

**From:** Contact Centre (CRM) <contact@ribblevalley.gov.uk>  
**Sent:** 28 October 2023 10:08  
**To:** Planning  
**Subject:** Planning Application Comments - 3/2023/0707 FS-Case-557747112

**Name:** [REDACTED]

**Address:** [REDACTED]

**Email:** [REDACTED]

**Planning Application Reference No.:** 3/2023/0707

**Address of Development:** DMD DESIGN. 1 Lower Lane, Longridge. PR3 3SL

**Comments:** I would like to confirm my support for Ms. Despard as both the [REDACTED] of [REDACTED] and as the [REDACTED] and [REDACTED] who have lived [REDACTED]

Established in Chapel Hill and Lower Lane for over 100 years, our [REDACTED] has witnessed many changes and developments in the area and DMD Design has been a welcome addition to both the business and residential community here. We have witnessed no negative effects through increased traffic, littering, noise or any kind of anti-social behaviour.

As a [REDACTED] to my [REDACTED] Ms. Despard has provided a comfortable environment where [REDACTED] and indeed the rest of the family have enjoyed socialising. This friendly, well run and welcoming environment was essential for [REDACTED] who [REDACTED] as a place of solace, support and community. The familiarity and locality of DMD Design has been and hopefully will continue to be a familiar space and extremely [REDACTED]

It is no exaggeration to say that DMD served as a life-line while celebrating my [REDACTED] while my [REDACTED] as a place to meet while my [REDACTED] continued to be [REDACTED] and who [REDACTED] [REDACTED]. Both then and [REDACTED] only a few months later in May [REDACTED] and again we found DMD to be a place where we met with friends [REDACTED] together and supported one another.

As an aside, I know that [REDACTED] who seems to have a [REDACTED] against Ms. Despard, [REDACTED] my [REDACTED] outside DMD on a summer's afternoon and then used this as evidence to support [REDACTED] cause. My [REDACTED] was particularly [REDACTED] enjoying the [REDACTED] [REDACTED] This anti-social behaviour continued when [REDACTED] took [REDACTED] [REDACTED] with my [REDACTED] which raises particularly personal concerns for us as [REDACTED] regarding safe-guarding and necessary privacy.

There is much talk in the area of 'toy towns' with 'soul-less' housing estates and homogenous shops with little or no places of hospitality or community hub. Places such as DMD design which is privately owned, unique and a place many in the community support and like to frequent socially is exactly what makes Longridge and the Ribble valley unique and enviable to many other areas.

Yours Sincerely,

[REDACTED]

[REDACTED]

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**From:** Contact Centre (CRM) <contact@ribblevalley.gov.uk>  
**Sent:** 28 October 2023 11:14  
**To:** Planning  
**Subject:** Planning Application Comments - 3/2023/0707 FS-Case-557757159

**Name:** [REDACTED]

**Address:**

[REDACTED]

[REDACTED]

**Planning Application Reference No.:** 3/2023/0707

**Address of Development:** 1 Lower Lane Longridge PR3 3SL

**Comments:** In light of the pandemic, the recent economic challenges, and the high-street's ongoing fight against large, online retailers it's incredibly positive and encouraging to see this application within our local community. During such times, it is crucial to rally behind our local businesses, particularly those that offer quality products and services right on our doorstep, actively aim to enhance the community, and bring a sense of togetherness for all.

As a local resident, I wholeheartedly endorse this proposal and believe that it would be a valuable addition to Longridge and its neighbouring areas, contributing positively to the Ribble Valley as a whole.

[REDACTED]

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**From:** Contact Centre (CRM) <contact@ribblevalley.gov.uk>  
**Sent:** 28 October 2023 14:30  
**To:** Planning  
**Subject:** Planning Application Comments - 3/2023/0707 FS-Case-557778875

**Name:** [REDACTED]

**Address:** [REDACTED]  
[REDACTED]  
[REDACTED]

**Planning Application Reference No.:** 3/2023/0707

**Address of Development:** 1 Lower Lane, Longridge, PR3 3SL

**Comments:** I write with regards to the mixed use planning application for DMD Design. I am in full support of this application. I have frequented the shop many times for shopping and social occasions where [REDACTED] always welcomed warmly by the owner, Diane. From the interior and the stock of items to purchase it is clear that Diane is a professional in the field of interior design. She has created a tranquil and sophisticated venue where customers can look for unique and quality furnishings whilst enjoying an atmosphere of relaxed shopping with like minded people, sometimes with a quiet drink or two. Some of these customers have become friends in no small part due to DMD, with new residents to Longridge amongst them. Our family appreciate the fact that Diane is community minded, arranging fundraising events for local charities, as well as arranging for the Longridge Brass Band to come out to play Christmas Carols every year for local residents adding so much to the community feel of the area. I would also like to emphasise that Diane and her staff have always been extremely strict about their closing times, ensuring local residents are unaffected by any of her customers. [REDACTED] and don't ever feel there has been any noise issues. The owner certainly shows that she is very respectful of her neighbours in this way. To finish up, I, and many others I have spoken to in the village, have sorely missed DMD Design whilst it has been closed. I sincerely hope that the Planning Officers understand what an asset DMD Design has been and hopefully will continue to be.

[REDACTED]

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**From:** Contact Centre (CRM) <contact@ribblevalley.gov.uk>  
**Sent:** 28 October 2023 16:34  
**To:** Planning  
**Subject:** Planning Application Comments - 3/2023/0707 FS-Case-557793837

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Planning Application Reference No.:** 3/2023/0707

**Address of Development:** 1 lower lane, longridge, pr32sl

**Comments:** DMD Design is an essential, stylish, and creatively-driven establishment that plays a vital role in our local community. The synergy between the retail interior design and bar segments of the business mutually enhances their success. The bar attracts foot traffic, which, in turn, benefits the retail side, and together, they create a harmonious ecosystem. Residents of Lower Lane can conveniently visit the bar, enjoy its ambiance, make purchases and leisurely stroll back home, adding to the charm of our town.

As a [REDACTED] we're in the process of developing [REDACTED] We firmly believe that DMD is an ideal destination [REDACTED] It offers them the opportunity to access a stylish, independent business within walking distance. Our collective aim is to support each other in our livelihoods and contribute to the growth of Longridge. Preserving independent businesses like DMD Design is pivotal to attracting visitors and maintaining the delightful character of our beloved town.

Kind regards

[REDACTED]

[REDACTED]

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**From:** Contact Centre (CRM) <contact@ribblevalley.gov.uk>  
**Sent:** 28 October 2023 17:06  
**To:** Planning  
**Subject:** Planning Application Comments - 3/2023/0707 FS-Case-557802331

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Planning Application Reference No.:** 3/2023/0707

**Address of Development:** 1 lower lane longridge pr33sl

**Comments:** DMD Design is an exceptionally stylish and creatively-driven establishment. We recognize the value of the bar and the interior side of the business and what it brings to both the local residents and visitors of Longridge. Its unique offerings are an asset to the town, providing a distinct experience that contributes to the overall appeal and aesthetics of Longridge. Maintaining this uniqueness is essential to ensure that Longridge continues to stand out and look its best.

Kind regards  
[REDACTED]

[REDACTED]

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**From:** Contact Centre (CRM) <contact@ribblevalley.gov.uk>  
**Sent:** 28 October 2023 17:59  
**To:** Planning  
**Subject:** Planning Application Comments - 3/2023/0707 FS-Case-557808073

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Planning Application Reference No.:** 3/2023/0707

**Address of Development:** DMD Design Longridge  
1 Lower Lane Longridge  
PR3 3SL

**Comments:** I can't see why anyone would complain about DMD. I live a [REDACTED] with a [REDACTED] and I can honestly say that there is no noise whatsoever coming from the establishment. Its a lovely asset to the area and I can't see any reason for objections.

[REDACTED]

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**From:** Contact Centre (CRM) <contact@ribblevalley.gov.uk>  
**Sent:** 28 October 2023 19:18  
**To:** Planning  
**Subject:** Planning Application Comments - 3/2023/0707 FS-Case-557814209

**Name:** [REDACTED]

**Address:** [REDACTED]

[REDACTED]

**Email:** [REDACTED]

**Planning Application Reference No.:** 3/2023/0707

**Address of Development:** Dmd design lower lane

**Comments:** My name is [REDACTED]...I am the [REDACTED]...I have known Diane Despard for [REDACTED]...I have had the privilege of helping Miss Despard build up DMD design through covid... extreme business challenges and recently the cost of living crisis... [REDACTED] have felt we were winning against all odds.....this latest set back to Miss Despard's business is devastating to the longridge business world....our local community.....not to mention what it is doing to Miss Despard personally .....I want to put on record that [REDACTED]...Miss Despard [REDACTED]...during all her performances of the single singer ... [REDACTED]....I have never heard the music.....or indeed any sound for the building.....the traffic is far louder....I have read the online audio assessment....and I can see that this confirms my comments.....I can also confirm that parking has never been an issue at DMD as the vast majority of people that visit are on foot  
Dmd design is an asset to the community, lower lane and the Ribble valley.....I sincerely hope you support this application

[REDACTED]

[REDACTED]

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**From:** Contact Centre (CRM) <contact@ribblevalley.gov.uk>  
**Sent:** 28 October 2023 19:24  
**To:** Planning  
**Subject:** Planning Application Comments - 3/2023/0707 FS-Case-557814309

**Name:** [REDACTED]

**Address:** [REDACTED]

[REDACTED]

[REDACTED]

**Planning Application Reference No.:** 3/2023/0707

**Address of Development:** DMD DESIGN, 1 Lower Lane, Longridge

**Comments:** With the ever growing and evolving community of Longridge and surrounding area, I believe variety in our local community is paramount.

DMD Design offers a unique experience and gives you the opportunity to shop for beautiful items (of which a number have been bought for my home) and also have a drink and catch up with friends.

The opening hours allow for minimal disruption to local homes during evening hours.

Any business that has survived COVID during these exceedingly difficult Financial Times deserves to be given the opportunity to survive and thrive.

During all my visits over the last two years I have never experienced anti social noise or behaviour.

I whole heartedly support Miss Despard's application for mixed use and hope good sense prevails.

[REDACTED]



[REDACTED]

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**From:** Contact Centre (CRM) <contact@ribblevalley.gov.uk>  
**Sent:** 28 October 2023 19:31  
**To:** Planning  
**Subject:** Planning Application Comments - 3/2023/0707 FS-Case-557814487

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Planning Application Reference No.:** 3/2023/0707

**Address of Development:** Dmd Design, 1 Lower Lane, Longridge.

**Comments:** My name is [REDACTED] the [REDACTED] Longridge. I am writing in full support of this application to regularise mixed use. I am out in the community daily and hear nothing but praise for this lovely little business. I also see many items that have been purchased in the various homes I visit and I love the concept of shopping and a relaxing glass of wine. I have never heard of any noise disturbance complaints, anti social behaviour or parking issues and I live in close vicinity of DMD Design. [REDACTED] and know how all the independent business are struggling in this economic climate. I strongly support this business and I hope common sense prevails and you approve this application.

[REDACTED]

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**From:** Contact Centre (CRM) <contact@ribblevalley.gov.uk>  
**Sent:** 28 October 2023 20:18  
**To:** Planning  
**Subject:** Planning Application Comments - 3/2023/0707 FS-Case-557818452

**Name:** [REDACTED]

**Address:** [REDACTED]  
[REDACTED]

**Email:** [REDACTED]

**Planning Application Reference No.:** 3/2023/0707

**Address of Development:** DMD Design 1 lower lane, longridge, Preston, PR33SL

**Comments:** I have know Diane [REDACTED] and as a [REDACTED] in Longridge I feel it is vital that we support our small businesses and help them to survive in a very tough retail time. Diances concept to allow her customers to enjoy a drink whilst they leisurely browse and soak up the atmosphere of her beautiful home decor shop is such a much needed experience. Not only to boost the community by people being able to go in on their own or with friends and walk into a warm welcome environment with a friendly face to greet them but also as a whole in humanity since covid people have become more isolated and disconnected from each other. Diances shopping experience offers more than just a quick peruse in and out but more of an experience.

Diane has an ability to see what's needed and loves to provide that space for people to feel welcome and I know many of her customers knew that if they popped in to buy a vase or lamp then they would also enjoy much needed conversation. With respectful opening hours Diane has kept her neighbours in the forefront of her mind at all times and ensures the premises is kept looking beautiful, clean and a pleasure to walk or drive past for those near by.

We so desperately need to preserve our local shops and support them and their adaptation of concept to allow us to survive against large online retailers swallowing up what's left of retail industry which would lead to very sad times if there was no longer shops for people to walk into and enjoy conversations, interact and reconnect once again.

I wish Diane all the luck and success because she works so hard all the time to keep her vision and dream alive. Not only for herself but for what she has created for others.