



Golf World Stansted

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Statement of Intent

The re-profiling project at Elsenham Golf course, (now called Golf World Stansted) has been in the making since 2010. When the golf course was built in the late 1990's it was done badly on a tight budget by the previous owners. Many corners were cut and basic requirements were ignored, especially with land drainage and irrigation.

Over the last 8 years the driving range has become steadily worse and now regularly floods in the autumn and winter. We first recognised this in 2010 and decided we needed to improve drainage and also collect the water for use in irrigating the golf course.

A flooded driving range causes the area to turn into a mud bath when collecting golf balls, which in turn significantly increases the man hours needed to collect and wash the balls before being able to put them back in the dispenser for the golfers. And the busier you are the worse the problem gets. On top of that the outfield becomes even less appealing when it looks a mud bath as opposed to a green field.

The irrigation has always been hit and miss in that we relied upon our former landlord for the supply of water from his lagoon half a mile away. The problem was that the pumping system was inadequate and regularly broke down. It was therefore vital to have our own reservoir so that we could irrigate the golf course as and when we needed to, something that is vital for any golf course business.

The other problem we had is the driving range outfield is very flat and uninteresting which is no longer appealing to our customers. The trend these days is for driving ranges to look and feel like real fairways, with various target greens, giving an exciting challenge to golfers when they practice. More and more driving ranges are taking this approach, therefore to remain competitive in the market place we must re-profile the driving range.

A plan was conceived to build a new reservoir and re-profile the outfield to look like a real fairway with an almost amphitheatre look about it. This involves earth banking along either side with the centre outfield shaped with 5 target greens in a raised undulating shape. The

amphitheatre design also helps golf balls to roll to the centre area, making collecting of balls much easier. The existing driving range has just 3 land drains running across it, whereas the new design has over 40 arranged in a well-designed herringbone pattern that all leads back to a collection sump. From here all the water is then pumped back to the new reservoir using solar powered pumps.

The reservoir was originally intended to hold 25 million litres, but we have reduced its size to 15 million litres so that there is less impact on the existing golf course. This should give us around 3 years water supply and eradicate the need to use mains water. The former landlords supply was cut off when we purchased the freehold in February 2018. The whole facility will now be environmentally and financially sustainable, which will enable the business to compete in the market and in fact become the leading golfing venue in this region.

The plan that is described above is the bedrock of our long term business plan and will ensure this business remains and exceeds expectation for years to come. We approached Uttlesford District Council in 2014, who happily accepted our application as an engineering operation. We finally got planning permission in January 2017, having spent over £100,000 to get to that stage.

We will now have a truly sustainable business, with environmentally sustainable credentials, which includes a recently installed solar array, allowing us to be self-sufficient in electricity as well.

Therefore this development must take place to ensure the business can survive and to enable that to happen we have taken out two loans for a total of £375,000 and also injected over £200,000 of our own capital to ensure this project is completed.

The first loan is from Funding Circle for £275,000 and the second loan is from the company's bankers RBS, for £100,000.

We looked at many ways of getting the soils needed to get this project up and running, but the most environmentally sustainable way is to use surplus clean, greenfield soils from local building projects as close as possible, so as to cut down on lorry miles. We have identified many such local sources, including the Tri-sail office block development opposite out entrance and also Stansted Airport, which is less than 2 miles by road. Beyond this are other local building projects less than 10 miles away all providing perfect virgin ground soils for our needs. We are hoping to use such soils under a bespoke environmental permit for using soils for recovery.

If a permit cannot be obtained, we have also identified several virgin soil sources where the soil is never classed as waste, although this will require a payment being made for the soils and transport them over greater distances. Currently the only place that we can get virgin non waste soil from is a new quarry which is about to start extracting sand and gravel.

Materials suitable for our project will be separated from the sand and gravel for sale. In the absence of a permit we can have it for our project if we pay for the soil and the transport costs.

One such site is operated by G & B Finch at Asheldham Quarry, Tillingham Road, Southminster, Essex, which is well over 20 miles away and would create significant lorry miles. And of course has significant economic and social impact, let alone being environmentally unsustainable. It doesn't really fit with our whole ethos and aims to continue to be an environmentally friendly and sustainable business.

Signed by Colin M Pharaoh, Director.....

Date.....30-1-19.....

Signed by Tracy E Pharaoh, Company Secretary.....

Date.....30/1/19.....