

WILDWOOD GOLF CLUB ALFOLD

Welcome

Thank you for coming along today to find out more about the emerging proposals for the former Wildwood Golf and Country Club site.

The site already has an implemented planning permission for a hotel, golf and leisure destination. The project team is now developing proposals to update and improve that existing permission, creating a high-quality hotel and golf destination that responds to the countryside setting and delivers long-term benefits for the local area.



Aerial view of the site

Why we are here today

Today is an opportunity to:

- explain what is already approved and how the emerging proposals differ
- share the emerging plans for the hotel, golf and leisure destination
- hear your views and understand the issues that matter locally
- discuss how the project could support local jobs, businesses and community facilities
- ask questions directly to the project team

The proposals are still being developed. Feedback received through this consultation will help to inform the plans as they are refined before a planning application is submitted.

Meet the project team

An experienced team of specialists is working together to develop the proposals. Here today is:

Developer



Architects

EPR ARCHITECTS

Planning consultants

NEWMARK

Transport consultants



Communications and community engagement

CASCADE

Site background and context

The site today

Wildwood Golf and Country Club site sits to the east of Alfold and is accessed from Horsham Road (A281).

The site extends across circa 92 hectares and includes the golf course, lakes, woodland and existing buildings. There are homes nearby and a public right of way passes through the site.

Work already undertaken

The previous owners commenced the construction works and then put the site up for sale and ceased construction.

The new owners recommenced site clearance and enabling works in line with the existing planning permission earlier this year. This has included the movement of debris and materials from the site, alongside a programme of surveys to help inform the next stage of the project.

Ecologists have been involved in monitoring works, with Natural England licences and surveys continuing to inform how wildlife, habitats and established landscape features are protected as the proposals develop.

An existing planning permission

The site has an implemented planning permission, originally granted in 2011, for a hotel, golf and leisure destination.

That permission has been legally implemented and so the approved development can still be built.

The current proposals are therefore not establishing a new principle of development. They seek to update and improve the existing scheme.

Updating the existing permission

A Section 96A application has already been approved for non-material changes to the South Lake Hotel Lodges.

The project team is now preparing a Section 73 application, in agreement with Waverley Borough Council, to make wider amendments to the existing planning permission. A Section 73 application allows changes to an existing consent, while keeping the established principle of retaining and enhancing the approved hospitality uses.

The aim is to update the approved scheme so that it better reflects current building standards and hospitality requirements as well as the site's landscape, heritage and environmental context.



What can already be built?

The site has an implemented planning permission, originally granted in 2011, for a hotel, golf and leisure destination. It benefits from a Certificate of Lawfulness, which allows for construction of the existing permission to recommence.

The approved scheme includes:



84-bedrooms in main hotel building



A golf academy



39 hotel lodges



Maintenance building



Spa and leisure facilities



Event spaces with a total combined capacity of up to 200

The consented and implemented masterplan, which could still be delivered

16 WOODLAND LODGES

	UNITS	NO BED	SQM (GEA)
2 BED	4	8	592
3 BED	12	36	2,256
TOT	16	44	2,848

MAINTENANCE BUILDING

AREA = 315 SQM

THE HOTEL

AREA = 8,331 SQM

BEDROOM = 84

THE PAVILION

GOLF ACADEMY LODGE - PRO SHOP

AREA = 291 SQM

23 ACADEMY LODGES

2 BED DETACHED	8	16	1,312
2 BED TERRACED	14	28	1,743
3 BED TERRACED	1	3	156.5
TOTAL	23	47	3,211.5

Comparison between existing consent and the now consented 96A application



An approved update to the consent

Since the original permission was granted, a Section 96A application has also been approved to make changes to part of the consented hotel lodge accommodation.

The approved changes revise the layout and design of the lodges around the South Lake, replacing the 23 units shown in this part of the 2011 scheme with 18 larger hotel accommodation units. The revised approach also updates the appearance and arrangement of the buildings around the lakes.

— Why the consent needs to be updated —

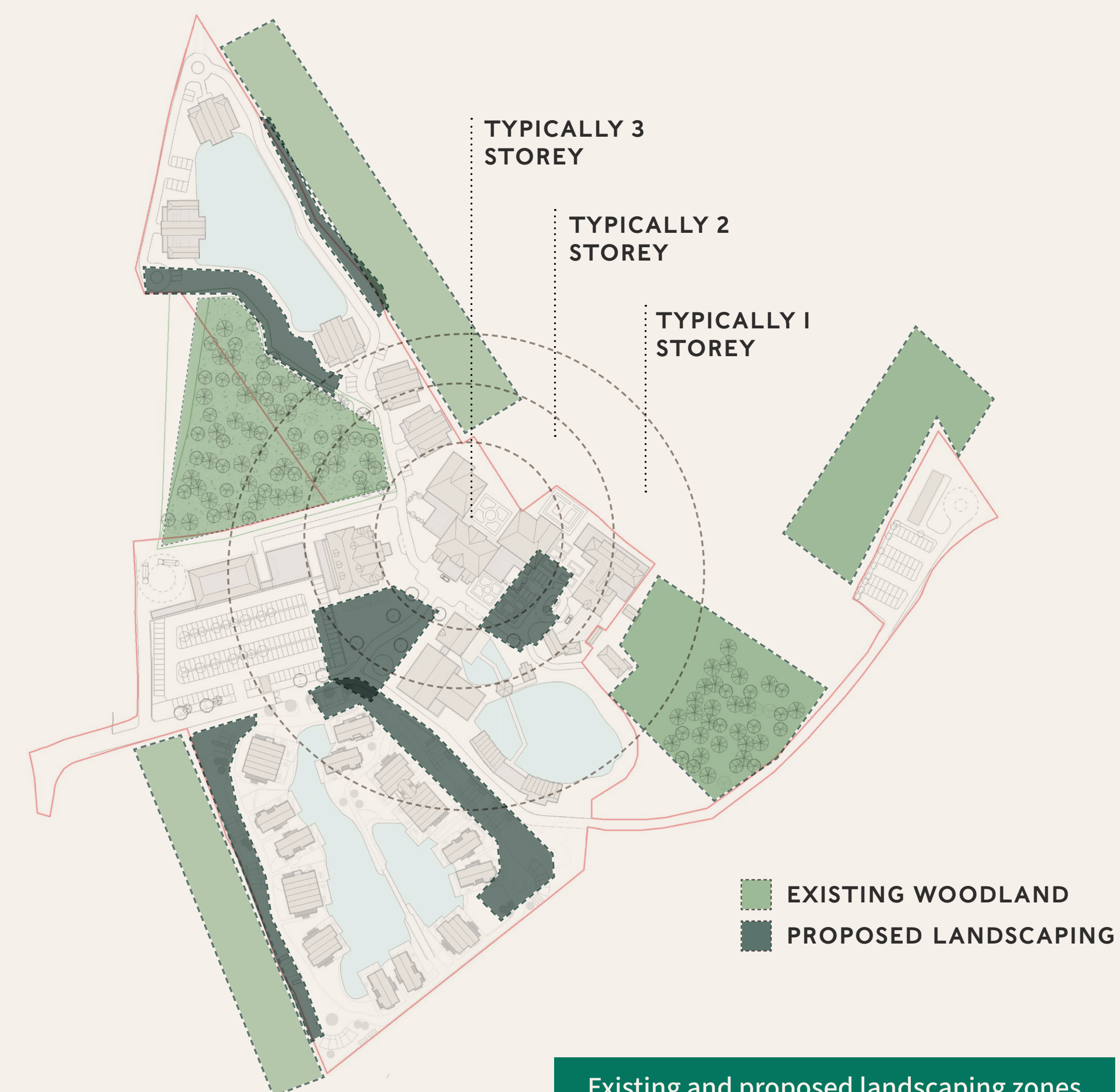
The existing permission provides an important starting point, but it was designed more than 15 years ago. Since then, building standards, environmental expectations and the hospitality market have changed.

The project team has therefore reviewed the approved scheme and identified areas where it can be improved.

The updated scheme consists of a series of more distinct buildings. This breaks up the overall massing, increases separation from heritage assets and allows the development to respond more sensitively to woodland, lakes and the wider landscape.



Comparison between the approved and the proposed masterplan



Existing and proposed landscaping zones

Key improvements



A better hospitality offer

The 2011 hotel was designed for a different hospitality market. The updated proposals provide a wider range of accommodation to cater for modern guest expectations alongside food and drink, function and wellness facilities to support a high-quality and commercially sustainable destination.



Improved environmental performance

Current building standards and renewable technologies provide opportunities to improve energy efficiency and environmental performance compared with the approved 2010 energy strategy.



Greater protection for ancient woodland

The layout has been reconsidered in response to current guidance on buffers around ancient woodland, alongside established trees and other sensitive landscape features.



A better relationship with heritage

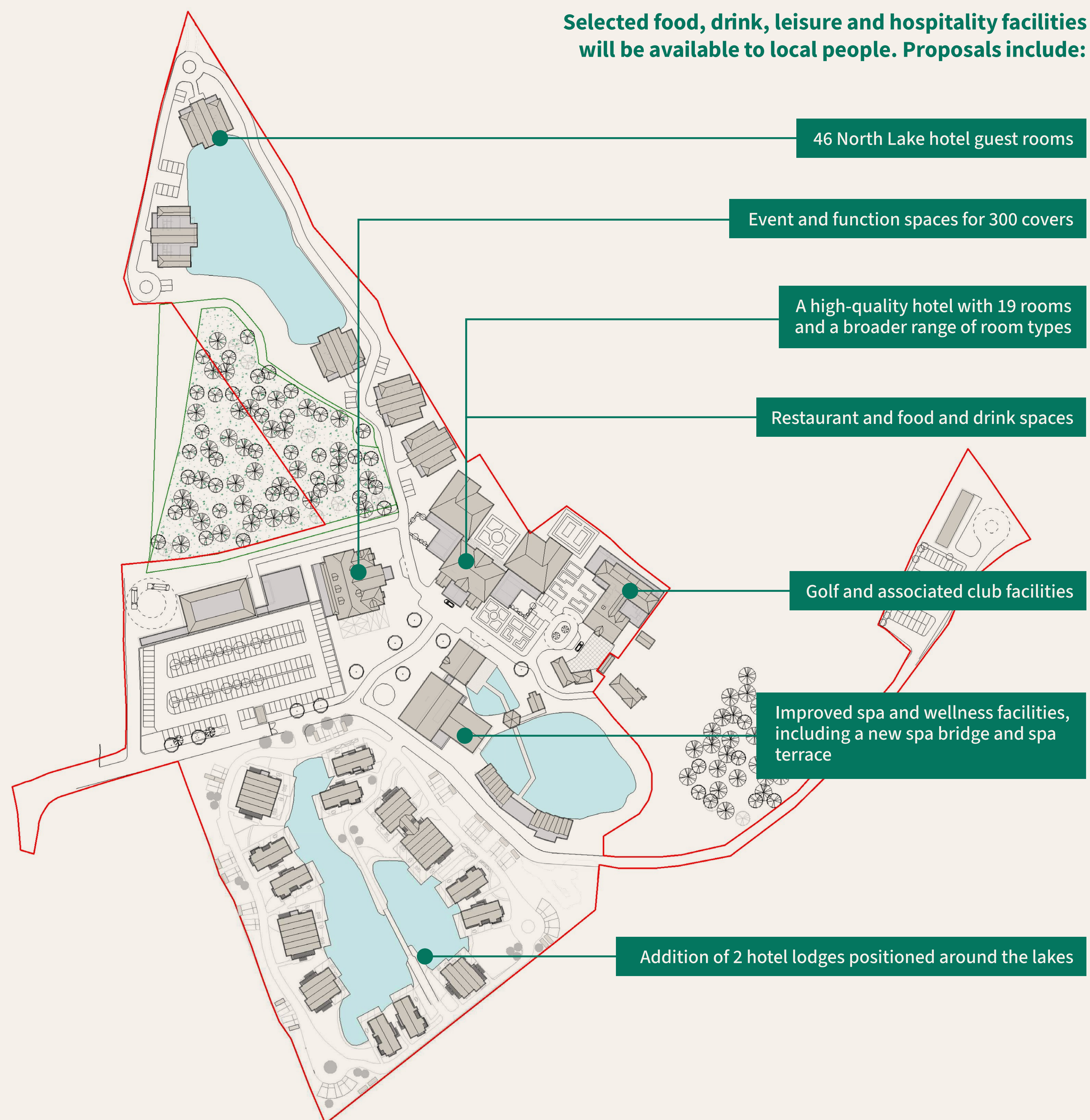
The emerging scheme moves significant hotel massing away from the Grade II listed building to improve its setting and the Grade II listed farm house.



A more landscape-led masterplan

Buildings are broken into a series of elements rather than concentrated into a single mass, allowing more of the development to sit within established and proposed landscaping.

The proposed masterplan



Our approach to the site

High-quality hospitality

Creating a modern hotel, golf and wellness destination capable of attracting a high-quality operator.

A long-term destination for Surrey

Creating a well-managed resort that supports long-term local employment, skills and training. The resort will attract visitors with associated increased spend in the local economy. The community will benefit from access to selected resort facilities.

Landscape-led design

Positioning buildings sensitively within the existing landscape and responding to woodland, trees and lakes, while breaking up the overall massing across the site.

Supporting the local economy

The completed resort could support up to 245 jobs on site, with 159 net permanent FTE jobs based in Surrey. Roles are expected across hospitality, food and drink, golf, leisure, grounds maintenance and resort operations. The project will also seek opportunities to work with local businesses, suppliers, schools and colleges, including through training and career development.

Respecting heritage

Improving the setting of listed buildings through greater separation and a more considered arrangement of building massing around them.

Better environmental performance

Incorporating current building standards, renewable technology and updated infrastructure.

Supporting local food and producers

The emerging hospitality offer includes an ambition to source food and produce locally where possible, creating opportunities for farms, producers and other businesses in the surrounding area.

Hotel and associated amenities

A countryside hotel and golf destination

At the heart of the proposals is a new hotel and golf destination set within the existing landscape of Wildwood. A long-term destination for Surrey.

The emerging design makes the most of the landscape by bringing together hotel accommodation, golf, wellness, food and drink and functions, while retaining the lakes, woodland and extensive green setting that define the site.



Example images of the look and feel of the hotel



Example images of the look and feel of the spa and wellness facilities



A destination that local people can enjoy

Wildwood will be brought back to life through the proposals.

Selected facilities, including golf, food and drink, leisure and function spaces, are intended to be available to the community. The ambition is to create a high-quality local hospitality offer within a village where the number of pubs and hospitality venues has reduced over recent years.

Local benefits

245

permanent jobs on site

159

net permanent FTE jobs based in Surrey

186

net construction job-years per annum over the three-year construction period

£3.58m

net visitor spending off site each year

£4.29m

net operational GVA in Surrey each year

Apprenticeships & training

through links with local schools and colleges

Opportunities for local

suppliers and contractors

Restoring golf at Wildwood

Golf will remain at the heart of Wildwood

The existing course has deteriorated following a long period of inactivity and now requires significant redesign and investment. This creates an opportunity to restore the course as a high-quality golfing environment, while making better use of the site's established landscape, woodland and natural features.

The wider golf and leisure offer is also being developed with opportunities for local access, participation, coaching and skills development in mind.

The intention is to bring forward proposals for a new 12-hole golf course, which are becoming more popular as a flexible alternative to 18-hole courses, and which is intended to complement the existing golf on offer in the area.

The detailed golf course design will be brought forward through a later planning application. For this reason, the number and detailed configuration of holes is not being fixed through the current Section 73 application.

A landscape-led approach

The emerging approach is looking at how the course can work more naturally with the existing site, looking at opportunities to:

- retain mature woodland and established vegetation
- create more space for environmental enhancement
- improve safety distances between golf holes
- make better use of the site's existing landscape character
- create a distinctive, high-quality golfing experience



Working with Faldo Design

Faldo Design has been appointed to develop the emerging golf course proposals.

Sir Nick Faldo is one of Britain's most successful golfers and has worked internationally on golf course design projects alongside the Faldo Design team. The team brings together his experience as a player with specialist golf course design expertise.

Faldo Designed Courses



Lough Erne – County Fermanagh, Northern Ireland



Cornelia Golf Resort – Belek, Turkey

Access, movement and transport

The main vehicular access to Wildwood will continue to be from Horsham Road (A281).

The emerging masterplan is being developed to manage how guests, staff, servicing and deliveries move around the site, while reducing unnecessary vehicle movements through the wider resort to the benefit of the public right of way.

Transport and highway assessment

Transport work is being undertaken to review the effect of the updated proposals on the local road network and comparing this to the consented development, which forms the baseline for assessment.

This includes:

- operational traffic generated by guests, staff, functions, taking account of seasonality, weekday and weekends and function sizes
- highway capacity and access arrangements, taking account of updated traffic and highway conditions
- servicing and delivery movements
- construction traffic and HGV movements
- highway safety, taking account of updated records

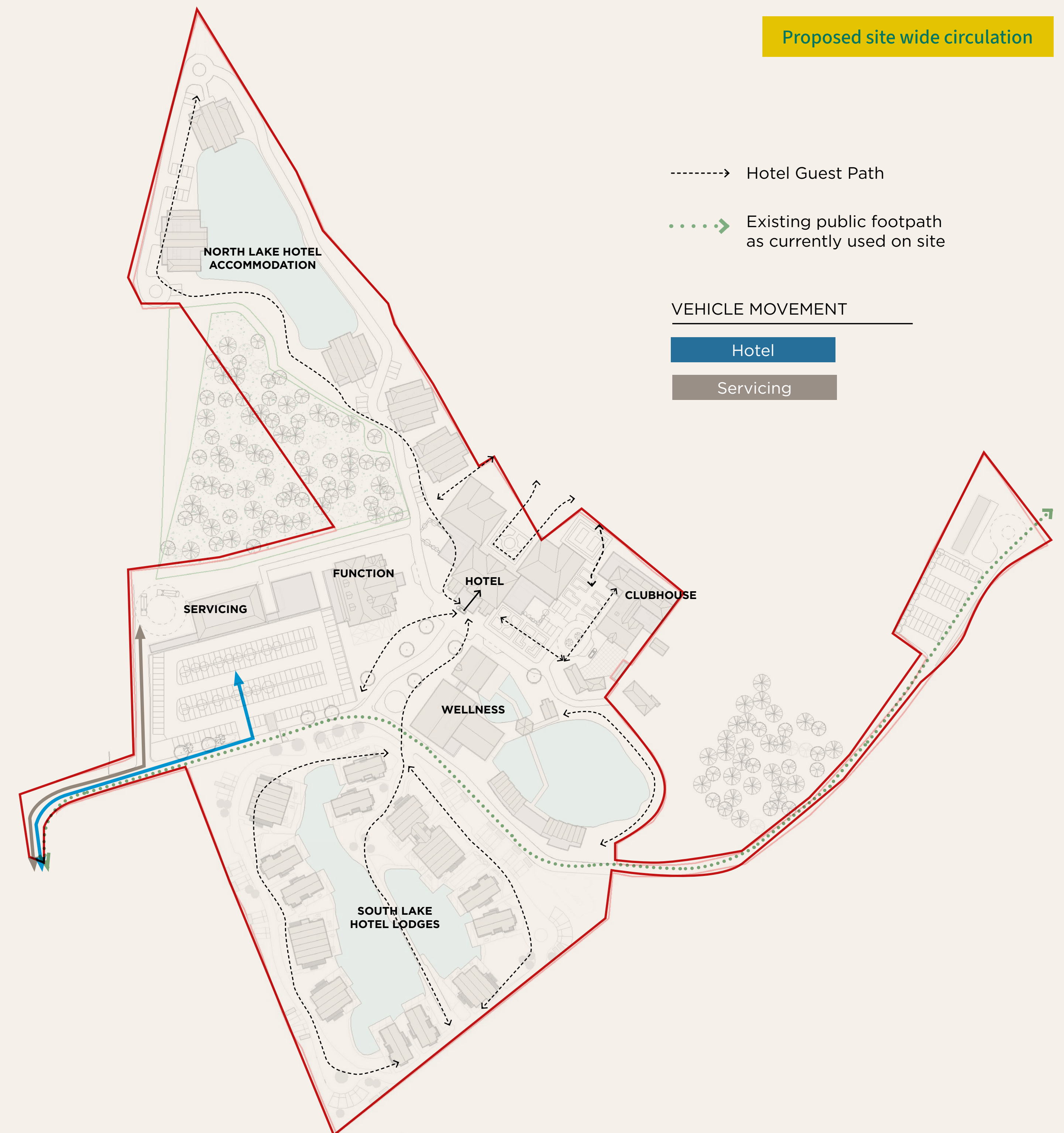
This work will inform the final proposals and any mitigation measures required, such as highway and footway improvements and Travel Plan initiatives

Construction traffic

Construction traffic will be managed through a Construction Traffic Management Plan, including agreed routes and delivery arrangements to help minimise disruption to surrounding roads and nearby communities.

Servicing the resort

The emerging masterplan includes a central servicing area for functions such as deliveries, refuse, laundry and general stores. This approach is intended to reduce servicing activity across the wider site and support more efficient day-to-day operation.



Proposed site wide circulation

-----> Hotel Guest Path

.....> Existing public footpath
as currently used on site

VEHICLE MOVEMENT

Hotel

Servicing

— Protecting and enhancing the landscape

Wildwood’s lakes, woodland, mature trees and open countryside are central to the character of the site.

The emerging proposals are being shaped to respond more carefully to these existing features, with development positioned to reduce impacts on sensitive areas and support long-term landscape management.

Ancient woodland and established trees

The masterplan has been developed to respond more sensitively to ancient woodland, established trees and their root protection areas. Current guidance recommends a minimum 15-metre buffer around ancient woodland, which has been an important influence on the emerging layout.

Ecology and protected species

Updated ecological surveys are informing the proposals, including work relating to bats, birds and protected species. The findings will inform the final landscape, habitat and biodiversity strategy.

Biodiversity

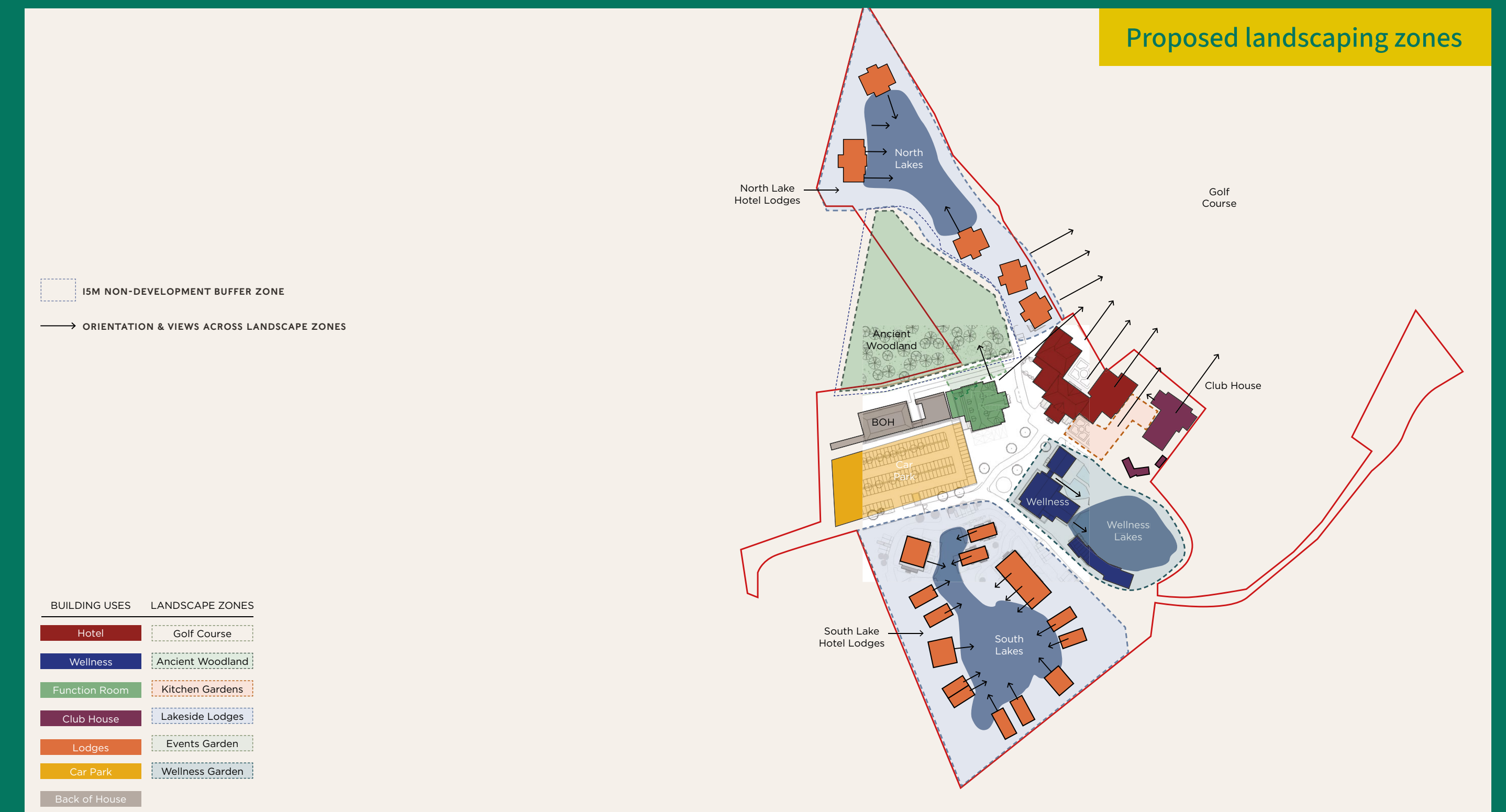
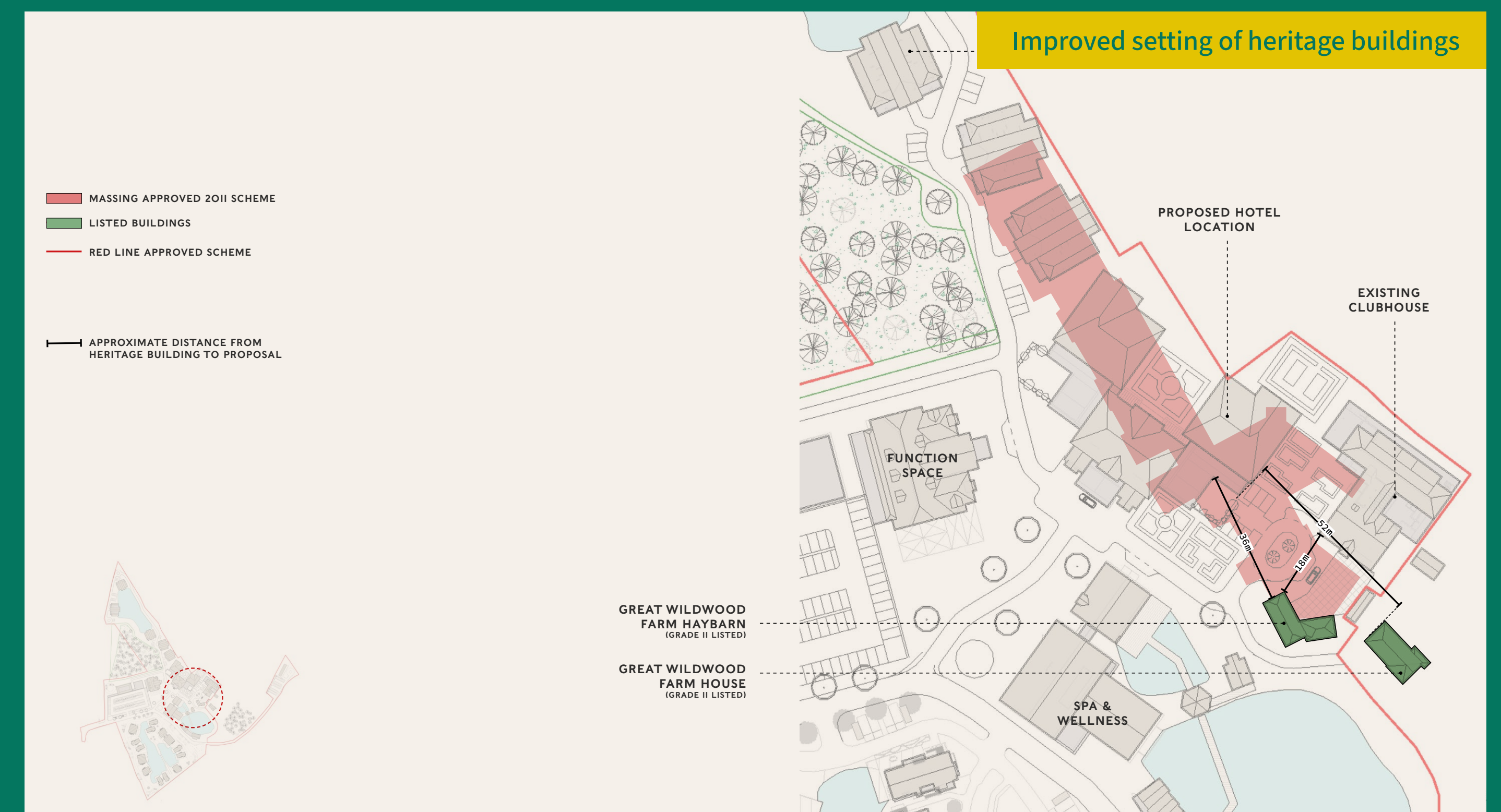
The proposals will seek to protect and enhance habitats and improve the long-term management of the site’s landscape and biodiversity.

Dark skies

The lighting strategy will be developed to respond to the site’s rural setting and ecological sensitivities, with careful consideration given to dark skies and reducing unnecessary light spill.

Heritage

The emerging masterplan creates greater separation between the new hotel building and the Grade II listed building than the 2011 permission.



— What happens next?

Thank you for taking the time to find out more about the emerging proposals.

Following this consultation:

- feedback will be reviewed by the project team
- technical assessments will continue
- the Section 73 proposals will be refined
- the application is expected to be submitted in winter 2026/27
- Waverley Borough Council will then undertake its own statutory consultation before determining the application

October 2026
Consultation

Winter 2026/27
Submission

Later
Anticipated determination

Future applications and delivery

The scheme will be delivered in phases rather than all at once. The detailed golf course proposals will also be brought forward separately at a later stage.

More information on anticipated construction phasing and delivery timescales will be provided as the programme develops.

Managing construction carefully

Construction activity has already commenced on site with enabling works.

All activity for the delivery of the scheme will be managed through a Construction Management Plan. This will set out measures covering areas such as construction traffic, delivery arrangements, working hours, noise, dust and site management, with the aim of reducing disruption to nearby residents and road users as far as possible.



Have your say

You can provide feedback or ask questions by:



completing a feedback form at today's event



visiting wildwoodgolfsite.com and completing the online survey



emailing consultation@cascadecommunications.co.uk



calling **0800 088 4570** (Monday to Friday, 9am to 6pm)



Please send us your feedback by **Thursday 29 October 2026.**

You can also sign up to the project mailing list via the website to receive future updates.