

A V Town Planning Ltd

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PLANNING STATEMENT

**IN RESPECT OF A PLANNING APPLICATION FOR 16 NEW
LODGES (resubmission of application 3/2019/0851)**

AT

**RIBBLE VALLEY VIEW
OLD LANGHO ROAD
OLD LANGHO
BB6 8AW**

Prepared by: Alan Kinder Dip.TP, MRTPI

Date: March 2021

Alan Kinder – Director

Valerie Kinder – Director

Company No.
078520641

1. INTRODUCTION AND BACKGROUND INFORMATION

- 1.1 A V Town Planning Ltd has been retained and instructed by Ribble Valley View Lodge Park to submit on their behalf a revised full planning application for the siting of 16 lodges at Ribble Valley View, Old Langho Road, Old Langho. The application is the resubmission of application 3/2019/0851 which was refused by the Council, under delegated powers, on 30th June 2020.

“The proposal is considered contrary to Policies DMG1 and DMG2 of the Ribble Valley Core Strategy insofar that it would result in the introduction of a significant level of built form in a visually prominent location within the defined open countryside that would have a significant visual suburbanising effect upon the landscape resulting in the erosion of the sense of openness that defines the character of the area. As such it is considered that the proposal would be of significant detriment to the character, appearance and visual amenities of the area and inherent character of the defined open countryside.

- 1.2 In this Planning Statement we set out the following:
- A description of the planning history of the property
 - A consideration of the proposal against national planning guidance and local planning policies (including a consideration of other relevant applications in the Ribble Valley)
 - Summary and Conclusions
- 1.3 In addition to this Planning Statement we have submitted appropriate plans and drawings, and a separate Landscape and Visual Appraisal and Design and Access Statement by Emma Reed CMLI, Landscape Architect and partner of Reed Studios.
- 1.4 We request that the contents of both this Planning Statement and the Landscape and Visual Appraisal and Design and Access Statement are fully considered by the Council in the determination of this application.

2. PLANNING HISTORY

- 2.1 The following previous planning applications are considered to be relevant to the Council’s consideration of this current application:
- 1) 3/2010/0417 – Proposed Change of use of agricultural land to form a 19 pitch static caravan holiday park with warden unit, reception, grounds maintenance store and associated landscaping. Approved 17th December 2010

- 2) 3/2015/0880 – Change of use of agricultural land to allow extension to lodge park and the erection of an additional 12 lodges and informal recreation area and footpath. Approved 16th December 2016.
- 3) 3/2018/0506 – Change of use of agricultural land to allow extension to lodge park and the erection of an additional 12 lodges (Amendment to application 3/2015/0880 approved 16 December 2016). Approved 30th November 2018.
- 4) 3/2018/0109 – Application for the discharge of condition 2 (materials) and 3 (lighting) from planning permission 3/2018/0506. Approved 13th February 2019.
- 5) 3/2019/0851 – Extension of existing holiday lodge park to provide for the siting of 29 additional holiday lodges. Refused 30th June 2020.

3. POLICY BACKGROUND

3.1 General

- 3.1.1 Local Planning Authorities are required to determine planning applications in accordance with the Statutory Development Plan unless material considerations indicate otherwise. If it is to be approved, a development must satisfy, as far as possible, guidance contained within the National Planning Policy Framework (NPPF) and the relevant policies of the Council's adopted Core Strategy.
- 3.1.2 We set out below extracts from the relevant documents to facilitate the assessment of the application proposal against the appropriate policies and guidance.

3.2 National Planning Policy Framework (NPPF)

- 3.2.1 The adoption of the National Planning Policy Framework in March 2012 means that it is now the main national planning policy guidance influencing planning decision making and replaces a substantial number of documents previously in place. *"The National Planning Policy Framework sets out the Government's planning policies for England and how these are expected to be applied, it sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so."*
- 3.2.2 Paragraphs 11 – 16 of the NPPF highlight the presumption in favour of sustainable development confirming that *"planning law requires that applications for planning permission are determined in accordance with the development plan unless material considerations indicate otherwise"*. The NPPF does not change the statutory status of the development plan as the starting point for decision making and therefore proposed development that accords with an up to date local plan should be approved, unless other material considerations indicate otherwise.

3.2.3 Importantly, paragraph 14 of the NPPF states:

*At the heart of the National Planning Policy Framework is a **presumption in favour of sustainable development**, which should be seen as a golden thread running through both plan-making and decision-taking.*

*For **plan-making** this means that:*

- *Local planning authorities should positively seek opportunities to meet the development needs of their area;*
- *Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless:*
 - *Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or*
 - *Specific policies in this Framework indicate development should be restricted.*

3.2.4 Paragraph 14 clearly spells out the Government’s presumption in favour of allowing sustainable development unless the adverse impacts would be severe.

3.2.5 Paragraph 15 states:

“Policies in Local Plans should follow the approach of the presumption in favour of sustainable development so that it is clear that development which is sustainable can be approved without delay. All plans should be based upon and reflect the presumption in favour of sustainable development, with clear policies that will guide how the presumption should be applied locally.”

3.2.6 Paragraph 17 says that one of the core principles of planning is to proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. It also says planning should encourage the effective use of land by reusing land that has been previously developed; promote mixed use developments; and actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable.

3.2.7 Paragraph 19 states:

“The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.”

3.2.8 Paragraph 28 states:

“Planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development. To promote a strong rural economy, local and neighbourhood plans should:

- Support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well designed new buildings;*
- Promote the development and diversification of agricultural and other land-based rural businesses;*
- Support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in rural service centres; and*
- “promote the retention and development of local services and community facilities in villages, such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship.”*

3.3 **Ribble Valley Core Strategy**

3.3.1 Core Strategy Key Statements and Policies which are relevant to this application are as follows:

Key Statement DS1 - Development Strategy

Key Statement DS2 - Presumption in Favour of Sustainable Development

Key Statement EN4 - Biodiversity and Geodiversity

Key Statement EC3 - Visitor Economy

Policy DMG1 - General Conditions

Policy DMG2 - Strategic Considerations

Policy DMG3 - Transport and Mobility

Policy DME1 - Protecting Trees and Woodland

Policy DME2 - Landscape and Townscape Protection

Policy DME3 - Site and Species Conservation

Policy DMB1 - Supporting Business Growth and the Local Economy

Policy DMB3 - Recreation and Tourism Development

3.3.2 We comment on these Key Statements and Policies below, as appropriate.

Key Statement: DS1 Development Strategy

- 3.3.3 This Key Statement is the Council's definition of its development strategy, the main intention of which is that the majority of new development will be concentrated within an identified strategic site to the south of Clitheroe and within the principal settlements of Clitheroe, Longridge and Whalley.
- 3.3.4 As a relatively small scale tourism related development we do not consider that the proposal would undermine the principal intentions of the development strategy as defined in Key Statement DS1.

Key Statement DS2: Presumption in favour of Sustainable Development

- 3.3.5 Key Statement DS2 identifies that the Council when considering development proposals should take a positive approach that reflects the presumption in favour of sustainable development contained in NPPF. The policy states that where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision, the Council will grant permission unless material considerations indicate otherwise, taking into account whether any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits when assessed against the policies in NPPS taken as a whole; or specific policies in that framework indicate that development should be restricted.

Key Statement EC3: Visitor Economy

- 3.3.6 This Key Statement relates specifically to the visitor economy stating that proposals that contribute to and strengthen the visitor economy of Ribble Valley will be encouraged; and that significant new attractions will be supported in circumstances where they will deliver overall improvements to the environment and benefits to the local communities and employment opportunities.

Policy DMG1: General Considerations

- 3.3.7 This is a general development management policy which states that, in determining planning applications, all development must satisfy a total of 20 criteria relating to the matters of design, access, amenity, environment and infrastructure. We consider only the following criteria to be of particular relevance to the consideration of this application:
- The development must be sympathetic to existing and proposed land uses in terms of its size, intensity and nature as well as scale, massing, style, features and building materials.

- The development must consider the density, layout and relationship between buildings, which is of major importance. Particular emphasis will be placed on visual appearance and the relationship to surroundings, including impact on landscape character, as well as the effects of development on existing amenities.
- The development must consider the potential traffic and car parking implications.
- The development must ensure safe access can be provided which is suitable to accommodate the scale and type of traffic likely to be generated.
- The development must not adversely affect the amenities of the surrounding area.

Policy DMG 2: Strategic Considerations

3.3.8 Policy DMG2 requires development to be in accordance with the Core Strategy Development Strategy and to support spatial vision and identifies certain forms of development that are acceptable outside of the settlement areas, three of which are as follows:

1. The development should be essential to the local economy or social well being of the area.
- 4 The development is for small scale tourism or recreational developments appropriate to a rural area.
- 5 Development is for small scale uses appropriate to a rural area where a local need or benefit can be demonstrated.

The Policy also states that “within the Open Countryside development will be require to be in keeping with the character of the landscape and acknowledge the special qualities of the area by virtue of its size, design, use of materials, landscaping and siting.

Policy DME 2: Landscape and Townscape Protection

3.3.9 This policy identifies that development proposals will be refused which significantly harm important features and sets out a list of relevant landscape features.

Policy DMB 1: Supporting Business Growth and the Local Economy

3.3.10 This policy indicates that the Council will support proposals that are intended to support business growth in the local economy provided such proposals are in conformity with other relevant policies of the Local Plan. The proposed development is in full conformity with all the relevant policies and Policy DMB 1 clearly supports the proposed development.

Policy DMB 3: Recreation and Tourism Development

- 3.3.11 This policy states that planning permission will be granted for development proposals that extend the range of tourism and visitor facilities in the Borough subject to a number of criteria being satisfied. With regard to those criteria, the proposed development does not conflict with other policies of the Local Plan; the proposal does not undermine the character, quality or visual amenities of the plan area by virtue of scale, siting, materials or design; and the proposal is well related to the highway network and would not create any adverse traffic problems on local roads. The proposed development will support the development of tourism in the Ribble Valley by providing an extension to the lodge site for visitors to use for holiday occupation working alongside Hoseasons.

4. PLANNING POLICY CONSIDERATIONS

- 4.1 The report will now consider the proposed development in relation to the relevant policies embodied within the Core Strategy drawing reference to the Delegated Item File Report (DIFR) and the reason for refusal of the previous application 3/2019/0851 (Appendix 1)
- 4.2 The DIFR reviewed a number of topic areas in relation to the relevant policies of the Core Strategy and specifically broke these down into the following headings:

- **Principle of Development** *“However, given the submitted details propose a further extension of the existing park further consideration must be given to potential implications resultant from the proposal. In this respect, whilst the adopted development plan remains broadly supportive of the expansion of existing tourism facilities within the borough, Policy DMB3(1) clearly states that planning permission will be granted for development proposals that extend the range of tourism and visitor facilities in the borough subject to a number of criterion, one of which being that the proposal must not conflict with other policies within the development plan. In this respect, notwithstanding the broad support the development plan affords to the expansion of tourism and visitor facilities, consideration must also be given to other development management considerations to ensure no other conflicts with the adopted development plan are present or will be resultant from the proposal.*
- **Impact on Residential Amenity** *“It is further considered that any additional lodge provision would be of a sufficient distance from the aforementioned residential receptors to ensure that no direct detrimental impacts of existing residential amenity would be resultant from the proposal.*

- **Landscape/Ecology** *No concerns*
- **LCC Highways** *No concerns subject to certain technical requirements*
- **United Utilities** *No objections subject to satisfying detailed drainage requirements*

4.3 The only objection to the refused application relates to the effects of the development on the character, appearance and visual amenities of the area in this defined open countryside location. I would like to make reference to the detailed work embodied within both the Landscape and Visual Appraisal and Design and Access Statement prepared by Reed Studios which accompany this revised application.

4.4 It is broadly acknowledged that all planning applications must be determined on their own merits, I would however wish to make reference to three other relatively recent planning permissions for caravan/tourism related developments as follows:

- (a) 3/2016/0807 - Retrospective application for a caravan site including the retention of eight unauthorized hard standings and creation of five additional hard standings for caravans; replacement of existing temporary facilities building with wooden toilet, shower facility and wash/dry room; and supplementary planting scheme with native species trees and shrubs, at Calder Farm, Settle Road, Bolton-by-Bowland BB7 4NT. Permission granted on 15 November 2016, subject to a condition restricting the site to seasonal use.

The reasons we refer to this permission are because it is recent and the site is within the AONB. Even in this sensitive location, the siting of a maximum of 13 touring caravans (which will be of varying sizes and colours) has been regarded by the Council as acceptable with regards to its effects upon the local landscape.

We consider it worthy of note that, within the DIFR for this application it states that: *"Subject to the retention and protection of existing hedges and trees, and the proposed additional hedge planting, I consider the proposal to be acceptable in relation to the consideration of landscape and visual amenity."*

Quite correctly, even in relation to this site within the AONB there is no reference to the fact that additional planting will take time to fully achieve its screening objective.

- (b) 3/2019/1011 - Planning permission granted in July 2020 for a Change of Use of land to form extensions to existing caravan site for the siting of a further 62 holiday caravans and associated engineering works, demolition of existing building, erection

of extension to facilities building, creation of new children's play area, erection of storage building and retention of access track at Rimington Caravan Park, Hardacre Lane, Rimington BB7 4EE

The main reason I have drawn attention to this particular proposal is that again the principle of development in terms of Policies DMB1 and DMB3 were acknowledged to broadly support the expansion of the range of tourism and visitor facilities within the borough but equally needed to be balanced against other criteria, not least of which landscape protection. Within the Visual Amenity/External Appearance sub heading of the committee report it states as follows:

"It is evident that any incursion in to the open countryside would have a visual impact. This proposal is still seen against the backcloth of the original development and the long-distance impact is limited.

The application is supported by a Landscape and Visual Impact Assessment (LVIA) which covers these matters in detail. In summary, the proposed development will not cause significant harm to the landscape character or cause visual harm, either in the locality or in the wider area."

The siting of additional static caravans, as proposed by this application, will not have a significant visual impact on the existing site or the surrounding area. Furthermore, it is intended that existing tree cover on the site will be retained and additional tree planting and landscaping will be undertaken as part of the development.

The existing topography and landform of the application site and surrounding area allows the proposed development to assimilate into the landscape. Furthermore, when viewed from a distance or in close proximity, the proposed static caravans will clearly read as part of the existing caravan site."

The most striking element of this scheme is the scale of the development at 62 additional units and whilst it incorporated a landscaping plan which did not encompass the establishment of any large scale significant buffer planting around the perimeter of the development as perhaps one would have expected for a development of this scale.

- (c) 3/2017/1024 - The proposed change of use of agricultural land for the siting of five shepherds huts for holiday letting ('glamping') use and the construction of an extension to the existing car park.

This proposal was in addition to an earlier proposal for the siting of 4 yurts granted under application 3/2017/0105. The reason reference is made to this permission is

because of its recent nature, the fact that it is being assessed under the same policy considerations and perhaps most importantly its siting within the Forest of Bowland Area of Outstanding Natural Beauty and being adjacent to a Listed Building. Whilst the application was accompanied by a Landscape and Visual Impact Assessment (LVIA) the policy considerations are far more stringent with paragraph 115 of the NPPF and Key Statement EN2 (landscape) being engaged. The sub heading on Visual Amenity/External Appearance/AONB within the DIFR states that:

"This application is accompanied by a detailed Landscape and Visual Impact Assessment (LVIA) which has assessed the visual impact of the proposed development on the landscape from five long range viewpoints, ranging from 150m from the application site to 2.6kn from the application site, as well as various locations much closer to the development site. The LVIA concludes that from most vantage points the impact of the proposal would be negligible, and whilst there would be a slight-moderate adverse impact from a short section of public right of way 3-5-FP 15, overall the impact from this footpath would be negligible. The submitted LVIA also states that mitigation has already been implemented by siting the huts within a restricted area to the rear of the pub, which is well screened by existing hedging and trees, and a condition has been attached to retain these trees/hedges. In view of the above, it is considered that the submission of a LVIA to accompany the application has demonstrated to the LPA that the proposed development would only have an overall negligible visual impact on the surrounding landscape and AONB,.... In summary, it is considered that on balance the proposed development would be sympathetic and in keeping with the surrounding landscape and buildings in accordance with Key Statement EN/2 and Policy DMG1 of the Core Strategy, as well as National Guidance contained within the NPPF."

- 4.5 We have made reference to a total of three planning permissions granted planning permission by the Borough Council for caravan and shepherd hut type tourism development and perhaps of note is the fact that two of these are situated within the Forest of Bowland AONB with the third being a sizeable extension to a long established holiday park. Certainly the proposals associated with the Red Pump Inn have parallels with the planned expansion of Ribble Valley View in that it is adjacent to a thriving restaurant and public house, namely the Black Bull which, whilst already benefiting from tourism spend, then its long term future would be further protected by the additional trade that would derived from the modest extension of the existing part to which it is adjacent. The point of making reference to the other examples is not in any way to suggest that the Council have erred in their decisions, or for that matter the balance that has been struck in providing an overall assessment of the attendant benefits of the proposals, given the

general supportive nature of policies such as DMB3. In this regard it is accepted and welcomed that the Council are mindful to approve caravan related developments as they are clearly appropriate, both to the character of the Ribble Valley and also extend the range of tourism facilities which in turn benefits the rural economy. That stated we cannot agree that the further development of this site, particularly in its scaled down form reducing to 16 from the original 29 units in this revised application, would have detrimental impacts on the local landscape sufficient to justify refusal of the application when a balanced view is taken as was the case when compared to the much more visually intrusive caravan developments cited in this report where the Council considered those to be acceptable on balance with regards to this particular consideration.

- 4.6 In terms of the demand for additional tourism accommodation is concerned then my clients already have a partnership arrangement with Hoseasons, one of the industry's leading holiday let agents and at Appendix 2 we attach an email from Craig Loxston the Property and Portfolio Manager at Hoseasons which details the breakdown of occupancy over the past 4 years. Equally Craig has also sent a further letter dated 9th February which sets out the position of the sector as a whole suggesting that there is untapped potential particularly in this geographic area of the country.
- 4.7 Additionally at Appendix 3 there is a letter received from Marketing Lancashire which adds further support to the case for the expansion of the lodge park at Ribble Valley View dated the 25th February 2021.
- 4.8 At Appendix 4 is a letter of support from Jamie Govier, the proprietor of the Black Bull Inn at the entrance to the site lending his full support to the application which also sets out the attendant benefits to their business and it's employees.

5. SUMMARY AND CONCLUSIONS

- 5.1 For reasons that we have given in this Planning Statement and the supporting Landscape and Visual Appraisal and Design and Access Statement we consider that we have demonstrated that the proposed 16 additional lodges should be seen as an acceptable feature in the rural locality and that, in any event, they would not have a significant harmful impact upon the existing visual qualities of this open countryside location. We have provided further evidence within this Statement and its appendices that the proposal will result in significant benefits to the local rural economy. A further benefit is that the proposal will support the future viability and sustainability of the business at the Black Bull Inn.

- 5.2 We therefore conclude that the proposal would cause no harm to visual amenity whilst providing significant benefits to the local rural economy. It is a development that, in principle, is fully supported by the relevant Policies of the Council's Core Strategy and by National Planning Policy Framework. As such, as the proposal accords with the development plan, and there are no sustainable reasons for refusal of this revised application.

Alan Kinder Dip.TP MRTPI
A V Town Planning Ltd

APPENDIX 1

Report to be read in conjunction with the Decision Notice.

Signed:

Officer:

Date:

Manager:

Date:

Application Ref: 3/2019/0851

Date Inspected: 06/01/2020

Officer: SK



**Ribble Valley
Borough Council**

www.ribblevalley.gov.uk

DELEGATED ITEM FILE REPORT:

REFUSAL

Development Description:

Extension of existing holiday lodge park to provide for the siting of 29 additional holiday lodges.

Site Address/Location:

Ribble Valley View Old Langho Road BB6 8AW

CONSULTATIONS:

Parish/Town Council

Billington and Langho Parish Council object to the application on the following grounds:

- The application is in open countryside, there should be strict controls on these lettings as this is a way of getting unfair permissions worth a great deal of money in the Open Countryside
- Encroachment on greenfield land.
- These holiday lets have a 12-month occupancy the parish council would request this was limited to a 28 day let in any one year to any tenant. With a register kept of main holiday tenant's name and address his dates of arrival and departure.
- We have no record of unseemly behaviour from this site so far, but as standard best practice we would ask for the operational manager's 24/7 telephone number to be made available to residents in case of such.
- This development means more light pollution and potentially noise pollution.
- A doubling of traffic onto an already over-capacity road network as defined by RVBC in their planning conditions for the Brockhall development.
- Traffic access/egress to the site is very limited and compromised by its being adjacent to the public house and car park.

CONSULTATIONS:

Highways/Water Authority/Other Bodies

LCC Highways:

No objection subject to details of offsite highways works being agreed including the formation of a kerbed radius and work to existing gullies at the entry point to the development off of the main highway.

United Utilities:

No objection subject to the imposition of conditions relating to foul and surface water drainage.

CONSULTATIONS:

Additional Representations.

Six letters of representation have been received objecting on the following grounds:

- Increased traffic in the area
- Loss of Greenfield land
- Light and noise pollution
- The current development is in breach of a number of conditions
- Loss of view
- Lack of landscaping

- Visual impact

RELEVANT POLICIES AND SITE PLANNING HISTORY:

Ribble Valley Core Strategy:

Key Statement DS1 – Development Strategy
Key Statement DS2 – Presumption in Favour of Sustainable Development
Key Statement EN4 – Biodiversity and Geodiversity
Key Statement EC3 – Visitor Economy

Policy DMG1 – General Considerations
Policy DMG2 – Strategic Considerations
Policy DMG3 – Transport and Mobility
Policy DME1 – Protecting Trees and Woodland
Policy DME2 – Landscape and Townscape Protection
Policy DME3 – Site and Species Conservation
Policy DMB3 – Recreation and Tourism Development

National Planning Policy Framework (NPPF)
National Planning Practice Guidance (NPPG)

Relevant Planning History:

3/2019/0109:

Application for the discharge of condition 2 (materials) and 3 (lighting) from planning permission 3/2018/0506. (Approved)

3/2018/0506:

Change of use of agricultural land to allow extension to lodge park and the erection of an additional 12 lodges (Amendment to application 3/2015/0880 approved 16 December 2016). (Approved)

3/2015/0880:

Change of use of agricultural land to allow extension to lodge park and the erection of an additional 12 lodges and informal recreational area and footpath. (Approved)

ASSESSMENT OF PROPOSED DEVELOPMENT:

Site Description and Surrounding Area:

The application relates to a 1.2 Hectare area of land located directly adjacent Ribble Valley View lodge-park. The area of land is located to the south-western extents of the existing lodge-park forming an extension to the existing facilities.

The application site lies within the defined open countryside being located approximately 1.5 miles to the west of Billington and directly to the north-west of the Black Bull Inn fronting Old Langho Road. The immediate context is largely open in nature, being typical of Greenfield farmland interspaced with small areas of hedgerow and intermittent tree-planting.

Proposed Development for which consent is sought:

The submitted details seek consent to extend the existing facilities associated with Ribble Valley View Lodge Park. It is proposed that the extended facilities will provide 29 units of additional lodge accommodation, all of which being located towards the north-eastern extents of the proposal site.

It is proposed that vehicular access will be provided via the existing site access off Old Langho Road however it is noted that no details of the direct interface with the existing lodge-park formalised road route have been provided as part of the application.

It is proposed that the development will accommodate 3 variants of lodge-types that are broadly similar in appearance save that for variations in overall footprint and aesthetic detailing. Each of the lodges will benefit from a raised decked area with parking provision also being provided 'on-plot'.

Principle of Development:

The principle of the development of the adjacent site (to the north-east) for the purposes of accommodating additional holiday lodges (12 lodges) has already been established as acceptable through the granting of consent 3/2015/0880. This consent was subsequently regularised through the granting of application 3/2018/0506 following significant deviations from the original consent having been undertaken on site.

At the time of granting these consents, given there had been no significant changes in adopted local planning policy following the determination of the original application for additional lodges, it was not considered, at that time, that the principle of the development need be re-examined for conflict with the adopted Development Plan. The development plan under which these applications were granted consent remains fully adopted with no significant changes having been made.

However, given the submitted details propose a further extension of the existing park further consideration must be given to potential implications resultant from the proposal. In this respect, whilst the adopted development plan remains broadly supportive of the expansion of existing tourism facilities within the borough, Policy DMB3(1) clearly states that planning permission will be granted for development proposals that extend the range of tourism and visitor facilities in the borough subject to a number of criteria, one of which being that the proposal must not conflict with other policies within the development plan.

In this respect, notwithstanding the broad support the development plan affords to the expansion of tourism and visitor facilities, consideration must also be given to other development management considerations to ensure no other conflicts with the adopted development plan are present or will be resultant from the proposal.

Impact Upon Residential Amenity:

The proposed site area is a significant distance from any directly adjacent residential receptors however it is accepted that the extended lodge facilities would to some degree be visible to a limited number of residents of Highwoods Park to the north-east. However, from the perspective of these residential occupiers, it is likely any additional lodges proposed by the application would be read in conjunction with the existing lodge facilities. It is further considered that any additional lodge provision would be of a sufficient distance from the aforementioned residential receptors to ensure that no direct detrimental impacts of existing residential amenity would be resultant from the proposal.

It is noted that representations have been received from existing residents of the adjacent lodge park to which the application represents an extension of. However, given the lodges to the north-east are considered to be tourism facilities it is not considered appropriate to give the same level of consideration or afford a similar level of weight to the potential for the proposal to have an impact

upon the residential amenities of visitors of the existing holiday park given the existing lodges are not intended to be occupied on a 'residential' basis. It is noted that a number of occupants of these lodges may be occupying them either in breach of previous conditions (limiting occupation) or for extended periods of time. However, nonetheless, these existing lodges remain considered to be holiday accommodation and therefore the full weight of Policy DMG1, which seeks to protect existing and future residential amenity, is not applicable in this scenario.

Visual Amenity/External Appearance:

The submitted details propose a significant south-westerly extension of the existing lodge facilities into a Greenfield area of land that benefits from a largely open aspect, especially upon approach from the south-west. The configuration of the layout results in the majority of the built-form of the lodged being largely accommodated towards the north-western extents of the site in a radial cluster with a large number of the lodges benefiting from an outward aspect across land to the west and south-west.

Taking account of the quantum of development proposed, in concert with the tight clustered configuration and lack of adequate landscape mitigation it is considered that the proposed development will be read as both an incongruous and anomalous introduction into the landscape, particularly when taking account of the largely open aspect of the surrounding landscape character.

In this respect there is no question that the proposal will therefore result in a visual suburbanising effect upon the landscape and open character of the defined open countryside in the area, being both of detriment to the visual amenities and character of the area.

As such the proposal is considered to be contrary to the requirements of Policy DMG1 which seeks to ensure that proposals are sympathetic to existing and proposed land uses in terms of size, intensity and nature. With the policy further requiring that proposals give particular consideration to impact upon landscape character.

It is further considered, as a result of the identified negative visual impact of the development, that the proposal is considered to additionally be in direct conflict with Policy DMG2 which requires that development within the defined open countryside be in keeping with the character of the landscape and acknowledge the character of the area by virtue of its size, design, use of materials, landscaping and siting.

Whilst it is noted that the applicant has proposed some landscape mitigation on the form of hedgerow and intermittent tree planting, it is not considered that these would be adequate to mitigate the impacts identified above. It is further considered, that should additional reinforcement landscaping have been proposed, it is unlikely that this could adequately mitigate the significant suburbanising effect upon the landscape resultant from the proposal.

Landscape/Ecology:

The application has been accompanied by a preliminary ecological appraisal which identifies that the proposal will largely affect land that is largely composed of improved grasslands with low biodiversity interest and occasional scattered trees.

However, a number of observations are also made within the report in respect of protected species or species of conservation concern.

The report identifies that there is evidence of Badger activity on grassland adjacent to the western boundary and land west of that boundary which is linked by two badger runs below the boundary fence. In this respect the report further states that there is nothing to indicate that badgers won't use the proposal site for foraging as the habitat is suitable, however, the impacts generated by the

proposal are considered to be minor and it is predicted that the development will have no measurable long-term effects on the badger population as no setts are affected, and extensive areas of good foraging and water supply are available in the wider landscape and within the same farm holding. IN this respect the report concludes that as there are no setts on site or within at least 50m, unlawful disturbance is not predicted. Therefore the development does not conflict with current badger legislation and no protected species licence is required. The report makes further recommendations in respect of site operations to ensure that badgers traversing the site are not adversely affected by open trenches.

The report further identifies that there are rot holes in two trees on the site that could potentially be used by roosting bats (TG2 and TG5). Roost potential in these trees is evaluated as 'moderate'. Foraging is of minor value on account of the very exposed conditions, limited foraging areas and level agricultural improvement. In addition very high quality foraging habitat is present off-site in near vicinity. The off-site areas are considered most likely to be the main foraging sites for bats locally. The report states that as these trees will be retained as part of the landscaping of the site, no further survey is required unless the proposals change in such a manner that will result or necessitate works to these trees being undertaken.

Observations/Consideration of Matters Raised/Conclusion:

It is for the above reasons and having regard to all material considerations and matters raised that the application is recommended for refusal for the following reason(s):

RECOMMENDATION: That planning consent be refused on the following grounds:

- | | |
|----|---|
| 01 | The proposal is considered contrary to Policies DMG1 and DMG2 of the Ribble Valley Core Strategy insofar that it would result in the introduction of a significant level of built-form in a visually prominent location within the defined open countryside that would have a significant visual suburbanising effect upon the landscape resulting in the erosion of the sense of openness that defines the character of the area. As such it is considered that the proposal would be of significant detriment to the character, appearance and visual amenities of the area and inherent character of the defined open countryside. |
|----|---|

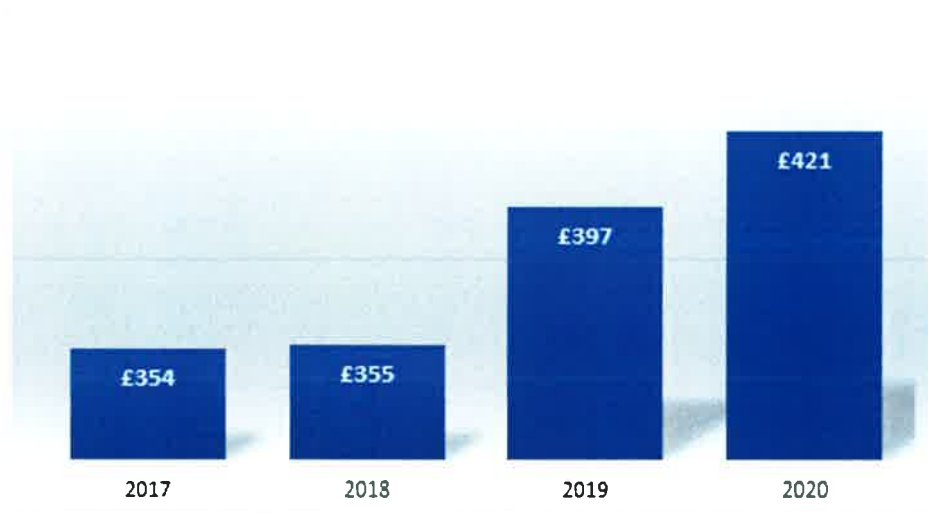
APPENDIX 2

Hi Ian,

Ok so I've tried to gather some information for you which I hope will help.

Allocation since 2017 has seen an increase of double the units from 6 units to 12. Despite the increase in allocation we've maintained an average of 88% occupancy across the 4 year period which highlights the demand outstripping the original supply. Occupancy levels for 2020 were at 90% when stripping out the non-available weeks due to the pandemic.

At the same time we've continued to increase the average weekly rate that breaks are being sold at, please see table below:



This identifies the growing nature of the business and consumer demand continues to be strong, plus they are prepared to pay more.

The demographic for Ribble Valley View has remained proportionately the same with slight variances but the demographic most likely to book Ribble Valley View over the past 2 years has been couples followed by Family and group bookings, please see below:

2019	Booking Share	2020	Booking Share
Couples	51%	Couples	52%
Family	21%	Family	24%
Single Parent	1%	Single Parent	1%
Extended Family	2%	Extended Family	4%
Group Booking	23%	Group Booking	18%
Single Booker	2%	Single Booker	1%

As for 2021 AWR (average weekly rate) is up by 10% but understandably we are seeing a 48% deficit in revenue which is about £24K, £23K of this comes from Q1. Since Boris's announcement yesterday we saw a booking come in every 1.36 seconds. Ribble Valley View benefitted from this to, between the 10th Feb – 21st Feb you took only 3 bookings, yesterday alone you took 6. Demand is extremely high and now we have the roadmap in place we can only see bookings surge.

I hope this helps

Kind Regards

Craig



Raglan Road, Lowestoft
Suffolk, NR32 2LW
Phone: 01502 500505
Fax: 01502 514298

09/02/2021

Dear Ian,

RE: Ribble Valley View

Further to our conversations surrounding the proposed application for further lodge development at Ribble Valley View, Lancashire, I wanted to write to you in support of the plans we have discussed and subsequently formalise the demand for such holidays in the area.

Sector Overview

The domestic lodge sector is extremely buoyant at present, and has enjoyed sustained growth over the past ten years. The demand for high specification accommodation in superb locations up and down the country has reached an all-time high and many existing operators are now seeing the benefits of expanding their luxury developments in terms of more units and higher quality standards resulting in better returns on investment; and of course the ability to attract a new, younger and more affluent audience to holidays right here in the UK. We have experienced an influx of new developers bringing fresher, more 'current' concepts to market with great success and it's clear that from the plans we have discussed you are very much on the right track with your continued development.

The traditional season of Easter to the end of October is rapidly becoming a thing of the past and it is evident that more quality accommodation is coming into the market suitable for all year round breaks and in particular a huge increase in "holiday snacking" of 2, 3 and 4 night short breaks. This provides a superb boost for local tourism as visitors are now taking holidays at times of the year traditionally not as popular as the main summer school holiday weeks. An important feature of a lodge holiday is the ability to make it 'weatherproof', given that the UK can at times be blighted by poor weather conditions, and to have an 'identity' – a concept which acts as a unique selling point in a competitive market. The power of hot tubs to extend the season is an established fact and being able to combine the key features of a lodge break with the quality of accommodation proposed at Ribble Valley View, along with the enviable position of the accommodation combine to make the development a very attractive proposition and would be a superb addition to the Hoseasons portfolio.

Hoseasons has seen sustained demand for quality lodge accommodation across the country and recently reported year on year growth of 10% for 2019, while 2020 was an unprecedented time for everyone the UK staycation has increased demand and we

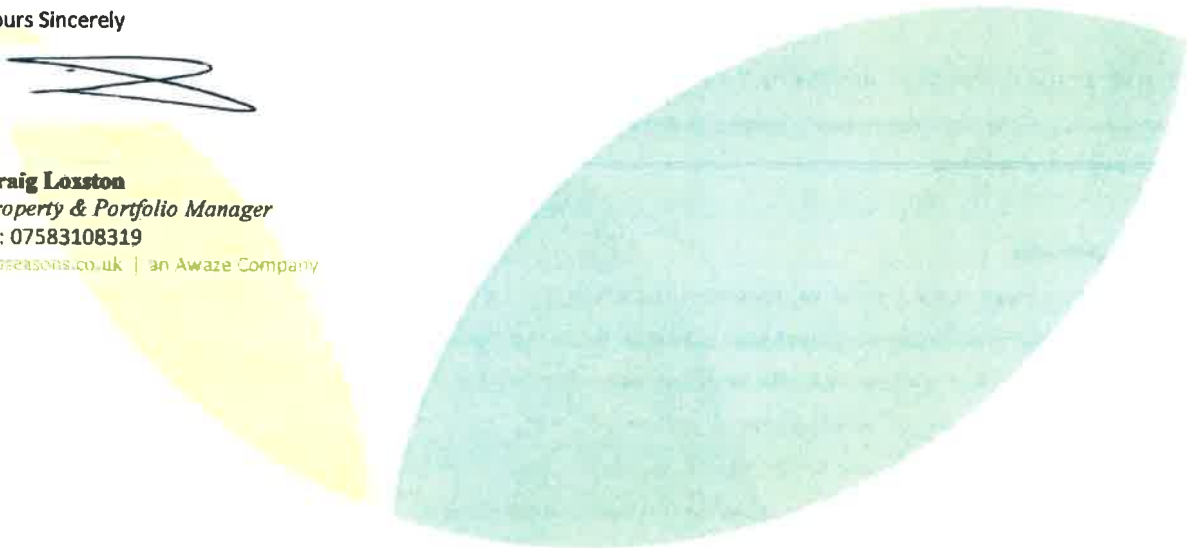
saw record trading for the periods when were open. 2020 moving into 2021 is attracting a younger audience of 24 – 40 year olds, so much so that we're seeing an increase in this demographic of over 50%. As a region the North of England has seen exceptionally strong growth in recent years, largely down to new developers bringing a higher quality of product to market and diversifying their offering to attract wider demographic groups. Hoseasons are undersubscribed for lodge product in and around the Lancashire area and are actively seeking more quality product to meet demand. As it stands, current demand outweighs our supply so we are on the lookout for quality lodge product more than we have ever been.

I hope this outlines the fact that there certainly is an overriding demand for more quality accommodation in your area. This is most evident and proven in the exemplary trading figures we have enjoyed across the region over the years and as such we have the utmost confidence that this location will be a very popular choice with holidaymakers for years to come. We wholeheartedly support your development and look forward to working with you and helping towards the growth of your business. If you would like to talk anything through in further detail my email address is craig.loxston@hoseasons.co.uk and contact number is 07583108319.

Yours Sincerely



Craig Loxston
Property & Portfolio Manager
M: 07583108319
hoseasons.co.uk | an Awaze Company



APPENDIX 3



Mr Ian Simpson
Ribble Valley View
Old Langho Road,
Old Langho,
Lancashire,
BB6 8AW

25th February 2021

Dear Ian,

Proposed Business Development Plans – Ribble Valley View

We were most interested to hear about your plans to extend the number of boutique rental lodges on site and I am writing on behalf of Marketing Lancashire to express our support in your application to secure planning approval to deliver this aspiration.

As the official Destination Management Organisation and official voice of tourism for the county, our role is to ensure that Lancashire's visitor economy thrives, working in partnership with both the public and private sector to champion the county on a national and international stage.

Pre-COVID, Lancashire's visitor economy was worth £4.41 billion per year, attracting 68.7million visitors and supporting over 60,000 jobs, making it one of the largest visitor economies in the North West. The Ribble Valley accounts for around 6% of this total, welcoming over 4 million visitors who help generate £260.8 million economic impact (both direct and indirect spend) for the local economy and support an estimated 3,454 FTE jobs. There is no doubt that the industry has been hit hard by the pandemic and it is of critical importance that we support Lancashire's tourism and hospitality businesses to redefine their offer and place the county in the best possible position to welcome back visitors and major events as it becomes safe to do so.

However, set against an ever increasingly competitive marketplace, it is recognised that Lancashire's visitor offer must not only meet, but exceed the expectations of our visitors through a proactive strategy for sustainable growth. As the designated Destination Management Organisation for the county, Marketing Lancashire is responding by leading the development of a new Tourism Growth Strategy which will review the county's visitor assets, opportunities and challenges and set out the sector's future aspirations through a 10-year vision with SMART tourism principles at the heart of this approach. Thus, it will seek to adopt a sector approach that is truly sustainable, mutually beneficial, accessible, radical and tech-led.

Beautiful landscapes, high quality food and drink, luxury wellbeing and spa breaks alongside the opportunity for meaningful and immersive experiences that engage with local culture, heritage and environment are key drivers for higher spending domestic and international visitors. Set within the idyllic rural landscape of the Ribble Valley, the park is well placed to deliver against these criteria and support the wider local economy, providing a base

Marketing Lancashire Limited

The Old Docks House, 90 Watery Lane, Preston PR2 1AU
Tel. 01772 426450
Chief Executive Rachel McQueen

Company No. 5039554

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from which visitors may explore the region. Staying visitors are known to have a higher average spend per visit and support wide-ranging businesses within the local supply chain such as retail, food and drink establishments, leisure facilities, events and attractions. 2018 STEAM figures for Lancashire show that, on average, visitors staying within non-serviced accommodation generate a daily spend of around £63.15 compared to day visitors of £36.01 and total spend per visit for non-serviced accommodation amounts to an average of £439.20.

The exceptionally strong occupancy levels maintained across the holiday lodges demonstrates a strong case for increasing your capacity and we wish you every success in bringing your business expansion plans to fruition.

Yours sincerely,

Justina Ma
Business Manager

APPENDIX 4

**Fortis Business Solutions Global
Limited T/A The Black Bull Inn
Old Langho Road
Old Langho
BB6 8AW**

To whom it may concern:-

**Reference Planning Application – Ribble Valley View
February 2021**

I write with reference to and in support of the application made by Ribble Valley View for a further 16 luxury holiday let lodges.

I am the proprietor of the Black Bull Inn, located at the entrance to the existing site. The public house and restaurant work in unison with the lodge park and enjoys the consistent level of trade delivered by the weekly change in tourists provided by the lodge park. Given the remote location of the business, it is seen as a 'travel to' destination and as such would struggle to survive without the enhanced business that the lodge park delivers.

Currently employing 17 people and suffering significantly with the Covid 19 Pandemic closures and impact to trade, as our community works to a return to business, with a new normal, the possibility to access the revenue of a further 16 lodges, delivering each 2 different families per week would seem almost business critical for us and the long term viability for the Black Bull Inn.

This local public house, the heart of the community and first registered as a coaching house in 1555 – has seen a long string of recent business failures. The investment made to revitalise the business and the premises, can take advantage of the staycation market and the ongoing development of tourism in the Ribble Valley. Furthermore, working in partnership with Ribble Valley View, it can ensure long term economic development to the area and provide 'service with excellence' to guests from far and wide for many years to come, if the opportunity to trade with more visitors is granted.

I remain fully in support of this application and would be delighted to answer any questions or discuss future plans as required or requested.

Yours sincerely,



**Jamie Govier
Managing Director
For and on behalf of The Black Bull Inn**