

## REGENERATION, CULTURE AND ENVIRONMENT OVERVIEW AND SCRUTINY COMMITTEE

**12 MARCH 2018**

### CALL-IN AND PETITION REFERRAL: CLOSURE OF DEANGATE RIDGE GOLF COURSE

Report from: Richard Hicks, Director of Regeneration, Culture, Environment and Transformation and Deputy Chief Executive

Author: Tomasz Kozlowski, Assistant Director Physical and Cultural regeneration  
Ellen Wright, Democratic Services Officer

#### Summary

This report advises the Committee of a notice of call-in received from six Members of the Council of Cabinet decisions 23 and 24/2018 to:

23/2018	Close Deangate Ridge Golf Course and associated golf facilities on the basis of ongoing substantial financial loss, which is unsustainable, on 31 March 2018.
24/2018	Instruct officers to begin detailed planning for consultation and development of a new sports centre for the Hoo Peninsula.

The Committee must consider the Cabinet decision(s) and decide either to take no further action, to refer the decision(s) back to Cabinet for reconsideration or to refer the matter to full Council.

The Committee is also advised that petitions have been received concerning the closure of the Golf Course. The petitioners have asked for the matter to be considered by this Committee under the Council's Petition Scheme at the same time as the call-in.

#### 1. Budget and Policy Framework

- 1.1 In accordance with Chapter 4, part 5, paragraph 15.3 of the Constitution with regard to decisions, Cabinet decisions 23 & 24/2018 have been called-in to this Committee.

## **2. Background**

- 2.1 The Cabinet considered this matter on 6 February 2018 and the discussion and decisions are set out below. A copy of the Cabinet report is set out at Appendix A.

### **Cabinet – 6 February 2018**

This report provided details of a proposal to close Deangate Ridge golf course on the basis of ongoing financial instability. The report also set out a proposal to begin detailed planning for the development of a new sports centre on the Hoo Peninsula to meet the modern needs of residents.

The report gave details of the annual total net budget costs for operating Deangate Ridge golf course in the past seven completed financial years and concluded that given the income generated at Deangate Ridge golf course currently compared to the running costs of the course and the national decline in golf participation, it was not possible to project a scenario where the annual net cost situation for the Council would improve materially.

The report stated that the Bowls Club would be unaffected by the proposal to close the golf course and would continue to operate from its current location. The remainder of the sports facilities at Deangate Ridge would also remain open.

A Diversity Impact Assessment had been carried out on this proposal and was set out in Appendix 1 to the report.

Councillor Filmer made representations on behalf of local residents and requested that the consideration of the matter be deferred to enable consultation with the local community.

<b><i>Decision number:</i></b>	<b><i>Decision:</i></b>
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<b>23/2018</b>	<b>The Cabinet approved the closure of Deangate Ridge Golf Course and associated golf facilities on the basis of ongoing substantial financial loss, which is unsustainable, on 31 March 2018.</b>
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<b>24/2018</b>	<b>The Cabinet instructed officers to begin detailed planning for consultation and development of a new sports centre for the Hoo Peninsula.</b>
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**Note: In accordance with Council Rule 12.6, Councillor Filmer requested that his vote against decisions 23/2018 and 24/2018 be recorded in the record of decisions.**

## **Reasons:**

Currently, there is a need for an annual Council subsidy to operate the facility against a backdrop of a decline in the number of golf participants. On this basis, it is not possible to project a time when the centre will be self-sustaining.

It is the Council's intention to provide a modern sports centre for the Hoo Peninsula, which reflects the needs of present and future residents.

### **3. Call-in**

- 3.1 The above decisions were subsequently called in by six Members of the Council. The reasons for the call in are as follows:

*Although we are not principally opposed to the decision for the council to declare Deangate Ridge surplus we have concerns around two key areas:*

*1. The total lack of consultation prior to making the decision, both as regards the issue generally but also some of the detailed specifics such as the placing of loved ones ashes and memorial plaques & benches.*

*2. The financial justification for making the decision has serious consequences for all of Medway Council's remaining Leisure facilities and creates uncertainty for staff and service users. This demands further scrutiny.*

### **4. Petitions**

- 4.1 The Committee is also advised that a number of petitions have been received objecting to the closure of the Golf Club.

- 4.2 The basis of the paper petition is as follows:

'Medway Council propose to close the Deangate Ridge Golf Club in Hoo. They state that the club is running at a loss – average £200k per annum in the past 5 years. Whilst no one can suggest that the Council should be funding the Club at a loss, they have not demonstrated to local people that a fair attempt at trying to increase revenue has been undertaken. They have not opened up the club for other uses nor has there been any advertising campaigns to increase membership of numbers. They have not run well advertised golf days and competitions, not opened their doors for public events like fund days or considered other business models such as doubling up as a wedding venue. A cynic would wonder whether the Council has almost let it run into the ground to make the site viable for sale and redevelopment. This petition asks the Medway Cabinet to consider new business models to increase income or to tender the management of the Club to a private provider prior to a decision of closing the club as part of a viability assessment.'

- 4.3 In addition, letters dated 4 and 12 February 2018 were sent to Cabinet and Ward Councillors and a copies of these are attached at Appendix B.
- 4.4 The number of signatures on the petition can be broken down as follows:

Type of petition	Date received	Total signatures
Signatures on the paper petition	9 February 2018	1215
E-petitioners with valid signature and postal addresses provided	16 February 2018	426
2 <sup>nd</sup> paper petition	16 February 2018	2084
	<b>TOTAL</b>	<b>3725*</b>
* May be duplicates in paper and e-petition		

- 4.5 A large number of Freedom of Information requests have also been received and officers are in the process of preparing a consolidated response. This will be circulated as soon as possible.

## 5. Director's Response to the call-in

- 5.1 For ease of reference, the Director has responded to each reason for call in individually.

*1. The total lack of consultation prior to making the decision, both as regards the issue generally but also some of the detailed specifics such as the placing of loved ones ashes and memorial plaques & benches.*

- 5.1.1 Medway Council has a statutory duty to provide a balanced budget.

As stated in the Cabinet report of 6 February 2018, the provision of leisure services is an executive function. Therefore, a decision to reconfigure service provision is a matter for Cabinet, in accordance with the council's budget and policy framework.

Having assessed the financial performance of Deangate Ridge golf course over a number of years and taking account of participation levels and historical trends the Cabinet has taken the executive decision that the Council will no longer provide a golf course as part of its leisure provision.

There was no legal duty to consult on the proposed closure of Deangate Ridge Golf Course. No legitimate expectation of consultation can have existed since the Council did not promise to consult and there is no established practice that all Cabinet Decisions about the closure of facilities will involve consultation.

On the basis of no statutory requirement and no legitimate expectation no consultation was undertaken on the proposal to close the golf course.

In making its decision, Cabinet has stated full consultation on the future of both the land at Deangate Ridge and wider sporting provision for the community of the Hoo Peninsula will be undertaken, through the Local Plan process.

This will provide all interested parties with the opportunity to state how they wish to see the land used in future. The extensive consultation this process provides ensures all aspects can be considered by Members prior to any decisions on the future of Deangate Ridge being taken.

The proposed closure of the golf course is not directly impacting on bereaved relatives at this stage as the Council is still enabling people to access the open space as of right and that any proposals that would impact on that will be the subject of consultation with affected individuals. Discussions have already been held between golf club members, centre management and families to ensure full consideration and sensitivity is given to this matter at all times.

*2. The financial justification for making the decision has serious consequences for all of Medway Council's remaining Leisure facilities and creates uncertainty for staff and service users. This demands further scrutiny."*

5.1.2 The suggestion of serious consequences for other leisure facilities from the proposed closure of Deangate Ridge Golf Course is not accepted.

While recognising that any change can cause uncertainty, Medway Council has a proven track record in supporting and developing leisure provision.

As recent as the Budget Council meeting on 22 February 2018, the Leader of the Council announced £50,000 for a feasibility study for the provision of new, modern leisure facilities for the Peninsula and East of Medway.

In recent years Medway Council has demonstrated significant capital investment in leisure facilities, including the £11m creation of a regional centre of sporting excellence at Medway Park, and a £2m refurbishment of Strood Sports Centre.

At its meeting on 6 February 2018, Cabinet instructed officers to begin detailed planning for a new sports complex for the Hoo Peninsula to meet the modern needs of residents. Details of this will be developed through public consultation to ensure the community has full engagement in developing the centre.

For the east of Medway, a Member working group has been established to consider future sports centre provision for the community

in this area. As this work develops there will be opportunities for public engagement to ensure current and future service users are consulted.

Staff affected by the proposed closure of Deangate Ridge have been kept fully informed at each stage and assured that potential alternative opportunities exist within the sport leisure, tourism and heritage service and the Council.

## **6. Director's response to the petition**

- 6.1 The Director's response to the petition together with related issues raised in the letters sent on behalf of the petitioners to Cabinet on 4 and 12 February 2018 is set out in Appendix C to this report.

## **7. Advice from Monitoring Officer and Chief Finance Officer on budget and policy framework**

- 7.1 The Monitoring Officer and the Chief Finance Officer have both further reviewed the Cabinet report and are satisfied that the decisions taken by Cabinet are not contrary to the budget and policy framework.

## **8. Comments of the Monitoring Officer**

- 8.1 The Council's priorities are:

- Medway: A place to be proud of
- Maximising regeneration and economic growth
- Supporting Medway's people to realise their potential

To meet the above three priorities, the Council has identified a number of ways of working, which includes giving value for money.

The executive decision to close Deangate Ridge Golf Course is an operational matter and is consistent with the Council Plan (policy framework) with regards to giving value for money.

- 8.2 The Council Plan outcomes includes 'Healthy and active communities' and includes a programme to improve everyone's health and reducing inequalities. The proposal to begin detailed planning for the development of a new sports centre on the Hoo Peninsula to meet the modern needs of residents provides an opportunity to widen the type of sporting facilities on offer to be attractive to a wider group of individuals.
- 8.3 The decision of the Cabinet to close Deangate Ridge Golf Course can therefore, be considered to be wholly in accordance with the policy framework.

## **9. Comments of the Chief Finance Officer**

- 9.1 The Council's 2017/18 budget approved by the Council on 23 February 2017 includes a subsidy of £43,000 in respect of Deangate Ridge Golf Course, with the overall 2017/18 net expenditure budget for Sports, Leisure, Tourism and Heritage set at £1.554m.
- 9.2 The Council has subsidised Deangate Ridge Golf Course, accepting that the service operated at a net annual cost to the council for the past seven completed financial years as shown in the Cabinet report. In addition to this agreed level of subsidy, the Golf Course has operated at a cost in excess of this agreed budgeted subsidy level for 2015/16, 2016/17 and is projected to do so for 2017/18.

The decision of the Cabinet to close Deangate Ridge Golf Course can, therefore, be considered to be wholly in accordance with the budget.

## **10. Options**

- 10.1 The options open to this Committee in dealing with these call ins are to:
- a) to consider the matter and accept the Cabinet decisions, or;
  - b) ask Cabinet to reconsider its decisions if Members have concerns about them (setting out in writing the nature of any concerns), or;
  - c) refer the matter to full Council for consideration.
- 10.2 In accordance with rule 15.8 of the Constitution, to avoid the possibility of very many emergency Council meetings, Overview and Scrutiny Committees should normally only use the power to refer a matter to the full Council if it considers either:
- a) that the decision is contrary to the policy framework (i.e. those policies and plans listed in Article 4.1 of Chapter 2 of the Constitution) or contrary or not wholly in accordance with the budget;
  - b) where a request for call-in is signed by six or more members representing at least two political groups.
- 10.3 If the Committee considers the Cabinet decision is, or would be, contrary to the policy framework or not wholly in accordance with the Council's budget, then it must first ask for advice from the Monitoring Officer and/or Chief Finance Officer. If the officer advice is that the decision taken by Cabinet is within the policy framework or budget, and this is accepted by the Committee, then a referral to full Council, on the grounds that the decision is contrary to the budget or policy framework, would not be possible. As mentioned in paragraph 7 above, the Monitoring Officer and the Chief Finance Officer have confirmed that

the decisions taken by Cabinet set out in paragraph 2.1 above are not contrary to the Council's budget or policy framework.

10.4 The Committee may refer the call-in to full Council if:

- the officer advice confirms the view of the Committee that the Cabinet decision was outside the budget or policy framework, or
- the officer advice does not confirm the view of the Committee but Members do not accept the officer advice.

10.5 In the event of a referral to full Council for reasons relating to the budget or policy framework, Cabinet will then meet to consider the views of the Monitoring Officer and/or Chief Finance Officer, together with the views of the Overview and Scrutiny Committee. Having considered these views, Cabinet will decide what action to take and prepare a report for Council.

10.6 When the Council meets following a referral on the grounds that an Overview and Scrutiny Committee considers that a Cabinet decision is contrary to the policy framework or contrary or not wholly in accordance with the budget, it can decide:

- a) that the Cabinet decision falls within the existing budget and policy framework, in which case no further action is required, or;
- b) to amend the Council's budget or relevant policy framework document to encompass the decision, in which case the Cabinet decision takes effect immediately and no further action is required, or;
- c) to accept that the decision is outside the policy framework or budget, in which case Cabinet must reconsider the matter taking into account the views of full Council and take a decision which is in accordance with the advice of the monitoring officer/chief finance officer and which complies with the budget and policy framework.

10.7 When the Council meets following a referral on other grounds then it can decide:

- a) to accept the Cabinet decisions and therefore take no further action or;
- b) refer the decisions back to Cabinet for reconsideration, setting out the reasons for the referral back.

## **11. Risk Management**

11.1 Risk management is addressed in section 5 of the Cabinet report attached at Appendix A.



## **12. Financial and legal implications**

12.1 The financial and legal implications in relation to the Cabinet decisions are set out at section 7 of the Cabinet report attached at Appendix A.

12.2 In accordance with Chapter 4, part 5, paragraph 15.3 of the constitution, six members of the Council may call in a decision for scrutiny by the relevant Overview and Scrutiny Committee. Call-ins must be dealt with in accordance with Rule 15 of the Overview and Scrutiny Rules and Rule 7 of the Budget and Policy Framework Rules.

12.3 The legal position on consultation can be summarised as follows:

The duty to consult may be imposed by statute or may arise because the parties to be consulted have a legitimate expectation of consultation, which results either from a promise or from an established practice of consultation. What kind and amount of consultation is required in a particular case must depend on the circumstances. As stated elsewhere in the report, there was no legal duty to consult on the proposed closure of Deangate Ridge Golf Course

## **13. Recommendations**

13.1 The Committee is asked to consider the called-in Cabinet decisions 23 and 24/2018 and decide either to:

- a) accept the Cabinet decisions and therefore take no further action or;
- b) refer the decisions back to Cabinet for reconsideration, setting out the reasons for the referral back or;
- c) refer the decisions to full Council for consideration having taken into account the advice set out in paragraph 10.2 – 10.4 of this report.

13.2 The Committee is asked to consider the petition referred to the Committee under the petition scheme and decide what if any action to take.

### **Lead officer contacts:**

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## **Background papers**

As set out in the Cabinet report at Appendix A.

## **Appendices**

Appendix A - Cabinet Report – 6 February 2018

Appendix B – Letters to Cabinet dated 4 and 12 February 2018

Appendix C – Director's response to petition

Appendix D – Freedom of Information requests and consolidated response –  
To follow



## **CABINET**

**6 FEBRUARY 2018**

### **DEANGATE RIDGE**

Portfolio Holder:	Councillor Howard Doe, Deputy Leader and Portfolio Holder for Housing and Community Services
Report from:	Richard Hicks, Director Regeneration, Culture, Environment and Transformation and Deputy Chief Executive
Author:	Tomasz Kozlowski, Assistant Director Physical and Cultural Regeneration

#### **Summary**

The report sets out a proposal to close Deangate Ridge golf course on the basis of ongoing financial instability.

The report also sets out a proposal to begin detailed planning for the development of a new sports centre on the Hoo Peninsula, which meets the modern needs of residents.

#### **1. Budget and Policy Framework**

- 1.1 The provision of leisure services is an executive function, therefore, a decision to reconfigure service provision is a matter for Cabinet, in accordance with the budget and policy framework.
- 1.2 The proposal to close Deangate Ridge Golf Course is consistent with the Council Plan (policy framework) with regards to giving value for money.

#### **2. Background**

- 2.1 Deangate Ridge has been a Council-owned golf course for more than 40 years. It is operated in-house by the Sport Leisure, Tourism and Heritage service with all grounds maintenance/course preparation undertaken by Medway Norse.
- 2.2 In addition to the main golf course there is a Par3 course, a driving range, football pitches, tennis courts and an athletics track. The total area is in excess of 180 acres.

- 2.3 Although there is multi-sport provision it is of limited standard with small customer usage. The overwhelming majority of income is derived from the golf course.
- 2.4 Over the past years there has been a national decline in numbers playing golf and the frequency with which golfers play. This is reflected in municipal courses, golf club memberships and Sport England annual participation surveys.
- 2.5 There is an annual net cost to the Council for operating Deangate Ridge. The following are the annual actual total net budget costs for operating Deangate in the past seven completed financial years.

Year	Income (£)	Expenditure (Norse) (£)	Total (£)
2010/11	353,996	512,060 (0)	-158,064
2011/12	381,056	530,678 (0)	-149,622
2012/13	319,300	633,111 (0)	-313,811
2013/14	373,931	638,762 (160,049)	-264,831
2014/15	435,199	631,804 (192,059)	-196,605
2015/16	376,964	653,728 (192,059)	-276,764
2016/17	341,191	544,251 (192,059)	-202,841

- 2.6 While the dry weather of spring and early summer has seen an improvement in income projections for the current financial year, the level of income is still considerably below budget levels.
- 2.7 Given income generated at Deangate currently compared to the running costs of the course and the national decline in golf participation, it is not possible to project a scenario where the annual net cost situation for the Council will improve materially.
- 2.8 A requirement of Medway's ongoing working relationship with Sport England is that an independently-compiled Sports Facilities Strategy needs to be in place. Medway's is currently at draft final report stage.
- 2.9 As part of the strategy the consultants were asked to consider what will be appropriate sports facilities for the peninsula in future years, taking into account Local Plan proposals for the area.
- 2.9.1 The Consultants' report states "Due to falling participation rates in golf, owners and operators finding it increasingly difficult to sustain the operation in the face of falling membership numbers and revenues. There is no evidence of need for increased golf provision in the area. Indeed, the Council should consider the long term sustainability of the golf facilities it operates, in particular Deangate Ridge Golf Course, which operates at a revenue deficit and provides for a relatively small number of members (282). There is a range of alternative affordable provision within and outside the area, with seven courses within a 20 minute drive from Deangate Ridge Golf Course. Many of these offer golf on a pay and play basis, for non-members, at comparable prices to those of Deangate Ridge Golf Course".

### **3. Options**

- 3.1 The future use of the site will need to be considered in line with the emerging Local Plan.
- 3.2 The Council recognises the need for a larger, more modern sports centre on the Hoo Peninsula, which will address the modern needs of residents and reflect the growing population in this area in future years.
- 3.3 Due to physical constraints, a new centre will not be possible on the site of the current centre in Main Road, Hoo, so it will be necessary to identify a new, suitable place as part of the Local Plan development and consultation.
- 3.4 The Bowls Club will be unaffected by the proposal to close the golf course and will continue to operate from its current location.

### **4. Advice and analysis**

- 4.1 Analysis of the annual trading position of Deangate Ridge over past years, together with the decline in the number of golf participants nationally do not indicate a position where the facility will be financially sustainable without substantial ongoing subsidy from the Council.
- 4.2 Given the increasing demands on the Council's annual budget, it is considered a prudent time to consider alternative options which will not require ongoing subsidy by the Council.
- 4.3 At the same time, it is considered an opportune time for Members to consider the need for a new sports centre, which more accurately reflects the needs of residents. As such, officers have started initial work on proposals for a new sports centre, taking into account the needs analysis identified within the recently commissioned Sports Facilities Strategy. Once initial proposals have been developed officers are planning to undertake public consultation to ensure residents' needs are fully considered, the outcome of which will be reported back to Cabinet
- 4.4 Therefore, taking into account the financial situation of the golf facility at Deangate Ridge, and the opportunity to consider a new sports facility, it is recommended that the golf course and associated golf facilities are closed on 31 March 2018. A Diversity Impact Assessment has been carried out on this proposal and is set out in Appendix 1 to the report. The remainder of the sports facilities at Deangate Ridge will remain open.

### **5. Risk management**

- 5.1 Risk management is an integral part of good governance. The Council has a responsibility to identify and manage threats and risks to achieve its strategic objectives and enhance the value of services it provides to the community.

Risk	Description	Action to avoid or mitigate risk	Risk rating
Staffing	Medway Council will no longer require staff to work at Deangate Ridge	There are vacancies within the Sport Leisure, Tourism and Heritage service, which enable the Council to offer redeployment to staff affected, subject to each individual's suitability for the roles available.	A3
Norse	The number of grounds maintenance staff employed by Norse will be affected by the closure of the course and any subsequent plans for the land	Along with any budgetary implications for the Council associated with the reduced SLA, the reduced requirement from Norse will need to form part of an ongoing discussion.	B3
Golf customers	Golfers will no longer be able to play at Deangate Ridge	There are a number of golf courses in Medway and surrounding areas, which will offer alternative playing options for affected customers.	A3
Site security	A vacant site may attract anti-social behaviour	Discussions are ongoing with Council colleagues to identify the most appropriate method for securing the site pending a decision about its future	A2

## **6. Consultation**

- 6.1 Public consultation will form part of the needs analysis and planning for the proposed new sports centre on the Hoo Peninsula. It is envisaged this will take place at the same time as Local Plan consultation is undertaken.
- 6.2 Working with colleagues in HR, officers will undertake formal consultation with all Council staff affected should Members decide to close the golf course. As outlined in the risk management report above there are vacancies within the Sport Leisure, Tourism and Heritage service to enable the Council to offer redeployment to staff affected, subject to each individual's suitability for the roles available.

## **7. Financial and legal implications**

- 7.1 Based on the 17/18 budget, the following saving of £78,829 is projected to be achieved if the facility were to close.
- 7.2 However, Members are asked to consider that, while the saving based on budget is as above this is forecast on an income target which is not being achieved. Even allowing for what has been a relatively good summer for golf income compared to the past couple of years and there is additional income from return of the catering function to Medway Council the actual shortfall for the current financial year is estimated to be circa £130,000.
- 7.3 This saving is net of the maintenance cost of £7,000 after closure (based on Norse figure). Projected seasonal maintenance is estimated at £25-£30,000 per annum, plus additional costs for security provision to safeguard the site and also future demolition costs for the buildings.
- 7.4 There is an additional income target of £136,000 to meet the £1m, 3 years savings target, agreed at the budget-setting round for in 2015, which will no longer be deliverable if the facility were to close. This would need to be reconsidered during the 18/19 budget setting process.
- 7.5 Any decision to close a facility such as Deangate is likely to generate a degree of public interest and raise the possibility of challenge, however given the financial position it is clearly something that the Council can consider. Additionally there may be claims made around the redeployment of staff, but provided the consultation and other steps are carried out these should not represent a significant risk.
- 7.6 There is no contractual requirement in the membership terms and conditions to provide golf club customers with a set period notice of closure.
- 7.7 A percentage of golf club members pay annually in advance and have expiry dates later than 31 March 2018. They would thus be entitled to a proportionate refund. The total sum of refunds is estimated at less than £2,000.

## **8. Recommendations**

- 8.1 Cabinet is asked to approve the closure of Deangate Ridge Golf Course and associated golf facilities on the basis of ongoing substantial financial loss, which is unsustainable, on 31 March 2018.
- 8.2 Cabinet is asked to instruct officers to begin detailed planning for consultation and development of a new sports centre for the Hoo Peninsula.

## **9. Suggested reasons for decisions**

- 9.1 Currently, there is a need for an annual Council subsidy to operate the facility against a backdrop of a decline in the number of golf participants. On this basis, it is not possible to project a time when the centre will be self-sustaining.
- 9.2 It is the Council's intention to provide a modern sports centre for the Hoo Peninsula, which reflects the needs of present and future residents.

### **Lead officer contact**

Bob Dimond, Head of Sport Leisure, Tourism and Heritage, Gun Wharf, 01634 338238 bob.dimond@medway.gov.uk

### **Appendices**

Appendix 1 – Diversity Impact Assessment

### **Background papers**

None



<b>TITLE</b> Name / description of the issue being assessed	Closure of the golf course at Deangate Ridge and the provision of a new sports centre for the Hoo Peninsula
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<b>DATE</b> Date the DIA is completed	29 January 2018
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<b>LEAD OFFICER</b> Name, title and dept of person responsible for carrying out the DIA.	Bob Dimond, Head of Sport Leisure, Tourism and Heritage
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**1 Summary description of the proposed change**

- What is the change to policy / service / new project that is being proposed?
- How does it compare with the current situation?

The proposal is to close the golf course at Deangate Ridge and associated facilities on 31 March 2018, on the basis of ongoing financial instability. It is also proposed that the Council begins detailed planning for a new sports centre serving the Hoo Peninsula, which better reflects the modern requirements of residents

**2 Summary of evidence used to support this assessment**

- Eg: Feedback from consultation, performance information, service user records etc.
- Eg: Comparison of service user profile with Medway Community Profile

Financial performance information, membership information, national participation statistical trends, sports facilities strategy (draft)

**3 What is the likely impact of the proposed change?**  
Is it likely to :

- Adversely impact on one or more of the protected characteristic groups?
- Advance equality of opportunity for one or more of the protected characteristic groups?
- Foster good relations between people who share a protected characteristic and those who don't?

*(insert ✓ in one or more boxes)*

Protected characteristic groups (Equality Act 2010)	Adverse impact	Advance equality	Foster good relations
Age	✓	✓	
Disability		✓	
Gender reassignment			
Marriage/civil partnership			

Pregnancy/maternity			
Race			
Religion/belief			
Sex		✓	
Sexual orientation			
Other (eg low income groups)			

#### 4 Summary of the likely impacts

- Who will be affected?
- How will they be affected?

Current golf membership analysis demonstrates a high ratio of older males, compared to other age groups. They will lose the opportunity to play golf on a council-run course

#### 5 What actions can be taken to mitigate likely adverse impacts, improve equality of opportunity or foster good relations?

- What alternative ways can the Council provide the service?
- Are there alternative providers?
- Can demand for services be managed differently?

The Council does not operate any alternative full-size golf courses. However, there are a number of alternative providers within a 20-minute travel radius, as identified through the sports facilities strategy (draft) undertaken by independent consultants in partnership with Sport England.

Golf predominantly attracts male participation, and membership analysis demonstrates a higher proportion of older members compared to those under 25.

The range of activities a new sports centre will be able to offer will attract higher overall numbers of participants, with a higher ratio of women and wider age group participating, compared to golf courses.

Golf is not a sport which is accessible for a number of people with disabilities. A new sports centre will provide greater opportunities for those with disabilities to undertake appropriate sport and physical activity.

The Council offers extensive sport and physical activity opportunities for older people within its sports centres, including free swimming and discounted memberships.

## 6 Action plan

- Actions to mitigate adverse impact, improve equality of opportunity or foster good relations and/or obtain new evidence

Action	Lead	Deadline or review date
Undertake public consultation on the priorities for inclusion in a new sports centre	Bob Dimond	May 2018

## 7 Recommendation

The recommendation by the lead officer should be stated below. This may be:

- to proceed with the change, implementing the Action Plan if appropriate
- consider alternatives
- gather further evidence

If the recommendation is to proceed with the change and there are no actions that can be taken to mitigate likely adverse impact, it is important to state why.

To implement the closure of Deangate Ridge golf course and associated facilities, on 31 March, 2018.

To undertake detailed consultation and planning for the development of a new sports centre for the Hoo Peninsula.

## 8 Authorisation

The authorising officer is consenting that:

- the recommendation can be implemented
- sufficient evidence has been obtained and appropriate mitigation is planned
- the Action Plan will be incorporated into the relevant Service Plan and monitored

**Assistant Director**

**Date**

Contact your Performance and Intelligence hub for advice on completing this assessment

RCC:	phone 2443	email: <a href="mailto:annamarie.lawrence@medway.gov.uk">annamarie.lawrence@medway.gov.uk</a>
C&A (Children's Social Care):	contact your usual P&I contact	
C&A (all other areas):	phone 4013	email: <a href="mailto:jackie.brown@medway.gov.uk">jackie.brown@medway.gov.uk</a>
BSD:	phone 2472/1490	email: <a href="mailto:corppi@medway.gov.uk">corppi@medway.gov.uk</a>
PH:	phone 2636	email: <a href="mailto:david.whiting@medway.gov.uk">david.whiting@medway.gov.uk</a>



Address provided in email as this letter will be circulated to all signatories of Petition.

4<sup>th</sup> February 2018

Dear Members of the Cabinet

**Potential Closure of Deangate Ridge Golf Club – Request to postpone discussions and decision making proposed for Cabinet Meeting 6<sup>th</sup> February 2018**

**Breach of Medway Council Constitution, breach of HMRC Business development Guidelines, breach of CIPFA Good Governance, breach of Cabinet Code of Corporate Governance**

Medway Council have published on various forums and on the Agenda for the Medway Cabinet Meeting to be held 6<sup>th</sup> February 2018 that they will be making a decision with regards to the potential closure of Deangate Ridge Golf Club, Hoo.

The Agenda and supplementary report (Cabinet Report – Deangate Ridge – Agenda Item 10) which will form the basis for these discussions have been reviewed by members of the public. The report recommends approval for the closure of Deangate Ridge Golf Club on 31<sup>st</sup> March 2018 and for funding to carry out investigations into constructing a new sports facility elsewhere in Medway.

**This letter requests that this decision be delayed until the Officers of the council have produced a compliant Business Case reviewing ALL options available for the future of the Golf Club.**

An online petition to 'Save Deangate Ridge' has been signed over 2000 times by the public since Thursday 1<sup>st</sup> February 2018. The number of signatories continues to rise and final figures will be emailed to all members of the Cabinet the morning of the Cabinet meeting.

The petition can be found at <http://chn.ge/2EoF8Vs>

Aside from the loss of public amenities, impact on the wildlife and birds in the locality and lack of infrastructure to support redevelopment of the Deangate Ridge site (which are all of major concern), initially the rushed nature of this recommendation, lack of consultation and weak supporting evidence of the ONLY options reviewed and identified by the Officers of the Council are of major concern for the public.

It is the responsibility of the Medway Council Officers to develop a Business Case to weigh up the costs and benefits of ALL viable options available. The Public do not feel that a comprehensive analysis of options relating to the future of Deangate Ridge Golf Club has been undertaken. As per the supplementary report produced by an officer of the Council, the Cabinet of Medway Council will be meeting to consider just two options:

- 1) Golf Club remains open but runs at a loss to the public purse
- 2) Golf Club closes and is sold on for development.

The Treasury Guidelines clearly state that a Business Case provides the opportunity to undertake a comprehensive analysis of a preferred option. This does not mean that this preferred option should be reviewed in isolation prior to exploring all other viable options. Under the 'Five Case Model', as a minimum Medway Council have a responsibility to the public to carry out a full assessment of ALL options prior to excluding them from their Long List, Short List and thereby selecting their preferred option. The signatories of the 'Save Deangate' petition do not feel that Medway Council have demonstrated or provided evidence of considering any other delivery models nor have they been appropriately consulted as key stakeholders, therefore it can only be assumed that the Cabinet are unwittingly meeting to make a decision based on evidence and reporting that does not meet the *HMRC Guidelines* for Business Case Development processes nor has *Medway Code of Corporate Governance* been adhered to. May I draw your attention to Item 1.2 of the *Medway Council Code of Corporate Governance*:

1.2 *Chartered Institute of Public Finance (CIPFA) International Framework: Good Governance in the Public Sector States that:*

*"To deliver good Governance in the public sector both governing bodies and individuals working for Public Sector entities must try to achieve their entities objectives while acting in the public interest at all times".*

May I also quote *Core Principle B: B1 Openness as evidence of a failure to carry out due diligence and lack of adherence to Corporate Governance*:

- *Providing clear reasoning and evidence for decisions in both public records and explanations to stakeholders and being explicit about the criteria, rationale and considerations used. In due course, ensuring that the impact and consequences of these decisions are clear.*
- *Using formal and informal consultation and engagement to determine the most appropriate and effective interventions/ courses of action.*

Item *Core Principle B3: Engaging with Individual Citizens and Service Users effectively* clearly outlines the requirements in its entirety for engagement of Key Stakeholders.

*Part 4 of Leader and Cabinet Rules – 2.3 Consultation* also clearly states that *"all reports to the Cabinet from any member of the Cabinet or an employee on proposals relating to the budget and policy framework, must contain details of the nature and extent of consultation with stakeholders and relevant overview and scrutiny committees, and the outcome of that consultation"*. As the public are one of the 'Key Stakeholders', the lack of consultation and engagement is a clear breach of the Councils *Code of Corporate Governance* and the *Councils Constitution for Leader and Cabinet Rules*.

The Deangate Ridge report that has been presented to the Cabinet by the Council Officers is biased and non compliant as it does not explore any other options nor provide supporting evidence as to why no other alternatives would or could be considered. To only have these options, one of which shows a £200k loss to the Council purse but without any other

exploration presents as though there is in fact only one possible outcome, closure of Deangate, which in all probability is not the case.

*Core Principle D – D1: Determining Interventions of the Code of Corporate Governance* states:

- *Ensuring decision makers receive objective and rigorous analysis of a variety of options including how intended outcomes would be achieved and associated risks therefore ensuring best value is achieved however services are delivered.*
- *Considering feedback from citizens and service users when making decisions about service improvements or where service are no longer required in order to prioritise competing demands with limited resources available et al.*

The Agenda report DOES NOT provide objective information nor has a rigorous analysis been demonstrated. Citizens have not been part of the decision making process as the wider community have not been consulted.

The signatories of the petition request that the decision be Postponed and as a minimum the following options are analysed and reviewed in order to allow for the final decision by the Cabinet to be unbiased based on compliant Governance and the best outcome for all involved:

- 1) Golf Club remains open but runs at a loss to the public purse – NOT VIABLE
- 2) Golf Club closes and is sold on for development – OFFICER'S CURRENT PREFERRED OPTION
- 3) Golf Club remains open but other business models are considered (ie multiple uses for the venue, increased advertising, golf competitions, fun days, partnerships with other sports enterprises etc)
- 4) Golf Club remains open under the management of an external partner.
- 5) Golf Club is redeveloped as a mixed use sports and social environment by Medway Council
- 6) Golf Club is redeveloped as a mixed use sports and social environment by an external provider.
- 7) Golf Club becomes a Country park or similar
- 8) Any other options.

In conclusion we the signatories of the 'Save Deangate Ridge Golf Club' respectfully request that the Agenda Item is postponed allowing a suitable time frame for all other options to be considered to ensure Medway Councils compliance to the *HMRC Business Development Guidelines (5 Case Model)*, *CIPFA compliance*, *Medway Council's Constitution and Medway Councils Code of Corporate Governance* to ensure an unbiased outcome/ decision and that the public are appropriately consulted prior to a future Cabinet meeting to agree an outcome for the Golf Club.

Incidentally, the 'add on' to the Agenda Report for the funding of a feasibility into a new sports Facility in Medway should be reviewed in isolation to the Deangate Ridge decision. This may or may not be successful therefore the funding for this review should not nor must not be reliant on the closure of Deangate Ridge.

Yours Sincerely

Joanne Shorter on behalf of all signatories.

MSc, PgDip, BA Hons

CC – All Cabinet Members.

CC – All Petition Signatories.



Address provided in email as this letter will be circulated to all signatories of Petition.

12<sup>th</sup> February 2018

Dear Members of the Medway Cabinet

**Cabinet Decision to Close Deangate Ridge Golf Club – request to postpone closure until complaint Business Case has been produced, assessed and considered by Cabinet**

On the 4<sup>th</sup> February 2018 I wrote to you requesting that the Cabinet postpone their decision relating to Agenda Item 10 due to breaches of **Medway Council Constitution, breach of HMRC Business development Guidelines, breach of CIPFA Good Governance, breach of Cabinet Code of Corporate Governance.** Further breaches of the public's right to information under the Local Government Act 1972 have since been identified among others

To be clear, at no point in the content of my original letter did I suggest or make reference to plans and future uses of the Deangate Ridge Golf Club site.

Having reviewed the Agenda Item 10 report which was published on various forums I informed you that the report which was to form the basis of the Cabinet's decision was NOT COMPLIANT nor had due process and due diligence been carried out. I simply asked that the decision be delayed until Officers of the Council had produced a compliant report or business case reviewing and analysing all of the available options. I intimated and hoped that you had been unaware of the non-compliance of the report as you had relied in good faith on the professional advice of an officer of the Council.

**Sadly, my letter and the evidenced grounds for my concerns has been ignored. I have received a generic response from Cllr Alan Jarrett which in no way responds to the content of my letter.**

An online petition to 'Save Deangate Ridge' has been signed over 3000 times by the public and has now been handed (Friday 9<sup>th</sup> February) to the Head of Democratic Services. The number of signatories continues to rise and final figures will hand delivered to the Council Offices on Friday 16<sup>th</sup> February 2018.

**IN SIGNING THIS PETITION THE PUBLIC HAVE NOT QUERIED THE FUTURE USE OF THE SITE – THE PUBLIC WISH FOR GOVERNANCE DUE PROCESS AND DUE DILIGENCE TO BE CARRIED OUT IN ORDER FOR THE CABINET TO MAKE THE RIGHT DECISION FOR THE FUTURE OF DEANGATE RIDGE GOLF CLUB.**

As stated very clearly in my previous letter, it is the responsibility of the Medway Council Officers to develop a Business Case to weigh up the costs and benefits of ALL viable options available. The Public do not feel that a comprehensive analysis of options relating to the future of Deangate Ridge Golf Club has been undertaken. As per the Agenda Item 10 report produced by an officer of the Council, the Cabinet of Medway Council met to consider just two options:

- 1) Golf Club remains open but runs at a loss to the public purse
- 2) Golf Club closes and is sold on for development.

The Treasury Guidelines (which are part of your own Constitution therefore you have agreed to adhere to these guidelines in a mandatory capacity) clearly state that a Business Case provides the opportunity to undertake a comprehensive analysis of a preferred option. This does not mean that this preferred option should be reviewed in isolation prior to exploring all other viable options. Under the 'Five Case Model', as a minimum Medway Council have a responsibility to the public to carry out a full assessment of ALL options prior to excluding them from their Long List, Short List and thereby selecting their preferred option.

The signatories of the 'Save Deangate' petition do not feel that Medway Council have demonstrated or provided evidence of considering any other delivery models nor have they been appropriately consulted as key stakeholders, therefore it can only be assumed that the Cabinet met to make a decision based on evidence and reporting that did not meet the *HMRC Guidelines* for Business Case Development processes nor has *Medway Code of Corporate Governance* been adhered to.

**I very clearly brought this to the Cabinet's attention in my letter dated 4<sup>th</sup> February 2018, therefore to ignore my advice without any form of investigation means that the Cabinet met and in full knowledge of the potential issues completely disregarded adherence to their own Code of Corporate Governance and Constitution.**

May I again draw your attention to Item 1.2 of the *Medway Council Code of Corporate Governance*:

1.2 *Chartered Institute of Public Finance (CIPFA) International Framework: Good Governance in the Public Sector States that:*

*"To deliver good Governance in the public sector both governing bodies and individuals working for Public Sector entities must try to achieve their entities objectives while acting in the public interest at all times".*

May I also again quote *Core Principle B: B1 Openness as evidence of a failure to carry out due diligence and lack of adherence to Corporate Governance*:

- *Providing clear reasoning and evidence for decisions in both public records and explanations to stakeholders and being explicit about the criteria, rationale and considerations used. In due course, ensuring that the impact and consequences of these decisions are clear.*
- *Using formal and informal consultation and engagement to determine the most appropriate and effective interventions/ courses of action.*

Item Core Principle B3: *Engaging with Individual Citizens and Service Users effectively* clearly outlines the requirements in its entirety for engagement of Key Stakeholders. Medway Council HAVE NOT on any occasion consulted with the public with regards to Deangate Ridge.

*Part 4 of Leader and Cabinet Rules – 2.3 Consultation* also clearly states that “*all reports to the Cabinet from any member of the Cabinet or an employee on proposals relating to the budget and policy framework, must contain details of the nature and extent of consultation with stakeholders and relevant overview and scrutiny committees, and the outcome of that consultation*”. As the public are one of the ‘Key Stakeholders’, the lack of consultation and engagement is a clear breach of the Councils *Code of Corporate Governance* and the *Councils Constitution for Leader and Cabinet Rules*.

The Deangate Ridge report was presented to the Cabinet by the Council Officers was biased and non compliant as it does not explore any other options nor provide supporting evidence as to why no other alternatives would or could be considered. Having reviewed the scrutiny committee minutes on the Medway Website (as in accordance with various laws including the Housing Act), there is no record of ANY FURTHER SUPPORTING INFORMATION that demonstrates an analytical approach to this decision. To only present these options, one of which showed a £200k loss to the Council purse but without any other financial analysis of what may have lead to these losses means that the report presented as though there was in fact only one possible outcome, closure of Deangate, which in all probability is not the case.

*Core Principle D – D1: Determining Interventions of the Code of Corporate Governance* states:

- *Ensuring decision makers receive objective and rigorous analysis of a variety of options including how intended outcomes would be achieved and associated risks therefore ensuring best value is achieved however services are delivered.*
- *Considering feedback from citizens and service users when making decisions about service improvements or where service are no longer required in order to prioritise competing demands with limited resources available et al.*

The Agenda report DOES NOT provide objective information nor has a rigorous analysis been demonstrated. Citizens have not been part of the decision making process as the wider community have not been consulted.

Aside from the various breaches outlined with this and my previous letter I would like to draw your attention to the Legal case of *R (Joicey) v Northumberland CC 35. R (Joicey) v Northumberland CC [2014] EWHC 3657*. This case concerned the effect of breaches of requirements to publish information in advance of meetings at which decisions are made, and the effect of such breaches.

As stated, I wrote to you on 4<sup>th</sup> February outlining a raft of information that was missing from the Agenda Item 10 Report. Information and analysis of which the public were entitled to see as part of your decision making process **prior** to the Cabinet making a decision.

The aforementioned case concerned a planning application for a wind turbine. Noise was a key issue in the application, and the local authority had commissioned a noise report.

Sections 100A-E of the Local Government Act 1972 provide for rights to access to local authority meetings. Section 100B provides for access to agendas and reports. Section 100D provides for access to background papers. All such documents must be “open to inspection by members of the public at the offices of the council” at least five clear days before the meeting. In this case the noise report, a key background paper within section 100D of the 1972 Act, was not available for inspection for the required five clear days before the meeting. One of the people opposing the planning application became aware of the existence of a noise report. He requested to see a copy of the report before the meeting. He also attended the Council offices to inspect the files, but did not find any noise report there.

I personally requested in my letter (on behalf of 3000 petition signatories) exposure of all documentation that lead to the short listed options presented in Agenda Item 10 and in the event that the Medway Council did not have this information, requested a postponement of their decision until such a time that this information was available – as someone who has produced many Business Cases for public funded developments and ‘change’ projects, I requested nothing more than the minimum requirements that would be expected. At no time was any information other than the Agenda Item 10 report issued for public viewing by Medway Council. We the public can only assume that this was the ONLY document presented to garner a Cabinet decision.

In the case example, Mr Joicey attended the Council committee meeting and complained about the fact that it had appeared only the day before – we the signatories gave the Cabinet 2 clear days notification of the breaches yet this was at no time discussed as part of the Cabinet Committee decision discussions during the meeting. Mr Joicey later brought judicial review proceedings, raising the non-availability of the noise report as one of his grounds. The Court held that there had been a number of breaches of the public’s right to information under the Local Government Act 1972. Further, the fact that the report was not available on the Council’s website also constituted a breach of its undertakings in its Statement of Community Involvement, prepared pursuant to its obligations under section 18 of the Planning and Compulsory Purchase Act 2004. The planning permission was quashed.

Whilst our complaint is not a planning issue, the breaches and their impact bare many similarities. I am certain (and whilst I am not a lawyer), I can bring many other examples of Legal Precedents in relation to the Deangate Ridge Agenda Item 10 breaches. Incidentally I am also certain that should a postponement of closure not be given now and a full Business Case produced, that a Judicial Review is very likely to side with us the signatories of the Save Deangate Ridge Petition.

May I also draw your attention to the Local Government Transparency Code 2014 (“the Code”) which deals with the publication by local authorities of information relating to the discharge of their functions. The Code was issued pursuant to section 2 of the Local Government, Planning and Land Act 1980. The stated purposes of the Code are to “place more power into citizens’ hands to increase democratic accountability and make it easier for local people to contribute to the local decision making process” (Code para 1). The Code’s starting position is stark: “all data held and managed by local authorities should be made available to local people unless there are specific sensitivities” (Code para 3). Part 2 of the Code then lists types of information and publication cycles. All expenditure over £500 and procurement information, are to be published quarterly: Code paras 21-22. Various types of information relating to local authority land holdings, parking, senior salaries and a variety of

other organisational information, are to be published annually: see Part 2.2 of the Code. Details of waste contracts need only be published once: para 44. Part 3 of the Code goes into more detail on the minimum data that should be published under each category. These provisions are expressed as “recommendations”. It seems astonishing that the financial reporting in the Agenda Item 10 Report was nothing more than a very basic profit and loss summary when over the previous 5 years a number of Major Capital Works were undertaken at the Deangate Ridge site – directly impacting revenue generation. Surely these should have been published as part of the financial assessment and included as part of the financial report to show whether there was a direct correlation? There were also no financial forecast assessment showing future projections based on current usage of the golf club by Pay as you go players, membership fees, club and bar revenue income and the like in a ‘normal climate’ with NO Capital works within the financial year. Nor was there any assessment against other business models.

In addition to these facts the statements made in the report with regards to Golf being in a decline were not substantiated by any form of source referencing and should have only be treated as hearsay without. Golf England very much oppose this statement and evidence can and will be provided.

The signatories of the petition **again** request that the decision to close Deangate be Postponed, public engagement undertaken and as a minimum the following options be analysed and reviewed in order to allow for the final decision by the Cabinet to be unbiased based on compliant Governance and the best outcome for all involved:

- 1) Golf Club remains open but runs at a loss to the public purse – NOT VIABLE
- 2) Golf Club closes and is sold on for development – OFFICER’S CURRENT PREFERRED OPTION
- 3) Golf Club remains open but other business models are considered (ie multiple uses for the venue, increased advertising, golf competitions, fun days, partnerships with other sports enterprises etc)
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- 6) Golf Club is redeveloped as a mixed use sports and social environment by an external provider.
- 7) Golf Club becomes a Country park or similar
- 8) Any other options.

In conclusion we the signatories of the ‘Save Deangate Ridge Golf Club’ respectfully request that the closure of Deangate Ridge Golf Club is postponed allowing a suitable time frame for all other options to be considered to ensure Medway Councils compliance to the *HMRC Business Development Guidelines (5 Case Model)*, *CIPFA compliance*, *Medway Council’s Constitution and Medway Cabinets Code of Corporate Governance* to ensure an unbiased outcome/ decision and that the public are appropriately consulted prior to a future Cabinet meeting to agree an outcome for the Golf Club.

If the Medway Council choose to move forward without postponement, it sets a terrible precedent and greatly impacts the public’s faith in democracy.

As a matter of courtesy I feel that the concerns outlined in this and my previous letter merit a written response from Medway Council, prior to 31<sup>st</sup> March 2018 - or perhaps in line with time scales as laid out in your own policies for responding to accusations of breach of Code of Conduct and Constitution.

Yours Sincerely

Joanne Shorter on behalf of all signatories.

MSc, PgDip, BA Hons

CC – All Cabinet Members.

CC – All Petition Signatories.

Please contact: 01634 306000

Your ref:

Our ref:

Date: 01 March 2018



Parish Councillor George Crozer

**Regeneration, Culture, Environment and Transformation**

Gun Wharf  
Dock Road  
Chatham  
Kent ME4 4TR

Telephone: 01634 306000

[www.medway.gov.uk](http://www.medway.gov.uk)

Dear Cllr Crozer

I am writing in response to the petition received by the Council entitled "Save Deangate Ridge". The petition asks whether the Council has made a fair attempt to increase revenue and consider alternative business models ahead of the decision taken by the Cabinet on 6 February 2018 to close the golf course. The petition also asks whether the Council has allowed the golf course to be run into the ground to make the site viable for sale and redevelopment.

In addition, I will address other points raised in letters sent on behalf of the signatories to the petition to all Members of the Cabinet on 4<sup>th</sup> and 12<sup>th</sup> February 2018.

### **Decision to close Deangate Ridge golf course**

The provision of leisure services is a non-statutory (discretionary) function of Medway Council so there is no requirement for the council to provide this service.

The Leader and Cabinet decide on an annual basis how to apportion the funding available to ensure delivery of a balanced budget in line with its aims and objectives. This is entirely consistent with the annual budget setting process.

In the face of long-running and increasing annual financial deficits in the running of Deangate Ridge golf course, totalling more than £1.5m in the past seven years, together with a national decrease in golf participation over the past decade, the Cabinet has made an executive decision to no longer use Council funding to provide a golf course at Deangate Ridge.

### **National decline in golf participation**

While the petitioners say that Golf England refute the advice provided to the Cabinet that golf is in decline, the attached link sets out a report in Golf Business stating there was an 11% year-on-year drop in the number of golf rounds played in the final quarter

of 2017, meaning last year had the lowest monthly average rounds in the past five years.

<http://www.thegolfbusiness.co.uk/2018/02/shock-11-drop-in-golf-rounds-played-at-end-of-2017/>

In July 2017 BBC Radio 4 presented “In The Rough: Golf’s Uncertain Future.

<http://www.bbc.co.uk/programmes/b08wn9mj>

In that programme, the editor of Golf Business, Alistair Dunsmuir stated: “The industry has been suffering tremendously over the last 20 years or so.

“Between 2008 and 2015 the number of golfers who played once a month in England fell from over 1.5million to 1.1million, a trend that’s been happening since the late 1990s.

“It had a knock-on effect of golf club closures.”

Those closures include nine golf courses in Kent, Surrey and Sussex in the past four years as stated on the golf website - Golf’s Missing Links. The latest to shut was Broke Hill Golf Club in Sevenoaks at the end of 2017.

### **Efforts to increase revenue**

Medway Council has made extensive efforts to increase revenue at Deangate Ridge in recent years

Annual increases in income targets at Deangate Ridge were built into the medium-term financial plan prepared by the chief finance officer on the basis of a three-year plan to increase revenue by improving the golf offer while at the same time diversifying into other sports. Among the activities introduced were:

- Deangate Meangate tough-mudder run
- Tag archery
- Cycling club
- Cross-country
- Footgolf
- Meangate Ultra – all-night run

Unfortunately, income generated from these new activities was insufficient to overturn the annual deficit of running the centre, and any income generated was being largely offset by the additional expenditure being incurred to run the activities. There were also complaints from golfers about the use of the course for events, such as Deangate Meangate, which meant they were unable to use the facilities.

Alongside the proposal to increase revenue a marketing plan was developed by the council’s marketing and communications team. I enclose a summary of the action taken



in this respect. In addition there was ongoing social media activity through Medway Sport twitter , for example.

### **Business case and consideration of alternative business models**

In the petition and a letter sent on behalf of the petitioners to the Leader and Cabinet dated 4th February 2018, concerns are raised that the Cabinet did not give consideration to a full options appraisal when it took the decision to close the golf course and reference is made to Treasury Management Guidelines, HMRC guidelines and the Council's Code of Corporate Governance. A request is made on behalf of the petitioners for consideration to be given to other business models including use of the club for weddings and other events, redevelopment as a mixed use sports and social environment, entering into arrangements with an external provider for management of the golf course or conversion of the site into a country park.

The decision to close the golf course has not been taken lightly and, as set out above and in the enclosure to this letter, this is only after extensive, but unsuccessful efforts have been made to increase revenue at Deangate Ridge golf course over the last three years. In reaching the decision the Cabinet has recognised the need for a larger, more modern sports centre on the Hoo Peninsula, which will address the modern needs of residents and reflect the growing population in this area in future years.

A balance had to be struck between providing substantial ongoing subsidy to the golf course, while alternative business models were explored with no guarantee they would generate the required improvement in revenue streams, and the duty to have regard to the Council's immediate and overriding financial position together with the interests of the wider community. This was against a backdrop of a national decrease in participation in golf over the past decade, low membership levels at Deangate Ridge and the closure of a number of golf courses across the country.

### **Ongoing development and maintenance of the site**

The financial provision made by the Council for development and maintenance of Deangate Ridge Golf Course has not decreased in recent years. Medway Norse has had the same annual funding, as was previously available when maintenance was in-house.

Regular meetings regarding Deangate were held between Norse and the Council's sport leisure, tourism and heritage service to ensure outstanding issues were being addressed and forthcoming matters planned. These meetings continue to be held (the latest meeting was on February 13<sup>th</sup>)

Improvements have been made to the driving range, and a new Footgolf course has been established, as well as ongoing maintenance to the golf course.

As outlined above, there were increased income targets identified through diversification of the sporting offer, linked to an ongoing marketing plan.

## **Impact of capital works on income generation**

The financial period covered in the Cabinet report included years when capital works improvements were being undertaken and years when they were not, including the past two years when the improved driving range has been fully operational and the new footgolf course has been available.

Despite these works, there has been no material improvement in the financial deficit being incurred through operating Deangate Ridge golf course, as highlighted in the Cabinet report.

## **Consultation on closure of golf course**

There was no legal duty to consult on the proposed closure of Deangate Ridge Golf Course.

No legitimate expectation of consultation can have existed since the Council did not promise to consult and there is no established practice that all Cabinet decisions about the closure of facilities will involve consultation.

The Cabinet decision, to no longer operate a council golf course at Deangate Ridge with effect from 31 March does not preclude options for future golf provision being presented by interested parties, as part of the Local Plan consultation process.

## **Future development of the site**

No decision on the future use of the Deangate Ridge site has been taken at this point. This will be subject to the Local Plan process.

Medway Council recognises and supports the need for community consultation on the future of Deangate Ridge and, in line with the Local Plan's Statement of Community Involvement, there will be a period from March 16<sup>th</sup> until early May 2018 for full consultation. This will provide all interested parties with the opportunity to put forward proposals. These will then be considered during the Summer before a preferred option is developed.

## **Transparency and access to Information**

In the letter sent to the Cabinet on behalf of petitioners dated 12 February 2018, questions have been raised about the Council's duty to meet legal requirements relating to the publication of reports in advance of meetings.

The Cabinet Agenda , including the report on Deangate Ridge golf course, was published on 29 January 2018 , five clear days in advance of the meeting, in accordance with the relevant legislation; specifically section 7 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012 and rules 7 and 21 of the Access to Information Rules in the Council's Constitution (Chapter 4, Part 2). In addition, the item had been included on the

Cabinet's Forward Plan in accordance with the relevant legislation; specifically section 10 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012 and rule 16 of the Access to Information Rules in the Council's Constitution (Chapter 4, Part 2).

I hope I have addressed all the key points raised in the petition and the letters sent to the Cabinet dated 4 and 12 February 2018.

Under the Council's Petition Scheme you may now ask for this matter to be reviewed by the Regeneration, Culture and Environment Overview and Scrutiny Committee if you feel that the Council has not dealt with your petition properly. You should do this by giving notice, by email, to the Head of Democratic Services at the postal address above or by email ([democratic.services@medway.gov.uk](mailto:democratic.services@medway.gov.uk)).

You would normally have 10 working days to request a referral to the Committee. However, since receiving your petition, a request to 'call in' the Cabinet decision on the closure of Deangate golf course has been received from six members of the Council and the date and time of the meeting of the Regeneration, Culture and Environment Overview and Scrutiny Committee to consider the call-in is Monday 12 March at 6.30pm. It would be appropriate for any petition referral to be considered at the same meeting. Could I therefore please ask that, should you wish to request a referral to the Overview and Scrutiny Committee, you do so as soon as possible and ideally by email.

Yours sincerely



Tomasz Kozlowski  
Assistant Director Physical and Cultural Regeneration

cc. Cllr Craven, Cllr Franklin, Cllr Osborne



## Communications and Marketing

### Examples of spend and activity for Deangate Ridge

#### June 2014 Marketing Plan

##### Objectives

Use generic sports brochure and leisure centre membership offers with the existing identity of Deangate Ridge Golf complex to create a style in which to present offers.

Deploy the portfolio of collateral that has been developing within leisure. Define the items/sites but within the suite of leisure material for a complementary fit.

Promote a new member referral scheme to encourage new members to the club:

- Introduce a new member and receive 1 free month of golf (i.e.1 extra month will be added to the end of your membership)
- Join Deangate Ridge as a member having been introduced by a current member and get your first month free

##### *Campaign activity/materials*

PRINT	Referral posters (A1 x 5; A3 x 10; A4 x 20) Referral vinyl banner x 1 Referral barracuda Referral flyers x 1500 Sail flags x 2 Corporate offer poster x A1 x 3; A3 x 20; A4 x 50 Corporate offer A5 flyer x 5000 Deangate Ridge £10 poster x5 Roller Banner Vinyl banner x2 print Posters x222 4pp flyer x 10000
DIGITAL	Email distribution Screen design for Gun Wharf and Chatham Big Screens 50k kmonline impressions over Aug Flyer distribution via Mailchimp Google Ads in July and Aug
MEDIA	April 2014 – Medway Festival of Sport’s 80 days of action-packed activity. Details of Medway Golf Open included.  June 2014 – Medway Open golf tournament
CHANNELS	Medway Matters ad Aug/Sept Issue 53

PRESS ADVERTS	KM ad space1, 4,6 Aug

## June 2015 Marketing Plan

### Objectives

To increase revenue Deangate was positioned as more than a golf complex. Rather than encroach on the golf course, we developed ideas to use the surrounding woods and the land on top of the hill.

- Pay and play – to encourage people to turn up and play. These types of golfers can bring in more revenue than members. Target market - males aged 30 – 40.
- Footgolf
- Golf
- Golf lessons were promoted
- New event launched - *Deangate turns Meangate* is a tough mudder type event within the surrounding woodland of Deangate

Having invested in a range of print collateral last year, this year the marketing and communications team deployed more digital marketing.

### Campaign activity

Medway Golf Open	A5 leaflet to promote this event. Launched golf lesson vouchers at this event for people to buy as gifts.
Footgolf Promotion	Banner and digital advertising. Archery Tag was put on in the woods to develop a package.
Pay and play promotion	so we created adverts such as “get a round in at Deangate” and “play a round for £20”
Additional activity	Night golf event. Driving range promotion
Deangate turns Meangate	First wholly digital marketing campaign.
	Core marketing collateral – video; viewed by 90,000 people on Facebook (minimum period required to count as a view: 3seconds).  YouTube adverts - 15,300 views (minimum period required to count as a view: 30 seconds).  Solus emailer - sent to 6,800 people, 3,826 total opens (24% open rate) and a 3% click through rate.

	<p>Meangate web page - nearly 7,000 hits, c. 6,000 of these were unique visits</p>
<p>Media</p>	<p>Pre-event coverage from BBC Kent, KM Group and KMTV. KM also attended on the day.</p>
<p>Social media</p>	<p> </p>

## 2016 Marketing Plan

### Objectives

- To heighten the profile of Deangate via a new Guinness World Record.
- To promote:
  - World record attempt and golf lessons
  - A Monday £7 a round offer
- To promote Meangate II and increase competitors.
  - Feedback on the autumn event highlighted aspects the marketing and communications team used as key selling points. A new video used footage from the recent event to emphasise:
    - New obstacles and a cross-country rather than tarmac course
    - Showers and free parking.

All course infrastructure established and marketing collateral in place – video, banners, signs. Promotional activity prompted 100 charity advance places booked for the 2017 event.

### *Campaign activity and materials*

New Guinness World Record	New record achieved
60-minute live Twitter Q&A - a Medway Council first – to promote the world record attempt and to promote golf	Hosted by one of Deangate’s pro-golfers; 60 minutes were packed with questions, 500 website hits to the dedicated page
Monday £7 a round offer	Doubled the number of Monday players
Golf video to promote golf lessons and the Medway Golf Open.	Out across social media
<b>Meangate II –</b>	Press and digital adverts
	Branded headbands to appear in photos /selfies competitors took and posted on social media/Instagram
	Course signage and banners - runners were encouraged to hold up changed signage while they had photos taken; the images were an effective way of promoting Meangate when shared on social media.
	Media – June 2016 - Medway Open Series ‘The Medway Golf Open is a long-established competition



	<p>held at Deangate Ridge Sports Complex for men, women and young people.'</p> <p>June 2016 - Guinness World Record attempt at Deangate Golf Course</p> <p>June 2016 - New promotions - press release promoted gym, swim, classes and the golf course</p> <p>KM Group and Radio Kent did pre-promotion; KM attended on the day.</p>
	<p>2016 event videoed for 2017 promotion</p>


## 2017 Marketing Plan






### Objectives

To promote:

- Medway Golf Open
- Meangate Ultra – a new, night time event

### Campaign activity

<p>Medway Golf Open - digital</p>	<p>Enewsletters – Medway Matters and Your Medway (MC staff)</p>
	<p>Social media -</p> 

	<p> <b>Medway Council</b> @m... 16 Jun 2017  Sign up today for the Medway Golf Open taking place at Deangate Ridge on Sun, 9 July  <a href="http://medway.gov.uk/openseries">medway.gov.uk/openseries</a> #golf #medway @MedwaySport</p>  <p></p> <p> <b>Medway Sport</b> @Medway... 15 May 2017  The Medway Golf Open 2017 takes place at Deangate Ridge. This high quality golf tournament tees off on Sun, 9... <a href="https://fb.me/6Y1kYNLVD">fb.me/6Y1kYNLVD</a></p> <p></p>
Deangate Ultra	<p>See screengrabs/images below for examples of print and digital activity across social media, newsletters, What's On and Medway Matters magazine.</p> <p>Updated video – shown on Chatham Big Screen; links from <a href="http://medway.gov.uk">medway.gov.uk</a> and MC intranet carousels</p>


6 September 2017

FW: Courtesy Copy: Medway Sport - events and activities coming up - Message (HTML)

dennis.jo | collins, cathy

FW: Courtesy Copy: Medway Sport - events and activities coming up

Find out more at [www.medway.gov.uk/sport](http://www.medway.gov.uk/sport) View this email as a web page.



Enjoy an active summer with Medway Sport


FW: Courtesy Copy: Medway Sport - events and activities coming up - Message (HTML)

dennis.jo | collins, cathy


FW: Courtesy Copy: Medway Sport - events and activities coming up

Med Frar


season on Saturday, 16 September. [Grand Final](#) and Kent Cup tickets start from just £2.




**Open Days**  
Keep your eyes peeled this Friday for details of our special membership offer running on our [Sports Centres Open Day](#) on Sunday, 17 September. Plus don't miss our [Disability Sport Open Day](#) taking place at Medway Park on Saturday, 23 September.



**Meangate just got meaner**  
Are you brave enough for our 12-hour night time trail endurance run on the fairways of Deangate Ridge on Saturday, 4 November? Sign up now for our new [Meangate Ultra](#) event.



**Pool party**  
The Friday Night Pool Party at Splashes in Rainham returns from this Friday (8 Sept), 6pm-8pm. Swim and play under the disco lights at Medway's fun pool. No booking required.



**Training courses**  
Medway Sport offers [quality training courses](#) in first .....

17:30  
22/02/2018

13 October 2017



FW: Courtesy Copy: Medway Matters - news, events and updates - Message (HTML)

File Message Developer Tell me what you want to do...

Ignore Delete Reply Reply All Forward More - Meeting Move Actions - Mark Unread Categorize Follow Up - Translate Related - Select - Zoom

dennis, jo collins, cathy

FW: Courtesy Copy: Medway Matters - news, events and updates

Follow up. Start by 20 February 2018. Due by 20 February 2018.

**THE TOWN**  
opportunities, pop-up surprises. View the full programme [here](#).  
**Find out more**

**JOE BROWN**  
*Just Joe*  
This sensational show is a musical journey packed with timeless classics, rockabilly, gospel, country, folk and rock 'n' roll, all interwoven with Joe's effervescent delivery and humorous reminiscences. Join him at The Central Theatre.  
**Find out more**

**MEANGATE ULTRA**  
A new endurance run is taking place at Deangate Ridge. See how many 2.5 mile laps you can run from 6pm - 6am. You can take part individually or in teams. Free camping and parking.  
**Find out more**

**Bonfire and fireworks night 4 Nov**  
Join us at the Great Lines Heritage Park, Gillingham from 7pm when bursts of colour will fill the skies as flames flicker from the bonfire below at this free family event. A great way to enjoy the celebrations safely.  
**Find out more**

17:33 22/02/2018

23 January 2017

# Medway Sport

Medway  
Sporting  
Legacy   
Play • Compete • Spectate



## Deangate turns Meangate - get your tickets NOW!

Runners are booking their places on Medway's meanest obstacle course race, why don't you join them? It's much more fun to run with friends, so take advantage of the group and team options to get your places

The 4km, 8km and 16km purpose-built course is designed to challenge your strength, stamina and resolve. It includes tunnels, scramble nets, inflatables, straw bale hurdles, tyre walls, slides, ladders and walls, natural obstacles including hills, trenches, swamps, ponds and of course, mud. Watch last year's [video](#) for an idea of what you will endure.

Want to take part with your friends or as part of a club? No problem... we have [group](#)



for as little as £22.50.

For those of you who have not heard of Meangate before... it is the extreme cross country obstacle course run on the rolling hills and woods of Deangate Ridge Sports Complex, taking place on [Saturday, 11 March](#).

and [team](#) entries available.

For more details on booking and for group/team information, visit our [Meangate page](#).



---

## Not for the faint hearted...



**It WILL get muddy...**



**Oh, did we mention the river?**

---

**[Sign up](#)** for further topic updates so you never miss a thing in Medway.

---

## What last year's runners thought...



At least there is somewhere to 'clean' yourself up!



"Best OCR I have done in a while. Was great event and great day." James Parkinson

It's not all bad, there's also a slide!



"Best two hours ever spent on a golf course". Laurence Leppard

Just when you thought it was hard enough, there's a net!



"Brutal first 3km at Meangate today." Maynard Paton.



[Edit your preferences or unsubscribe](#)

Medway Council, Gun Wharf, Dock Road,  
Chatham, Kent ME4 4TR

*Medway*  
COUNCIL  
*Serving You*

24 February 2017

# Medway Sport

Medway  
Sporting  
Legacy   
Play • Compete • Spectate



## Two weeks to go until Meangate... get your tickets now!

Time is running out for you to give yourself the ultimate challenge! In response to last year, when some people said our 8km course wasn't long enough, we have introduced a 16km course, and for those who don't quite fancy the 8km, we also offer a 4km course.

The courses are open to anyone - children as young as 11 can enter with an adult, and the 16km course especially will challenge even the most experienced of runners.

The course includes tunnels, scramble nets, inflatables, straw bale hurdles, tyre walls, slides, ladders and walls, plus natural obstacles including hills, trenches, swamps, ponds and of course, lots of mud.

This will all be happening on **Saturday, 11 March** at **Deangate Ridge Sports Complex**.

Don't miss out - [book](#) your tickets today for as little as £22.50.

 **Book ONLINE**



---

## This isn't a race, this is a challenge!



**Numerous water challenges...**

---

**Sign up** for further topic updates so you never miss a thing in Medway.

---

## On your own, or with friends, give it a go!



There will at least be a pond so you won't be muddy the *whole* time!



And some tyres that are just slightly too small to be comfortable!



And just in case you thought we were kidding about the amount of mud... we weren't.



[Edit your preferences or unsubscribe](#)

Medway Council, Gun Wharf, Dock Road,  
Chatham, Kent ME4 4TR





## The tough get tougher

Meangate is meaner. Sign up for our new, ultra endurance event where competitors have the added excitement of running through the night to complete as many laps as they can of the 5km cross country course in 12 hours. Saturday, 4 November. [medway.gov.uk/meangate](http://medway.gov.uk/meangate)



## Crisp walks at country parks

Medway's parks are some of the very best in the world. Seven received the prestigious Green Flag Award this summer. Take a walk and see why. [medway.gov.uk/parks](http://medway.gov.uk/parks)



## Archives Centre, Strood

Discover your local ancestry or research local history at Medway's new archives centre. Based in the former Strood library building in Bryant Road, there are now more historical records available to view than ever before. [medway.gov.uk/archives](http://medway.gov.uk/archives)

## Frightful knight at Rochester Castle

Hands-on family craft fun in time for Halloween. Make your own frightful knight to protect the haunted castle. Tuesday, 24 and Thursday, 26 October. [enjoymedway.org](http://enjoymedway.org)



## How Kent weathered the storm

It's 30 years since a hurricane hit Kent. Revisit the drama through the photos of former newspaper editor Bob Ogley. He flew over Kent and captured scenes of the devastation. *Wigmore Lecture On Tour*, Wednesday, 18 October. [medway.gov.uk/wigmorelectures](http://medway.gov.uk/wigmorelectures)







Mon, 4 Sep to Sun, 17 Dec for 14 weeks

### Swimming lessons term dates

Our autumn term of swimming lessons. Lessons available across our pools for all levels. Plus don't miss the October half-term holiday crash courses, running across our pools from Mon, 23 – Fri, 27 October. **£6.95 per lesson or £97.30/term (payable in two instalments).** Discounts available for Premier Membership holders. Diving, syncro and rookie lifeguarding lessons also available.

[medway.gov.uk/swimacademy](http://medway.gov.uk/swimacademy)

Medway Park, Strood Sports Centre,  
Hoo Sports Centre and Splashes



Tue, 24 to Fri, 27 Oct, 9.30am to 3.30pm

### October half-term sports camps

You can book for single days or up to four days for these sports camps. Download a booking form at [medway.gov.uk/sportscamps](http://medway.gov.uk/sportscamps). For more information phone 01634 338763 or email [john.hatchett@medway.gov.uk](mailto:john.hatchett@medway.gov.uk). **Advanced bookings: £15 per day or £45 for all four days. On the day: £20 per day or £55 for all four days.** Please note the four day offer is for consecutive days in the same week only.

A discount is available for junior members and children of Premier membership holders.

Medway Park

Sat, 4 Nov, 6pm – camping from 2pm

### Meangate Ultra

The Meangate brand returns with an ultra endurance event. Competitors will run through the night aiming to complete as many laps of the 5km cross country course in the 12 hour window as possible. Free camping for all participants will enable them to set up and prepare for their race. The well-stocked fuel stations, chip timing and floodlit race HQ and camping area will make the run a great experience. Competitors can enter individually or in teams of four.

**£30 per person. £100 per team of four.**

More info: [medway.gov.uk/meangate](http://medway.gov.uk/meangate)

Deangate Ridge Sports Complex



© Sport Action Photo

**B** = Advance booking essential



**Medway Sport**

Sponsored · 🌐



Are you brave enough?  
Meangate Ultra is a new 12-hour, night time, trail, endurance run taking place on Sat, 4 Nov at Deangate Ridge. How many 2.5 mile laps can you run? Free parking and camping. Find out more at [medway.gov.uk/meangate](http://medway.gov.uk/meangate) or email [medwaysport@medway.gov.uk](mailto:medwaysport@medway.gov.uk)  
#medwaysport #OCR



[www.medway.gov.uk/meangate](http://www.medway.gov.uk/meangate)

BOOK NOW

👍👎 22

17 comments 12 shares

👍 Like

💬 Comment

➦ Share

[Report a problem with this preview](#)



**Medway Sport**

Sponsored ·



Mud-loving runners and cyclists will take over the golf course for two action-packed days.



Deangate Uncut, an extreme 8K cours...

**Deangate Turns Meangate**

[SIGN UP](#)

Like

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Joe Home

**MEANGATE ULTRA**

Go **ULTRA!**  
Tackle a new 12-hour, trail endurance run through the night  
**5km course - run as many laps as you can**

Start on the night of **Saturday, 4 November,**  
finish on the morning of **Sunday, 5 November 2017**

More details at [www.medway.gov.uk/meangate](http://www.medway.gov.uk/meangate)

Medway logo and Medway Serving File logo



**Enjoy Medway**

Published by SocialSignIn (?) · 28 August 2017 ·

Have you got what it takes to run through the night? If so, Medway Sport's Meangate Ultra is the challenge for you!

Meangate Ultra is the new 12-hour, night time, trail, endurance run taking place on Sat, 4 Nov. Entry costs £30 per runner or £100 per team of four. Entry includes free parking, free camping, entry to the golf course clubhouse and changing rooms, fuel stations and your Meangate Ultra medal including distance pin badges. Find out more [www.medway.gov.uk/meangate](http://www.medway.gov.uk/meangate)

Your video is popular with **women aged 35-44**

Boost Post

1.7k Views



**medwaysport**

Deangate Ridge Golf & Sports Complex >



**enjoy\_medway** · Follow

**MEANGATE ULTRA**

**SATURDAY 4 NOV 6PM-6AM**

**A 12-HOUR NIGHT TIME TRAIL, ENDURANCE RUN**

FREE CAMPING, ENTER INDIVIDUALLY OR IN A TEAM OF FOUR

enjoy\_medway Can you handle a 12 hour run through the night? Camping is provided! Sign up now - you can enter individually or in a group of four. Find out more [Medway.gov.uk/meangate](http://Medway.gov.uk/meangate) or call 01634 333943

#meangateultra  
#medway #ocr #deangateridge  
thega\_singh @sportsocarerevolution



11 likes

SEPTEMBER 15, 2017

Log in to like or comment.



**Enjoy Medway**

@Enjoy\_Medway

Follow

Meangate Ultra is a new 12-hour, night time, trail, endurance run. Sat, 4 Nov. Get involved! Find out more [socsi.in/bSatz](http://socsi.in/bSatz)



12:00 am - 26 Oct 2017

1 Like



1





**Medway Council** ✓

@medway\_council

Follow



Meangate Ultra is this weekend! It's not too late to book your place. Get involved! Find out more [socsi.in/GwA7k](https://socsi.in/GwA7k)



12:35 am - 2 Nov 2017





Enjoy Medway

Published by SocialSignin (7)  
Page Liked · 2 November 2017 · €

Meangate Ultra is this weekend! It's not too late to book your place.  
Meangate Ultra is a new 12-hour, night time, trail, endurance run. Runners enter to take up the challenge of running as far as they can throughout the night. Sat, 4 Nov, Deangate Ridge - get involved! Find out more <http://socsi.in/PWEZg>

Like Comment Share



Write a comment...



Medway Council

@medway\_council

Follow

Meangate Ultra is a new 12-hour, night time, trail, endurance run taking place on Sat, 4 Nov at Deangate Ridge. [socsi.in/XFMoL](http://socsi.in/XFMoL)