

**TOWN AND COUNTRY PLANNING ACT 1990  
SECTION 78 APPEAL**

**APPEAL BY GREAT LAKES UK LTD**

**REF: APP/C3105/W/20/3259189**

**LAND TO THE EAST OF M40 AND SOUTH OF A4095,  
CHESTERTON, BICESTER, OXFORDSHIRE OX26 ITE**

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**APPENDICES TO REBUTTAL PROOF OF EVIDENCE OF:  
CHRIS JB GODDARD BA(Hons) BPL MRTPI MRICS**

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1. Consultee Comment for planning application 19/02550/F dated December 2019
2. CDC R&L Team Consultation Response dated January 2020
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**APPENDIX 1 - Consultee Comment for planning application 19/02550/F**

# Consultee Comment for planning application 19/02550/F

<b>Application Number</b>	19/02550/F
<b>Location</b>	Land to the east of M40 and south of A4095 Chesterton Bicester Oxon
<b>Proposal</b>	Redevelopment of part of golf course to provide new leisure resort (sui generis) incorporating waterpark, family entertainment centre, hotel, conferencing facilities and restaurants with associated access, parking and landscaping
<b>Case Officer</b>	Clare Whitehead
<b>Organisation Name</b>	
<b>Address</b>	Recreation & Leisure (CDC)
<b>Type of Comment</b>	Public Art/Community Halls/Community Dev./Indoor Sports/Outdoor Sports
<b>Type</b>	Comment
<b>Comments</b>	<p>The planning application identifies the provision of indoor and outdoor facilities on site as part of the hotel and leisure complex, which the public will be able to access. The application also includes discounted day passes for nearby residents. Even though Well-being is not looking to seek any S106 contributions, it is important to comment about golf course provision. If Bicester Golf course reduces to 9 holes, this will only leave one 18-hole golf course in the Bicester area. With reference to the 2018 sports studies, Bicester currently has the lowest number of golf holes in the district per 1000 population. With the increase in population in the area through to 2031 and England Golf's aims to increase golf participation, increase number of members in clubs and the strengthening of clubs, the future golf provision in Bicester is showing a shortfall. The recommendation is that existing golf sites should be protected and that positive planning policies are adopted to enable the development of new golf provision. It is recommended Bicester will require an additional 18 hole or 2 x 9 hole golf courses and 7 driving range bays by 2031. To compensate for the loss of 9-holes of golf course provision, we would be seeking mitigation based on a positive approach to an increase in usage of the remaining 9-holes. This should be presented in the form of a development plan, showing how usage and accessibility will be increased, especially from the local community.</p>
<b>Received Date</b>	10/12/2019 11:54:51
<b>Attachments</b>	

**APPENDIX 2 - CDC R&L Team Consultation Response**

## PLANNING CONSULTATION

<b>Planning Reference</b>	Ref 19/02550/F
<b>Development Location</b>	Land to the east of M40 and south of A4095
<b>Development Proposal</b>	Redevelopment of part of golf course to provide new leisure resort.

CIL Regulation 122 states that the use of planning obligations should only be sought where they meet all the following three tests:

- They are necessary to make a development acceptable in planning terms
- They are directly related to a development
- They are fairly and reasonably related in scale and kind to the development

### Comment

**We strongly object to the development proposals due to the loss of 9-holes of golf course at Bicester Golf Course. To compensate for the loss of 9-holes of golf course provision, we would be seeking mitigation of a replacement 9-hole golf course in a suitable location in the Bicester area.**

<b>Planning Obligations S106</b>	<b>Requested Costs / Facility</b>	<b>Justification (Links to CIL 122)</b>	<b>Policy Links</b>
Outdoor Sport Provision	Replacement 9 hole golf-course in a suitable location.	<p>We are seeking an additional 9-hole golf course to replace the loss of 9-holes at Bicester Golf Course. This is especially important when considering the increase in population in the surrounding area.</p> <p>The 2018 Sports Studies recommendation is that existing golf sites should be protected and that positive planning policies are adopted</p>	<p>In line with the NPPF Open Space and Recreation guidance, the proposal will result in a loss of 9-holes of golf provision and should therefore be replaced by an equivalent 9-hole golf course in a suitable location.</p> <p>Reference to the 2018 sports studies, Bicester currently has the lowest number of golf holes in the district per 1000 population. With the increase in population in the area through to 2031</p>

		<p>to enable the development of new golf provision.</p>	<p>and England Golf's aims to increase golf participation, increase number of members in clubs and the strengthening of clubs, the future golf provision in Bicester is showing a shortfall. The recommendation is that existing golf sites should be protected and that positive planning policies are adopted to enable the development of new golf provision. It is recommended Bicester will require an additional 18 hole or 2 x 9 hole golf courses and 7 driving range bays by 2031.</p> <p>Policy BSC 10 Addressing existing deficiencies in provision through enhancement of existing provision. Ensuring proposals for new development contribute to sport and recreation provision commensurate to the need generated by the proposals.</p> <p>Policy BSC 11 – access to golf courses within 15 minutes of travel (12km)</p>
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Directorate Well-being

Name Helen Mack

Date 9<sup>th</sup> January 2020

**APPENDIX 3 - Email Correspondence – Helen Mack, Thomas Darlington & Peter Twemlow**



## Peter Twemlow

---

**From:** Community Infrastructure <Community.Infrastructure@Cherwell-DC.gov.uk>  
**Sent:** 16 January 2020 12:20  
**To:** Peter Twemlow  
**Subject:** RE: 19/02550/F - Land to the east of M40 and south of A4095, Chesterton, Bicester, Oxon

Excellent, thank you Peter

Tom and I will be calling on the same phone.

I look forward to catching up next week.

Kind Regards  
Helen

---

**From:** Peter Twemlow <Peter.Twemlow@dp9.co.uk>  
**Sent:** 16 January 2020 09:17  
**To:** Community Infrastructure <Community.Infrastructure@Cherwell-DC.gov.uk>  
**Subject:** RE: 19/02550/F - Land to the east of M40 and south of A4095, Chesterton, Bicester, Oxon

Morning Helen

Thanks for the email. A call next Tuesday at 10am works well. Would you like me to send dial in details or will it be you and Tom calling in from the same phone. Let me know.

Kind regards

Peter.

**Peter Twemlow**  
Associate Director  
**direct:** 020 7004 1704  
**mobile:** 07860 946 610  
**e-mail:** [Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)

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**telephone:** 020 7004 1700 **facsimile:** 020 7004 1790 **website:** [www.dp9.co.uk](http://www.dp9.co.uk)

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---

**From:** Community Infrastructure [<mailto:Community.Infrastructure@Cherwell-DC.gov.uk>]  
**Sent:** 16 January 2020 08:54  
**To:** Peter Twemlow <[Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)>  
**Subject:** RE: 19/02550/F - Land to the east of M40 and south of A4095, Chesterton, Bicester, Oxon

Hi Peter

Thank you for your e-mail. Sorry I didn't get back to you yesterday, I was in meetings all day.

I have spoken with my line manager this morning, would it be possible to arrange a call with Tom Darlington and myself on Tuesday 21<sup>st</sup> January at 10.00am?

I look forward to hearing from you.

Kind Regards  
Helen

---

**From:** Peter Twemlow <[Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)>  
**Sent:** 15 January 2020 11:02  
**To:** Community Infrastructure <[Community.Infrastructure@Cherwell-DC.gov.uk](mailto:Community.Infrastructure@Cherwell-DC.gov.uk)>  
**Cc:** Clare Whitehead <[Clare.Whitehead@Cherwell-DC.gov.uk](mailto:Clare.Whitehead@Cherwell-DC.gov.uk)>  
**Subject:** RE: 19/02550/F - Land to the east of M40 and south of A4095, Chesterton, Bicester, Oxon

Dear Helen

Clare has sent on your updated comments in relation to the subject planning application. Thank you for these. I have some questions regarding the review of the CBRE work submitted as appendix 2 to the Planning Statement and wonder if it would be possible to have a short conversation with you about this? In particular to discuss potential mitigation measures relating to your comments and the general demands in the area (as evidenced in the CDC and CBRE work).

I am on my mobile today if you are free to discuss otherwise if we can agree a time to speak please.

Kind regards

Peter.

**Peter Twemlow**  
Associate Director  
**direct:** 020 7004 1704  
**mobile:** 07860 946 610  
**e-mail:** [Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)

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---

**From:** Clare Whitehead [<mailto:Clare.Whitehead@Cherwell-DC.gov.uk>]  
**Sent:** 15 January 2020 10:13  
**To:** Peter Twemlow <[Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)>  
**Subject:** FW: 19/02550/F - Land to the east of M40 and south of A4095, Chesterton, Bicester, Oxon

Peter

See attached.

Kind regards,

**Clare Whitehead MRTPI**  
**Principal Planning Officer**

Direct Dial: 01295 221650  
[clare.whitehead@cherwell-dc.gov.uk](mailto:clare.whitehead@cherwell-dc.gov.uk)

**Please note my working days are Monday, Tuesday and Wednesday**

---

**From:** Community Infrastructure <[Community.Infrastructure@Cherwell-DC.gov.uk](mailto:Community.Infrastructure@Cherwell-DC.gov.uk)>  
**Sent:** 09 January 2020 09:56  
**To:** Clare Whitehead <[Clare.Whitehead@Cherwell-DC.gov.uk](mailto:Clare.Whitehead@Cherwell-DC.gov.uk)>  
**Subject:** RE: 19/02550/F - Land to the east of M40 and south of A4095, Chesterton, Bicester, Oxon

Hi Clare

Please find attached an updated response. I have included a comment with regards to our objections to the proposals and included justification.

I hope this is okay. Please let me know if you need any further information.

Kind Regards

Helen

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**APPENDIX 4 - Helen Mack, Thomas Darlington & Peter Twemlow**

## Peter Twemlow

---

**From:** Peter Twemlow  
**Sent:** 21 January 2020 10:47  
**To:** Community Infrastructure; thomas.darlington@cherwellandsouthnorthants.gov.uk  
**Subject:** RE: 19/02550/F - Land to the east of M40 and south of A4095, Chesterton, Bicester, Oxon

Helen, Tom,

Thanks for your time a moment ago. Trying to think through some ideas of what Great Wolf Resorts could do (and be secured through a s106) to enhance the 9-hole course and looking on the England Golf website. A lot there on encouraging child / youth involvement and would be good to talk through that with them directly to understand better. Do you think it would be possible for me to speak with your contact there? I would not want to step on their toes with the up to date assessment work they're doing and see the value and need for this in any future decision being made. More a fact finding effort on our part, to be prepared and refine what could be done and what is most in need.

Kind regards

Peter.

### Peter Twemlow

Associate Director

**direct:** 020 7004 1704

**mobile:** 07860 946 610

**e-mail:** [Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)

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---

**From:** Peter Twemlow

**Sent:** 21 January 2020 09:55

**To:** Community Infrastructure <Community.Infrastructure@Cherwell-DC.gov.uk>

**Subject:** RE: 19/02550/F - Land to the east of M40 and south of A4095, Chesterton, Bicester, Oxon

Helen

Do you have a phone number I can reach you and Tom on for the 10am call?

Kind regards

Peter.

**Peter Twemlow**

Associate Director

direct: 020 7004 1704

mobile: 07860 946 610

e-mail: [Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)

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---

**From:** Community Infrastructure [<mailto:Community.Infrastructure@Cherwell-DC.gov.uk>]

**Sent:** 16 January 2020 12:20

**To:** Peter Twemlow <[Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)>

**Subject:** RE: 19/02550/F - Land to the east of M40 and south of A4095, Chesterton, Bicester, Oxon

Excellent, thank you Peter

Tom and I will be calling on the same phone.

I look forward to catching up next week.

Kind Regards

Helen

---

**From:** Peter Twemlow <[Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)>

**Sent:** 16 January 2020 09:17

**To:** Community Infrastructure <[Community.Infrastructure@Cherwell-DC.gov.uk](mailto:Community.Infrastructure@Cherwell-DC.gov.uk)>

**Subject:** RE: 19/02550/F - Land to the east of M40 and south of A4095, Chesterton, Bicester, Oxon

Morning Helen

Thanks for the email. A call next Tuesday at 10am works well. Would you like me to send dial in details or will it be you and Tom calling in from the same phone. Let me know.

Kind regards

Peter.

**Peter Twemlow**

Associate Director

direct: 020 7004 1704

mobile: 07860 946 610

e-mail: [Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)

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100 Pall Mall

London

**APPENDIX 5 - Email Correspondence – Matt Draper & Peter Twemlow**



## Peter Twemlow

---

**From:** Peter Twemlow  
**Sent:** 11 February 2020 14:10  
**To:** matthew.draper@englandgolf.org  
**Subject:** Bicester

Hi Matt,

Thanks for your time. As discussed, we will get our architects (EPR) to work with course designers they know from Belfry and other projects to work up a design for a 'best in class' 9 hole course. In addition, our client could offer a scholarship type scheme whereby young people (say 15 or younger) are given free 9-hole membership to BHGS. Something like 20 people per year for 10 years.

These things could be secured by way of a planning legal agreement whereby they are a requirement of the Great Wolf Lodge opening.

Would love to hear your and colleagues' views on these things – or other ideas.

I will be in touch.

Kind regards

Peter.

### Peter Twemlow

Associate Director

direct: 020 7004 1704

mobile: 07860 946 610

e-mail: [Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)

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**APPENDIX 6 - A - Email Correspondence – Thomas Darlington & Peter Twemlow**

## Peter Twemlow

---

**From:** Thomas Darlington <Thomas.Darlington@Cherwell-DC.gov.uk>  
**Sent:** 04 March 2020 07:52  
**To:** Peter Twemlow  
**Subject:** RE: Bicester

Peter,  
Broadly, yes. However, we are not content to leave everything to the s106, so will request a plan of the revised 9 hole course set-up with additional tee positions and improvements to the practice facilities, alongside a (high-level) business plan and feasibility study for the updated facility.  
Kind regards,  
Tom

**Tom Darlington**  
**Senior Community Infrastructure Officer**  
Cherwell District Council  
Direct dial: 01295 221693  
[thomas.darlington@cherwell-dc.gov.uk](mailto:thomas.darlington@cherwell-dc.gov.uk)  
[www.cherwell.gov.uk](http://www.cherwell.gov.uk)  
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Follow us on Twitter @Cherwellcouncil



**Cherwell**

DISTRICT COUNCIL  
NORTH OXFORDSHIRE

---

**From:** Peter Twemlow <Peter.Twemlow@dp9.co.uk>  
**Sent:** 04 March 2020 07:44  
**To:** Thomas Darlington <Thomas.Darlington@Cherwell-DC.gov.uk>  
**Subject:** Re: Bicester

Thanks Tom

Is it along the lines we discussed so not objection' subject to s106?

Just so I'm clear as we prepare next steps on our side

Thanks

Peter Twemlow  
Associate Director

direct: [020 7004 1704](tel:02070041704)  
mobile: [07860 946610](tel:07860946610)  
e-mail: [peter.twemlow@dp9.co.uk](mailto:peter.twemlow@dp9.co.uk)

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On 4 Mar 2020, at 07:42, Thomas Darlington <[Thomas.Darlington@cherwell-dc.gov.uk](mailto:Thomas.Darlington@cherwell-dc.gov.uk)> wrote:

Peter,

I've had a discussion with Clare, and further contact with England Golf, so I will be submitting my updated comments shortly.

Kind regards,

Tom

**Tom Darlington**

**Senior Community Infrastructure Officer**

Cherwell District Council

Direct dial: 01295 221693

[thomas.darlington@cherwell-dc.gov.uk](mailto:thomas.darlington@cherwell-dc.gov.uk)

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Follow us on Twitter @Cherwellcouncil

<image003.png>

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**From:** Peter Twemlow <[Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)>

**Sent:** 03 March 2020 17:23

**To:** Thomas Darlington <[Thomas.Darlington@Cherwell-DC.gov.uk](mailto:Thomas.Darlington@Cherwell-DC.gov.uk)>

**Subject:** RE: Bicester

Hi Tom

Please can you let me know if you have sent anything further to Clare W or other colleagues since our discussion yesterday morning and following on from the below

Thanks

Peter.

**Peter Twemlow**

Associate Director

**direct:** 020 7004 1704

**mobile:** 07860 946 610

**e-mail:** [Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)

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---

**From:** Peter Twemlow  
**Sent:** 02 March 2020 15:10  
**To:** 'thomas.darlington@cherwellandsouthnorthants.gov.uk'  
<[thomas.darlington@cherwellandsouthnorthants.gov.uk](mailto:thomas.darlington@cherwellandsouthnorthants.gov.uk)>  
**Subject:** FW: Bicester

**Peter Twemlow**  
Associate Director  
direct: 020 7004 1704  
mobile: 07860 946 610  
e-mail: [Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)

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---

**From:** Peter Twemlow  
**Sent:** 24 February 2020 10:05  
**To:** [richard.flint@englandgolf.org](mailto:richard.flint@englandgolf.org)  
**Cc:** [matthew.draper@englandgolf.org](mailto:matthew.draper@englandgolf.org)  
**Subject:** RE: Bicester

Richard,

Good to talk a moment ago. As discussed I have been in contact with Matt over the last couple of weeks (see below) and we now have some plans and a video for the remaining 9 holes. Please use link below – although note that the plan needs to be rotated 180 degrees as the retained 9 holes sit to the east of the existing BHGS hotel. Also some of the numbering is off and the golf course owner says there are a few small errors that need correcting. These will be done in the next day or two and I can share the final version then. In the meantime please use link below:

<https://we.tl/t-up30ztH3UI>

I also attach a proposed layout for the Great Wolf Lodge resort and this shows the remaining 9 holes and the practice range.

As discussed, a series of mitigation benefits would be secure by way of legal agreement, so would be a requirement on Great Wolf should planning permission be granted and in advance of them opening their resort. In summary:

- Improvement works to the remaining 9 holes / including creating two tees and thus an 18 hole course;
- Improvement works to the practice range – cctv / interactive investment and also practice bunkers; and
- Scholarship scheme – as per below. Idea would be that the distribution of such scholarships is agreed with BHGS and England Golf and paid for by Great Wolf.

Please confirm receipt of this email and if you have questions please feel free to give me a call.

Kind regards,

Peter.

**Peter Twemlow**

Associate Director

direct: 020 7004 1704

mobile: 07860 946 610

e-mail: [Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)

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**From:** Peter Twemlow

**Sent:** 11 February 2020 14:10

**To:** 'matthew.draper@englandgolf.org' <[matthew.draper@englandgolf.org](mailto:matthew.draper@englandgolf.org)>

**Subject:** Bicester

Hi Matt,

Thanks for your time. As discussed, we will get our architects (EPR) to work with course designers they know from Belfry and other projects to work up a design for a 'best in class' 9 hole course. In addition, our client could offer a scholarship type scheme whereby young people (say 15 or younger) are given free 9-hole membership to BHGS. Something like 20 people per year for 10 years.

These things could be secured by way of a planning legal agreement whereby they are a requirement of the Great Wolf Lodge opening.

Would love to hear your and colleagues' views on these things – or other ideas.

I will be in touch.

Kind regards

Peter.

**Peter Twemlow**

Associate Director

direct: 020 7004 1704

mobile: 07860 946 610

e-mail: [Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)

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**APPENDIX 6- B – Accompanying Material to Email Correspondence in 6A (Existing Golf course and proposed GW site Layout)**





Great Wolf Lodge

Clubhouse & Hotel

Practice Range

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3

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2

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5

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7

1

**APPENDIX 7 - A- Email Correspondence – Claire Whitehead, Thomas Darlington & Peter Twemlow**

## Peter Twemlow

---

**From:** Clare Whitehead <Clare.Whitehead@Cherwell-DC.gov.uk>  
**Sent:** 04 March 2020 09:47  
**To:** Peter Twemlow  
**Cc:** Alex Keen; Thomas Darlington  
**Subject:** 19/02550/F - Great Wolf @Chesterton

Peter,

As per Alex's email to you yesterday, any additional information you might wish to submit to address the planning issues will likely require full re-consultation. In line with our Negotiating Protocol, we consider that the current application should therefore be determined as submitted. We would of course be happy to consider any amended or additional information through a re-submission.

Unless you advise that you wish to withdraw the application, it is our intention to report the application to March Planning Committee with a recommendation to refuse. The Committee report will be published this afternoon, and this will confirm the reasons for refusal.

Kind regards,

**Clare Whitehead MRTPI**  
**Principal Planning Officer**

Direct Dial: 01295 221650  
[clare.whitehead@cherwell-dc.gov.uk](mailto:clare.whitehead@cherwell-dc.gov.uk)

**Please note my working days are Monday, Tuesday and Wednesday**

---

**From:** Thomas Darlington <Thomas.Darlington@Cherwell-DC.gov.uk>  
**Sent:** 04 March 2020 08:20  
**To:** Clare Whitehead <Clare.Whitehead@Cherwell-DC.gov.uk>  
**Cc:** Alex Keen <Alex.Keen@Cherwell-DC.gov.uk>  
**Subject:** FW: Bicester

Clare,  
I assume you want him to submit these documents formally for consideration?  
Thanks,  
Tom

**Tom Darlington**  
**Senior Community Infrastructure Officer**

Cherwell District Council  
Direct dial: 01295 221693  
[thomas.darlington@cherwell-dc.gov.uk](mailto:thomas.darlington@cherwell-dc.gov.uk)  
[www.cherwell.gov.uk](http://www.cherwell.gov.uk)  
Find us on Facebook [www.facebook.com/cherwelldistrictcouncil](https://www.facebook.com/cherwelldistrictcouncil)  
Follow us on Twitter @Cherwellcouncil



**Cherwell**

**DISTRICT COUNCIL**  
**NORTH OXFORDSHIRE**

---

**From:** Peter Twemlow <[Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)>  
**Sent:** 04 March 2020 08:16  
**To:** Thomas Darlington <[Thomas.Darlington@Cherwell-DC.gov.uk](mailto:Thomas.Darlington@Cherwell-DC.gov.uk)>  
**Subject:** RE: Bicester

Hi Tom,

The owner is working on this now. We are more than happy to provide this detail now for discussion. Aim is to get you something in the next 24 hours.

Plan for the golf course (two tees per hole) attached – note that it needs to be rotated 180 degrees to make the top of the plan align with north.

Hopefully this provided and to-be-provided detail can be referenced in your updated note to Clare.

Kind regards,

Peter.

**Peter Twemlow**

Associate Director

**direct:** 020 7004 1704

**mobile:** 07860 946 610

**e-mail:** [Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)

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**APPENDIX 7 - B - Accompanying Material to Email Correspondence in 7A**



South ↑

**APPENDIX 8 - Email Correspondence – Claire Whitehead & Peter Twemlow**



## Peter Twemlow

---

**From:** Clare Whitehead <Clare.Whitehead@Cherwell-DC.gov.uk>  
**Sent:** 04 March 2020 09:47  
**To:** Peter Twemlow  
**Cc:** Alex Keen; Thomas Darlington  
**Subject:** 19/02550/F - Great Wolf @Chesterton

Peter,

As per Alex's email to you yesterday, any additional information you might wish to submit to address the planning issues will likely require full re-consultation. In line with our Negotiating Protocol, we consider that the current application should therefore be determined as submitted. We would of course be happy to consider any amended or additional information through a re-submission.

Unless you advise that you wish to withdraw the application, it is our intention to report the application to March Planning Committee with a recommendation to refuse. The Committee report will be published this afternoon, and this will confirm the reasons for refusal.

Kind regards,

**Clare Whitehead MRTPI**  
**Principal Planning Officer**

Direct Dial: 01295 221650  
[clare.whitehead@cherwell-dc.gov.uk](mailto:clare.whitehead@cherwell-dc.gov.uk)

**Please note my working days are Monday, Tuesday and Wednesday**

---

**From:** Thomas Darlington <Thomas.Darlington@Cherwell-DC.gov.uk>  
**Sent:** 04 March 2020 08:20  
**To:** Clare Whitehead <Clare.Whitehead@Cherwell-DC.gov.uk>  
**Cc:** Alex Keen <Alex.Keen@Cherwell-DC.gov.uk>  
**Subject:** FW: Bicester

Clare,  
I assume you want him to submit these documents formally for consideration?  
Thanks,  
Tom

**Tom Darlington**  
**Senior Community Infrastructure Officer**  
Cherwell District Council  
Direct dial: 01295 221693  
[thomas.darlington@cherwell-dc.gov.uk](mailto:thomas.darlington@cherwell-dc.gov.uk)  
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**DISTRICT COUNCIL**  
**NORTH OXFORDSHIRE**

**APPENDIX 9 - Email Correspondence – Claire Whitehead & Peter Twemlow**

## Peter Twemlow

---

**From:** Clare Whitehead <Clare.Whitehead@Cherwell-DC.gov.uk>  
**Sent:** 11 March 2020 15:24  
**To:** Peter Twemlow  
**Cc:** Alex Keen; Thomas Darlington; Matthew Draper; Chris Goddard  
**Subject:** RE: IMPORTANT - response to Agent - Golf Course Enhancements

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Peter,

Thank you for your email and attachments. I am unable to accept the information at this time as it warrant re-consultation with relevant parties. Even if the information was acceptable and the relevant refusal reason was addressed, there remains fundamental issues with the proposal for the other refusal reasons to still stand. If you would like this information to be considered formally, I suggest you submit it through a resubmission of the planning application.

Kind regards,

**Clare Whitehead MRTPI**  
**Principal Planning Officer**

Direct Dial: 01295 221650  
[clare.whitehead@cherwell-dc.gov.uk](mailto:clare.whitehead@cherwell-dc.gov.uk)

**Please note my working days are Monday, Tuesday and Wednesday**

---

**From:** Peter Twemlow <[Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)>  
**Sent:** 11 March 2020 11:45  
**To:** Thomas Darlington <[Thomas.Darlington@Cherwell-DC.gov.uk](mailto:Thomas.Darlington@Cherwell-DC.gov.uk)>; Clare Whitehead <[Clare.Whitehead@Cherwell-DC.gov.uk](mailto:Clare.Whitehead@Cherwell-DC.gov.uk)>  
**Cc:** Chris Goddard <[chris.goddard@dp9.co.uk](mailto:chris.goddard@dp9.co.uk)>; [matthew.draper@englandgolf.org](mailto:matthew.draper@englandgolf.org)  
**Subject:** Proposed Great Wolf Lodge (19/02550/F) - Golf Course Enhancements  
**Importance:** High

Tom, Clare,

Following emails at the end of last week, please see attached material and below relating to a planning obligation to be secured by section 106 agreement. This is as discussed, and following feedback from Tom and also from England Golf (Matt Draper copied). It covers the following:

- Plan for 18-hole course on the remaining 9-hole area
- BHGS business plan, providing context to the proposed changes and impact on membership

In addition, this planning obligation would require works to create enhancements to the practice range on the BHGS, incorporating driving range; putting green and practice bunkers; practice nets; seating areas (currently provision is limited to playing areas only); and technology to enhance practice experience. The detail of this clearly needs time to develop and this would be done in order to discharge and comply with such an obligation. I note that these are all layout / operational changes to the wider site / golf course (like

the plan for 18 holes) and not requiring planning permission in and of themselves. Which I am sure you will not disagree with.

Finally, the planning obligation would require the applicant to provide a scholarship scheme whereby young people (16 years or younger) are given free BHGS golf course / practice range membership. This would extend to 20 people per year for 10 years. The distribution of such scholarships is agreed with BHGS and England Golf and would be paid for by the applicant, Great Wolf Resorts.

As directed by England Golf and discussed with Tom, the final detail of the above and attached would require collaboration with England Golf as experts (in an advisory capacity, with the work done by the applicant in conjunction with BHGS), and something that they have agreed to do. For now, this email and detail provided represents the foundations of such a detailed planning obligation (essentially Heads of Terms plus some indicative information supporting them). The material to be submitted under the obligation and then subsequently delivered would follow.

As we have discussed, the items covered in this email respond directly to the comments made by Tom and his team and not only reinstate an 18 hole course (meaning there is no loss in planning terms) but actively encourage golf participation, including amongst a wider demographic, namely encouraging young people to play. As such, I trust they are well received.

Please confirm receipt of this email and attachments.

Kind regards

Peter.

**Peter Twemlow**

Associate Director

direct: 020 7004 1704

mobile: 07860 946 610

e-mail: [Peter.Twemlow@dp9.co.uk](mailto:Peter.Twemlow@dp9.co.uk)

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**APPENDIX 10 - Rebuttal of Economic and Social Evidence, Volterra**

Volterra

# Great Wolf

Rebuttal of economic and social  
evidence

**APPEAL BY GREAT LAKES UK LTD**

**REF: APP/C3105/W/20/3259189**

Rebuttal by Volterra Partners, February 2021

1 INTRODUCTION ..... 2

2 RESPONSES TO ECONOMIC AND SOCIAL ARGUMENTS..... 3

DISCLAIMER.....



# 1 INTRODUCTION

1.1 This rebuttal note responds to points on economic and social issues raised in the proof of evidence of Andrew Kevin Bateson for Cherwell District Council (CDC) and Steven J Sensecail on behalf of Parishes Against Wolf referred to as AKB and SJS respectively throughout this document regarding the proposed Great Wolf Development. It is not intended to be an exhaustive response and it should be read alongside our previously submitted material in support of the planning application. It just deals with certain themes below.

1.2 Our assessment on the economic and social effects of the development proposed in the planning application is set out in more detail in the economic statement and the socio-economic chapter of the environmental statement. As identified there, the key benefits outlined in these documents include (among other things):

- An average of 945 construction workers on site and a maximum of 600 additional jobs once operational;
- The proposed development will attract 500,000 visitors each year. These visitors are expected to spend c. £4.9m per year on food and beverage and retail across Oxfordshire;
- The economic activity generated by the proposed development will directly contribute up to an additional £22.8m in gross economic activity (GVA) each year to the economy. This will result in additional tax revenues of between £6.8m and £9.1m each year to the Treasury;
- A step change in leisure provision in Cherwell and Oxfordshire, offering unique provision which is currently not replicated elsewhere in the sub-region. This would attract local residents and additional tourists to the site and area, resulting in additional economic activity in the area. The proposed development would also better serve the needs of a larger proportion of the Cherwell population.
- It is expected to support 385 local jobs in Cherwell. The Appellant has also committed to providing a minimum of 150 local construction apprenticeships or apprenticeship starts (in line with planning policy), working with local apprenticeships facilitator Ace Training. The Appellant will also provide local recruitment initiatives during the operational phase and will work with specialist course departments at UK universities and colleges; and
- The Appellant has a track record of providing a vibrant, youthful and inclusive staff culture, with clearly defined career progression and a diverse workforce. They have also been successful in partnering with local groups and colleges to facilitate work opportunities for students and other residents. The proposed development will offer key skills, development and training opportunities, such as an industry leading lifeguard qualification, helping local residents upskill. The same level of qualification will be offered at the proposed development.

## 2 RESPONSES TO ECONOMIC AND SOCIAL ARGUMENTS

### Employment need

*Proof of evidence paragraph references: AKB – 8.16 and 8.19 and SJS – 7.7 and 7.8*

2.1 In their evidence AKB and SJS seek to make various points relating to employment need. They appear to be suggesting, for example,:

- There is not a significant need for employment in the area and there is an issue relating to the supply of labour;
- The jobs that would be created would not be an addition to those that already exist both locally in Bicester and across Oxfordshire in the leisure and hospitality sectors; and
- Most of the new jobs created would not be high tech/skilled jobs and they contend this would be inconsistent with the desired direction in either the Oxfordshire Industrial Strategy or Cherwell's own emerging Industrial Strategy.

2.2 As to the issue of need for employment and issues relating to the supply of labour, AKB refers to certain job data and contends that:

*“Latest figures suggest that within the local workforce (those aged 16-64) 12,700 people are economically inactive and 9,300 more do not want/are unable to take a job (ONS population survey Oct. '18-Sept. '19 data). Therefore, only about 3,400 people living in the district may be expected to be seeking work, but the proposed development does not indicate how workforce skill sets or ambitions would match the work available at Great Wolf resort. It is nevertheless accepted that for people seeking leisure and hospitality roles the proposed development would offer opportunities for employment which is a benefit.”*

2.3 It is welcome that AKB accepts that the development will offer opportunities for people seeking employment in leisure and hospitality and that will be a benefit, as it clearly will be a significant benefit. But the attempt to diminish this benefit by reference to employment need and questions of labour supply is misguided. As can be seen from the economic statement, his use of data presents a partial picture of labour supply. In fact, in addition to the 3,400 economically inactive who are seeking work, there are those who are economically active but unemployed and seeking work, where the latter show up in standard unemployment statistics but the former do not.<sup>1</sup> There are also many young people (such as students) who are seeking work who do not show up in employment statistics, as described in more detail in the economic statement.

2.4 Elsewhere CDC itself refers to proposed significant housing growth planned in Cherwell and Bicester in particular. Between 2017 and 2027, there is forecast to be 19,500 additional working age residents (18 to 64) in Cherwell, 13,100 of which are expected to live in Bicester. At the same time Cherwell is anticipating 2,300 additional 16 to 21 year old residents over the 10-year period, an increase of 26% compared to 17% across Oxfordshire. There will therefore continue

---

<sup>1</sup> Economically inactive people are those without a job who have not actively sought work in the last four weeks and/or are not available to start work in the next two weeks. These people can still be seeking work as shown by the statistic above. Economically active unemployed people have actively sought work in the last four weeks and/or are available to start work in the next two weeks.

- to be an ever increasing need for employment and a labour supply which the development proposal will serve.
- 2.5 The data demonstrates that there is both a need for jobs at the moment and that this is likely only to increase in the near future due to housing development planned in the area.
- 2.6 The COVID-19 pandemic has, of course, affected many social and economic indicators all over the world. The number of economically inactive residents who were seeking work in Cherwell had increased to 5,900 based on the latest data, a 74% increase to compared to the data presented by CDC.<sup>2</sup> The short to medium term impact of COVID-19 on these indicators is uncertain at this stage and will depend on several factors, not least how long the pandemic persists. Many respected bodies do not expect the impact to be persistent, with economic activity returning to previous levels in several years. There will likely be some structural changes – for example, the changes in the retail and leisure sector could be accelerated. Without the COVID-19 pandemic there was already an ever-increasing need for jobs; with the COVID-19 pandemic and before there is a return to previous conditions, the need for jobs will be even greater. Recognising the uncertainty in any predictions, the new development and associated employment will be beneficial in helping places recover and adapting to wider structural changes in the economy.
- 2.7 AKB also now appears to question whether the available workforce would match the work available at the proposed development. Again, there is no basis for doing so. The ONS do not break down the skillsets and ambitions of the 3,400 people to which he refers, nor the other groups such as young people and economically active residents who are seeking work. However, as noted in the economic statement, there will be a diverse range of jobs required and provided by the development, with a mix of young, gender, older, disabled, and disadvantaged people in need of a job. The range of opportunities by the development provided will help ensure that there is a position open for many who need it, and training will be offered to help local residents upskill when they do not have the skillset required.
- 2.8 Many of those looking for these jobs will be unemployed or young people with low skills or limited experience. The proposed development also offers a variety of different occupational skilled jobs, able to accommodate many different types of workers with different work experience. For example, there will be c.540 front line positions on offer that will make work more accessible to people looking for work but with currently low skill levels.
- 2.9 At paragraph 7.46 SJS refers to the seasonal nature of the jobs undermining their benefit. We disagree. The development will be open all year round, but in terms of seasonal fluctuations in its use, many people in need of a job specifically benefit from the opportunities of flexible and seasonal employment. The economic statement demonstrates that seasonal demand for part time working has been increasing in recent years. For example, the proportion of university students who worked during their degree was 77%, an increase from 56% in the previous year. There are, by way of example, several thousand students at nearby Oxford Brookes who would benefit from the opportunity to work in the busiest periods between university semesters.
- 2.10 At paragraph 7.8 of his evidence SJS states that:

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<sup>2</sup> ONS (2021), Annual Population Survey. % of economic inactive who want a job, July 2019 – June 2020.

*“Reference is made to providing jobs for young and old and to increase the skills of the local community by providing opportunities for life-guard training. These are laudable arguments but not demonstrably an addition to opportunities that already exist both locally in Bicester and across Oxfordshire. The case studies that are included in the Economic Statement also include examples of career paths that can be followed once one has a job at a Great Wolf Resort, and again these appear impressive but are similar to others that can be gained in the leisure and hospitality sectors (including in locations across Oxfordshire).”*

- 2.11 This is wrong and misrepresents the evidence. The data summarised above demonstrates that there is an existing need for employment and this will increase due to the significant population growth planned in the area. The contention that the jobs are not demonstrably an addition to Oxfordshire is clearly wrong and inconsistent with the data presented above. They would be additional jobs to this area in a development which would not otherwise exist. As identified by the evidence of Chris Goddard, this is a new leisure facility unlike any others existing in the area, with a large catchment, meaning that the additionality is significantly increased as compared with other forms of development, where the economic activity at the proposed development will not directly compete with existing equivalent leisure provision across Oxfordshire.
- 2.12 In addition, the economic statement provides evidence that the Appellant has a proven track record of being an excellent employer. In addition to the case studies, the Appellant’s existing resorts have a diverse workforce and the Appellant has committed to providing apprenticeships, working with local apprenticeships facilitator Ace Training. The Appellant will also provide local recruitment initiatives during the operational phase and work with specialist course departments at UK universities and colleges. The lifeguard qualification offered by the Appellant in its resorts in the US is industry leading, and a similar high standard would be delivered here. The claim by SJS that the job opportunities *appear impressive but are similar to others that can be gained in the leisure and hospitality sectors*” is pure assertion contrary to the evidence and significantly underplays the social contributions that the provision of such jobs and training will offer here which will not be on offer in the leisure and hospitality sectors in this area and ignores the clear evidence as to what the Appellant has achieved in the US and is committed to providing here.
- 2.13 The further contention to the effect that it is not clear how the jobs provided for by the proposed development would fit with the desired direction in the emerging Cherwell Industrial Strategy and Oxfordshire Local Industrial Strategy is also completely misplaced. These deal with a specific focus in those documents on high-value jobs, apprenticeships and the science and technology sector. However, this is just one target of the Oxfordshire Local Industrial Strategy. These documents are obviously not meant to discourage or inhibit the provision of jobs in other sectors, including those which offer jobs for those entering into the employment sector to gain skills and training which would foster entry into the sector that those documents support. Indeed, the Local Industrial Strategy aims to create *“longer and more flexible careers for older workers, and improved access to emerging jobs for younger people”* and separately to *“create pathways and social mobility for young people”* all of which the development will do.
- 2.14 Moreover, the proposed development itself will provide some higher skilled jobs, including approximately 5% management and director roles and 6% supervisor roles. It will also offer

opportunities to upskill, such as through programmes like the lifeguarding course. The Appellant's other resorts are already proof of the ability to support a diverse workforce, with a mix of young, older, disabled and disadvantaged people in need of a job. As already demonstrated, both current and future residents will require a diverse range of job opportunities, which the proposed development contributes positively towards delivering.

- 2.15 The Oxfordshire Local Industrial Strategy ambition is to position the county as one of innovation, world-leading science, and pioneering the UK with emerging technologies and sectors. There is nothing mutually exclusive with that objective of providing a wide range of job and training opportunities for the diverse, growing and changing population of Oxfordshire. It will only assist. The proposed development will contribute very positively towards delivering jobs that local people and future residents will need.
- 2.16 Accordingly, whilst the proposed development is not itself in the scientific innovative sector that the LIS specifically encourages, it is wrong to read those documents as in any way seeking to inhibit or cast doubt on the importance and value of providing employment and skills for people in the area. The development will be the first investment of this type in the UK, it will diversify the tourism and leisure offering, and in doing so will attract more visitors into Oxfordshire. As highlighted in the economic statement, this brings with it positive economic and social benefits. The Oxfordshire LEP strongly acknowledges the importance of the visitor economy to the county, citing the range of attractors for tourists, and the growing importance of this sector in the context of Brexit. In relation to the visitor economy, the LEP in July 2019 said *"In a nutshell, it's a sector we must not ignore and continue to nurture and grow"*. The proposed development will provide a considerable boost to local tourism, consistent with the county's desire to nurture and grow its visitor economy.

#### Economic benefits

*Proof of evidence paragraph references: AKB – 8.18 and SJS – 7.34-7.43*

- 2.17 Both SJS and CDC appear to question the estimates of visitor spend, on the basis that Great Wolf Lodges are known in North America for offering 'everything under one roof', such that the spin-off economic benefits to the wider economy may be more limited. SJS contends that visitor expenditure is not strongly substantiated and the transport assessment does not appear to include transport movements for visitors temporarily leaving the site to find food in the area.
- 2.18 The proposed development does offer visitors what they need for their stay and the economic statement (and socio-economic chapter which follows the same approach) reflects that in assuming that 75% of food and drink and shopping expenditure would take place within the proposed development, but the remaining 25% (which is only 11% of total visitor spend) is assumed to be spent elsewhere in Oxfordshire. These trips will include guests travelling to places like nearby Bicester Village for some shopping on the way home, or visiting another tourist attraction elsewhere in Oxfordshire and using facilities to or from their way to the resort. There will therefore be additional direct benefits to the local area, in addition to the other significant economic benefits that have been identified.
- 2.19 SJS also appears to question whether staff would spend locally on the basis that there are limited options and raises the question of the seasonal nature of work and contends that staff are generally low paid. In fact, the calculations used are based on the number of full time

equivalent jobs so accounts for seasonality and is based on a conservative calculation where only 60% of full time equivalent workers spend the average spend and to this there has been applied a further 50% discount to this to account for the nature of the options outside the site. As to the contention of low wages for young staff and their limited spending power, the economic statement identifies that the Appellant is committed to paying competitive wages. The estimates provided are therefore already based on conservative assumptions so the estimate of worker expenditure is also conservative.

- 2.20 SJS also claims that the construction spend and jobs are not a unique benefit of this proposal and contends that they would be generated by all development proposals. This is not a reason for downplaying the benefits of such construction jobs and spend of this kind as it requires development to occur for those jobs and spend to be created. The socio-economic assessment already recognises that these benefits are temporary, but the argument made by SJS underplays their benefits. In the relevant counterfactual where the development does not go ahead, these benefits would not come to the local area. The construction jobs and expenditure are therefore still beneficial for the area in net terms. The fact that such benefits are not unique to the proposed development is not a reason for their benefits to be discounted.
- 2.21 As to supply chain sourcing, at this point in the planning process and without existing operations in the UK there is no direct UK evidence as yet as to how the Appellant will work with the supply chain but no reason to doubt how the Appellant does operate. The economic statement has in fact assumed a 'low' level of multiplier impacts for these purposes, but the Appellant is committed to working with local businesses in order to maximise the supply chain benefits of the resort and so these benefits are likely to be greater in practice.
- 2.22 As to business rates these will be a benefit for the area. For the reasons above, we disagree that the proposed development will result in increased adverse competition across the hotel market. The estimate of business rates in the economic statement also takes account of the change in the golf course arrangements. The business rates revenue associated with the proposed development would therefore be higher than the counterfactual.
- 2.23 Overall, the evidence by SJS has simply focused on minor points around the edge, leaving aside that these points are not well-founded for the reasons identified above. None of the points he is making relate to, or undermine, the main significant effects in the socio-economic chapter. The socio-economic chapter acknowledged things such as the fact that the spending of visitors and workers would be beneficial but, for example, limited in the context of existing spend in the area and that the construction benefits are short term. Key benefits include:
- 600 additional jobs once operational;
  - a contribution of £22.8m in GVA each year;
  - additional tax revenues of £6.8m-£9.1m each year to the Treasury, and
  - a step change in leisure provision in Cherwell and Oxfordshire, offering unique provision which is currently not replicated elsewhere in the sub-region. This would attract local residents and additional tourists to the area, resulting in additional economic activity in the area. The proposed development would also better serve the needs of a larger proportion of the Cherwell population.

## Social benefits

*Proof of evidence paragraph references: AKB – 8.20-8.23 and SJS – 7.45-7.48*

- 2.24 Under the hearing of social benefits, SJS also seeks to question whether there is a need for a facility in this location and the value of employment, again raising issues of competition with hotels with consent and local leisure centres. SJS claims that it is not clear how these jobs fit in the economic strategy and the seasonal nature of them undermines their benefit.
- 2.25 SJS provides a partial and unreliable assessment which fails to refer to key social benefits of the proposed development including:
- The Appellant is committed to working with local apprenticeships facilitator Ace Training to deliver apprenticeships, and they will provide local recruitment initiatives during the operational phase and will work with specialist course departments at UK universities and colleges;
  - The proposed development will have a vibrant, youthful and inclusive staff culture, with clearly defined career progression opportunities. The Appellant's other resorts support a diverse workforce, with a mix of young, older, disabled and disadvantaged people in need of a job. The US resorts also support a high proportion of female workers, averaging 61% of the total workforce;
  - The proposed development will also offer key skills, development and training opportunities, aligned with the Cherwell Local Plan objective to "increase skills". For example, many of the roles will be lifeguards where the lifeguard qualification offered by the Appellant in the US is industry leading, thus offering people entry level positions but ones which result in valuable training and upskilling as well. The same level of qualification will be offered at the proposed development;
  - The wages offered at the proposed development in the retail and accommodation and food sectors, as well as the managerial and sales occupations, will be competitive. The proposed development will therefore help residents increase their incomes, thus supporting better opportunities and quality of life;
  - The existing lodges provide evidence that the Appellant has been successful in partnering with local groups and colleges to facilitate work opportunities for students and other residents, such as partnering with local culinary schools and programs to identify and employ cooks and chefs in the Great Wolf Resort restaurants. This is in keeping with the Oxfordshire Local Industrial Strategy which states a key strategic priority as "*getting the fundamentals right – building a skills system that better responds to local demand*". The Appellant has also been successful at working with local community groups in the UK, such as Autism Speaks, and developing relationships with the local community. From an early stage in the process, the Appellant has engaged with local businesses and business groups, and education providers, such as Oxford Brookes, in order to understand how they can work with the local community and maximise local economic benefits; and
  - The proposed development includes the potential to re-provide 18 golf holes across a 9-hole course. Changes to the holes are also intended to appeal to a wider demographic – including young people and families as well as the traditional members at the existing course – thereby expanding the catchment of the current course. This expanded catchment of the course, coupled with the larger catchment of the Resort itself, will mean the location overall will benefit from far greater tourism and associated benefits.

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