

## Statement of Case

# Appeal against refusal of planning application 3/2024/O268

Land south of Ribchester Road, Hothersall, PR3 3YA

On behalf of Woodhouse Bespoke Ltd

Date: May 2025 | Pegasus Ref: P23\_2590\_RO02v3\_PL\_MAN\_KW\_GL

Author: KW & GL

---



# Document Management

Version	Date	Author	Checked/ Approved by:	Reason for revision
ROO2v1	23/04/2025	KW	GL	Internal review
ROO2v2	01/05/2025	KW	GL	Draft to client
ROO2v3	01/05/2025	KW	GL	Final Draft



# Contents

1.	Introduction.....	1
	Reasons for Refusal.....	1
	Structure of Statement of Case .....	1
2.	Appeal Site & Proposed Development.....	3
	Appeal Site .....	3
	Surrounding Area .....	4
3.	Appeal Proposals.....	5
	Use.....	5
	Access .....	6
	Scale, Siting, Appearance and Landscaping .....	6
4.	Relevant Development Plan Policies and Material Considerations .....	8
	Key Development Plan Policies .....	8
	Other relevant policies and material considerations.....	9
	Development Plan.....	9
	National Planning Policy Framework (NPPF – December 2024) .....	10
5.	Appellant’s Case .....	11
	Refusal Reason 1: Scale and Sustainability .....	11
	Refusal Reason 2: Visual Impact .....	14
	Refusal Reason 3: Vehicular and Pedestrian Access.....	15
	Other Material Considerations – Demand for Tourism Uses .....	16
	Conditions.....	18
6.	Conclusions .....	19

## Appendices contents

Appendix 1: Officer’s Delegated Report and Recommendation .....	20
Appendix 2: Mellor Holiday Lodge Scheme (Application Reference: 3/2019/0894) .....	21
Appendix 3: Lancashire County Council Highways Comments .....	22
Appendix 4: Visibility Splay Drawing .....	23
Appendix 5: Amended Site Layout.....	24
Appendix 6: Ribble Valley Tourism Destination Management Plan (2024) .....	25

# 1. Introduction

- 1.1. Pegasus Group has been instructed on behalf of their client, Woodhouse Bespoke Ltd (the Appellant), to submit an appeal against the refusal of a planning application (Ref: 3/2024/O268) at Land south of Ribchester Road, Hothersall, which has the following description of development:

*"Outline planning application for the erection of six holiday cottages with access applied for on land adjacent to Ribchester Road (all other matters reserved)."*

- 1.2. The application was validated on 27<sup>th</sup> September 2024 and was refused on 6<sup>th</sup> November 2024.

## Reasons for Refusal

- 1.3. The application was refused on 6<sup>th</sup> November 2024 on the following three grounds:

*"1: The proposal, by virtue of the overall scale of development proposed, its visual impact and the dependence on the use of private motor vehicles due to the site's poor connectivity to public transport links and distance from amenities, is not considered to constitute small scale tourism appropriate to a rural area. This conflict with Policies DMG2 DMG3 and DMB3 of the Ribble Valley Core Strategy is such that the proposed development is considered to be unacceptable in principle and would fail to meet the overriding objective of sustainable development.*

*2: The visual impact of the proposal, by virtue of the introduction of the quantum of built form across the site including buildings, areas of hardstanding including internal roads, new vehicle access and loss of hedgerow along the site frontage, would have a distinctly urbanising impact on the proposal site and as such would fail to read as a harmonious addition to the site's open countryside setting which in turn would be harmful to the visual amenities of the area. The proposal would fail to satisfy the requirements of Paragraph 135 (C) and Policies DMG1, DMG2 and DMB3 of the Ribble Valley Core Strategy.*

*3: The application has failed to demonstrate that a safe access can be provided into the site for vehicles and pedestrians. In particular, it is unknown whether the required sightlines can be achieved on land owned by the applicant, and the location of the separate pedestrian access on a bend in the road is considered unsafe. As such, the proposal would fail to satisfy the requirements of Policies DMG1 and DMG3 of the Ribble Valley Core Strategy."*

## Structure of Statement of Case

- 1.4. Following this introductory section, this Statement is structured as follows:

- **Section 2** describes the appeal site and development proposals;
- **Section 3** lists the relevant policies from the adopted Development Plan and material considerations;



- **Section 4** outlines the Appellant's Case and grounds of the appeal, by way of reference to the specific issues cited on the decision notice; and
- **Section 5** summarises the overall conclusions and grounds for appeal.

## 2. Appeal Site & Proposed Development

### Appeal Site

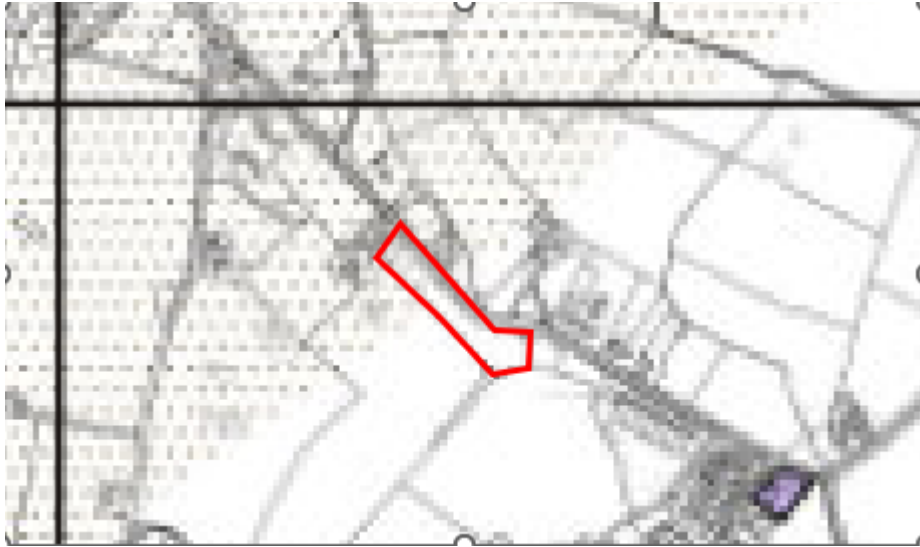
- 2.1. The Appeal Site comprises a rectangular land parcel located to the south of Ribchester Road (B6245), located to the north-west of Tan Yard Farm, Hothersall. The site is bordered by Ribchester Road to the north, a woodland area to the east, greenfield land to the south and a residential dwelling to the west.

*Figure 2.1 – Appeal Site Plan*



- 2.2. The site comprises vacant greenfield land, with existing trees and hedgerows on site ensuring the site is well contained. This section of Ribchester Road is characterised by ribbon development, with existing residential development to the west, north and north-east of the site on the opposite side of Ribchester Road.
- 2.3. The key characteristics of the site are as follows:
- The site is not located within a Conservation Area, nor is it located within close proximity to a Listed Building.
  - The site is not located within the Forest of Bowland Area of Outstanding Natural Beauty.
  - The site is located within Flood Zone 1 (lowest probability of flood risk) and is not subject to medium-high surface water flood risk.
- 2.4. The site is located in the Open Countryside – as shown on the adopted Proposals Map for Ribble Valley.

*Figure 2.2 – Extract of Ribble Valley Proposals Map*



## Surrounding Area

- 2.5. The nearest bus stops to the site are located on Ribchester Road, approximately 220m to the east (within a five-minute walk). The number 45 and 5/5A bus services operate at these stops, and both provide hourly services to areas including Clitheroe, Whalley, Preston and other local destinations.

### 3. Appeal Proposals

3.1. The description of the appeal proposals are as follows:

*"Outline planning application for the erection of six holiday cottages with access applied for on land adjacent to Ribchester Road (all other matters reserved)."*

#### Use

3.2. In terms of the proposed use, Use Class C3 of the Town and Country Planning (Use Classes) Order 1987 includes 3 sub-categories for dwellinghouses as follows:

- C3(a) Use by a single person or a family (a couple whether married or not, a person related to one another with members of the family of one of the couple to be treated as members of the family of the other), an employer and certain domestic employees (such as an au pair, nanny, nurse, governess, servant, chauffeur, gardener, secretary and personal assistant), a carer and the person receiving the care and a foster parent and foster child.
- C3(b): Up to six people living together as a single household and receiving care e.g. supported housing schemes such as those for people with learning disabilities or mental health problems.
- C3(c) groups of people (up to six) living together as a single household. This allows for those groupings that do not fall within the C4 HMO definition, but which fell within the previous C3 use class, to be provided for i.e. a small religious community may fall into this section as could a homeowner who is living with a lodger.

3.1. Whilst there is no definitive threshold, it seems to be commonly accepted, in particular there have been a number of examples in Ribble Valley, where entire properties rented to a single group of up to 6 guests, serviced accommodation will usually fall under the C3 use class, as above.

3.2. We also note a previous government consultation noting proposals that short term lets will become their own standalone C5 use class in the near future. It is understood that the current Labour Government are still considering proposals to potentially introduce a new C5 Use Class, following the Conservative Government's earlier consultation on the matter in 2023.

3.3. As it stands therefore, the holiday cottages utilised for tourism purposes fall within the C3 use class.

3.4. The Appellant is happy to accept a condition restricting the occupancy to ensure that the properties are retained in holiday/ tourism use and cannot be used as permanent accommodation; as well as any other conditions that are considered necessary in respect of the management and maintenance of the properties and guests.

## Access

- 3.5. The site will be accessed via a simple priority junction, located centrally on the land parcel and will provide access to Ribchester Road. The proposals were amended from previous proposals for two site access points – following discussions with Lancashire County Council Highways.
- 3.6. We provide further details on access arrangements (including visibility splays) in Chapter 5, where we set out the Appellant's case.

## Scale, Siting, Appearance and Landscaping

- 3.7. The application is outline in nature, with all matters reserved for future determination except access. Therefore, no detailed plans are provided on these matters in respect of proposed floorplans and elevations, however the submitted proposed layout illustrates broadly how the holiday cottages will be laid out – all accompanied by gardens, two car parking spaces per holiday cottage and an area of green space also located at the eastern section of the site.
- 3.8. Furthermore, whilst indicative, illustrative 3D visuals were also submitted in support of the outline application to illustrate how the holiday cottages could be delivered.

Figure 3.1 & 3.2 – Indicative 3D Visuals





- 3.9. The proposals will be designed to be small-scale in nature, appropriate to the rural context and to complement the existing development on Tan Yard Farm to the south-east. New planting is also proposed to screen and soften the proposals and ensure they are sensitively integrated within the wider landscape; with further detail on the landscape proposals to be provided at Reserved Matters stage.

## 4. Relevant Development Plan Policies and Material Considerations

- 4.1. The Development Plan for Ribble Valley comprises the Ribble Valley Core Strategy 2008–2028 (adopted December 2014) and the Housing and Economic Development – Development Plan Document (adopted October 2019).
- 4.2. The most relevant policies in the determination of this Appeal are those cited within the refusal notice.

### Key Development Plan Policies

- 4.3. **Policy DMG1: General Considerations** of the Core Strategy states when determining planning applications, all development must meet a series of criteria. We replicate the key criterion of relevance to the determination of this appeal below:

#### Design

*2. 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.*

*3. 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.*

#### Access

*2. Ensure safe access can be provided which is suitable to accommodate the scale and type of traffic likely to be generated.*

- 4.4. **Policy DMG2: Strategic Considerations** of the Core Strategy states that development should be in accordance with the Core Strategy development strategy and should support the spatial vision. The policy then outlines how within the tier 2 villages and outside the defined settlement areas, development must meet at least one of the following development considerations – where 6 are listed in total, including:

*"4. The Development is for small scale tourism or recreational developments appropriate to a rural area"*

- 4.5. Policy DMG2 also states that:

*"Within the Open Countryside, Development will be required 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. Where possible, new development should be accommodated through the re-use of existing buildings, which in most cases is more appropriate than new build"*

- 4.6. **Policy/Key Statement DMB3: Recreation and Tourism Development** of the Core Strategy outlined additional criteria to be met with regards to the provision of tourism and visitor facilities. The policy is copied verbatim below, (with our emphasis added):

*Planning permission will be granted for development proposals that extend the range of tourism and visitor facilities in the borough. This is subject to the following criteria being met:*

- 1. The proposal must not conflict with other policies of this plan;*
- 2. The proposal must be physically well related to an existing main settlement or village or to an existing group of buildings,*
- 3. The development should not undermine the character, quality or visual amenities of the plan area by virtue of its scale, siting, materials or design;*
- 4. The proposals should be well related to the existing highway network. It should not generate additional traffic movements of a scale and type likely to cause undue problems or disturbance. Where possible the proposals should be well related to the public transport network;*
- 5. The site should be large enough to accommodate the necessary car parking, service areas and appropriate landscaped areas; and*
- 6. The proposal must take into account any nature conservation impacts using suitable survey information and where possible seek to incorporate any important existing associations within the development. Failing this then adequate mitigation will be sought.*

- 4.7. **Policy DMG3: Transport and Mobility** of the Core Strategy confirms in making decisions on development proposals, the Local Planning Authority will, in addition to assessing proposals within the context of the development strategy, attach considerable weight to a series of development criteria. This includes:

*The availability and adequacy of public transport and associated infrastructure to serve those moving to and from the development.*

- 1. The relationship of the site to primary route network and the strategic road network.*
- 2. The provision made for access to the development by pedestrians, cyclists and those with reduced mobility.*

## Other relevant policies and material considerations

### Development Plan

- 4.8. In addition to the development plan policies (DMG1, DMG2, DMG3 and DMB3) specifically listed on the decision notice, the following policies are also considered of relevance:
- 4.9. **Policy/Key Statement EC3: Visitor Economy** of the Core Strategy outlines how proposals that contribute to and strengthen the visitor economy of Ribble Valley will be encouraged, including the creation of new accommodation and tourism facilities through the conversion of existing buildings or associated with existing attractions.

- 4.10. **Policy/Key Statement DS2: Presumption in favour of sustainable development** of the Core Strategy reflects the sentiments of NPPF paragraph 11.

**National Planning Policy Framework (NPPF – December 2024)**

- 4.11. The NPPF is a material consideration in the determination of planning applications.
- 4.12. Section 6 of the NPPF discusses building a strong, competitive economy – including supporting a prosperous rural economy. Paragraph 88 states that planning decisions should enable (amongst other matters):
- c) sustainable rural tourism and leisure developments which respect the character of the countryside.*
- 4.13. Notably, again under the sub-heading supporting a prosperous rural economy, paragraph 89 also states:
- “Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond the existing settlements, and in locations that are not well served by public transport....”*
- 4.14. Section 12 of the NPPF relates to achieving well designed places. Paragraph 135 states that planning decisions should ensure that developments satisfy a number of design criteria, including:
- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities).*

## 5. Appellant's Case

5.1. This Section outlines the Appellant's Case for the development proposals, specifically focusing on the reasons for refusal and demonstrating the clear and comprehensive planning case as to why the appeal proposals should be allowed.

5.2. The application was refused on 6<sup>th</sup> November 2024 on the following three grounds:

*1: The proposal, by virtue of the overall scale of development proposed, its visual impact and the dependence on the use of private motor vehicles due to the site's poor connectivity to public transport links and distance from amenities, is not considered to constitute small scale tourism appropriate to a rural area. This conflict with Policies DMG2 DMG3 and DMB3 of the Ribble Valley Core Strategy is such that the proposed development is considered to be unacceptable in principle and would fail to meet the overriding objective of sustainable development.*

*2: The visual impact of the proposal, by virtue of the introduction of the quantum of built form across the site including buildings, areas of hardstanding including internal roads, new vehicle access and loss of hedgerow along the site frontage, would have a distinctly urbanising impact on the proposal site and as such would fail to read as a harmonious addition to the site's open countryside setting which in turn would be harmful to the visual amenities of the area. The proposal would fail to satisfy the requirements of Paragraph 135 (C) and Policies DMG1, DMG2 and DMB3 of the Ribble Valley Core Strategy.*

*3: The application has failed to demonstrate that a safe access can be provided into the site for vehicles and pedestrians. In particular, it is unknown whether the required sightlines can be achieved on land owned by the applicant, and the location of the separate pedestrian access on a bend in the road is considered unsafe. As such, the proposal would fail to satisfy the requirements of Policies DMG1 and DMG3 of the Ribble Valley Core Strategy."*

5.3. We deal with the matters raised in the reasons for refusal below.

### Refusal Reason 1: Scale and Sustainability

5.4. The Council's position is that the development is unacceptable in principle in this location, as it does not constitute small scale tourism appropriate to a rural area. The delegated officer report (contained at **Appendix 1**), specifically refers to conflict with criterion 1, 3 and 4 of Policy DMB3. The Appellant strongly disputes this position.

5.5. Firstly, it is important to note that there is no definition of 'small scale tourism' in the Core Strategy, nor is there a requirement to demonstrate a specific need for such uses. It is therefore a somewhat ambiguous term, and a planning judgement for the decision maker. Whilst clearly every planning application is to be determined on its own merits, it is notable that the policy has been applied somewhat inconsistently in the Borough upon review of other rural tourism schemes. For example, a holiday lodge scheme in Mellor (application reference: 3/2019/0894) was approved for:

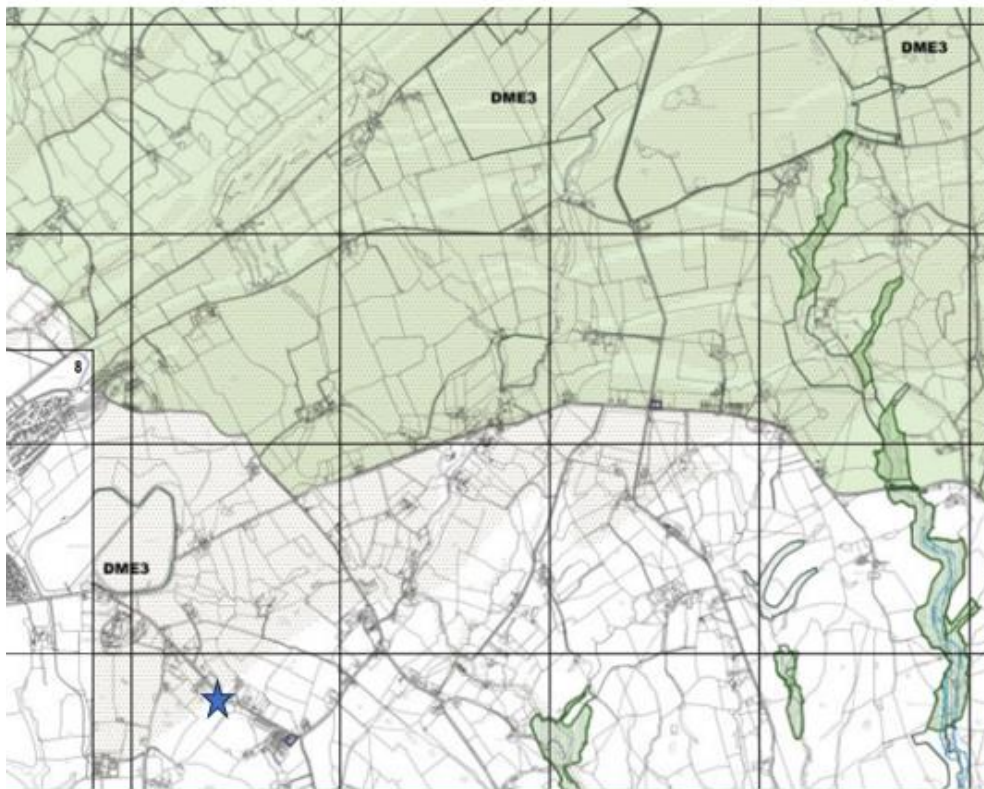
*"Change of use of agricultural land for the siting of 12 holiday lodges, associated site office/reception and car parking area"*

- 5.6. The Decision Notice, approved Site Layout and Committee Report for the scheme are contained at **Appendix 2**. Of particular note is paragraph 5.2.3 of the committee report, which states that:
- ‘there is no definition of “small scale” in the Core Strategy but it is considered that the site would be a small-scale operation and tourism sites of a similar scale have been permitted by the Local Authority elsewhere in the Borough’*
- 5.7. Therefore, a scheme of 12 holiday lodges – which is double the number proposed here, has been accepted as representing small-scale tourism.
- 5.8. Turning to the site-specific circumstances of the appeal site itself, it is also disputed that the scale of the proposals, which are smaller than schemes approved elsewhere in the Borough, would be too large or inappropriate in this location. Whilst the development proposals are in outline, based on the indicative layout and illustrative 3d visuals, development on this site would be low level (1 storey) and taking into account the site’s location including its proximity to existing built form and character of the local landscape, the proposed development would not appear unduly harmful to the visual appearance of the area.
- 5.9. Matters of scale can also be carefully controlled at Reserved Matters stage, and via condition if necessary (see below), to ensure building heights and massing are not incongruous. The scale of proposals will not represent a blot on the landscape – bearing in mind the site is well contained by existing landscaping and also the fact that it is located in an area characterised by ribbon development. It can certainly not be considered to represent an isolated site, which would be more sensitive in scale and landscaping terms.
- 5.10. Turning to the sustainability credentials of the site, the assertion that the appeal site is poorly connected to public transport is simply incorrect. Firstly, it is important to bear in mind that the proposals are for 6 holiday cottages. It is fair to say that the very nature of the proposals are therefore subject to different sustainability considerations than permanent residential use. The holiday cottages will be in short-term use, operating in a similar format to Airbnb’s for leisure tourists to explore the local area. Local amenities commonly used for such leisure purposes/short stays include pubs/restaurants – the closest such facility being the Angels Restaurant, located within a 15-minute walk to the north-east of the site. The need to commute to a place of work, and access typical local amenities such as schools or shops is therefore removed all together or reduced, due to the short-term/ leisure-led nature of the stays. The proposals are not for standard residential dwellings which would clearly be subject to different sustainability tests.
- 5.11. This point is inherently recognised in the policy wording itself, with criterion 4 of Policy DMB3 stating *‘where possible, the proposals should be well related to the public transport network’*. This is logical – as one has to question how a policy seeking to promote rural tourism could ever be satisfied if public transport access was a fundamental requirement. Rural areas, by their very nature, are less well served by public transport – a point also acknowledged by NPPF paragraph 89.
- 5.12. In any event, the site is well served by public transport. Bus stops are located on Ribchester Road, circa 200m to the east and north-west of the site. All of these bus stops can be accessed within a 5-minute walk, falling well within the recommended 400m guidance commonly cited. The number 5 bus service runs hourly along this route, providing access to Clitheroe, Whalley and other local destinations including Longridge. The number 45

service also runs hourly, and provides access further afield to Preston, Blackburn and other local destinations including Fulwood and Longridge. Therefore, the site does benefit from a sustainable location to public transport services, which provide access to a variety of local amenities and shops, including to Longridge which is within a 5-minute bus journey. LCC Highways did not raise any concerns or issues in respect of the sustainability of the site for the proposed holiday cottages use.

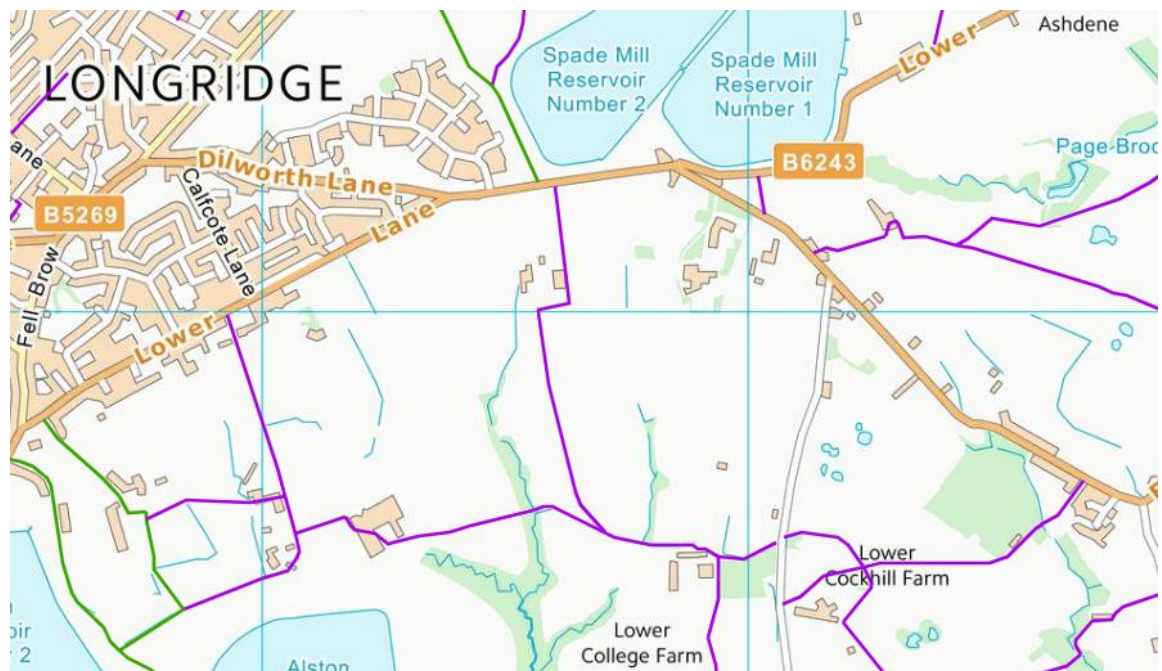
- 5.13. In terms of car usage/vehicle trips generated, it is also important to note that the proposed holiday cottage use is unlikely to generate significant vehicular trips, as it is likely to attract walkers who wish to stay and relax on site or explore the local area. This is particularly the case noting the presence of the Forest of Bowland Area of Outstanding Natural Beauty (AONB), which is located to the north of the appeal site:

*Figure 5.1: Forest of Bowland AONB Location (Green Shading) and Appeal Site demarked by Star*



- 5.14. A network of public footpaths provides connectivity to the AONB to the north. Furthermore, tourists utilising the holiday cottages can also access Longridge to the west via public rights of way (PRoW). The closest PRoW is just 230m to the east of the site, which then connects to the wider footpath network and provides access to Longridge within a circa 20-minute walk (see Figure 5.2).

Figure 5.2: Public Right of Way Network



- 5.15. Furthermore, the holiday cottage use is also likely to attract other visitors who will want to largely stay on site and make use of the in-house amenities – including the Hot Tub, BBQs etc.
- 5.16. Accordingly, the proposals represent small scale tourism appropriate to the rural area and the site benefits from sustainable access to public transport.
- 5.17. The proposals therefore comply with Policies DMG2, DMG3 and DMB3 and are acceptable in principle.

## Refusal Reason 2: Visual Impact

- 5.18. As required by Policy DMG2 of the Core Strategy, development within the open countryside will be required 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.
- 5.19. In the officer report (contained in full at **Appendix 2**), the Council suggest that the application site would be engulfed by the development due to built form occupying the entire length and interior of the site. It is suggested that this would have a distinctly urbanising impact on the proposal site which at present comprises an undeveloped grassland parcel forming part of the wider open countryside. Clearly, any new build development within the open countryside will have an urbanising impact – therefore one has to question how policy DMB3 can ever be satisfied if such an interpretation is taken.
- 5.20. In respect of visual impact, the application site is located to the south of Ribchester Road which has a number of existing residential buildings located along it on both sides, comprising ribbon development. This position is acknowledged by the Council, who conclude the proposals comply with criterion 2 of Policy DMB3. The proposed development

would be in keeping with the existing built form of development in this location and would fill a gap. It does not represent an isolated site in the open countryside which is detached from built form. This reduces the visual sensitivity of the proposals in landscape terms – as the proposals will clearly relate to existing built form in the area and will not be built on an open field in the middle of open countryside. The proposal also benefits from existing trees and hedgerows along the southern and eastern boundaries – which will be retained as part of proposals and will help to screen development from the wider open countryside. In short, the site is well contained and subject to existing urban influences in the locality.

- 5.21. Whilst this application is outline, based on the indicative layout, development on this site would be low level (1 storey) and taking into account the site's location including its proximity to existing built form and character of the local landscape, the proposed development would not appear unduly harmful to the visual appearance of the area. Indeed, the Appellant is happy to accept a condition restricting building heights to 1 or 1.5 storey if the Inspector considers this necessary to mitigate visual impacts.
- 5.22. The proposals would also include parking to the front to accommodation (two cars per dwelling). Whilst there would generally be a requirement to minimise the visual prominence of vehicular parking in the open countryside, there is an existing hedgerow along the northern site boundary which would screen the proposed parking area. There are also south facing gardens associated with each unit.
- 5.23. Concern is raised in the Officer Report and in the reason for refusal in respect of the loss of some hedgerow along the northern site boundary to accommodate the site access and required visibility splays. Whilst the loss of some of the existing hedgerow will be required to accommodate the site access, a detailed landscaping/mitigation planting scheme can be secured and delivered at Reserved Matters stage. Furthermore, it is important to note that the hedgerow loss is along Ribchester Road which is already urbanised in nature due to existing built form. The vast majority of existing trees and hedgerows elsewhere on site will be retained as part of the proposals – including along the southern boundary, which as previously explained screens the site from the wider countryside and results in the site being well contained.
- 5.24. Taking all of the above into account, whilst the erection of new buildings within the countryside will inevitably have an impact, particularly on the openness of the area, in this case the development will be 'read' as part of the existing built form and will not create a visually discordant form of development significant enough to uphold the Council's reason for refusal. The Reserved Matters application will ensure that the development is acceptable from a visual perspective through the sensitive use of materials, landscaping, boundary treatments and external lighting.
- 5.25. The development proposals are therefore entirely acceptable from a visual impact perspective and accord with policies DMG1, DMG2 and DMB3.

### **Refusal Reason 3: Vehicular and Pedestrian Access**

- 5.26. Lancashire County Council's highway comments are contained in full at **Appendix 3**, which in summary raised the following concerns:
  - The proposed separate pedestrian access crossing raises safety concerns due to its proximity to a bend.

- It would be more appropriate to direct pedestrians to the vehicle access point to cross over Ribchester Road as this falls within a straight section of road and provides better visibility than crossing near the bend.
- Blue edge drawing required to understand if visibility splays can be achieved within the Applicant's land ownership.
- To ensure adequate intervisibility between highway users at the proposed centralised access a visibility splay set 2.4 metres back from the near edge of the carriageway and extending 102 metres to the along the nearside carriageway edge in both directions should be provided as Ribchester Road is a 40mph road.

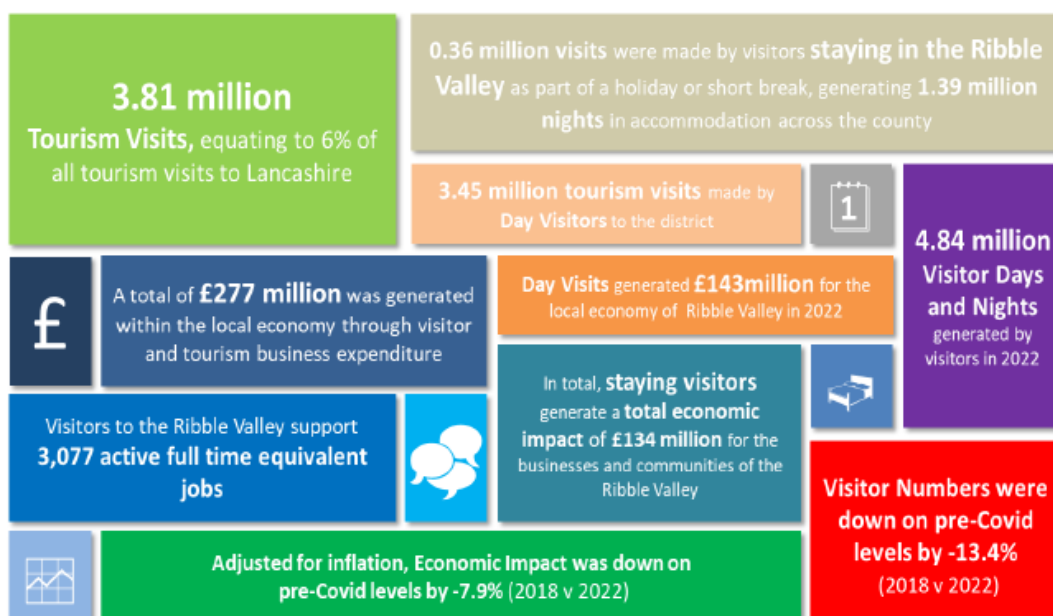
- 5.27. Pegasus Group Highways team have prepared a Visibility Splay drawing, contained at **Appendix 4**, to show that the required 120m visibility splays can be accommodated and delivered within the Appellant's land ownership (to the east) and adopted highway to the west. 120m splays are in accordance with stopping sight distances in DMRB CD109 (70kph) design speed. Design speeds are higher than posted speed limits and therefore permit a small margin for vehicle speeds in excess of the speed limit.
- 5.28. In essence, 120m splays are required in the absence of speed surveys. If speed surveys recorded 85<sup>th</sup> percentile speeds at 40mph, then reduced 102m visibility splays could be sufficient. As speed surveys have not been commissioned, it will be ensured that 120m design speed visibility splays are delivered.
- 5.29. A planning condition can be attached to any planning consent to ensure that the woodland area to the east is adequately maintained and kept clear at all times to ensure the required visibility splays are met.
- 5.30. In respect of the pedestrian crossing, an updated Site Layout (contained at **Appendix 5**) has been prepared which removes the previous pedestrian link to the east. A pedestrian crossing point is now proposed further west on Ribchester Road and located away from the bend. The location and delivery of this crossing will be subject to further discussions with the Highway Authority and could be delivered as part of a Section 278 Agreement.
- 5.31. It is important to note that the Appellant was not given time to amend the plans during the determination of the planning application and before it was refused, hence why amended plans are being provided through the appeal process. The proposed change to the location of the pedestrian crossing represents a small, and certainly not a substantive change. In line with the Wheatcroft principles, it is not vastly different from the original plan (noting the fact that this is also an outline application) and it would certainly not prejudice any party.
- 5.32. To conclude, it has been demonstrated that safe access can be provided into the site for vehicles and pedestrians. As such, the proposals are in accordance with Policies DMG1 and DMG3.

## Other Material Considerations – Demand for Tourism Uses

- 5.33. Whilst there is no policy requirement within policy DM62, criteria 4, or elsewhere in the Local Plan to demonstrate a need/ demand for tourism uses, this is still a relevant material consideration to these proposals.

5.34. Whilst the available tourism evidence base is limited, Ribble Valley has recently published a draft Tourism Destination Management Plan (2024) which is contained at **Appendix 6**. We summarise some of the key points of the Management Plan as follows:

- Tourism makes a significant contribution to Ribble Valley, bringing a number of economic benefits and spend to the local area. The proposed holiday cottages will contribute to this important sector of the economy.



- Page 11 of the Plan notes how there is a good geographical spread of accommodation, but there are some gaps in provision (especially at peak times). It is further elaborated that in terms of occupancy levels across the whole accommodation sector, there is currently unmet demand at peak times. Given the shortage of capacity at peak times, the development proposals can assist with this and provide further economic benefits to the area.
- Page 18 of the Plan notes that Longridge is known for its quality shopping, arts and is also a gateway to Bowland. Walking and visiting the Trough of Bowland are also listed as top reasons for visiting the area. As already explained earlier on in this Chapter, and as shown at Figure 5.2, the appeal site benefits from an excellent location in relation to the public right of way network – including access to Longridge. The site is also located on the outskirts/to the south of the Forest of Bowland AONB (see Figure 5.1). This further highlights how the development proposals can sustainably access local attractions in the area and in turn provide increased expenditure/economic benefits to the local area.

5.35. The economic benefits that will result from the appeal proposals to the tourism sector is a material consideration in the determination of this appeal, noting the above.

## Conditions

- 5.36. Should the Inspector be minded to allow the appeal, and grant planning permission for the development proposed, the Appellant would be happy to accept a planning condition restricting the occupancy to ensure that the properties are retained in holiday/ tourism use and cannot be used as permanent accommodation.
- 5.37. The Appellant would also be willing to accept a condition restricting building heights to 1 or 1.5 storey if the Inspector considers this necessary to mitigate visual impacts.
- 5.38. A planning condition can be attached to any planning consent to ensure that the woodland area to the east is adequately maintained and kept clear at all times to ensure the required visibility splays are met for the vehicular access.
- 5.39. The Appellant is also happy to consider any potential conditions that may be considered necessary in respect of the management and maintenance of the properties and guests.
- 5.40. We do not propose any additional conditions at this time, but reserve the right to comment further at rebuttal stage if additional conditions are suggested by the Council. We also acknowledge the Inspectors ability to add/ amend conditions as they see fit.

## 6. Conclusions


- 6.1. The appeal proposals comprise the erection of six holiday cottages with access applied for on land adjacent to Ribchester Road. All other matters are reserved for future determination.
- 6.2. As outlined within this Statement, the proposals do comprise small scale tourism appropriate to the rural area. Furthermore, the proposals are well related to the public transport network, with bus stops walkable within 200m of the site, which are considered more than satisfactory for the proposed tourism uses. This is because the tourism uses will generate less vehicular or public transport trips than standard residential use anyway, with commuting removed, and more of a focus on walking/ cycling in the local area, and staying on site to take advantage of on-site amenities (hot tubs/ BBQs etc). As such, the proposed holiday cottage use is acceptable in principle, contrary to the Council's incorrect assessment of local policy.
- 6.3. The visual impact of the proposals is also acceptable, due to the site forming a gap within existing ribbon development along Ribchester Road (which the Council themselves accept with reference to criterion 2 of Policy DMB3). The site is not an isolated site within the open countryside, on the contrary, it is already subject to urbanising influences as a result of the existing buildings in the immediate vicinity. Whilst any form of development will inevitably have an impact on the open countryside, this is acceptable on balance and in the right circumstances, given the policy exception under DMG2 for small scale tourism appropriate to the rural area. Furthermore, the site is well contained by existing hedgerow, and a suitable landscape planting scheme can be secured and delivered at the Reserved Matters stage, as can suitable building heights and massing as required.
- 6.4. It has also been demonstrated that the required 120m visibility splays for the proposed site access can be delivered within the Appellant's land ownership and adopted highway. Furthermore, the previous pedestrian crossing located on a bend has been removed, and a new pedestrian crossing located to the west of the proposed site access is proposed which can be secured within a S278 Agreement. The proposals are therefore acceptable in terms of vehicular and pedestrian access safety.
- 6.5. The Development Proposals therefore accord with Policies DMG1, DMG2, DMG3 and DMB3 of the Core Strategy. They also generally accord with other relevant policies of the Development Plan and the NPPF.
- 6.6. The proposals comprise a suitable and sustainable form of development and we politely request that the appeal be allowed.



## **Appendix 1: Officer's Delegated Report and Recommendation**

**Report to be read in conjunction with the Decision Notice.**

<b>Signed:</b>	<b>Officer:</b>	BT	<b>Date:</b>	4/11/24	<b>Manager:</b>	LH	<b>Date:</b>	6/11/24
----------------	-----------------	----	--------------	---------	-----------------	----	--------------	---------

<b>Application Ref:</b>	3/2024/0268	 <b>Ribbles Valley Borough Council</b> <a href="http://www.ribblesvalley.gov.uk">www.ribblesvalley.gov.uk</a>
<b>Date Inspected:</b>	10/10/24	
<b>Officer:</b>	BT	
<b>DELEGATED ITEM FILE REPORT:</b>		<b>REFUSAL</b>

<b>Development Description:</b>	Outline planning application for the erection of six holiday cottages with access applied for on land adjacent to Ribchester Road (all other matters reserved).
<b>Site Address/Location:</b>	Land at Tan Yard Farm off Ribchester Road, Hothersall, PR3 3YA.

<b>CONSULTATIONS:</b>	<b>Parish/Town Council</b>
<b>Ribchester Parish Council:</b>	Object to the proposal for the following reasons: <ul style="list-style-type: none"><li>• Impact of the proposal upon highway safety</li><li>• Impact of the proposal upon flood risk</li><li>• Impact of the proposal upon the ecology of the area</li></ul>
<b>Hothersall Parish Council:</b>	Object to the proposal for the following reasons: <ul style="list-style-type: none"><li>• Roadways within the site do not appear to adhere to road construction criteria for public use</li><li>• Insufficient infrastructure to deal with foul water disposal</li><li>• Inaccuracies and inconsistencies in the application's supporting information</li><li>• No arrangements have been specified for refuse collection</li><li>• Impact of the proposal upon highway safety</li><li>• Unsustainable location of the application site</li></ul>

<b>CONSULTATIONS:</b>	<b>Highways/Water Authority/Other Bodies</b>
<b>LCC Highways:</b>	Request made for further information with regards to pedestrian access and visibility splays.

<b>RVBC Environmental Health:</b>	No objections subject to conditions.
-----------------------------------	--------------------------------------

<b>RVBC Countryside:</b>	No objections subject to conditions.
<b>Greater Manchester Ecology Unit (GMEU):</b>	Consulted 27/9/24 – no response received.
<b>United Utilities:</b>	No objections subject to conditions.

<b>CONSULTATIONS:</b>	<b>Additional Representations.</b>
<p>Objections have been received from twenty four households which are summarised as follows:</p> <ul style="list-style-type: none"> <li>• Impact of the proposal upon residential amenity</li> <li>• Impact of the proposal upon visual amenity</li> <li>• Impact of the proposal upon highway safety</li> <li>• Impact of the proposal upon the ecology of the area</li> <li>• Impact of the proposal upon flood risk</li> <li>• Concerns raised with respect to the application site being located in an unsustainable location with no nearby access to amenities</li> <li>• Concerns raised with respect to the absence of infrastructure to handle foul water disposal</li> <li>• Concerns raised with respect to the accuracy of the application's supporting information</li> <li>• Concerns raised in relation to approval of the proposed development setting a precedent for similar future developments</li> </ul> <p>Additional concerns have been raised in relation to the impact of the proposal upon property value and comments in relation to a perceived over provision of holiday let accommodation within the Borough however such concerns do not form the basis of material planning considerations and as such cannot be assessed as part of this application.</p> <p>A committee call-in request was received from Councillor Barnsley in the event that officers were minded to approve the application, stating concerns about the unsuitability of the site to accommodate the proposed development, highway safety, impacts upon the ecology of the area and the high level of public interest generated through the application's public consultation process.</p>	

<b>RELEVANT POLICIES AND SITE PLANNING HISTORY:</b>
<p><b>Ribble Valley Core Strategy:</b></p> <p>Key Statement DS1: Development Strategy  Key Statement DS2: Sustainable Development  Key Statement EC3: Visitor Economy  Key Statement DMI2: Transport Considerations  Policy DMG1: General Considerations  Policy DMG2: Strategic Considerations  Policy DMG3: Transport And Mobility  Policy DME2: Landscape And Townscape Protection  Policy DME3: Site And Species Protection And Conservation  Policy DMB3: Recreation And Tourism Development</p> <p>National Planning Policy Framework (NPPF)</p>
<p><b>Relevant Planning History:</b></p> <p>No relevant planning history for application site.</p>

<b>ASSESSMENT OF PROPOSED DEVELOPMENT:</b>
<p><b>Site Description and Surrounding Area:</b></p> <p>The application relates to a land parcel located on the Eastern outskirts of Longridge. The land parcel in question comprises a strip of modified grassland approximately 170 metres in length and 0.5</p>

hectares in area. The perimeter of the application site is lined with a mixture of trees, shrubs and hedgerows with the North-eastern perimeter of the site adjoining the South-western side of Ribchester Road. Residential development lies to the North-west and South-east of the site with open countryside bordering the site's South-western perimeter.

**Proposed Development for which consent is sought:**

Outline consent is sought for the construction of six holiday let cottages with all matters reserved save for access. Originally the submitted scheme included two vehicle access points however revised plans have been submitted reducing this to one vehicle access point and one pedestrian access point.

**Principle of Development:**

Key Statement EC3 of the Core strategy states:

*'Proposals that contribute to and strengthen the visitor economy of Ribble Valley will be encouraged, including the creation of new accommodation and tourism facilities through the conversion of existing buildings or associated with existing attractions.'*

In this instance, the proposal relates to the creation of new tourist accommodation that could potentially offer small scale benefits to the economy of the Borough. As such, the proposed development would accord with the general intentions of Key Statement EC3.

Policy DMB3 requires additional criteria to be met with regards to the provision of tourism and visitor facilities:

*Planning permission will be granted for development proposals that extend the range of tourism and visitor facilities in the borough. This is subject to the following criteria being met:*

- 1. The proposal must not conflict with other policies of this plan;*
- 2. The proposal must be physically well related to an existing main settlement or village or to an existing group of buildings,*
- 3. The development should not undermine the character, quality or visual amenities of the plan area by virtue of its scale, siting, materials or design;*
- 4. The proposals should be well related to the existing highway network. It should not generate additional traffic movements of a scale and type likely to cause undue problems or disturbance. Where possible the proposals should be well related to the public transport network;*
- 5. The site should be large enough to accommodate the necessary car parking, service areas and appropriate landscaped areas; and*
- 6. The proposal must take into account any nature conservation impacts using suitable survey information and where possible seek to incorporate any important existing associations within the development. Failing this then adequate mitigation will be sought.*

Criteria point 1 of Policy DMB3 stipulates that proposals for development must not be in conflict with other policies of the Core Strategy, with the relevant policies in this instance being Policies DMG2 and DMG3.

The application site lies outside of the Borough's defined settlement areas. Policy DMG2 of the Core Strategy requires development outside of defined settlement areas to meet at least one of six exceptions, one of which allows for developments for small scale tourism or recreational developments appropriate to a rural area. Furthermore the latter part of Policy DMG2 states:

*'Within the open countryside development will be required 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.'*

Although scale and layout is reserved for a later stage, some weight can be given to the indicative layout plan as an indication of the applicant's intentions as to how the development may come forward. In this instance, the application site comprises a sizeable strip of land of approximately 170 metres in length, with the site covering a total area of 0.5 hectares. The proposed development would result in the introduction of built form, hardstanding areas, landscaping, internal roads and pathways and a new vehicle access to the application site and these features would occupy the entire length and interior of the site. As such, the application site would be engulfed by the resultant development therefore it is not considered that the overall scale of the proposed development would amount to small scale tourism. Furthermore, the introduction of holiday lets, hardstanding areas, landscaping, internal roads and pathways and a new vehicle access would have a distinctly urbanising impact on the proposal site which at present comprises an undeveloped grassland parcel which forms part of the wider open countryside to the South-east of Ribchester Road. As such, the proposed development would fail to read as a harmonious addition to the site's open countryside setting which in turn would be harmful to the visual amenities of the area. Consequently, the proposal would fail to satisfy the requirements of Policy DMG2.

Policy DMG3 of the Core Strategy requires decision taking to consider the availability and adequacy of public transport and associated infrastructure to serve those moving to and from new developments. This is consistent with the NPPF which requires development proposals to promote sustainable transport. In this instance, analysis shows an absence of bus stops within the nearby vicinity of the application site with the nearest public transport links being sited approximately 200 metres away to the South-east and North-west of the application site. In addition, there is a notable absence of street lighting along Ribchester Road (save for a small section of road located approximately 150 metres to the South-east of the application site) with a pavement only running along the Northern side of Ribchester Road. Furthermore, the proposal lies some distance from the nearest amenities in Longridge and Ribchester. Accordingly, future occupants of the proposed holiday lets would be largely reliant on the use of private motor vehicles. Consequently, it is not considered that the proposal would align with the aims and objectives of Policy DMG3 or the NPPF.

In light of the above, the proposal would fail to satisfy criteria point 1 of Policy DMB3 which stipulates that proposals for development must not be in conflict with other policies of the Core Strategy.

Having regard to criteria point 2 of Policy DMB3, the North-western extents of the application site lie in close proximity to the residential properties of Mount Pleasant and Belmont, with the South-eastern extents of the site being in reasonably close proximity to the residential properties of Sunny Nook Farm, Cherry Dene, Somerville, Sunnyside, Clare Cottage, Brookside Cottage and the properties known as Hospital Cottages therefore the proposed holiday lets would be reasonably well related to existing built form. The proposal would therefore be compliant with criteria point 2 of Policy DMB3.

Having regard to criteria point 3 of Policy DMB3, this states that developments should not undermine the character, quality or visual amenities of the plan area by virtue of its scale, siting, materials or design however in this instance it is not considered that the proposal would meet this criteria for the reasons outlined above. The proposal would therefore fail to satisfy criteria point 3 of Policy DMB3.

Turning to criteria point 4 of Policy DMB3, the proposal site adjoins the South-eastern side of Ribchester Road which has good connectivity to the settlements of Longridge and Ribchester and is therefore

considered to be well related to the existing highway network. No major concerns have been raised by the Local Highways Authority with respect to traffic movements from the proposed development however the proposed location of the pedestrian access is not supported by the LHA and there is insufficient evidence to demonstrate that the required visibility splays can be achieved. As previously conveyed, there is an absence of bus stops within the nearby vicinity of the application site therefore the proposed development is not considered to be well related to the existing public transport network. The proposal would therefore fail to satisfy criteria point 4 of Policy DMB3.

With respect to criteria point 5, whilst it is acknowledged that parking provision and landscaping within the proposal site stand to be fully assessed at the reserved matters stage, the indicative site layout provided in support of this application suggests that the necessary requirements with respect to vehicle parking and appropriate landscaping could likely be met. The proposal would therefore likely be capable of satisfying criteria point 5.

Having regard to criteria point 6, and as conveyed above, whilst ecological considerations from the proposed development would not be fully assessed until the reserved matters stage, a tree survey, preliminary ecological appraisal and biodiversity net gain report have been provided in support of the application submission. The submitted survey work identifies potential impacts upon protected species from the proposed development, along with some small scale tree removal and a post development loss in biodiversity however the supporting survey work includes a number of recommendations and strategies to mitigate for these issues. Accordingly, it is considered that relevant nature conservation impacts from the proposed development have been taken into account in this instance. The proposal would therefore satisfy criteria point 6 of Policy DMB3.

Taking account of all of the above, the proposal would fail to satisfy the requirements of Policies DMG2, DMG3 and DMB3 (in particular criterion 1, 3 and 4) and is therefore considered to be unacceptable in principle.

#### **Impact Upon Residential Amenity:**

As the application is made in outline with all matters reserved except for access, a definitive assessment of the impact upon neighbouring residential amenity cannot be considered at this stage.

Whilst measures could be put in place to manage the frequency of occupants for the holiday lets, occupation for such uses would be more transient than the activity associated with existing residential uses in the immediate vicinity and there would be some inevitable noise and disturbance from the visitors staying on site. The effect of any increased activity upon adjacent residents would be intensified by their proximity to the site. However as Ribchester Road is well trafficked, the level of noise and disturbance on a daily basis from such comings and goings would be unlikely to be unacceptable to local residents.

#### **Visual Amenity:**

The application does not seek consent with respect to the design / external appearance of the proposed holiday lets or other works within the site therefore a detail assessment of the individual elements of the proposed development cannot be considered at this stage.

Notwithstanding this, Paragraph 135 (c) of the NPPF states:

*‘Planning policies and decisions should ensure that developments are sympathetic to local character and history, including the surrounding built environment and landscape setting’.*

Policy DMG1 of the Ribble Valley Core Strategy provides general design guidance as follows:

*'All development must be sympathetic to existing and proposed land uses in terms of its size, intensity and nature as well as scale, massing and style...particular emphasis will be placed on visual appearance and the relationship to surroundings, including impact on landscape character.'*

As previously conveyed, the application site comprises a sizeable area of undeveloped grassland within the setting of the wider open countryside to the South-east of Ribchester Road and in this instance the indicative plan shows that the proposed development, which includes built form and extensive areas of hardstanding, landscaping, internal roads and pathways and a new vehicle access, would occupy the entirety of the application site. As such, the visual impact of the proposal, by virtue of the overall scale of development proposed, would have a distinctly urbanising impact on the proposal site and as such would fail to read as a harmonious addition to the site's open countryside setting which in turn would be harmful to the visual amenities of the area. Moreover, the indicative site layout provided shows that the proposed development would be predominantly viewable within the public realm from Ribchester Road therefore the proposal would have a discernible visual impact, and the visibility splay plan shows that removal of trees and hedgerow along the site frontage would be required to achieve a safe access, which would have a further impact.

In light of the above, the proposal would fail to satisfy the requirements of Paragraph 135 (C) and Policies DMG1 and DMG2 of the Core Strategy.

#### **Ecology:**

A tree survey, preliminary ecological appraisal and biodiversity net gain (BNG) report have been provided in support of the application submission. The submitted survey work identifies potential impacts upon protected species from the proposed development, along with some small scale tree removal and a post development loss in biodiversity however as previously conveyed the supporting survey work includes a number of recommendations and strategies to mitigate and enhance for these issues. With the plan now suggesting considerable removal of hedgerow is required to facilitate sightlines, which does not appear to be factored into the BNG report, additional enhancement of linear habitat will be necessary in order to achieve the mandatory 10% BNG uplift. However, it is considered that achieving the necessary BNG and ecology mitigation could be secured by appropriate condition.

#### **Highways:**

The application submission seeks consent in relation to vehicular and pedestrian access to the proposed development therefore consultation has been undertaken with the Local Highways Authority who in their initial response requested that the number of vehicle access points be reduced to one and further information from the applicant with respect to visibility splays. A revised location plan, proposed site plan and visibility splay drawing have since been provided which have been subject to review from the Local Highways Authority. The latest response from the LHA raises no issues with the width and extent of the site's revised vehicle access however it is still unknown whether the required sightlines can be achieved on land owned by the applicant. Furthermore the separate proposed pedestrian access is not supported by the LHA given it would be on a bend in the road. As such, the proposal would fail to satisfy the requirements of Policies DMG1 and DMG3.

#### **Observations/Consideration of Matters Raised/Conclusion:**

The proposal, by virtue of the overall scale of development proposed, is not considered to constitute small scale tourism appropriate to a rural area. In addition, the proposal would introduce built form, hardstanding areas, landscaping, internal roads and pathways and a new vehicle access to an open countryside setting which would be at odds with the natural and unspoilt character of the application site and surrounding landscape. The proposal would therefore be in conflict with the aims and objectives of Policy DMG2.

In addition, the proposed development would be sited in an unsustainable location whereby future occupants of the proposed holiday lets would be largely reliant on the use of private motor vehicles. Consequently, it is not considered that the proposal would align with the aims and objectives of Policy DMG3.

Consequently, the proposal would fail to satisfy the requirements of Policy DMB3 which stipulates that proposals for development must be well related to the public transport network whilst not being in conflict with other policies of the Core Strategy or undermining the character, quality or visual amenities of the plan area by virtue of their scale, siting, materials or design. The proposed development is therefore considered to be unacceptable in principle.

Furthermore, the visual impact of the proposal, by virtue of the introduction of built form, extensive areas of hardstanding, landscaping, internal roads and pathways, new vehicle access and overall scale of development proposed, would have a distinctly urbanising impact on the proposal site and as such would fail to read as a harmonious addition to the site's open countryside setting which in turn would be harmful to the visual amenities of the area. The proposal would fail to satisfy the requirements of Paragraphs 135 (C) and Policy DMG1 of the Core Strategy.

Additionally it is unknown whether the required sightlines can be achieved on land owned by the applicant and the separate proposed pedestrian access is not supported given its position would be on a bend in the road. As such, the proposal would fail to satisfy the requirements of Policies DMG1 and DMG3.

It is for the above reasons and having regard to all material considerations and matters raised that outline planning permission be refused.

<b>RECOMMENDATION:</b>	To refuse outline planning permission for the following reasons:
<b>01:</b>	The proposal, by virtue of the overall scale of development proposed, its visual impact and the dependence on the use of private motor vehicles due to the site's poor connectivity to public transport links and distance from amenities, is not considered to constitute small scale tourism appropriate to a rural area. This conflict with Policies DMG2, DMG3 and DMB3 of the Ribble Valley Core Strategy is such that the proposed development is considered to be unacceptable in principle and would fail to meet the overriding objective of sustainable development.
<b>02:</b>	The visual impact of the proposal, by virtue of the introduction of the quantum of built form across the site including buildings, areas of hardstanding including internal roads, new vehicle access and loss of hedgerow along the site frontage, would have a distinctly urbanising impact on the proposal site and as such would fail to read as a harmonious addition to the site's open countryside setting which in turn would be harmful to the visual amenities of the area. The proposal would fail to satisfy the requirements of Paragraph 135 (C) and Policies DMG1 , DMG2 and DMB3 of the Ribble Valley Core Strategy.
<b>03:</b>	The application has failed to demonstrate that a safe access can be provided into the site for vehicles and pedestrians. In particular, it is unknown whether the required sightlines can be achieved on land owned by the applicant, and the location of the separate pedestrian access on a bend in the road is considered unsafe. As such, the proposal would fail to satisfy the requirements of Policies DMG1 and DMG3 of the Ribble Valley Core Strategy.



## **Appendix 2: Mellor Holiday Lodge Scheme (Application Reference: 3/2019/0894)**

RIBBLE VALLEY BOROUGH COUNCIL

Department of Development

Council Offices, Church Walk, Clitheroe, Lancashire, BB7 2RA

Telephone: 01200 425111 Fax: 01200 414488

Planning Fax: 01200 414487

---

Town and Country Planning Act 1990

**PLANNING PERMISSION**

**APPLICATION NO:** 3/2019/0894

**DECISION DATE:** 14 January 2020

**DATE RECEIVED:** 31/10/2019

**APPLICANT:**

Mrs I Monk  
The Farmhouse  
Cunliffe Moss Farm  
Saccary Lane  
Mellor  
Blackburn  
BB1 9DL

**AGENT:**

Mr Gary Hoerty  
Gary Hoerty Associates  
Suite 9  
Grindleton Business Centre  
The Spinney  
Grindleton  
Clitheroe  
BB7 4DH

---

**DEVELOPMENT PROPOSED:** Change of use of agricultural land for the siting of 12 holiday lodges, associated site office/reception and car parking area.

**AT:** Pendle View Primrose Lane Mellor BB2 7EQ

Ribble Valley Borough Council hereby give notice that **permission has been granted** for the carrying out of the above development in accordance with the application plans and documents submitted subject to the following condition(s):

Timings and Commencement

1. The development must be begun not later than the expiration of three years beginning with the date of this permission.

REASON: Required to be imposed by Section 51 of the Planning and Compulsory Purchase Act 2004.

P.T.O.

Matters of Design

2. Unless explicitly required by condition within this consent, the development hereby permitted shall be carried out in complete accordance with the proposals as detailed on drawing ref.

Location Plan (Monk/924/2694/02B) amended 10.12.2019

Existing and Proposed Site Plans. Proposed Bin Store Plan and Elevations. (Monk/924/2694/01B) amended 10.12.2019

Modular-Group Specification Serenity (Standard) 1:50 received 09.12.2019

Modular-Group Specification Serenity (Reverse) 1:50 received 09.12.2019

Modular-Group Specification Opulence (Elevations) 1:50

Modular-Group Specification Opulence (Floor Plan) 1:50

REASON: For the avoidance of doubt since the proposal was the subject of agreed design improvements/amendments and to clarify which plans are relevant to the consent.

3. No more than twelve (no.1-12) holiday lodges shall be stationed at any one time on the site as defined in red on this application. The external facing materials of the lodges, detailed on the approved plans, shall be used and no others substituted.

REASON: To ensure that the materials to be used are appropriate to the locality.

4. The approved bin store facilities shall be made available for use before the development hereby approved is first brought into use and retained thereafter.

REASON: To ensure the provision of satisfactory facilities for the storage of refuse and recycling and in the interest of visual amenity.

Further Control over Development

5. Each holiday lodge hereby approved shall not be let to or occupied by the owner, any one person or group of persons for a combined total period exceeding 28 days in any one calendar year and in any event shall not be used as a unit of permanent accommodation or any individual(s) sole place of residence.

The owner shall maintain a register of all guests of each lodge hereby approved at all times and shall be made available for inspection by the Local Planning Authority on request.

For the avoidance of doubt the register shall contain the name and address of the owner and the main guest who made the booking together with dates of occupation.

REASON: The permission relates to the provision of holiday lodge accommodation. The condition is necessary to define the scope of the permission hereby approved and to ensure that the development promotes sustainable tourism and contributes to the area's economy.

P.T.O.

**APPLICATION NO. 3/2019/0894**

**DECISION DATE: 14 January 2019**

---

6. The office/reception lodge shown on the approved plans (Monk/924/2694/02B) shall be used solely as a site office/reception area in association with the 12 holiday lodges hereby approved. For the avoidance of doubt this building shall not be used as a holiday lodge.

REASON: The proposed facility relates to the operation of the business and is essential in respect of the management of the 12 adjacent holiday lodges.

Landscape and Ecology

7. The development hereby permitted shall be carried out in complete compliance with the recommendations of the Ecological Appraisal by Envirotech (ref. 5892) that was submitted with the application.

REASON: To ensure that no species/habitat protected by the Wildlife and Countryside Act 1981 are destroyed or harmed.

8. Prior to the installation of any external lighting at the site full details shall have been submitted to, and approved in writing by, the Local Planning Authority.

The details shall include the location, intensity of lighting, type of application and direction. The details shall include the light mitigation measures designed to reduce the impact of artificial lighting on protected species and/ or species of conservation concern.

The lighting shall thereafter be installed in accordance with the approved details.

REASON: In order to reduce the harmful impact of artificial lighting on the natural foraging/roosting/nesting behaviour of a protected/species of conservation concern and in the interests of the visual amenities of the area.

P.T.O.

9. A scheme for the landscaping of the development shall be submitted prior to the commencement of the development. These details shall indicate the types and numbers of trees to be retained and the types and numbers of trees shrubs to be planted, their distribution on site, those areas to be seeded, paved or hard landscaped (including full details of the colour, form and texture); and detail any changes of ground level or landform, proposed finished levels, means of enclosure, minor artefacts and structures.

The agreed protection measures shall be put in place and maintained during the construction period of the development.

All hard and soft landscape works shall be carried out in accordance with the approved details within the first planting and seeding seasons following the occupation of any buildings or the completion of the development, whichever is the sooner, and any trees or plants which within a period of 5 years from the completion of the development die, are removed or become seriously damaged or diseased shall be replaced in the next planting season with others of similar size and species.

REASON: To ensure that a satisfactory landscaping scheme for the development is carried out to mitigate the impact of the development and secure a high-quality design.

10. Before the development commences the removal and disposal of Himalayan Balsam shall be undertaken at the site in strict accordance with the letter from Envirotech (ref.5892) dated 02 September 2019.

REASON: To ensure that there is no risk of further spread of a non-native plant species and to ensure that there are no residue non-native plant species parts remaining.

#### Highway Safety

11. Prior to the commencement of the development a scheme for the construction of the site access shall have been submitted to, and approved in writing by, the Local Planning Authority.

The site access shall thereafter be constructed in accordance with the approved details before the holiday lodges hereby approved are first brought into use.

REASON: In order to satisfy the Local Planning Authority and Highway Authority that the final details of the highway scheme/works are acceptable before work commences on site.

12. The car parking and manoeuvring areas, detailed on the approved plans, shall be marked out in accordance with the approved plan before the holiday lodges hereby approved are first brought into use. The car parking and manoeuvring areas shall be permanently maintained as such thereafter.

REASON: To ensure adequate parking is available within the site  
P.T.O.

13. Before the access is used for vehicular purposes, any gateposts erected at the access shall be positioned 10m behind the edge of the carriageway. The gates shall open away from the highway.

REASON: To permit vehicles to pull clear of the carriageway when entering and exiting the site and to ensure the swing of the gates do not affect the availability for a car to wait off road.

14. For the full period of construction, facilities shall be available on site for the cleaning of the wheels of vehicles leaving the site and such equipment shall be used as necessary to prevent mud and stones being carried onto the highway. The roads adjacent to the site shall be mechanically swept as required during the full construction period.

REASON: To prevent stones and mud being carried onto the public highway to the detriment of road safety.

15. No development shall take place, including any works of demolition, until a construction method statement has been submitted to and approved in writing by the Local Planning Authority. The approved statement shall be adhered to throughout the construction period. It shall provide for:

- i) The parking of vehicles of site operatives and visitors
- ii) The loading and unloading of plant and materials
- iii) Details of working hours
- iv) Routing of delivery vehicles to/from site

REASON: In the interests of protecting residential amenity from noise and disturbance and to ensure the safe operation of the Highway during the construction phase of the development.

16. Before the access is used for vehicular purposes, the part of the access extending from the highway boundary (Primrose Lane) for a minimum distance of 10 metres into the site shall be appropriately paved in tarmacadam.

REASON: To prevent loose surface material from being carried on to the public highway thus causing a potential source of danger to other road users.

P.T.O.

Residential Amenity

17. Notwithstanding the submitted Site Management Plan prior to the first use of the lodges hereby approved an updated management plan shall be submitted to and approved in writing by the Local Planning Authority. The updated plan shall detail the location that the emergency contact details will be displayed at all times. The site thereafter shall be operated in strict accordance with the approved Site Management Plan at all times.

Reason: To ensure the site is managed to a high standard and to protect both the neighbours amenities and guests within the lodges.

Drainage and Flooding

18. Foul and surface water shall be drained on separate systems.

REASON: To secure proper drainage and to manage the risk of flooding and pollution.

**Note(s)**

1. For rights of appeal in respect of any condition(s)/or reason(s) attached to the permission see the attached notes.
2. The applicant is advised that should there be any deviation from the approved plan the Local Planning Authority must be informed. It is therefore vital that any future Building Regulation application must comply with the approved planning application.
3. The Local Planning Authority operates a pre-planning application advice service which applicants are encouraged to use. Whether or not this was used, the Local Planning Authority has endeavoured to work proactively and positively to resolve issues and considered the imposition of appropriate conditions and amendments to the application to deliver a sustainable form of development.

**NICOLA HOPKINS**  
**DIRECTOR ECONOMIC DEVELOPMENT & PLANNING**

## RECOMMENDATION FOR PLANNING AND DEVELOPMENT COMMITTEE

### APPROVAL

**DATE:** 9 January 2019

**REF:** AB

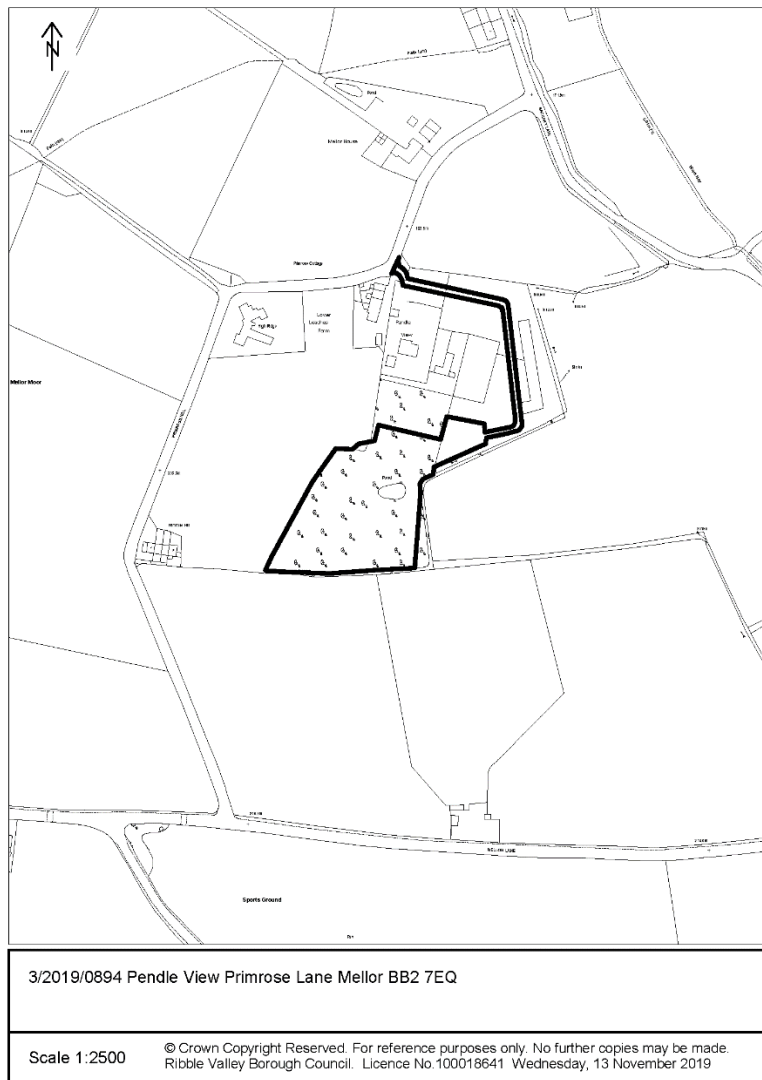
**CHECKED BY:**

**APPLICATION REF:** 3/2019/0894

**GRID REF:** SD 366324 431248

### DEVELOPMENT DESCRIPTION:

CHANGE OF USE OF AGRICULTURAL LAND FOR THE SITING OF 12 HOLIDAY LODGES, ASSOCIATED SITE OFFICE/RECEPTION AND CAR PARKING AREA AT PENDLE VIEW PRIMROSE LANE MELLOR BB2 7EQ



## **CONSULTEE RESPONSES/ REPRESENTATIONS MADE:**

### **PARISH COUNCIL:**

Mellor Parish Council objects to the application and raise the following concerns:

- Primrose Lane is a narrow, unlit lane with insufficient space for two cars to pass.
- There are three 90 degree bends and no footpaths/bridleways to ensure safety.
- The application would result in a considerable increase in traffic.
- Public transport does not cover the site which is a considerable distance from the village centre.
- Visual impact is deemed unacceptable with the style and character of the proposed lodges in contrast to other buildings in the locality.
- This site has had 800 trees planted through grant funding from Forestry Commission.
- Generation of light and noise pollution and waste.
- Impact of the development on wildlife.
- Wet nature of the land.
- Numerous local establishments to welcome tourists and new build sites are not necessary.

### **ENVIRONMENT DIRECTORATE (COUNTY SURVEYOR):**

No objections subject to conditions.

### **ENVIRONMENT AGENCY:**

No objections. Advice for the applicant regarding the drainage hierarchy and the requirements of the environmental permitted regime governing developments of this nature.

### **ADDITIONAL REPRESENTATIONS:**

Twenty-two (22) objection letters have been received and raise the following concerns:

- Primrose Lane is a poorly maintained single vehicle road with three blind bends. The proposed development would more than double the amount of traffic that uses this road.
- No refuse storage/collection point shown on plans.
- The land had under a previous owner been awarded a grant for the creation of woodland and maintenance of existing ponds to enhance wildlife.
- Disagree with the findings of the ecology appraisal.
- Threat to livestock.
- The holiday lodges would be clearly visible and the modern design would not be in keeping with the local area.
- Concerns about noise nuisance and potential antisocial behaviour.
- Infringement of human rights – do not believe application will be dealt with impartially.
- There is a brook within 20 metres of the site.
- Users of the site would search further afield for meals/entertainment/walks.
- Site entrance is located on a very tight bend.
- Grants have been given for the creation of woodland and wetland to encourage and sustain local wildlife.
- No mention of external lighting in the application.
- Ugly, prefabricated buildings do not fit in.
- Drainage is a problem on land that is so wet.

- No footpaths/bridleways to ensure safety.
- Adverse environmental and ecological impacts.
- Insufficient natural screening of the site.
- Devaluation of property.

## 1. **Site Description and Surrounding Area**

- 1.1 This planning application seeks consent for the change of use of agricultural land for the siting of 12 holiday lodges, associated site office/reception and car parking area at Pendle View, Primrose Lane, Mellor. The application site is a parcel of undeveloped agricultural land of approximately 0.78 hectares located to the rear (south) of Pendle View and around 1.2km from the village of Mellor.
- 1.2 The application site bounds agricultural land on three sides and there are a number of residential properties in the immediate locality. There are a number of young trees and hedgerows within the site and a small pond occurs to the south of the site.

## 2. **Proposed Development for which consent is sought**

- 2.1 The proposals comprise the siting of 12 prefabricated modular holiday lodges. There would be two separate lodge designs which would measure approximately 8m x 4m. The lodges would have a modern design with horizontal red cedar and vertical grey timber cladding and grey UPVC windows and doors. Each lodge would provide self-contained facilities and could accommodate up to four visitors.
- 2.2 The 12 lodges would be dispersed equally throughout the site. Access into the site would be taken via the existing residential driveway to Pendle View. The existing access to Primrose Lane would be widened to facilitate two-way traffic and the existing entrance gates removed. A new track would extend from the existing driveway through fields to the east of Pendle View and would terminate at the proposed car park which would provide parking for fourteen vehicles.
- 2.3 Visitors to the site would be required to walk along dedicated footways from the car park to their lodge building. It is also proposed to site an additional lodge next to the car park for use as a reception/office which would have at least one staff member present during the hours 9:00 to 18:00 to manage the site and deal with enquires.

## 3. **Relevant Planning History**

3/1994/0449 – Timber stable block. Approved

3/1999/0083 – Conservatory with stone dwarf wall. Approved

3/1999/0666 – Outdoor riding arena with perimeter post and rail fence. Approved

3/2007/0112 – Single storey extension to rear of property in place of part of the existing conservatory. Approved

3/2017/0410 – Proposed alterations and extensions of the existing property to provide improved family accommodation. Approved

#### 4. **Relevant Policies**

##### **Ribble Valley Core Strategy:**

Key Statement DS1 – Development Strategy  
Key Statement DS2 – Sustainable Development  
Key Statement EN2 – Landscape  
Key Statement EN4 – Biodiversity and Geodiversity  
Key Statement EC1 – Business and Employment Development  
Key Statement EC3 – Visitor Economy  
Key Statement DMI2 – Transport Considerations  
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 Protection and Conservation  
Policy DME6 – Water Management  
Policy DMB1 – Supporting Business Growth and the Local Economy  
Policy DMB3 – Recreation and Tourism Development

##### **National Planning Policy Framework**

#### 5. **Assessment of Proposed Development**

- 5.1 The main matters to be considered in the determination of this application relate to the principle of the development, the impact of the proposed development upon surrounding landscape, its effect on residential amenity, ecology and highway safety.

##### 5.2 **Principle of Development**

- 5.2.1 Core Strategy Key Statement EC3 relates specifically to the visitor economy and supports proposals that contribute to and strengthen the visitor economy of Ribble Valley.

- 5.2.2 The application site is located in the Open Countryside. Core Strategy Policy DMG2 requires development outside of defined settlement areas to meet at least one of six considerations one of which is the following:

*4. The development is for small scale tourism or recreational developments appropriate to a rural area.*

- 5.2.3 There is no definition of “small scale” in the Core Strategy but it is considered that the site would be a small-scale operation and tourism sites of a similar scale have been permitted by the Local Authority elsewhere in the borough.

- 5.2.4 Tourism plays an important role in the economy of the Ribble Valley. Core Strategy Policy DMB3 supports development proposals to extend the range of tourism and visitor facilities in the borough subject to a number of considerations. The application site is thought to be well-related to an existing group of residential properties including Pendle View, Lower Leaches Farm, Primrose Cottage, High Ridge and The Finches. As such it would not be isolated in the landscape. In terms

of the site's accessibility, it is approximately 2km from the A59 Longsight Road and 7km from the M65 motorway. There is a bus stop at the junction between Mellor Lane and Primrose Lane which provides services to Blackburn and Clitheroe. The bus stop is approximately 500 metres from the site entrance but there is no footway provided along Primrose Lane.

- 5.2.5 The site is around 1.2km from the settlement of Mellor which has a limited range of facilities. Nonetheless, the very nature of tourism development often means that sites are located in areas that are accessible predominantly by private motor vehicle. Visitors would have the option to walk to the nearest bus stop or into the village of Mellor but this is only likely to be an attractive option during daylight hours given the lack of dedicated footways along Primrose Lane.
- 5.2.6 Having regard to the above, it is considered that development of the site for tourism is acceptable in principle subject to other material considerations.

### 5.3 Effects Upon the Landscape/Visual Amenities

- 5.3.1 As required by Policy DMG2 of the Core Strategy, within the open countryside development will be required 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.
- 5.3.2 Policy DMB3 states recreation and tourism development should not undermine the character, quality or visual amenities of the plan area by virtue of its scale, siting, materials or design.
- 5.3.3 The main views of the site would be from Mellor Lane to the south and Saccary Lane to the east. There is some intervening vegetation particularly from views from Scary Lane. Whilst the site would be located in a natural depression in the landscape and would be considered to be a reasonable development site given that it is neither elevated nor open there remains a requirement to ensure that the units of holiday accommodation are compatible with the character of the area by virtue of their size, design, form and external materials.
- 5.3.4 Key Statement EN2 provides additional guidance on development in the open countryside stating that "*developers should adopt a non-standardised approach to design which recognises and enhances local distinctiveness*". As such great care must be given to ensure that new buildings do not harm the character and visual appearance of the area. The proposed lodges are pre-fabricated units of a modular design and would be clad with cedar and grey boarding. As submitted it was proposed to utilise three lodge designs incorporating modern modular form and design features. Following discussions with the application two lodge designs have been chosen as being acceptable in this location and have a simple linear form with flat and mono-pitched roofs.
- 5.3.5 Subject to the requirements to protect all trees to be retained, replace defunct hedgerows at the site boundaries and ensure external lighting is minimised it is considered that the proposals would not result in an adverse visual impact to warrant refusal of the application.

## 5.4 Amenity of Neighbouring Residents

- 5.4.1 The closest residential property to the site is the southernmost gable end of The Finches, a short row of terraced cottages, which is located 60m from the site boundary. Concerns have been raised by local residents in relation to noise and disturbance by guests. Whilst the proposed use would not in itself result in unacceptable levels of noise and disturbance it is noted that during summer months guests would expect to socialise in the areas surrounding the lodges.
- 5.4.2 The applicant has provided a site management plan in order to allay any concerns relating to the operation of the site and its impact on neighbours. A reception/office is proposed on site and a member of staff would be present 09:00 to 18:00 on all days that guests are present. A member of staff would also be contactable 24 hours a day. Guests would be asked to keep noise to a minimum with a noise curfew in operation between 22:30 and 07:30.
- 5.4.3 It would be anticipated that outside reception/office opening hours the site would be to some extent self-regulating as guests would likely complain about noisy or unruly behaviour. It would be in the interests of the site owner to adequately deal with any complaints from guests quickly and effectively.
- 5.4.4 Considering the above, subject to the site being managed in accordance with the submitted site management plan it is considered that the use proposed would be unlikely to result in any undue noise and disturbance and it is noted that the lodges would be inward facing to minimise any noise breakout and light pollution.

## 5.5 Highway Safety

- 5.5.1 One of the main concerns raised by residents is the impact of the proposed development on the local highway network and the suitability of Primrose Lane to accommodate the additional vehicle movements that would be generated by the development. It is considered that the provision of 12 holiday lodges accommodating up to 4 guests each would not generate such additional traffic to result in serious highway safety concerns. The County Highways Surveyor accepts that the development would increase traffic locally but would not expect these journeys to be made during peak traffic hours.
- 5.5.2 Objection letters refer to the local road conditions including tight bends, inability for two-way traffic to pass and an unsafe combination of pedestrians, horse riders and vehicular traffic along Primrose Lane. However, these conditions exist currently and the provision of 12 lodges would not worsen road safety. Tourists unfamiliar with the local area and roads are considered likely to adopt a more cautious driving style.
- 5.5.3 Whilst the development would not result in highway safety concerns on the local road network the County Surveyor requested amendments to the existing access arrangement into the site from Primrose Lane. The existing entrance to Pendle View is wide enough to accommodate only one car and entrance gates are set back approximately 5 metres from the highway. The County Surveyor asked that the entrance to the site be improved in order to allow two vehicles to enter and exit the site independently of each other and amended plans have been provided. A

parking area for 14 cars would be provided and this is considered sufficient parking provision to serve the development.

## 5.6 Ecology

- 5.6.1 Objections have been raised in relation to the impact of development on local wildlife. An Ecological Appraisal dated 29 August 2019 has been submitted in support of the planning application. A full botanical survey along with presence or absence surveys of notable species were undertaken at the site.
- 5.6.2 The plant species recorded are all common in the local area and are considered to be of low ecological value. Birds are likely to utilise trees and hedgerows at the site for nesting and foraging and there would be a requirement to ensure that no vegetation is removed during the bird nesting season unless checked for nesting birds before removal. No other notable or protected species were recorded on the site although Himalayan balsam was present and a method statement for its treatment and on site control has been provided.
- 5.6.3 It is understood that a planting scheme was undertaken at the site following award of a Forestry Commission grant in 2005. There are a high number of young trees at the site and the Planning Statement notes that the 'majority of the trees and hedges within the site will be retained'. There is no information submitted with the application to identify which individual trees are earmarked for removal but considering the existing and proposed site plans the vast majority of trees, which are young trees with a low value, are to be retained and maintained for a period of at least 5 years to provide additional screening of the development site in the medium to long term.

## 5.7 Observations/Consideration of Matters Raised/Conclusion

- 5.7.1 There would be a requirement to ensure that external lighting at the site is low level and directed away from bat foraging areas. Concerns have been raised regarding litter and the applicant has provided details of a refuse store. There are no external seating areas or patios areas shown on the submitted plans for each lodge and no level changes are proposed apart from the concrete base on which each lodge would be sited. There would be a requirement to provide details of all hard landscaping materials prior to their use in the development.
- 5.7.2 The land is also understood to be poorly drained and there was standing water present at the time of the Planning Officers site visit. The applicant notes that, as existing, the land is waterlogged in parts but this is due to the land not been actively farmed for a number of years and it has therefore not been properly maintained. The issue would therefore be addressed through the clearing out of drainage ditches. Foul waste would discharge to a dedicated package treatment plant. United Utilities have been consulted and provided no comment on the application. Environment Agency, who have made comments on the application following contact with a local resident, have raised no objection but have provided non-mains drainage advice.

## 6 Conclusion

- 6.1 The application site is considered suitably located to accommodate tourism development given that is close to any existing group of buildings, has good access to the highway network and is reasonably well located close to facilities and services in the village of Mellor and Blackburn in the neighbouring local authority area. It is considered that there would be some additional custom for public houses, restaurants and other service-related businesses in the locality and the development would also provide limited employment in the form of an on-site manager.
- 6.2 Subject to appropriate planning conditions the proposed development would not result in any undue visual impact nor an adverse impact on the residential amenity of nearby residents. Accordingly, it is recommended that the application be approved.

**RECOMMENDATION:** That the application be APPROVED subject to the following conditions:

*Timings and Commencement*

1. The development must be begun not later than the expiration of three years beginning with the date of this permission.

REASON: Required to be imposed by Section 51 of the Planning and Compulsory Purchase Act 2004.

*Matters of Design*

2. Unless explicitly required by condition within this consent, the development hereby permitted shall be carried out in complete accordance with the proposals as detailed on drawing ref.

Location Plan (Monk/924/2694/02B) amended 10.12.2019

Existing and Proposed Site Plans. Proposed Bin Store Plan and Elevations. (Monk/924/2694/01B) amended 10.12.2019

Modular-Group Specification Serenity (Standard) 1:50 received 09.12.2019

Modular-Group Specification Serenity (Reverse) 1:50 received 09.12.2019

Modular-Group Specification Opulence (Elevations) 1:50

Modular-Group Specification Opulence (Floor Plan) 1:50

REASON: For the avoidance of doubt since the proposal was the subject of agreed design improvements/amendments and to clarify which plans are relevant to the consent.

3. No more than twelve (no.1-12) holiday lodges shall be stationed at any one time on the site as defined in red on this application. The external facing materials of the lodges, detailed on the approved plans, shall be used and no others substituted.

REASON: To ensure that the materials to be used are appropriate to the locality.

4. The approved bin store facilities shall be made available for use before the development hereby approved is first brought into use and retained thereafter.

REASON: To ensure the provision of satisfactory facilities for the storage of refuse and recycling and in the interest of visual amenity.

### *Further Control over Development*

5. The twelve (no.1-12) holiday lodges hereby approved shall not be let to or occupied by any one person or group of persons for a combined total period exceeding 90 days in any one calendar year and in any event shall not be used as a unit of permanent accommodation or any individual(s) sole place of residence. A register of all occupants of the accommodation hereby approved shall be maintained at all times and shall be made available for inspection by the Local Planning Authority on request. For the avoidance of doubt the register shall contain the name and address of the principal occupier together with dates of occupation.

REASON: For the avoidance of doubt and to ensure that the use remains compatible with the character of the area and the intensity, frequency and nature of the usage remains commensurate and relevant to the nature of the consent sought.

6. The office/reception lodge shown on the approved plans shall be used solely as a site office/reception area ancillary to the commercial tourism development at Primrose View, Primrose Lane, Mellor hereby approved and its use shall be restricted to the hours between 09:00 and 18:00 on any day of the week.

The lodge building shall not be used for any other purpose (including holiday accommodation or residential use) unless a further planning permission has first been granted in respect thereof.

REASON: The proposed facility relates to the operation of the business.

### *Landscape and Ecology*

7. The development hereby permitted shall be carried out in complete compliance with the recommendations of the Ecological Appraisal by Envirotech (ref. 5892) that was submitted with the application.

REASON: To ensure that no species/habitat protected by the Wildlife and Countryside Act 1981 are destroyed or harmed.

8. No external lighting shall be installed on site unless details of such lighting has been submitted to, and approved in writing by, the Local Planning Authority the details of which shall include the location, intensity of lighting, type of application and direction.

The details shall include the light mitigation measures designed to reduce the impact of artificial lighting on protected species/species of conservation concern identified and/or other named species.

REASON: In order to reduce the harmful impact of artificial lighting on the natural foraging/roosting/nesting behaviour of a protected/species of conservation concern and in the interests of the visual amenities of the area.

9. A scheme for the landscaping of the development shall be submitted prior to the commencement of the development. These details shall indicate the types and numbers of trees and shrubs to be planted, their distribution on site, those areas to be seeded, paved or hard landscaped (including full details of the colour, form and texture); and detail

any changes of ground level or landform, proposed finished levels, means of enclosure, minor artefacts and structures.

For the avoidance of doubt, the landscaping details shall indicate all trees and hedgerows identified to be retained or how those adjacent to the proposed development and/or application area/boundary will be adequately protected during construction, in accordance with BS5837; 2012 'Trees in relation to design, demolition and construction' equivalent unless otherwise agreed. The agreed protection measures shall be put in place and maintained during the construction period of the development.

All hard and soft landscape works shall be carried out in accordance with the approved details within the first planting and seeding seasons following the occupation of any buildings or the completion of the development, whichever is the sooner, and any trees or plants which within a period of 5 years from the completion of the development die, are removed or become seriously damaged or diseased shall be replaced in the next planting season with others of similar size and species.

REASON: To ensure that a satisfactory landscaping scheme for the development is carried out to mitigate the impact of the development and secure a high-quality design.

10. Before the development commences the removal and disposal of Himalayan Balsam shall be undertaken at the site in strict accordance with the letter from Envirotech (ref.5892) dated 02 September 2019.

REASON: To ensure that there is no risk of further spread of a non-native plant species and to ensure that there are no residue non-native plant species parts remaining.

#### *Highway Safety*

11. No part of the development hereby approved shall commence until a scheme for the construction of the site access has been submitted to, and approved by, the Local Planning Authority in consultation with the Highway Authority.

REASON: In order to satisfy the Local Planning Authority and Highway Authority that the final details of the highway scheme/works are acceptable before work commences on site.

12. The car parking and manoeuvring scheme shall be marked out in accordance with the approved plan, before the use of the site hereby permitted becomes operative and permanently maintained thereafter.

REASON: To ensure adequate parking is available within the site.

13. Before the access is used for vehicular purposes, any gateposts erected at the access shall be positioned 10m behind the edge of the carriageway. The gates shall open away from the highway.

REASON: To permit vehicles to pull clear of the carriageway when entering and exiting the site and to ensure the swing of the gates do not affect the availability for a car to wait off road.

14. For the full period of construction, facilities shall be available on site for the cleaning of the wheels of vehicles leaving the site and such equipment shall be used as necessary to prevent mud and stones being carried onto the highway. The roads adjacent to the site shall be mechanically swept as required during the full construction period.

REASON: To prevent stones and mud being carried onto the public highway to the detriment of road safety.

15. No development shall take place, including any works of demolition, until a construction method statement has been submitted to and approved in writing by the Local Planning Authority. The approved statement shall be adhered to throughout the construction period. It shall provide for:

- i) The parking of vehicles of site operatives and visitors
- ii) The loading and unloading of plant and materials
- iii) Details of working hours
- iv) Routing of delivery vehicles to/from site

REASON: In the interests of protecting residential amenity from noise and disturbance and to ensure the safe operation of the Highway during the construction phase of the development.

16. Before the access is used for vehicular purposes, the part of the access extending from the highway boundary (Primrose Lane) for a minimum distance of 10 metres into the site shall be appropriately paved in tarmacadam.

REASON: To prevent loose surface material from being carried on to the public highway thus causing a potential source of danger to other road users.

#### *Residential Amenity*

17. The development hereby approved shall be operated in strict accordance with the Site Management Plan (ref. Monk/924/2694/CS) submitted with the application at all times.

#### *Drainage and Flooding*

18. Foul and surface water shall be drained on separate systems.

REASON: To secure proper drainage and to manage the risk of flooding and pollution.

#### BACKGROUND PAPERS

[https://www.ribblevalley.gov.uk/site/scripts/planx\\_details.php?appNumber=3%2F2019%2F0894](https://www.ribblevalley.gov.uk/site/scripts/planx_details.php?appNumber=3%2F2019%2F0894)



## **Appendix 3: Lancashire County Council Highways Comments**

Ribble Valley Borough Council  
Council Offices  
Church Walk,  
Clitheroe  
Lancashire  
BB7 2RA

Phone: 0300 123 6780  
Email: [Kathryn.Walsh@lancashire.gov.uk](mailto:Kathryn.Walsh@lancashire.gov.uk)  
Your ref: 3/2024/0268  
Our ref: 3/2024/0268/HDC/KW  
Date: 09 October 2024

**Location:** Land at Tan Yard Farm off Ribchester Road Hothersall PR3 3YA  
**Proposal:** Outline planning application for the erection of six holiday cottages with access applied for on land adjacent to Ribchester Road (all other matters reserved).  
**Grid Ref:** 362555 436532

Dear Ben Taylor

With regard to your consultation letter dated 27 September 2024, I have the following comments to make based on all the information provided by the applicant to date.

### **Summary**

#### **Further Information**

Lancashire County Council acting as the Local Highway Authority does not consider that the application as submitted fully assesses the highway impact of the proposed development and further information is required as set out in this response. Without this information the Local Highway Authority is unable to support the application as presented.

### **Advice to Local Planning Authority**

#### **Introduction**

The Local Highway Authority (LHA) has been consulted on an outline planning application for the erection of six holiday cottages with access applied for land adjacent to Ribchester Road (all other matters reserved) at Land at Tan Yard Farm off Ribchester Road Hothersall PR3 3YA.

The LHA are aware of the planning history associated with the site which is as follows:

- 3/2021/0771 - Prior notification of the proposed change of use of two traditional stone barns to form three new dwelling houses with associated building works including the insertion of new door and window openings to achieve natural light in all habitable rooms. Granted 20/04/22.
- 3/2023/0074 - Proposed two-storey side and single-storey rear extensions, alterations to roof-pitch over existing lean-to, detached garage, and extension to domestic curtilage. Granted 22/09/23.

Continued...

**Lancashire County Council**  
PO Box 100, County Hall, Preston, PR1 0LD



- 3/2023/0075: Proposed extensions and remodelling (with associated building works) to the existing two barns, to create two detached dwellings (previously subject to approval 3/2021/0771) together with the erection of two proposed detached garages and external works and change of use of land to residential curtilage. Granted 30/11/23.

### **Site Access**

The LHA has reviewed drawing number 2405-P01 Rev A titled Proposed Site Plan and understands that the proposal includes two new access on to Ribchester Road which is classified as the B6245 with a speed limit of 40 mph fronting the site.

The 2 accesses proposed for the development is over intensive for the site. Therefore, the LHA requests that only one access is created to access the site. The LHA would ask that the access positioned centrally be retrained within amended plans. The access which sits to the West of the site raises concerns due to its positioning close to the neighbouring access at Mount Pleasant as well as the likelihood of the visibility splay falling within the 60mph section of Ribchester Road.

The LHA has reviewed drawing number 2405-P01 Rev A titled Proposed Site Plan. For the LHA to support an application, the LHA require the minimum width of the proposed access to be 5.5m wide for a distance of 5m behind the highway boundary. This will allow two-way movement to take place and remove the need for vehicles to wait within the highway should there be a vehicle waiting to turn onto Ribchester Road.

To ensure adequate intervisibility between highway users at the proposed centralised access a visibility splay set 2.4 metres back from the near edge of the carriageway and extending 102 metres to the along the nearside carriageway edge in both directions should be provided as Ribchester Road is a 40mph road.

The visibility splay should be wholly within the land which the applicant controls and/or the adopted highway and nothing shall be erected, retained, planted and / or allowed to grow at or above a height of 0.9 metres above the nearside carriageway level which would obstruct the visibility splay of the proposed access.

Should the access be unable to achieve the minimum visibility, the LHA require a speed survey to be undertaken in the vicinity of the site accesses. The speed survey which can be undertaken by a private traffic survey company will record vehicle volumes and speeds and will demonstrate 85th percentile speeds.

Therefore, currently, the LHA are unable to support the use of the proposed substandard access and requests that a scaled access drawing with visibility splays be submitted showing these concerns have been resolved.

### **Internal Layout**

The internal layout at the site will be fully reviewed during the reserved matters stage. However, the LHA has reviewed drawing number 2405-P01 Rev A titled Proposed Site Plan and made the following suggestions. The site is proposed to have 6 holiday cottages,



private parking serving each cottage, an internal road including a turning head alongside a footway fronting the cottages.

The LHA would suggest that each cottage has parking in line with the LHA guidance within the Joint Lancashire Structure Plan.

Footway provisions within the site should be in line with Inclusive Mobility, it is noted that there is a footway proposed fronting the holiday cottages which varies in width. The LHA would advise that any internal footways be 2m wide however the absolute minimum acceptable width is 1m for a maximum distance of 6m. Whilst the footway runs across the site, there is no footway along the access side of the site. The LHA suggest that a footway links around the site to the accesses and through the access on to Ribchester Road to allow for separate pedestrian movement within the site, a dropped crossing and tactile paving should be provided to allow pedestrians to cross over Ribchester Road to the footway opposite the site.

The LHA has reviewed the width of the internal road and noted it is approximately 3.3m wide and that vehicles will be unable to pass each other. It would be beneficial for the internal road width to be 5.5m wide to allow two-way movement within the site. The LHA therefore suggest that the internal road be widened.

### **Conclusion**

Following the submission of amended plans, including a detailed access drawing with visibility splays included, the LHA will be in a better position to fully assess the application.

Yours sincerely

Kate Walsh  
Highway Development Control Technician  
Highways and Transport  
Lancashire County Council  
T: 0300 123 6780  
W: [www.lancashire.gov.uk](http://www.lancashire.gov.uk)



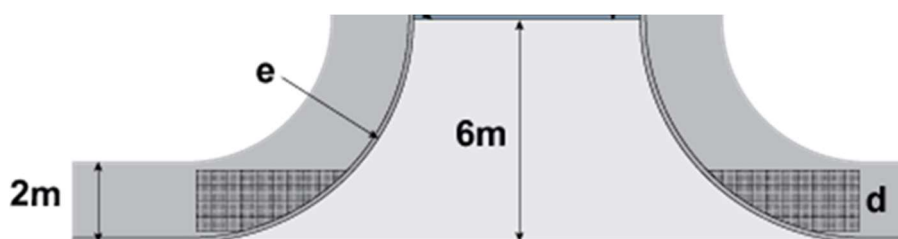
### ⚠ External Email

This email originated from outside Ribble Valley Borough Council. Do **NOT** click links or open attachments unless you recognize the sender and are sure the content within this email is safe.

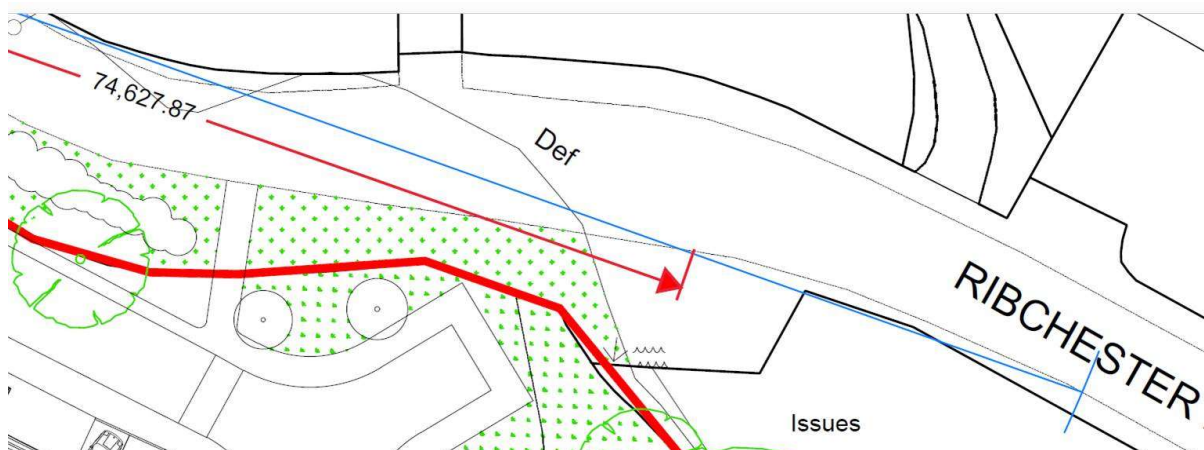
Good morning Ben,

Thank you for your email, whilst in principle the LHA have no objections to the application, there are further points with the proposed drawings which will need to be addressed before the LHA can advise that there are no highway safety concerns.

I have reviewed drawing 2405-P01 Rev D and whilst I note that the applicant has created a separate pedestrian access, crossing at the suggested location raises safety concerns due to its proximity to a bend. It would be more appropriate to direct pedestrians to the vehicle access point to cross over Ribchester Road as this falls within a straight section of road and provides better visibility than crossing near the bend. Therefore, a footway should be provided around the access point, a dropped kerb with tactile paving should be provided for pedestrians to cross at the access and it is expected that such a crossing will also be provided, at the expense of the applicant, on the opposite side to create a uncontrolled crossings point, the application will be expected to provide this under a section 278 alongside the access works. Similar to the below drawing as there is not a section of footway to connect to, I would look for a footway to cover at least the radius of the access. This should be clearly shown within an amended plan.



I have reviewed the visibility splay drawing 2405-V01 rev B, please can a blue edge drawing be provided showing that the cross-over in the below photo falls within the land the applicant controls? Any obstructions, fencing or vegetation which falls within the section will need to be removed/reduced in height to 0.9m. If this section does not fall within the applicant's land, then it would reduce the visibility splay and a speed survey will be required to measure the 85<sup>th</sup> percentile of traffic speeds along this stretch of road.



About the other points raised, in the first instance, the local highway authority will ask that all designs are to adoptable standards, whether the roads are to be adopted or not. This falls in line with national guidance on road design and creates safe and suitable roads for everyone. Given the nature of the development, holiday lets, the access and internal road are likely to be used by people who are unfamiliar with the road layout. Given this, the access should allow two-way movement and be designed so that it is a minimum of 5.5m wide for at least 5m behind the edge of the carriageway. From the current drawing, I note that this is shown. The access and internal road should also be appropriate to take deliveries and refuse collection vehicles and not impede the flow of traffic on Ribchester Road. Whilst some consideration can be given to the width of the internal road layout, where standard road widths are achievable these should be provided.

Kind regards,

Kate Walsh

Assistant Engineer

Highway Development Control

Highways and Transport

Lancashire County Council



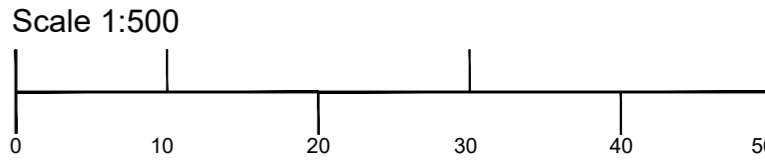
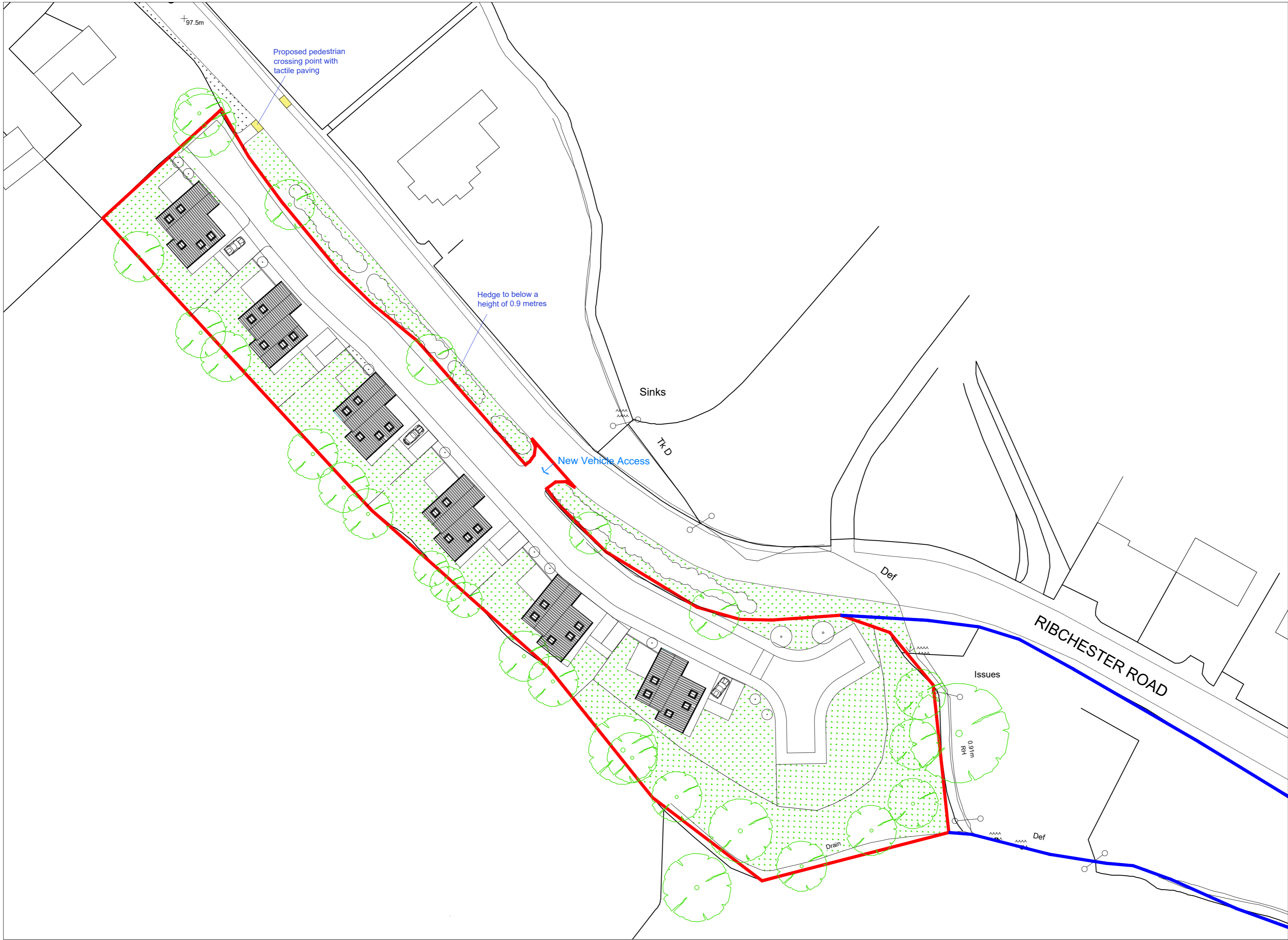
## Appendix 4: Visibility Splay Drawing

\\10.8.11\\Data\\Projects\\Mainc Live Projects\\P23\\P23 - 2590 - Tan Yard Farm, Hothersall - Woodhouse Bespoke Ltd\\05 PG Work\\06 Drawings\\06 TR\\02 Sketches\\P23-2590\_SK01\_Access Rev A.dwg





## Appendix 5: Amended Site Layout



**DRAWING FOR INFORMATION PURPOSES ONLY**

THIS DRAWING AND ALL ITS DIMENSIONS TO BE CHECKED AND VERIFIED BY THE CONTRACTOR PRIOR TO WORK COMMENCING ON SITE. FOR CLARIFICATION OF QUERIES CONTACT STUDIO JOHN BRIDGE LTD. (WWW.STUDIOJOHNBRIDGE.CO.UK). CONTRACTOR TO ENSURE THAT ALL PROPOSED MATERIALS ARE TO LOCAL AUTHORITY APPROVAL. THE CONTRACTOR SHALL TAKE INTO ACCOUNT EVERYTHING NECESSARY FOR THE PROPER EXECUTION OF THE WORKS INCLUDING ALL RELEVANT BUILDING REGULATIONS, NHBC AND BRITISH STANDARDS WHERE APPLICABLE, WHETHER OR NOT INDICATED ON THE DRAWINGS. PLEASE REFER TO STRUCTURAL AND DRAINAGE DESIGNS TO BE PREPARED BY OTHERS. SUBJECT TO SERVICES AND STATUTORY AUTHORITY INFORMATION & APPROVAL.

COPYRIGHT TO STUDIO JOHN BRIDGE LTD. ALL RIGHTS RESERVED.

NO DUPLICATION OR REPRODUCTION ALLOWED, UNLESS WRITTEN CONSENT HAS BEEN GRANTED BY OUR PRACTICE.

NB: ALL DRAWINGS ARE SUBJECT TO FURTHER DETAIL AND ALL LOCAL AUTHORITY APPROVALS.

CLIENT: <b>Mr. Oliver Wood</b>	TITLE: <b>PROPOSED SITE PLAN</b>	REVISION: <b>G</b>
PROJECT: Holiday Cottages, Ribchester Road, Preston, PR3 3XA	SCALE: 1:500@A2	DATE: MAY 2025
DWG NO.: <b>2405-P01</b>		
01772 935959 admin@studiojohnbridge.co.uk	2nd Floor Offices, 44 Ormskirk Road, Preston PR1 2GP	www.studiojohnbridge.co.uk

**STUDIO  
JOHN  
BRIDGE**



## **Appendix 6: Ribble Valley Tourism Destination Management Plan (2024)**

DRAFT

# Ribble Valley

## Tourism Destination

## Management Plan



Ribble Valley  
Borough Council  
[www.ribblevalley.gov.uk](http://www.ribblevalley.gov.uk)

DRAFT DOCUMENT

# CONTENTS

<b>What is a Destination Management Plan?</b>	<b>3</b>
<b>Destination Plan for Ribble Valley – Overview</b>	<b>4</b>
<b>The strategic Context - Understanding local issues</b>	<b>5</b>
<b>Ribble Valley Borough Council and the Visitor Economy</b>	<b>6</b>
<b>The value of Tourism (latest survey 2022)</b>	<b>7</b>
<b>Tourism in Ribble Valley</b>	<b>9</b>
<b>Influencing factors since 2017</b>	<b>10</b>
<b>Key Characteristics</b>	
➤ <b>Accommodation</b>	<b>11</b>
➤ <b>Food and Drink Tourism</b>	<b>12</b>
➤ <b>Wedding Tourism</b>	<b>13</b>
➤ <b>Heritage Tourism</b>	<b>14</b>
➤ <b>The Great Outdoors</b>	<b>14</b>
➤ <b>Family attractions</b>	<b>14</b>
➤ <b>Arts and Culture</b>	<b>15</b>
➤ <b>Event based Tourism.</b>	<b>15</b>
➤ <b>Business Travel</b>	<b>15</b>
➤ <b>Group Tourism</b>	<b>17</b>
➤ <b>Film and TV tourism</b>	<b>17</b>
➤ <b>Places - Towns and Villages</b>	<b>17</b>
➤ <b>Nighttime Economy</b>	<b>19</b>
➤ <b>Tourism employment and skills</b>	<b>19</b>
<b>Setting the direction– Summarising evidence (SWOT)</b>	<b>20</b>
<b>Consultation</b>	<b>23</b>
<b>Delivering in partnership</b>	<b>24</b>
<b>The Tourism Vision where do we want to be?</b>	<b>26</b>
<b>Destination Management Plan</b>	<b>27</b>
<b>Aims to objectives.</b>	<b>28</b>
<b>Draft Action plan</b>	<b>30</b>

## What is a Destination Management Plan?

A Destination Management Plan (DMP) is a shared statement of intent to manage a destination over a stated period of time. It articulates the roles of the different stakeholders and identifies clear actions that they will take. Crucially, destination management includes the planning, development, and marketing of a destination, as well as how it is managed physically, financially, operationally and in other ways.

A DMP covers all the fundamental aspects of destination management, including:

- Tourism performance and impacts.
- Working structures and communication.
- Overall appeal and appearance, access, infrastructure, and visitor services
- Destination image, branding, and promotion (marketing).
- Product mix – development needs and opportunities.

Typically, a DMP sets a strategic direction for the destination over a period of up to five years. It contains prioritised actions within an annual rolling programme and identifies stakeholders responsible for their delivery. Tourism is the act of travelling to, and staying in, places outside one's usual environment for leisure, business, and other purposes. Tourism includes day visits using the same criteria.

Tourism includes business tourism, social visitors staying for a function and day visitors i.e. anyone undertaking an activity that is not in their normal routine. These are important markets for Ribble Valley but not always recognised as tourism. More recently this activity is referred to as the visitor economy, for which the government definition is - *'The visitor economy covers all aspects of the economy related directly or indirectly through the supply chain to the provision of services to visitors and benefitting from their spending.'*

The visitor economy is a more inclusive concept than tourism, involving a wider range of activities and embracing the total visitor experience including the 'sense of place.' It depends upon public bodies and voluntary groups as well as private sector businesses.

The visitor economy has an interdependent relationship with a range of sectors including transport, retailing, catering, culture, heritage, and entertainment, amongst others. The importance of these definitions for Ribble Valley is the recognition that the visitor economy is large and diverse including not only hotels and traditional tourist attractions but a range of local services and providers from transport to toilets, from the local cafe serving a visitor to the florist supplying a wedding venue.

The Destination Management Plan provides a framework for the prioritisation of Marketing resources and a foundation for creating effective partnership working. It is not a statutory document nor is it a strategy to influence physical development.

## **A Destination Plan for Ribble Valley - Overview**

### **Ribble Valley - Description**

The official centre of the Kingdom, a landscape which inspired Tolkien's 'Lord of the Rings' and linked to the famous Pendle witches. Home to historic abbeys, a castle, and miles of beautiful countryside. A place to shop, walk and cycle, taste and even to get married. Authentic to the core, Ribble Valley is quintessentially British.

The Borough of Ribble Valley lies in the Northeast of Lancashire and, with an area of 585 square kilometres, is the largest district in the County. Over seventy percent of the Borough is in a designated National Landscape a clear reflection of the quality of the area.

There are three main settlements in Ribble Valley, Clitheroe, the main administrative centre located at the centre of the Borough, plus Longridge and Whalley. The remainder of the area is mainly rural with a number of villages ranging in size from large villages such as Sabden and Chatburn through to small hamlets such as Great Mitton and Paythorne. Each village has its own unique charm, along with individual heritage features and scenic qualities.

Ribble Valley has good communications that open up the area to the rest of the country. The A59 is a main artery that dissects the Borough from the west through to the east, linking directly to the M6 and serving access routes to the M65 motorway. There are regular rail services from Clitheroe to Preston and Manchester. Airports at Manchester Liverpool and Leeds are all well within two hours' drive.

Ribble Valley is well placed to benefit from the visitor and leisure economy, with a large percentage of the population of the Northwest of England within 90 minutes' drive.

## **The Strategic Context - Understanding local issues.**

The development of sustainable tourism features as an important priority in the council's strategic plans, highlighted in two key documents.

### **The promotion of the visitor economy supports three important standards of the council's corporate plan.**

- Encourage Economic Development
- Support our business community and attract new investment.
- Support Employment opportunities within the borough.

And this will be achieved in part, by building on the good reputation the Ribble Valley already has, with specific focus on promoting economically and environmentally sustainable tourism.

### **And in the Local Development Framework (LDF) - core strategy**

#### **KEY STATEMENT EC3: VISITOR ECONOMY**

Proposals that contribute to and strengthen the visitor economy of Ribble Valley will be encouraged, including the creation of new accommodation and tourism facilities through the conversion of existing buildings, or associated with existing attractions. Significant new attractions will be supported, in circumstances where they would deliver overall improvements to the environment and benefits to local communities and employment opportunities.

### **Context -Why the council supports this approach?**

Visitor expectations are constantly changing, and the tourism offer must meet demands for quality and service. This applies to the attractions, retail businesses and the food and drink sector. Also, the natural landscape is a valuable asset of Ribble Valley and a balance between promoting tourism and the protection and enhancement of the natural environment must be considered.

## **Ribble Valley Borough Council and the Visitor Economy**

Whilst Tourism is not a statutory function, it is one which is integral to the economy of the Borough, and it is one which the council is keen to support, but in ways in which retain and enhance, rather than despoil, the character of the area.

### **So, what is the role of the Council in terms of the Visitor Economy?**

In preparing this plan, it is important to define some of the Council's roles relating to managing the visitor economy.

Promoter – marketing brand Ribble Valley.

Coordinator - creating partnerships.

Facilitator - using public sector knowledge and resources.

Advisor - to businesses, communities, and events

Provider - of facilities including public open spaces .e.g. Edisford Bridge, parking, toilets, Platform Gallery, and the castle.

Guardian of the Environment – National Landscape, open spaces, historic buildings, conservation areas, planning policy and development management

Protection of consumers – Licencing and Environmental Health

In terms of tourism promotion, limited resources mean that it is impossible to support or promote everything, so it is important to target resources towards: -

Priorities:

- Areas of growth potential
- Areas where we can make a difference
- Areas where we can facilitate action
- Areas where we can work in partnership

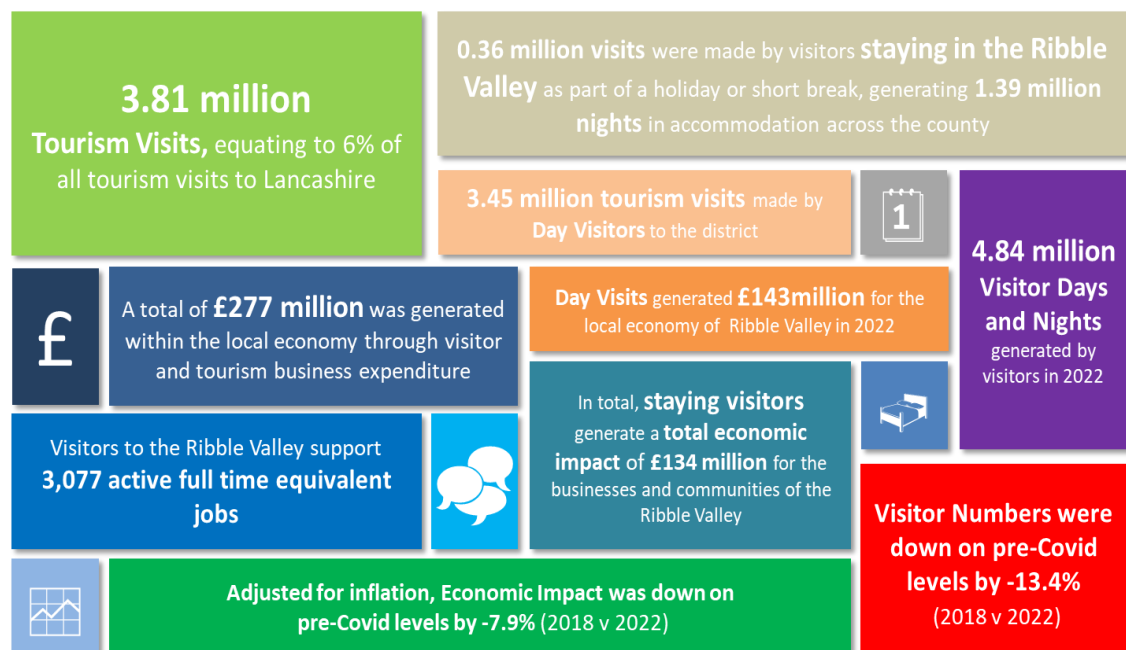
The Council last produced a Destination Management Plan in 2017 and this successfully guided the promotion and development of tourism until the pandemic, when a supplementary plan was introduced to respond to the impact of the pandemic and then address measures for recovery. The Response and Recovery plan was subsequently used as a case study of best practice by the Local Government Association.

## The Value of Ribble Valley Tourism (latest survey 2022)

The true value of tourism to any tourism destination is particularly hard to measure; not least as tourism itself is challenging to define. Taking for example, Ribble Valley's amazing food offer, just how far does someone need to travel to be classed a tourist or visitor.

The recognised model for measuring tourism performance adopted in Lancashire is called STEAM and the latest figures, collected by Marketing Lancashire for 2022 are summarised below. They are considered to be an underestimate of the true picture, not least given recent developments in the area and the growth of the wedding market, but they do nonetheless create a year-on-year benchmark, and even as an underestimate, they reveal that tourism is a very large and important sector of the Ribble Valley economy.

The illustration below shows the importance of tourism to the economy in terms of employment, stay and values.



## DRAFT DESTINATION MANAGEMENT PLAN 2024

The table below illustrates the growth of tourism and the impact of, and subsequent recovery from, the pandemic.

	2018	2020	2021	2022	Variance year on year 2021 v 2022	Pre-Covid Variance 2018 v 2022
Total Visitor Numbers (millions)	4.4	1.33	2.77	3.81	37.5%	-13.4%
Day Visitors (millions)	4.04	1.2	2.5	3.45	38.0%	-14.6%
Staying Visitors (millions)	0.36	0.14	0.27	0.36	33.3%	0.0%
Total Visitors Days (millions)	5.42	1.73	3.57	4.84	35.6%	-10.7%
Visitor Days – staying visitors (millions)	1.37	0.54	1.07	1.39	29.9%	1.5%
Total Economic Impact (£millions)	260.77	91.78	190.38	£276.73	45.4%	6.1%
Economic Impact day visitors (£millions)	145.6	45.42	96.1	£142.94	48.7%	-1.8%
Economic Impact staying visitors (£millions)	115.18	46.36	94.28	£133.79	41.9%	16.2%
FTE Jobs supported	3,454	1,275	2,315	3,077	32.9%	-10.9%

**Total Economic Impact (2021-22 variance, adjusted for inflation)** 34.8%

**Total Economic Impact (2018-22 variance, adjusted for inflation)** -7.9%

## **Tourism in Ribble Valley**

The visitor economy in Ribble Valley in comparison with many destinations, is relatively buoyant. Ribble Valley brand awareness has moved significantly forward in recent years, but there is still potential to get the area recognised as a first-class tourism destination, where the value of its heritage and culture are truly acknowledged and where people choose to visit, ahead of other major competitor regions in the north of England.

### **So, what are the key attributes of Ribble Valley as a tourism destination?**

- Growing brand identity
- Unique experiences
- Reasonable accessibility
- Vibrant private sector
- Strong themes and reputations

### **What are the key characteristics of the Ribble Valley tourism product?**

- A consistently high-quality tourism offer.
- A buoyant and rapidly growing wedding sector.
- A creative, award winning food and hospitality sector.
- Charming villages, many of which have unique characteristics of visitor appeal.
- Attractive scenery for countryside walking, cycling and outdoor pursuits.
- A feel-good factor, a nice place to live and visit.
- A distinct retail sector, with varied, quality independent shopping experiences.

### **And of the people involved in tourism business-**

- An array of astute entrepreneurs willing to invest and take risks.
- Numerous award-winning individuals, many of whom are nationally acclaimed.
- Outstanding levels of customer service
- Many family businesses, some with long local pedigrees
- Private sector operators loyal to the Ribble Valley brand

## **Influencing Factors since 2017**

Much has changed since the last Destination Management plan in 2017, and the tourism landscape has altered. There are several specific factors that have influenced the visitor economy in recent years.

### **The pandemic**

The pandemic clearly had a major impact on the visitor economy, and indeed continues to do so. It not only severely impacted business but changed the ways in which businesses are organised and the way those employed, especially in hospitality, are managed. The pandemic also ignited a new wave of consumer interest in discovering the great outdoors and for experiential tourism.

### **The Economy**

The national economy, and inflation in particular, have also impacted businesses and changed customer behaviours.

### **The sustainability agenda**

The importance of minimising the impact of tourism is now of global importance. Ribble Valley welcomes 3.1 million visitors per year which has the potential to impact on the landscape, heritage, and communities. It is therefore important that tourism businesses and visitors are encouraged to adopt and promote sustainable practices in order to minimise that impact. There are many aspects beyond our control, such as the use of high carbon transport to get here, especially from overseas and there are local barriers to sustainability, such as the limited public transport. It is therefore essential that we work in collaboration to encourage sustainable practices amongst businesses and visitors as well as in partnership with other public sector partners.

## **Key Characteristics of Ribble Valley's Visitor Economy**

### **Accommodation**

There has not been an accurate tourism bedspace survey for a number of years, nor has there been any formal occupancy survey, so the following summary is derived from consultation with operators. It highlights the absence of accurate data and identifies the need for more research.

In terms of position statement regarding accommodation in Ribble Valley.

- The accommodation stock is generally high quality, evidenced by accreditations.
- There are many award-winning and highly rated businesses.
- Accommodation is dominated by larger hotels and self-catering units.
- There is a good geographical spread but there are some gaps in provision especially at peak times.

In terms of business

- Hotels are generally recording high occupancy levels.
- In terms of occupancy levels across the whole accommodation sector there is currently unmet demand at peak times e.g. when the market is wedding dominated
- There appears to be over demand for touring caravan/motorhome/camping pitches.
- There has been a post pandemic increase in demand for, and provision of, outdoor experiences such as glamping, yurts, shepherds' huts, pods etc.
- Businesses that operate flexible bookings, as opposed to traditional approaches, are reaping the rewards of new business.
- The local wedding industry is boosting bookings and creating repeat/return visits.

In terms of type of accommodation, there is a full range of provision including.

- Serviced - Hotels, Guest houses, boutique hotels, Airbnb,
- Self-catering, mainly cottages
- Camping, caravanning, motorhome parks, holiday home parks, yurts, pods, glamping
- Outward bound centres and Youth Hostels
- Specialist centres and retreats

## **Food and Drink Tourism**

Ribble Valley has become one of the UK's premier food destinations, with Clitheroe arguably the official food capital of Lancashire. Ribble Valley Borough Council spearheaded the borough's promotion as a food destination by launching the Ribble Valley Food Trail in 2007 with partners in the food sector. The trail became one of the borough's most talked about initiatives and went on to win numerous tourism, regeneration and communications awards, as well as unearthing some fantastic success stories, including several businesses that had successfully diversified following foot-and-mouth to become market leaders.

The trail played a significant role in the reputation of Ribble Valley as a desirable place to visit, and its impact on Ribble Valley's profile as a food destination exceeded expectations. Building on the trail's success, Ribble Valley Borough Council decided to host an annual food festival in Clitheroe. The first Clitheroe Food Festival in 2009 was a modest event attracting around 800 or so curious shoppers. Now, in its 15<sup>th</sup> year, the festival showcases food and drink and attracts up to an estimated 20,000 people from across the UK. Though the full economic impact has yet to be measured, consumer and trader feedback is excellent.

The other major factor in the area's success as a culinary hub has been an extraordinary range of innovative developments by the private sector, particularly in terms of gastro pubs high quality hotels, and a diverse range of restaurants, in addition to award winning delicatessens and niche cafes.

The popularity for food and drink in this area has grown at such a rate that it has had a major effect on local tourism and hospitality which has resulted in a quite sophisticated food and drink offer which, now quite varied in nature, contains many national award-winning establishments. Fine and quality dining has enhanced Ribble Valley's reputation so much that it has boosted the accommodation and retail tourism sectors, as people come from afar to enjoy taste experiences and spend time in the area. This, in turn, has resulted in significant investment in tourism and hospitality generally, to meet growing demand and expectations for quality.

Food and drink tourism has been further boosted by a wave of general consumer interest in food, stimulated by TV and media, and there is a notable growth of interest in tasting food, cooking food, and understanding its provenance. In order to provide help to direct visitors to the density of quality food experiences, the Council created a dedicated food website [www.ribbonvalleyfoodheaven.com](http://www.ribbonvalleyfoodheaven.com) which is now being expanded and incorporated into the Council's new tourism website [www.visitribbonvalley.co.uk](http://www.visitribbonvalley.co.uk)

## **Wedding Tourism**

A more recent development has been the rapid growth in interest for quality wedding venues, an opportunity which the Council and its partners seized with the creation of a unique partnership of licenced wedding venues, created in 2014, which is believed still to be the only one of its kind in the UK, where venues collaborate with the council to promote a brand, based on a reputation of the perfect place to be married.

The success of the partnership can be attributed to a number of factors. Firstly, the strong brand identity of Ribble Valley, a place with great landscapes and a reputation for quality. Next, a local authority committed to partnership working. Then, by working together the group has recognised any wedding in Ribble Valley could potentially benefit any partner in the long run, whether through dining experiences or overflow accommodation, and that working collaboratively has great potential. Finally, every wedding venue in the partnership is quite different; therefore, the options available to customers are very wide from castles to abbeys and country house hotels to barns. And, whilst each is unique, they all share values of quality and outstanding customer service. The partnership was the only local government consultee on reforms to wedding law in UK.

Since its inception, the group has launched a website, hosted a visit by journalists, and collectively attended national wedding fairs. It organised the first valley wide wedding fair, and hosted joint open evenings, enabling prospective customers to visit several venues in one evening. The group produces a high-quality Ribble Valley Wedding Guide, particularly useful to potential customers, as it offers a one stop shop for venues.

Venues have recorded healthy increases in bookings in recent years notwithstanding the dramatic impact of pandemic and post pandemic influences. In addition to frequency, the patterns of weddings have also changed, and they now take place throughout the year as well on many days of the week, as opposed to the traditional weekends. The economic value of weddings in Ribble Valley extends beyond the actual wedding venue benefiting the wider economy, through shopping, suppliers, accommodation, and dining.

Weddings are a powerful tool in stimulating tourism, by providing large numbers of first-time staying visitors. Anecdotal evidence from accommodation providers suggest that many become repeat visitors. Having enjoyed their time, they return for longer holidays.

### Benefits of wedding tourism

- Direct employment and income
- Indirect benefit to the accommodation and hospitality sector
- Economic benefit to the retail sector especially specialist suppliers
- Return tourism visits by guests.

## **Heritage Tourism**

Ribble Valley boasts an absolute wealth of heritage and historical places, and yet there is a sense that they do not get the appreciation, patronage, and acknowledgement they deserve. Some are not effectively interpreted or require investment to enhance access. There is growing consumer interest in heritage, local history, and genealogy. Ribble Valley has all the essential ingredients for a heritage destination of regional, if not national importance.

- Historic places
- Iconic locations
- Stories and legends
- People

However, there is work to be done for it to achieve the justifiable recognition it deserves. There is clearly a wealth of opportunities here to develop, explore and discover and that the natural way to achieve this is through the development of a trail or trails. There is the potential to undertake an audit of 'Heritage Gems' to identify which have potential for tourism growth. This would involve -

- Access – Ownership and physical
- Potential – e.g. thematic trails
- Key dates and anniversaries
- Links to other tourism sectors, e.g. accommodation and food
- Identify partnerships and funding.

## **The Great Outdoors**

The Ribble Valley landscape welcomes visitors involved in a multitude of sports and pastimes, each beneficial to the visitor economy. One of the most endearing qualities of Ribble Valley is the scenery, making it a pleasant place to experience. With the close proximity of urban populations, Ribble Valley is still a great 'drive out,' not least when linked to the food offer. Pendle Hill and the Trough of Bowland are but two of the popular drives often quoted by the public, who still come in their numbers and invariably add lunch, or dinner to their excursion. Traditional country pursuits already bring strong economic value to the rural economy especially in the accommodation and dining sectors.

Looking forward, there is growing demand for rural and experiential tourism, with visitors seeking new and diverse encounters with nature, the countryside and agriculture. Similarly, there is a growth in alternative experience such as holistic medicine, yoga etc which are also rurally based to maximise peace in the countryside.

The following are just some of those which currently have a significant impact on the visitor economy and, more importantly, with potential to grow.

**Leisure Cycling** - Interest in cycling has grown at a phenomenal rate in recent years and Ribble Valley is well placed to maximise this market. To begin to address this demand four circular cycle routes have been created with the support of the UK shared prosperity funding. The routes follow relatively quiet lanes guiding visitors through some of Ribble Valley's most scenic landscapes. Many local businesses are now providing facilities for cyclists. There is scope to expand the number of leisure routes and also facilities for cyclists.

**Mountain biking** - Gisburn Forest now has become a nationally important mountain biking experiences which is proving very popular, however in order to become a true mountain bike visitor destination, where people come and stay rather than just day trip, more infrastructure needs to be developed.

**Walking** - Ribble Valley contains first class countryside and a fantastic range of public paths to enjoy. Evidence shows that country walking continues to grow in popularity, and whilst there is scope for increasing visits by walking clubs, the main source of enquiries without question comes from couples and family groups seeking medium length, safe, self-guided circular walks but linked with a food offer. In response to this the Council worked with partners to introduce a series of Walks with Taste, a series of self-guided circular walks based on somewhere nice to eat. These have proved hugely popular, and the sixteen walks are being boosted with new walks, funded by UK shared prosperity funding. These walks provide the potential of economic benefits as well as safe parking and unique walking experience for people of all ages and abilities.

### **Family attractions**

Compared to many tourism destinations of a similar profile, Ribble Valley has relatively few actual paid-entry family attractions. There are a couple of farm or animal parks plus a few heritage attractions, but the area is more dominated by non-paid entry destinations like garden centres, galleries, walks, picnic areas and retail-based opportunities. There are also some attractions which are linked within tourism complexes. This overall picture does create limitations for attracting families, not least the lack of all-weather facilities. That said, this area is well located for attractions across the county, including the coast. All attractions, add to the vibrancy of the area for tourism and what is yet again evident here is the quality of these experiences.

Location can be a challenge to our attractions, not only in travel distance but also in terms of location signposting. Such attractions have to work hard to maintain business. There are also some extremely niche attractions, to which people will travel from across the country, and even the globe. These tend to be very specialist outlets and they are significant because they regularly involve visitors staying overnight and enjoying local hospitality.

## **Arts and Culture**

Ribble Valley has a rapidly expanding arts and culture scene, boosted by events like Create-Longridge and Clitheroe arts walk, together with several new galleries opening. Unleashing and revealing the creative sector is an area of potential growth but to be successful it will rely on the development of partnership working and further trails to be developed to strengthen the product.

## **Event Tourism**

Events offer a unique opportunity to introduce a new destination to visitors and in Ribble Valley, there are some great examples, like Clitheroe Food Festival, Beat herders and the jazz festival. These and many more now bring people in for overnight stays and repeat visits at other times of the year. The Council frequently acts in an enabling role to encourage and support new events, but also in providing advice on planning and marketing. The best and most sustainable events are those which are initiated locally, created small and then build up over time gathering interest and engaging volunteer enthusiasts along the way. These events become sustainable because they are grounded in our communities.

Events also provide a valuable new offer for the itinerary of things to do for people staying in the area. Our major events are well attended but we perhaps underestimate the potential appeal of smaller, often community events to visitors. It is often the small rural gathering which offers the most authentic local experience, and authenticity is one of the greatest tourism experiences. We need to ensure event information is readily accessible for customers and businesses, which should improve on the new website. The popularity of events is hard to predict generally, and the Council could take the lead by initiating an event programme which seeks to spread the visitor load across the year.

## **Business Tourism**

Ribble Valley is not particularly known for business tourism and yet it has a wealth of meeting and training facilities, with opportunities to host big and small audiences. Industry consultation suggests there is a resurgence of interest in 'office away days' and similarly breakaway activities for companies seeking 'clear blue skies;' to regenerate their teams. Ribble Valley has first class hotel conference facilities as well as the more outward-bound style opportunities and is therefore well placed to maximise the market of business tourism. The surrounding landscapes act to the mix of atmosphere. This is an area of growth with effective marketing.

There is also potential to promote the visitor economy, especially accommodation, to the wider business sector, including in neighbouring areas. Many businesses have clients, associates and staff requiring places to stay.

## **Group Travel**

Ribble Valley hosts an interesting cluster of potential coach-stop attractions, including quaint market towns, heritage attractions, food experiences, accommodation, and scenic tour routes. Yet group travel to Ribble Valley is not something that has ever been properly targeted, and yet in many ways the area is well placed to maximise this growth market, not least as the trend is for group travel to involve more affluent, high spend visitors.

Group travel is a tourism market where working with partners is critical to success, as excursions invariably involve multi venue itineraries and moreover, cross district collaboration. This has been progressed by successive joint promotions with other Lancashire districts and activities have included -

- Collective attendance at Group Travel events
- Hosting Group Travel familiarisation visits
- Targeting key regional operators
- Recommending infrastructure improvements

## **Our Places – Towns and Villages**

Places in Ribble Valley appeal to visitors for a variety of reasons but fundamentally it is because they are experiences of quality which are naturally welcoming. Anecdotal evidence also suggests visitors find our places hard to find both in terms of getting there but more so finding their way around them. They do not have the signposting regimes and public infrastructure normally associated with major tourism destinations and yet our town and village centres offer quality, and often quirky tourism experiences, places of discovery and exploration.

What will be important for the future, is to examine each place as a tourism experience. Visitors have certain expectations about the feel of a place and anticipate it being both welcoming and easy to navigate. An audit of each, involving local businesses, may reveal how we can improve and ensure we increase our market share of the visitor economy into the future. It is important to concentrate on marketing the strengths of a place, as they can reinforce branding and marketing, particularly through portrayal via video and imagery.

**In evaluating the tourism potential our towns and villages, we should be striving to achieve the following physical experiences-**

- A pleasant place to live as it is a well-researched fact that by making somewhere nice to live people will choose to visit.
- An easy place to visit and understand.
- Outstanding street scene/country scene environment
- A customer journey with excellent visitor direction and information
- Excellent visitor interpretation of natural and historical features
- Excellent visitor welcome and service
- One continuous seamless experience

**And in terms of the personal or customer experience -**

- A place with distinct character and 'personality' and with evident strengths
- A place that delivers expectations
- A seamless? journey, from decision to visit to visiting.
- A place that delivers distinctive and memorable experience
- A place which leaves good memories

The other important objective is to decide, in terms of tourism, is how to pitch each location, rather than trying to be all things to all people, which in marketing can be resource hungry and by trying to be all thing to all people, distinctiveness can be lost.

Here is a brief first attempt at identifying those strengths.

**Clitheroe** - Quality shopping, castle, food and drink, heritage, and market. There is also a growing 'arts' scene.

**Whalley** - Quality shopping, dining, heritage, and environment

**Longridge** – Quality shopping, arts, and gateway to Bowland.

### **Our Villages**

With so many villages and settlements in the area, it impossible to describe each in terms of tourism in any meaningful detail, as each has its own charm and character, and each its own 'reasons to visit.' Each place is nonetheless important in terms of visitor economy, and what will be important in the future is to identify and highlight the strength and unique qualities of each. This is particularly important in terms of sustainability and minimising the impact of tourism on small communities. Promotion and marketing must be sensitive to the individual needs and capacity of each place.

## **Film and TV**

The success of the Greatest Days and other films and media events in raising the profile of Ribble Valley and attracting inward investment during filming, demonstrates the potential of Film and TV tourism. By working with Creative England, and location managers it will be possible to secure future media opportunities. This is however an activity which is resource hungry with the logistical management involved.

## **Nighttime Economy**

Ribble Valley's town and village centres have had a successful dining offer for many years but more recently there has been a growth in the number of small bars, eating establishments and entertainment venues. Promoting the nighttime economy is not without challenges, but it is nonetheless a market's niche of new younger visitors which could be maximised.

## **Tourism employment and skills**

The tourism employment figures discussed earlier are considered not to be the true picture in terms of the true employment figures for those involved in the visitor economy, with an extremely large number of people employed or connected to tourism, leisure, and hospitality. There is also believed to be a considerable value of secondary spend hidden from the figures, which in turn supports additional employment.

Local tourism businesses employ many skilled staff and there is a record of outstanding customer service, often recognised by a plethora of accreditations and awards.

There are, however, shortages of staff in certain localities and also specific skill sets. There are also issues around transport particularly for the remote businesses. In any strategy, where we are working towards enhancing the product and performance, it must be important to tease these issues out, quantify them and endeavour to work in partnership to address them, as they may pose a threat to business sustainability and quality standards.

It will be important to help raise the images of working in this sector and to work with the educational sectors to improve recruitment and retention.

**Setting the direction– Summarising evidence (SWOT)**

Based on the evidence gathering analysis undertaken earlier in the plan, the following SWOT analysis considers the key issues raised, and particularly focuses on opportunities which can be capitalised on, or where threats can be addressed. This SWOT analysis informs an action plan which will be used to address the aims and objectives for developing the value of the visitor spending in the destination which are described later.

<b>Key Area</b>	<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>threats</b>
<b>Accommodation</b>	Wide variety and good geographical spread.  Above average Occupancy	Inadequate capacity in certain types of accommodation, at peak times	Maximising off peak and off-season times  New facilities	Loss of business due to over-demand at peak times.
<b>Food and Drink</b>	Consistently high quality and value for money	Visitor access to obtain information about venues and experiences	Encouraging more food tourists from further afield with innovative campaigns	Competition from other areas
<b>Wedding Tourism</b>	Well-developed first-class venues and suppliers  Growth market with high value and wide benefits	Inadequate capacity of accommodation at peak times	New facilities coming on board.  New market interest from further afield  Strong partnership	Competition from neighbouring areas  Growth in DIY weddings
<b>Heritage</b>	Stunning array of heritage resources  Village heritage trails	Mixed quality interpretation Lack of infrastructure and orientation	Opportunities in pipeline and appetite for collaborative working	Lack of funding to develop products

# DRAFT DESTINATION MANAGEMENT PLAN 2024

Key Area	Strengths	Weaknesses	Opportunities	threats
<b>The Great Outdoors</b>	High quality visitor views and experiences	Poor marketing and limited joined up working. Lack of infrastructure	New facilities strengthen product and new trails	Good quality and diverse experiences Fuel prices and lack of public transport
<b>Families</b>	Good quality experiences	Limited range of family attractions, especially all weather	Create more opportunities in other themes for families	Competition from other areas
<b>Arts and Culture</b>	Vibrant growing arts scene with new outlets and good partnerships	Still developing, fragile infrastructure	New events attract new customer markets	Limited partnership working
<b>Business Tourism</b>	Excellent facilities  Rural locations (Retreat/escape)	Rural locations(travel)	Better prices than the city  Big businesses in neighbouring areas	Competition from more accessible locations/venues
<b>Events</b>	Natural surroundings and great venues/locations /facilities	Timetabling not always controllable and can clash	Potential to bring new markets, good for targeting off peak	Competition  Lack of funding
<b>Group Tourism</b>	Good range of suitable products  Strong partnerships	Road infrastructure and parking in certain areas  Poor brand knowledge	New markets, sustainable travel, manageable activity	Competition  Lack of guides

DRAFT DESTINATION MANAGEMENT PLAN 2024

Key Area	Strengths	Weaknesses	Opportunities	Threats
<b>Film and Media</b>	Ribble Valley has some strong locations for filming	Most locations in private ownership	To work more effectively to provide a one stop shop	Competition from other areas
<b>Nighttime economy</b>	Vibrant growth in new businesses	Lack of late-night public transport	Appeal to a new younger market	Over provision  Potential for community conflict
<b>Places- Clitheroe Longridge Whalley Villages</b>	Vibrant welcoming places  Strong dependant shopping offer  Good opening hours and parking  Aesthetic beauty of villages	Lack of public realm  Poor sign posting  Limited customer information/ direction	All markets in DMP  Many villages have a unique heritage often with trails and features which remain untapped.	Limited parking  Potential congestion  National decline in high street shopping
<b>Tourism employment and skills</b>	Outstanding businesses and opportunities to learn apprenticeships	Dated perceptions of the hospitality industry as a career path	Promote tourism as a valuable career path	Increased pressure on businesses to recruit and find staff and provide apprenticeships.

## Consultation

In the preparation of this draft Destination Management Plan, consultation has taken place with private sector partners.

The findings of consultation thus far can be summarised as follows-

- There is an appreciation of the work of the Council in tourism marketing and for the role of facilitation of collaborative working around themes.
- There is strong loyalty for brand Ribble Valley' over and above other brands such as Lancashire and Forest of Bowland
- There is strong support for the Ribble Valley Tourism Association and the Council's support for it is valued greatly.
- More could be done to promote Ribble Valley as a brand, particularly to the North West audience, especially Yorkshire, Manchester, and Cheshire.
- There is a strong desire for more information about events and 'what's on.'
- Weddings are critical to the success of local tourism businesses.
- Capitalize more on the vibrant food, walking and cycling opportunities.
- Arts and the creative industries are an area with great potential for tourism.
- There is concern at rising costs, especially interest rates, energy costs and increased bureaucracy resulting from new regulations.
- Recruitment and retention of staff is a challenge.
- Many respondents seek better highway signposting for their business.
- An enthusiasm to develop Clitheroe market as a major attraction.
- Strong support for promotion of the independent shopping offer
- An enthusiasm to enhance public realm in town centres including signposting.
- More joint working to address lack of mid-week custom.

## **Delivering in Partnership**

There are two related organisations relevant to the delivery of the DMP.

**Ribble Valley Tourism Association (RVTA)** is a partnership of businesses covering all sectors of the visitor economy, including hospitality, accommodation, retail, and visitor attractions. The association works with Ribble Valley Borough Council and other agencies, to encourage the development of quality tourism in this area, whilst making sure visitors benefit the locality, and are sensitive to all who live here. Their purpose is to act as the voice for the local tourism industry, encourage collaborative working and to actively promote visitors to come and visit the Ribble Valley. The association is the Councils main formal link with the private sector, and as a healthy representative organisation which is of great value, the Council provides them with administrative and secretarial support. The annual tourism awards are run in partnership with the association and their training and networking events help increase standards and business.

In terms of Ribble Valley in the context of Lancashire, the strategic development of tourism across the county is led by **Marketing Lancashire**, recently approved by Visit England as one of the new network of LVEP's (Local Visitor Economy Partnership). Marketing Lancashire are the agency charged with promoting the county on a national and international stage. A not-for-profit organisation working in the interest of a prosperous Lancashire, they reinvest their partners membership fees into promotional activity, to develop Lancashire into a leading leisure, learning and business destination for domestic and international visitors, to enhance the national and international reputation of the county and promote sustainable economic development and growth. Lancashire has one of the largest economies in the Northern Powerhouse with over 52,000 businesses generating £29 billion per year. Visit Lancashire is the tourist board for the county and a division of Marketing Lancashire. They work closely with VisitBritain and a wide range of public and private sector agencies. Their activities in marketing and communications, commercial membership and place marketing are all designed to grow the visitor economy and develop the destination as a great place to visit, work and invest. Marketing

Lancashire recently launched their tourism growth strategy, a summary of which is attached as appendix 1.

Their activities in marketing and communications are designed to grow the visitor economy and develop the destination as a great place to visit, work and invest. Marketing Lancashire is currently developing a strategy for the visitor economy and this plan will support their ambitions.

### **Thematic groups**

There is no question that the most productive partnerships are those with the private sector around specific topics of interest as this has led to effective collaboration, idea sharing and joint funding. This has been proven by the wedding partnership and there is a similar initiative around food. This approach could have potential for new ideas.

### **Other organisations**

There are many more organisations which interface with the council's tourism activities, especially the chambers of trade and specific town and parish councils. More specific groups are mentioned in the action plan.

### **Neighbouring districts**

Visitors do not necessarily acknowledge administrative boundaries and there are many opportunities which involve cross district working, particularly around group travel and heritage. In recent years such a collaborative approach has resulted in greater marketing exposure with promotional activities shared between district councils. Working with other districts has great potential, not least in the promotion of the wider valley of the river Ribble.

## The Vision - Where do we want to be?

The tourism vision has been informed and developed during the preparation of this plan, including consultation, and also reflects key strengths and opportunities identified in the SWOT analysis.

### THE TOURISM VISION

***‘Ribble Valley, a visitor destination of regional importance with distinctive qualities and welcoming to all, which supports local economy to thrive and respects its communities and environment.’***

### Explanation

***‘Distinctive qualities and welcoming to all,’*** – acknowledging the many and varied, high quality and customer focussed tourism products within the area, including, strong heritage, family friendly attractions, arts and culture, independent shops and markets and beautiful countryside. It also reflects the warmth of welcome to be experienced here.

***‘Local economy to thrive’*** – refers to adding value to the local economy and supporting Ribble Valley to be a quality, prosperous place to live, work and visit.

***‘Respects its communities and environment.’*** – acknowledges that tourism should not impact negatively on the lives of local people, and moreover that tourism should add value to their lives by providing wealth, employment and sustained rural services. Similarly, tourism should not be harmful or despoil the landscape, much of which is a designated National Landscape.

.

## **Destination Management Plan - Aims**

**Having evaluated tourism and its performance, the next stage is to articulate the overall aims for the Destination Management Plan.**

### **Aims**

- 1. To work in partnership to ensure that Ribble Valley as a destination, and its tourism experiences, are promoted as effectively as possible, through clear branding and marketing**
- 2. To maximise resources by clearly targeting those markets that will provide the best return and the greatest likelihood of repeat visits.**
- 3. To broaden the geographical and seasonal spread of visitors by encouraging new visitors, increasing the duration of stays, and capitalising on niche markets**
- 4. To work in partnership to support the development of skills and training in the tourism and hospitality industry and to enhance the reputation of employment in that sector.**
- 5. To encourage sustainable tourism development and business growth**

### **Aims to objectives.**

We now translate the overall aims into objectives, in order to begin the process of creating an action plan.

#### **Objectives**

***1. To work in partnership to ensure that Ribble Valley as a destination, and its tourism experiences, are promoted as effectively as possible to as wide an audience as possible, through clear branding and target marketing***

##### **Sense of Place -Branding the destination**

- Develop Ribble Valley as a strong brand reflective of its key tourism products.
- Develop sub brands for towns and villages in order that they will become recognised for their individual qualities.
- Undertake destination audits.

***2. To maximise resources by clearly targeting those markets that will provide the best return and the greatest likelihood of repeat visits***

##### **Focussing on success- Targeted marketing activity**

- Increase visitor spending per head, by promoting higher yield activities.
- Work with relevant partners to target key activities and markets for which the area has a strong identity.
- Improve information on accessibility.

***3. To broaden the geographical and seasonal spread of visitors by encouraging new visitors, increasing the duration of stays, and capitalising on niche markets***

##### **Enhancing performance - Attracting more staying visitors and repeat visits.**

- Attract more staying visitors by targeting specific consumer groups through increasing awareness about products, events, and itineraries.

##### **Expanding business - Increasing length of stay**

- Encourage the duration of visitor stays by promoting awareness of the full range of services available and by encouraging partnership working around products.

**Maximising opportunities - Promoting off peak tourism.**

- Identify opportunities which can be maximised at off peak times of the week and also seasonally.

**Developing products**

- Identify areas where investment into new products and partnership working will develop an event, activity, or location to make a significant difference to the tourism appeal.

**4. *To work in partnership to support the development of skills and training in the tourism and hospitality industry and to enhance the reputation of employment in that sector***

**Celebrating success**

- Highlight the importance of employment in the visitor economy and celebrate the achievements of people working in the industry.

**Developing skills**

- Maintain a dialogue with the private sector to help ensure that the local skills-needs are identified and addressed.

**Valuing the industry**

- Champion tourism as an industry and recognise its importance to the local economy.

**5. *To encourage sustainable tourism development and business growth***

**Sustainable tourism**

- Support new developments which are sustainable in terms of community and environmental integration, as well as business modelling.
- Help businesses grow by providing direct advice and signposting to relevant support.

**Tourism Insights**

- Strive to achieve a better understanding of the local tourism industry, its value and performance.

Draft Action plan		
1. <i>To work in partnership to ensure that Ribble Valley as a destination, and its tourism experiences, are promoted as effectively as possible, through clear branding and target marketing.</i>		
Branding the destination		
Action	Partner (s)	
Reinforce the Love Ribble Valley brand and develop the values.	RVTA	
Develop a toolkit of facts, and images which reinforce the key attributes and the brand personality of Ribble Valley and make these available to partners.	RVTA	
Work with local communities, especially the business sectors to develop brands, destination audits and tool kits for towns and villages	RVTA COT parish and community groups	
Develop brands and toolkits around each of the major campaign themes in this plan	RVTA, RVWH, and other groups	

**2. *To maximise resources by clearly targeting those markets that will provide the best return and the greatest likelihood of repeat visits.***

<b>Targeted marketing activity</b>		
<b>Action</b>	<b>Partner (s)</b>	
Produce publications to promote Ribble valley for day visits and holidays, along with electronic versions and parallel website profiles.	RVTA	
Develop the new Visit Ribble Valley website making it interactive and responsive to the changing demands of customers.		
Produce an annual marketing plan to promote activities events and attractions via various forms of social media, press and exposure at regional events.	RVTA and other Lancashire districts	
Raise the profile of Ribble Valley in joint marketing and thematic campaigns with Marketing Lancashire and other Lancashire districts.	ML Other districts	
Develop a Ribble Valley food campaign including food experiences and places to buy local food and develop a food tourism toolkit.	RVTA, Food partners. NFU	
Continue to support the Wedding Heaven initiative, growing its membership and extending its promotional campaigns and influence.	RVWH partnership	

## DRAFT DESTINATION MANAGEMENT PLAN 2024

Create a better What's On promotional campaign awareness, including a collection of any events with potential for tourism.	RVTA, ML	
Develop a venue based 'Meeting Places' campaign	RVTA	
Engage with key media contacts including, journalists, influencers, and bloggers to raise the profile of Ribble Valley	ML	
Promote information of accessibility to events, facilities, and places	RVTA	
Create a campaign for independent shopping experiences offered in towns and villages	COT	
<p><b><i>3. To broaden the geographical and seasonal spread of visitors by encouraging new visitors, increasing the duration of stays, and capitalising on niche markets.</i></b></p>		
<p><b>Attracting more staying visitors and repeat visits.</b></p>		
<b>Action</b>	<b>Partner (s)</b>	
Develop an annual marketing plan to encourage more, and higher spend group visits,	Other Lancashire districts and private sector ML	
Create a Heritage Trail involving partners and products across Ribble Valley and launch a plan of action to enhance the heritage products available, including features in towns and villages	Heritage partners	

# DRAFT DESTINATION MANAGEMENT PLAN 2024

Create a bank of itineraries based around target markets		
<b>Increasing length of stay</b>		
<b>Action</b>	<b>Partner (s)</b>	
Promote awareness of the Ribble Valley tourism products at accommodation providers, visitor information points and other visitor services including effective social media and a quality website presence.	RVTA	
<b>Promoting off peak tourism</b>		
<b>Action</b>	<b>Partner (s)</b>	
Initiate a campaign to promote business tourism, creating a database of facilities and opportunities and by engaging in targeted promotional activities.	RVTA	
Create a mid-week break campaign, including retail and accommodation partners.	RVTA COT	

**4. *To broaden the geographical and seasonal spread of visitors by encouraging new visitors, increasing the duration of stays, and capitalising on niche markets.***

**Developing products**

<b>Action</b>	<b>Partner (s)</b>	
Identify and promote new cycle routes	Private sector/landowners	
Encourage private sector establishment to invest in cycle facilities and welcome cyclists.	RVTA	
Continue to develop the series of circular country walks linked to local hospitality venues and encourage businesses to participate in welcome walkers' initiatives.	RVTA Parish Councils	
Review and promote existing Village walks and heritage trails and encourage them to be available on line and in print	Parish Councils	
Create a series of circular 'drive' trails or itineraries.	RVTA	
Support Arts and Culture programmes and explore the potential of new cultural events and trails.	RVA,	
Promote Ribble Valley settings as locations for film and media including creating an image library and by responding pro-actively to location searches.	CENW	

***5. To work in partnership to support the development of skills and training in the tourism and hospitality industry and to enhance the reputation of employment in that sector.***

**Celebrating success**

<b>Action</b>	<b>Partner (s)</b>	
Support the annual Ribble Valley Tourism Stars in Tourism awards.	RVTA	
Promote the achievements of the local tourism industry through press and media.	RVTA, ML	
Encourage participation in county, regional and national awards	ML	

**Developing skills**

<b>Action</b>	<b>Partner (s)</b>	
Encourage dialogue with the private sector and educational establishments around skills-needs.	RVTA Educational partners	
Support the RVTA programme of networking and continuing professional development.	RVTA	
Encourage apprenticeship programmes in key sectors	UCLAN	

<b>Valuing the industry</b>		
<b>Action</b>	<b>Partner (s)</b>	
Promote the value and importance of tourism to the economy and value of working in that sector.	RVTA	
Ensure all Ribble Valley tourism businesses are recognised on various databases and websites.	RVTA, ML	
<b>6. To support sustainable tourism and business growth.</b>		
<b>Sustainable tourism</b>		
<b>Action</b>	<b>Partner (s)</b>	
Promote the usage of sustainable transport by visitors including the promotions of rail linked opportunities.	Rail and transport organisations	

## DRAFT DESTINATION MANAGEMENT PLAN 2024

Encourage businesses to adopt sustainable practices and to develop sustainable tourism messaging to visitors	RVTA	
Encourage participation in green accreditation schemes	RVTA. Green Tourism organisations	
<b>Tourism Insights</b>		
<b>Action</b>	<b>Partner (s)</b>	
Provide advice to new and existing operators	RVTA	
Participate in STEAM economic model and help to encourage more representative results.	ML	
Initiate and annual a tourism bedspace and product survey	RVTA	
Survey and maintain and database of specific tourism specialisms of local businesses.	RVTA	

RVA	Ribble Valley Arts	ML	Marketing Lancashire
CENW	Creative England North West	NFU	National Farmers Union
FOB	Forest of Bowland service	RVWH	Ribble Valley Wedding Heaven Partnership
RVTA	Ribble Valley Tourism Association	COT	Chambers of Trade etc

Town & Country Planning Act 1990 (as amended)  
Planning and Compulsory Purchase Act 2004

**Manchester**

Queens House, Queen Street,  
Manchester, M2 5HT  
T 0161 3933399  
E [Manchester@pegasusgroup.co.uk](mailto:Manchester@pegasusgroup.co.uk)  
Offices throughout the UK & Ireland

## Expertly Done.

DESIGN | ECONOMICS | ENVIRONMENT | HERITAGE | LAND & PROPERTY | PLANNING | TRANSPORT & INFRASTRUCTURE



All paper sources from sustainably managed forests

Pegasus Group is a trading name of Pegasus Planning Group Limited (07277000) registered in England and Wales.

Registered office: Querns Business Centre, Whitworth Road, Cirencester, Gloucestershire, GL7 1RT  
We are ISO certified 9001, 14001, 45001



[Pegasus\\_Group](#)



[pegasusgroup](#)



[Pegasus\\_Group](#)

**PEGASUSGROUP.CO.UK**