



**OPEN TO VISITORS
7 DAYS A WEEK**

Bromsgrove Golf Centre Shares Vision for Future

Dear valued customer

As the owners of Bromsgrove Golf Centre we would like to share with you our vision to create a long and lasting legacy.

A submission has been made to Bromsgrove District Council that will see the local authority consider space within the Golf Centre's land for redevelopment to address future housing needs. If successful, this would fund a state of the art refurbishment of the centre that would serve the local community for many generations to come.

The Bromsgrove Golf Centre's submission will now be reviewed using a technical study called the Strategic Housing Land Availability Assessment (SHLAA), a process that looks to identify local sites that could be developed over the next ten years to meet growing housing needs.

Whilst the SHLAA is an important evidence source to help inform the council's future plan making, it will not in itself determine whether a site should be allocated for future development or whether planning permission would be granted.

This has been an extremely difficult decision for us to make and one that has not been taken lightly, and only after consulting with leading industry experts and other stakeholders.

"Whilst we explore these future options there will be no change to the investment on the site or to the commitment to our members and customers as we are still very much dedicated to drive the Golf Centre forward.

As there are no guarantees that our submission will even be considered it is important that we continue to invest in, and make ongoing improvements to our facilities and for that reason we very much see the coming years as being 'business as usual'."

At a time when many clubs are experiencing growing financial challenges due to the changing landscape in golf against a time of increasing overheads, our vision is for a sustainable forward-looking and progressive golf facility.

We understand that a letter of this nature may give cause for concern and may also lead you to question continuing to use our wonderful facilities whilst we fully explore these future options. It is for this reason that

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we provide you with some level of reassurance as provided by the points included below:

- The earliest we believe that any changes may occur is in 5 to 7 years time. Our submission will fall under the green belt review which is to identify land for the period 2023 to 2030.
- It may even take up to 10 years, even longer or may not happen at all. Nothing is certain at this time which is why we see the forthcoming years being 'business as usual'.
- We will continue to keep the Centre, including the golf course in tip-top condition by means of ongoing investment and improvements. Our commitment to the course we believe will be sufficiently evident for you to judge for yourselves!
- At a time when a number of clubs are facing an uncertain future, we give you our word that if you become a member, your membership is safe with us and offer our **GUARANTEE** that we will continue to provide a first class facility for your enjoyment.
- For information, should the changes ever go ahead, it is very much our desire to retain a presence in town by keeping the hub of the Centre which would include the clubhouse, golf range, shop and Academy, together with an area of land that would provide for some additional leisure facilities including a new par 3 course.
- We are very excited to be opening up our new short game area next Spring which will commence with a 'Members - Grand Opening Weekend' which we will be launching with the assistance of the Members Committee.

To assist us with the general running of the Golf Centre and help ensure that all our services are well suited to meet our customer's expectations, we are delighted to have on board Mark Laing who joined us as General Manager earlier this year. Although Mark has many ideas for improvements planned for the coming year, he would be delighted to hear your thoughts and may be contacted at mark@bromsgrovegolfcentre.com



Yours sincerely

Bromsgrove Golf Centre



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