

SECTION 106 PANEL

18 FEBRUARY 2020

ITEM 5

ADVENTURE GOLF AT CHESHUNT PARK GOLF CENTRE

Director of Finance

RECOMMENDED that part funding of an adventure golf course at Cheshunt Park Golf Centre from S106 budgets up to a maximum of £200,000 be approved.

Purpose

To seek approval to install an adventure golf style course at Cheshunt Park Golf Centre (CPGC) to enhance the leisure offer for the local community.

For members' information, Appendix 'A' relates to this item.

Introduction

Adventure golf is a modern successor of initially crazy golf and then mini golf. Adventure golf is a fun golf experience for all, this includes families, children, adults, schools and corporate days. There are around 170 adventure golf courses across the United Kingdom. The last 15 courses built have been adjacent to golf centre/courses. Adventure golf is a natural feeder into standard golf and golf tuition. It also creates new levels of participation at the facility.

Proposed location at Cheshunt Park Golf Centre

The feedback from adventure golf experts is that the Cheshunt Park Golf Centre location is very good. The area of unused land next to the main centre is seen as a good location. This area was previously used for practising chipping before the driving range was built in 2014 (Appendix A). Any existing trees or scrubs will be factored in to the design of an adventure golf course.

The feedback received from residents within the Borough was that an adventure golf course would enhance the local leisure offer. Providing an exciting golf experience destination for a range of groups and users as detailed earlier in this report.

Financial, Legal and Risk Management Implications

The business case for CPGC has been estimated at 30,000 visits per annum, with an average spend of £6 per head or £180k. An adventure golf facility will also create additional footfall into the Place and provide new streams of usage e.g. themed birthday parties. This is estimated to be around 15,000 visits per annum at £5 per head for general income in the Place or £75k. Birthday parties are estimated to initially generate £70k in year one with the potential to increase in later years. The total estimated income is £325k or an additional 50,000 visits per annum.

The annual running costs for the adventure golf course is estimated at around £21,000.

The estimated cost of an adventure golf styled course including fencing, lighting, plants and features is around £450k. Based on this, the payback period is around 1 - 2 years. The balance of funding for this project will be the basis of a future capital bid which will be to request a loan from the Council for this money and this will repaid with interest at 4%. The loan will be repaid from the additional income that the project will generate for CPGC. This new usage and income will help to ensure that CPGC is sustainable for the future. It will enable the facility to budget for items not normally included e.g. bunker renovation etc. It will also allow an increased management fee to be paid to the Council.

An adventure golf course would need to obtain planning permission in the normal way. Also ensuring that Council procurement tendering rules are followed to get best value.

Equalities Implications

A carefully planned adventure golf course can provide wheelchair access creating a fully inclusive disability friendly experience for all.

Alternative Options Considered

Doing nothing was considered and rejected as it did not enhance the leisure offer or provide strong levels of additional new usage which can help to sustain the facility in years to come.

Contribution to the Council's Objectives including Environmental Sustainability

The contribution to the Council's objectives are as follows:

- Achieve financial self-sufficiency by 2020
- Enhance the quality of life in local neighbourhoods
- To maintain parks and open spaces and promote their use, and seek the creation of new accessible open spaces
- Help residents to have a healthy lifestyle
- Manage the Council's assets efficiently to maximise returns and contribute to Council priorities

Conclusion

An adventure golf style course will enhance the leisure offer to local communities. It will create a fun experience based activity for different sections of the community including families, schools and local businesses. The benefits of the new usage and income streams will help to sustain CPGC and develop the asset including such things as bunker renovation. The surpluses generated can also contribute to the Broxbourne Sport and Broxbourne Leisure and Culture reserve account to fund equipment replacement at all the Council's leisure facilities. It is recommended that approval be given for funding an adventure golf course at CPGC for £200,000 from S106 budgets.

Contact Officer:
Mr W Hutchins (Ext 5542)

List of Background Papers:
None.

