

## Comparison of Western Park Golf Course and Humberstone Heights Golf Course

### Facilities Offered

Facilities offered at the two courses vary with Humberstone Heights offering more facilities than Western Park. Listed below is a summary of the similarities and differences.

Facility	Western Park	Humberstone Heights
18 hole course	✓	✓
9 hole course / Pitch & Putt		✓
Indoor Driving Range		✓
Putting Green	✓	✓
Practice Bunker Area		✓
Club Room	✓	✓
Bar & Catering	✓	✓
Pro Shop	✓	✓

The undercover driving range at Humberstone Heights is an advantage as golfers can continue to play all year round, and this is regularly used by schools.

### Financial Information

#### Income

Income	Western Park	Humberstone Heights
2013/14	£210,000	£272,000
2012/13	£191,000	£232,000
2011/12	£267,000	£314,000

#### Expenditure

Expenditure	Western Park	Humberstone Heights
2013/14	£333,000	£335,000
2012/13	£326,000	£310,000
2011/12	£326,000	£333,000

#### Subsidy Levels

Subsidy	Western Park	Humberstone Heights
2013/14	£123,000	£63,000
2012/13	£135,000	£78,000
2011/12	£59,000	£19,000

*NB: The figures provided in the financial information above do not include the cost of management, administrative services or professional fees.*

## Comparison of Membership

Membership / Season Ticket Holders	Western Park	Humberstone Heights
<b>Total Members / Season Ticket Holders</b>	<b>253</b>	<b>307</b>
<b>Of Which are Club Members</b>	<b>120</b>	<b>170</b>
<b>Under 18 year olds</b>	<b>3</b>	<b>25</b>
<b>19-25 year olds</b>	<b>3</b>	<b>9</b>
<b>26-59 year olds</b>	<b>117</b>	<b>158</b>
<b>60-70 year olds</b>	<b>76</b>	<b>57</b>
<b>71-85 year olds</b>	<b>54</b>	<b>58</b>
<b>Women Members/ Season Ticket Holders</b>	<b>3</b>	<b>14</b>

*Note: Numbers accurate as of 26<sup>th</sup> June 2014*

The above table shows that Humberstone Heights is a more popular club with more members, more juniors and more female members. Although figures on the ethnicity of users is not collated, Humberstone Heights is generally used far more than Western Park by black and ethnic minority (BME) communities.

### Other Differences -

#### Young People

Humberstone Heights run junior classes every Saturday morning which Western Park do not do. Approximately 20 juniors attend classes at Humberstone Heights Golf Course every week.

Golf initiatives such as tri golf and extreme golf would not be affected if a decision were taken to close one golf course as the delivery of these programmes are held in schools. Over the last 5 years these programmes have seen over 28,000 school aged children participate in golf at the city golf courses.

#### Women

The 'Be Active' initiative aims to encourage women to be more active and improve their health and fitness. Humberstone Heights, in partnership with the Leicester and Rutland County Golf Partnership, runs a 'Be Active' programme, offering a rolling 6 week programme of free courses to women who want to play golf. This is not offered at Western Park Golf Course. Last year this programme coached over 800 women of which approximately 20% were from a black and minority ethnic background (BME).

#### Open Days

Humberstone Heights run regular open days to attract new members along with targeting new women members. Proactive marketing like this is not done by the Western Park Golf Club.

## **Other Council Leisure Facilities**

Humberstone Heights is located in the east of the city which is not served particularly well by other council sports facilities. Spence Street Sports Centre and Cossington Street Sports Centre, which are very small centres, are the closest city council leisure facilities to Humberstone Heights. Western Park is close to New Parks Sports Centre and Braunstone Leisure Centre, the latter being the council's flagship leisure facility. Therefore, should a decision be taken to close Humberstone Heights instead, it would have a greater impact on public access to the sport and leisure provision.

## **Financial Implications**

Analysis has been carried out to consider the potential financial impact of closing one golf course or the other. These scenarios are based on:

20% of existing casual pay and play users switching golf course/club from one to the other

50% of existing members paying an average of £400 per year switching golf course/club from one to the other

### **Scenario 1**

If Humberstone Heights were to close, based on the above scenario the result would be additional income to Western Park of approximately;

20% of casual pay and play from Humberstone Heights = £27,000

50% of members from Humberstone Heights =  $153 \times £400 = £61,000$

Total = £88,000 expected additional income to Western Park

Last year's subsidy to Western Park = £123,000

**Result:** If Humberstone Heights Golf Course were to close, Western Park Golf Course would not be financially sustainable and would still require a council subsidy in this scenario.

### **Scenario 2**

If Western Park Golf Course were to close, based on the same scenario the additional income to Humberstone Heights would be approximately;

20% of casual pay and play from Western Park = £21,000

50% members from Western Park =  $126 \times £400 = £50,000$

Total = £71,000 expected additional income to Humberstone Heights

Last year's subsidy to Humberstone Heights = £63,000

**Result:** If Western Park Golf Course were to close, Humberstone Heights Golf Course would become financially sustainable and would not require the council subsidy in this scenario.