiness and self-esteem.

The programme is part of a wider NHS policy of “social prescribing,” with plans for GPs to refer almost 1 million patients for classes and activities which boost health and reduce loneliness.”

- An investigation was undertaken by England Golf, Mytime Active and ukactive, with over 3,200 golfers at 12 Mytime Active courses surveyed:
 - The findings estimated that golf is saving local authorities in the survey area **£3.4m per year in health costs**, and the savings could increase if less-active golfers up their participation. (source: Golf Monthly 2018)
- The new course layout/footprint has been designed to be less physically demanding than the previous layout, making it more attractive to all golfers of all abilities including Ladies, Juniors, Elderly players and people new to golf.
- Gives the public more choice of which activity they want for keeping active, and is playable by all ages and abilities.
- Once people ‘get the golfing bug’ it’s a game they can enjoy throughout their entire lifetime, which will only contribute to life’s longevity.

Financially & Socially Accessible

- Retaining accessible Municipal golf in Leeds is essential, giving those on low incomes and retired of all backgrounds and ability, the opportunity to play, socialise and keep fit at affordable price points.
- Investment in the club house could create a Community Hub by using some of the empty space on the first floor of the building.
- Attracts all public, young and old, of all genders to enjoy both golf and cycling.
- Avoids the impact of social isolation for those players which would result from closure.
- Because of golf’s unique handicap system, players of all ages and abilities can play together as a group.

4 Conclusion

- TNGC and the general public have serious and valid concerns over the LCC's proposals as they currently stand, and as this document highlights.
- TNGC's alternative solution that combines a re-modelled golf course, and a re-aligning of the LCC's proposed facilities, will result in a **'win win'** for all.
- This integrated approach:
 - Preserves golf at Temple Newsam, its heritage and growing ticket revenues
 - Provides immediate revenues for the new Café facilities from the golfing community
 - Targets the increasing popularity of Pay & Play and other fun formats of golf
 - Is a more financially viable and compelling route to take
 - Provides improved facilities for all to enjoy
 - Delivers a real activity destination with more choice to individuals, families and groups of all ages, driving footfall to this part of the Estate
 - Introduces golfers to new activities, and vice versa
 - Preserves and enhances Heritage for the City of Leeds
 - Better reflects the ideals of Best Council Plan, Age Friendly & Active Leeds
- **The Council is a none profit making organisation that delivers public services for the benefit of the residents of Leeds** - we hope this continues to be the case for Golf in Leeds.