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**WALSINGHAM PLANNING**

SPECIALIST PLANNING & DEVELOPMENT CONSULTANTS

Our Ref: BR/KN0124/22

Brandon House, King Street, Knutsford,  
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05th January 2023

Ribble Valley Borough Council  
The Planning Department,  
Council Offices,  
Church Walk,  
Clitheroe,  
BB7 2RA

Dear Sir or Madam,

**The Bluebird Inn, Myerscough Smithy Rd, Blackburn, Preston BB2 7LE**  
**Application for Full Planning Permission**  
**Planning Portal Reference: PP-11766959**

We are instructed by J.W.Lees Co. (Brewers) Limited to submit an application for full planning permission in respect of the above site.

The application proposes:

*"Extension to the existing guest accommodation building attached to the Bluebird Inn plus other associated works."*

The application has been submitted online via the Planning Portal. In addition to the completed forms, the submission comprises the following:

- API Site Location Plan
- AP2 Block Plan
- AP3 Existing Ground Floor Layout
- AP4 Proposed Ground Floor Layout
- AP5 Existing First Floor Layout
- AP6 Proposed First Floor Layout
- AP7 Existing Roof Plan
- AP8 Proposed Roof Plan
- AP9 Existing Elevations
- AP10 Proposed Elevations
- AP11 Existing Site Plan
- AP12 Proposed Site Plan
- Design and Access Statement



## Site and Surrounds

The Bluebird Inn is a Public House, Restaurant and 20 existing guest bedrooms. There is a 72-space car park. The application site sits adjacent to the A59 in a sparsely populated area with Stuart Taylor's Agriculture Equipment to the southwest, BAE systems industrial facility to the east and farmland dominating the north and west.

## Proposal

There are 20 existing guest bedrooms linked to the Public House. The proposal creates 20 additional guest bedrooms and 1 night manager bedroom in an extended hotel wing. The existing car park has 72 parking spaces, including 2 accessible parking spaces and the proposed car park after the extended wing is added will provide 59 parking spaces, including 3 accessible parking spaces. We have also introduced 6 cycle parking spaces. Please see the Design and Access Statement for further information.

## Planning Policy

The Development Plan applicable to the proposal site consists of the Ribble Valley Borough Council Core Strategy (2014) and the Housing and Economic Development DPD (2019). The National Planning Policy Framework (2021) is also a material consideration.

### Core Strategy (Adopted December 2014)

- KEY STATEMENT DS1: DEVELOPMENT STRATEGY
- KEY STATEMENT DS2: SUSTAINABLE DEVELOPMENT
- KEY STATEMENT EN2: LANDSCAPE
- KEY STATEMENT EN3: SUSTAINABLE DEVELOPMENT AND CLIMATE CHANGE
- KEY STATEMENT EN4: BIODIVERSITY AND GEODIVERSITY
- KEY STATEMENT EC3: VISITOR ECONOMY
- KEY STATEMENT DMI2: TRANSPORT CONSIDERATIONS
- KEY STATEMENT DMG1: GENERAL CONSIDERATIONS
- KEY STATEMENT DMG2: STRATEGIC CONSIDERATIONS
- KEY STATEMENT DMG3: TRANSPORT AND MOBILITY
- KEY STATEMENT DME1: PROTECTING TREES AND WOODLANDS
- KEY STATEMENT DME2: LANDSCAPE AND TOWNSCAPE PROTECTION
- KEY STATEMENT DME3: SITE AND SPECIES PROTECTION AND CONSERVATION
- KEY STATEMENT DMB3: RECREATION AND TOURISM DEVELOPMENT
- POLICY DMG1: GENERAL CONSIDERATIONS
- POLICY DMG3: TRANSPORT AND MOBILITY
- POLICY DME1: PROTECTING TREES AND WOODLANDS
- POLICY DME2: LANDSCAPE AND TOWNSCAPE PROTECTION
- POLICY DMB3: RECREATION AND TOURISM DEVELOPMENT



## Planning Assessment

### Principle of Development

The principle of guest accommodation on the site was established by granting the original planning permission for the guest accommodation wing.

The premises operates successfully and viably, and the operator has identified this as a site that can accommodate additional hotel rooms. A need has been identified, and this proposed extension seeks to address this.

Weekday trade comes from surrounding commercial uses – notably the British Aerospace offices – which are expected to grow further in the coming years. At weekends, this location accommodates leisure visitors - walkers and those attending events in the surrounding area. The hotel is often fully occupied, even considering quiet periods throughout the year.

Key Statement EC3 explains that proposals that contribute to and strengthen the visitor economy of Ribble Valley will be encouraged. The strategy for tourism capitalises on such assets and promotes tourism development that complements them. The proposal will achieve this strategic aim in a manner that complies with the tourism strategy as the proposal capitalizes on an existing asset.

Policy DMB3 of the Core Strategy pertains to tourism-related development. This policy explains that planning permission will be granted to extend the range of tourism and visitor facilities in the borough. This is subject to 6 criteria.

The proposal complies with all six criteria of Policy DMB3. The proposal does not conflict with other policies within the Development Plan; the proposal is physically associated with the Bluebird Inn; the proposal does not undermine the character, quality or visual amenities of the area; the proposals will not result in detriment to the local highway network, and there is ample parking as well as appropriate landscaping, and no detrimental impacts will result in terms of green infrastructure or ecology.

The proposal represents an efficient use of previously developed land, and it would encourage the expansion of an existing tourism operation bringing significant economic benefits; the proposal, therefore, would make a significant contribution to tourism borough-wide and the local economy, thus satisfying the thrust of the policies within the Development Plan.

Paragraph 8 of the NPPF notes the three overarching objectives of the planning system: economic, social, and environmental. The economic objective seeks to build a strong, responsive, and competitive economy by ensuring that sufficient land of suitable types is available in the right places and at the right time to support growth, innovation, and improved productivity.

The proposed extension meets an established need and would significantly boost the local economy; accordingly, in line with the economic objective of the NPPF, significant weight must be placed upon this fact when determining planning applications.



## Design

The proposal responds to the pressing requirement to deliver additional rooms at this popular site in the most efficient and deliverable form possible. This has been achieved whilst maintaining the high design standards set by the original hotel. The proposed bedroom wing is similar to the existing one in scale, massing, design and material palette. Therefore, in this regard, the proposal complies with design standards within the Development Plan and the NPPF.

There are mature trees on the site's northern boundary, and the root protection zones of these trees will not be adversely affected by the proposal.

## Transport

A 59-space car park will serve the premises to accommodate patrons of the guest accommodation and the Bluebird Inn; the operator is well-versed in providing sufficient car parking at its locations across the UK. The car parking spaces are more than 1 per bedroom, with ample capacity for visitors solely to the Bluebird Inn.

The proposed hotel will result in a modest uplift in activity associated with the hotel; there is ample car parking to accommodate the additional activity; therefore, with regard to transportation considerations, the proposal complies with the policies set out within the Development Plan and the NPPF.

## **Conclusion**

This development offers an opportunity for both economic and sustainable development in a well-established and highly suitable location.

There is considerable policy support for this development, and there are no policies within the local development plan that would restrict development of this nature in this location; furthermore, this proposal is fully compliant with policies within the NPPF in relation to economic growth and sustainable development.

Considering all of the above and in line with the National Planning Policy Framework, we urge that planning permission is granted without delay.

I trust that the information supplied is sufficient to enable the application to be registered and progressed. However, if you require additional information or have any queries, please do not hesitate to contact me.

If you need any further information, please do not hesitate to contact us.

Yours faithfully,



Bruce Risk MRTPI

