



## Background

### **In 2004, Crown Golf became proud owners of St Mellion International Golf Resort**

The lack of investment by previous owners had led to a spiral of decline. However, since receiving planning consent in 2007, Crown Golf has delivered significant improvements to help realise its vision of restoring the venue to its former glory and to make St Mellion its flagship course.

Crown Golf has invested £20 million in resort improvements relating to the golf courses, refurbishing and extending the hotel, and completing the refurbishment of the clubhouse, leisure and spa facility.

The resort has become a major employer that makes a valued contribution to the local economy and St Mellion has become a popular business and conference venue. The hotel enjoys high levels of occupancy throughout the year.







# What has happened since our £20million investment?

- Crown Golf secured a development partner to begin the first phase of golf homes on the Woolaton West site (66 units). However, unfortunately the development company ceased trading and construction was halted
- The partially constructed units at Woolaton West have since been demolished down to the foundations
- Crown Golf has marketed all three of the golf homes sites extensively to a range of potential developers – but there is no longer interest in developing holiday accommodation at this site
- Crown Golf has failed to secure a new development partner to build out the units as golf homes – but there is significant interest in developing the units as open market / affordable homes

The feedback received by Crown Golf is that:

- Demand for holiday homes is focused in coastal areas that are more popular with tourists
- Financial lenders are not willing to lend money for the construction of developments containing restrictive occupancy conditions



1	Area 1: Horsepool Site Area: 2.245ha Outline Approval: Up to 90 units	2	Area 2: Woolaton East Site Area: 2.951ha Outline Approval: Up to 115 units	3	Area 3: Woolaton West Site Area: 1.746ha Outline Approval: Up to 90 units Reserved Matters Approval: 66 units	Totals Areas 1-3 Site Area: 6.942ha / 17.154ac	N
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# What is the planning status of the golf home sites?



Three areas within the resort were identified within a 2007 outline planning permission for the delivery of up to 265 golf home units.

The Woolaton West site has reverted to Crown Golf, leaving a partly built development of 66 units that remains extant.

The planning permission for the golf homes at Horsepool and Woolaton East was renewed in November 2014.



Therefore, the resort currently benefits from extant permission for the delivery of up to 265 golf homes across the three sites.

Restrictions were applied to the occupation of the golf homes, which stipulated that they could not be occupied as a person's sole or main place of residence.



## What is Crown Golf's long-term strategy?

Crown Golf is committed to a fully functioning resort remaining at St Mellion. This will ensure that the resort continues to deliver benefits to the local community and economy.

The resort is a vital part of Cornwall's economy and an inability to complete the consented works – with the occupancy restrictions removed – could affect its future.

£20 million has already been invested without any of the financial return that would have been generated from the sale of the golf home sites.

Acquiring a development partner would allow Crown Golf to secure the future of the resort and enable it to continually reinvest in new facilities long-term in order to maintain its pre-eminent position.

To secure a development partner, we propose to remove the occupancy restriction from the existing planning permissions.

## What is the impact of this?

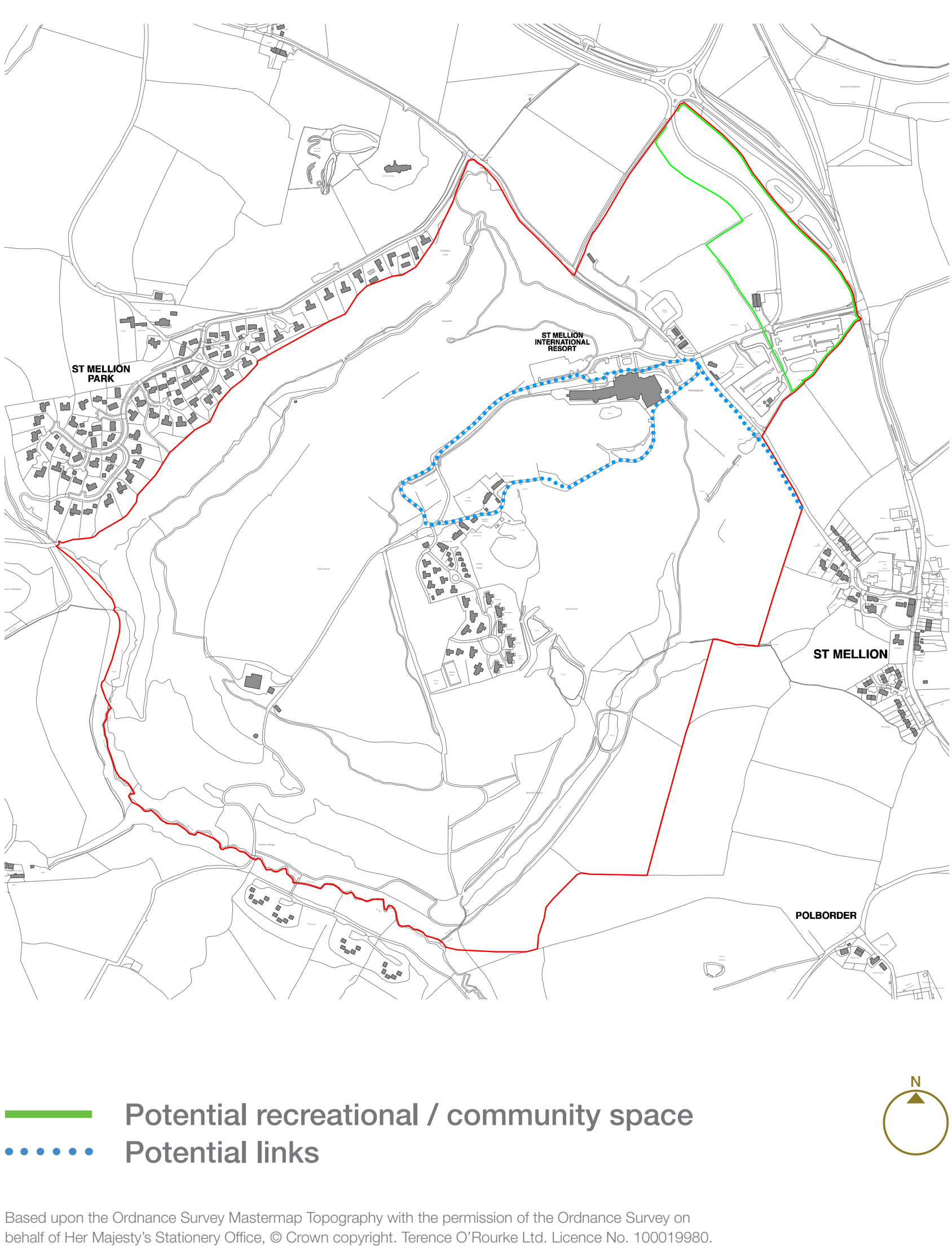
- The units will be delivered as a mix of new homes
- The maximum number of units, footprint and scale of development will remain unchanged
- There will be no physical change within the resort – the homes will still need to be delivered in accordance with the approved comprehensive Design Code
- The golf homes – as already approved – can be occupied 365 days of the year. This will not change
- Occupation on a non-restrictive basis makes the units more attractive to developers
- The delivery of non-restricted homes will trigger the need to provide for, or a contribution towards, community facilities and infrastructure, including affordable homes, open space, education provision and transport improvements







# Community benefits of removing the restrictions



In addition to securing the long-term financial security and future of the resort, the proposals will result in a number of community benefits:

- Delivering a mix of new homes
- Financial contribution towards primary school education facilities – our intention is for our funding to secure the expansion of St Mellion Primary School to provide additional capacity and to improve facilities
- On-site public open space and play space provision
- Improving local pedestrian and recreational links between the resort and village together with improving transport links and encouraging sustainable travel (see below)

## Accessibility proposals

The proposed measures to minimise the need to travel and reduce single occupancy car travel amongst future residents could include:

- New segregated footpath alongside Church Lane from the village to enable pedestrians to travel safely from the village centre to the resort
- Provision of recreation footpaths / trails
- Free provision of high speed broadband for 5 years

- Access to and reduced membership of St Mellion International Resort facilities
- Provision of a car club vehicle within the development
- Provision of electric vehicle charging facilities
- Provision of bus travel vouchers
- Financial contribution towards up to two bicycles for each property

## Feedback

Your views as members of the local community are very important to us. We welcome any feedback that you have on this exhibition, which will be taken into account in formulating the proposals.

We invite you to complete and return one of the feedback forms available in the room.

## Next steps

Following review of the feedback gathered during the exhibitions Crown Golf will finalise their proposals and are aiming to submit their applications to Cornwall Council by the end of March 2017.

Please note that you will have the opportunity to forward your views on the applications, once submitted, to Cornwall Council prior to their determination.

Thank you for your time and participation at this event.







# Supplementary note

To expand upon the text on the previous pages, please note that the site currently benefits from planning permission for up to 265 golf homes across the three areas (i.e. split between Areas 1 – 3).

The maximum number of units permitted at each area is as follows:

**Area 1:** Horsepool (up to 90 units)

**Area 2:** Woolaton East (up to 115 units)

**Area 3:** Woolaton West (up to 90 units)

Although it appears that the total number of units would equal 295 units (i.e. the sum of “up to 90” at Area 1, “up to 115” at Area 2 and “up to 90” at Area 3), the maximum number of units that are permitted remains 265.

Crown Golf is looking to submit an application to seek consent for the removal of the occupancy restrictions applied to these golf homes.

This would enable up to 265 units to be delivered as a mix of open market and affordable homes.

