



Client: Dunbar Golf Club
Project: Dunbar Golf Club redevelopment
Location: Dunbar, East Lothian



Background: Dunbar Golf Club (DGC) took forward redevelopment proposals to create a Centre of Golfing Excellence for East and Central Scotland at their existing Championship Course on the edge of Dunbar town. The proposals would create high quality practice facilities including a golf academy, a brand new 9 hole practice course, a new club house and a hotel on site. The new academy facilities would create further opportunities for young golfers to progress in the sport and attract new talent as well as developing a world class golfing visitor attraction for the area, bringing with it an estimated £1,000,000 in visitor spend.

Strategy: PPS were commissioned to work for Dunbar Golf Club in December 2009 following the submission of the original planning application. PPS worked closely with a Leisure consultancy to develop a strategy that would be favourable in planning terms with East Lothian's Council's Local Development Plan while also meeting the objectives to grow the Golf Course to deliver a world class facility. Following this a revised application was submitted in August 2010.

PPS's work included:

- Identification and appraisal of key stakeholders to the project
- Development of strategy in liaison with the Leisure consultancy
- Implementation of a communication strategy based on appraisal undertaken
- Consultation with the local community
- Meetings, presentations and ongoing correspondence with political stakeholders
- Communication and correspondence with community stakeholders and supporters
- Relationship building with local and national media
- Strategic advice and guidance

Outcome: Following consultation with the local community Dunbar Golf Club received support from Dunbar Community Council, Dunbar Trades Association and a host of other organisations including VisitScotland, the PGA and ClubGolf Scotland as well as over 600 letters of support in the local community. Despite no statutory consultees objecting to the project East Lothian Council recommended the application for refusal. Following this the application was considered at a planning hearing and following this a meeting of the full council where elected members voted in favour of the development.

Client comment: Alex Culverwell, the strategy team leader and member of Dunbar Golf Club (DGC) commented: "PPS through Donald Anderson and his team provided a complete communications service to DGC which allowed the project to be fully aired with the community, Councillors and ELC officials. This community involvement proved to be the deciding factor in the positive decision the Councillors gave to take the project forward. We would provide a positive reference for further engagements to PPS"