

Planning Statement

Full Planning Application for the Conversion of a Former Public House to provide 3.no Dwellings with Access, Landscaping and Associated Works.

The Site of the Former White Bull, Preston Road, Alston, Longridge, PR3 3BN.

For Dewhurst Homes Holding Company Ltd

December 2025

Job Number: 18-175

Contents

1.0	Introduction and Approach.....	3
2.0	The Site and Surroundings	5
3.0	The Proposed Development	9
4.0	Policy Considerations.....	12
5.0	Assessment; Development Plan and Other Material and Technical Considerations	16
6.0	Conclusion and Planning Balance	21

Appendix 1 – Marketing Report (prepared by Trevor Dawson)

1.0 Introduction and Approach

1.1 This Supporting Statement has been prepared by Maybern Planning and Development ('Maybern') on behalf of Dewhurst Homes Holding Company Ltd (herein referred to as the "applicant") seeking full planning permission for the conversion of the former White Bull Public House to provide 3 no dwellings, located at Preston Road, Alston, Longridge, PR3 3BN.

1.2 The description of the application proposal is:

'Conversion of a Former Public House to provide 3 no Dwellings with Access, Landscaping and Associated Works'.

1.3 The land is previously developed/brownfield and extends to 0.11ha. It is located within the open countryside to the south of the defined settlement boundary of Longridge.

1.4 This Planning Statement sets out:

- The proposed conversion from a Public House to 3 no. dwellings.
- A description of the site and surroundings.
- The statutory and planning policy context of the site and application proposals, assessment of the proposals against the statutory and planning policy context and other material considerations and technical matters relevant to the site proposal.

1.5 The application is submitted following a pre-application enquiry with Ribble Valley Borough Council (RBC) and adopts feedback received (Pre-application ref: RV/2025/ENQ/00044).

1.6 Submitted in conjunction with this Planning Statement are the following:

PLANS (Provided by Sunderland and Peacock unless stated)

- Topographical Survey, Existing Site Plan and Demolition Plan - 7074 S01
- Location Plan - 7074 L01
- Existing Floor Plans, Elevations, Section and Demolition - 7074 E01A
- Proposed Floor Plans - 7074 P01A
- Proposed Elevations - 7074 P02A
- Existing and Proposed Site Sections - 7074 P03
- Existing and Proposed Street Scene - 7074 P04
- Proposed Site Plan and Landscaping Plan - 7074 S02A

REPORTS (Provided by Sunderland and Peacock unless stated)

- Bat Survey - 7074

Pre-Application Advice

- 1.7 Formal pre-application process has been entered into with RVBC with an initial sketch option and supporting information provided¹. This Pre-application was based on the following:

'Proposed partial demolition and conversion of a former public house to provide 2 no semi-detached dwellings alongside the additional erection of 2 no semi-detached dwellings and 2 no detached dwellings on associated land'.

- 1.8 Feedback on the proposed development was mixed, with the conversion aspect of the pre-application forming part of the discussion. The Case Officer acknowledged that the site lies within a semi-rural area and is regarded as a rural enterprise. On this basis, the proposed conversion would fall within the scope of Policies DMH3, DMH4 and DMB1.
- 1.9 It was advised that provided that the requirements and criteria of these policies were fully addressed within any subsequent application, the principle of the building's conversion would be considered acceptable. To satisfy these policy requirements, an application would need to demonstrate that the development would not adversely affect the rural economy and that it would have minimal impact on other key considerations and material planning matters.

The Applicant

- 1.10 Dewhurst are a local building contractor based in Longridge, Preston. They specialise in a wide range of development practices from commercial development, small home repairs to large new developments.
- 1.11 They have an established track record of working on successful developments throughout Ribble Valley. Notable projects include the demolition and conversion of the White Bull Hotel into high-quality apartments on Higher Road, Longridge; the redevelopment of a former farm into bungalows at Crumpax Croft, Longridge; the demolition and reconstruction of a new residence at Mellor Brow, Mellor; and the conversion of historic farm barns, along with the addition of a new dwelling, at Chipping.

¹ Pre-application response for the Site of Former White Bull Hotel, Preston Road, Alston, Longridge, PR3 3BN – Reference: RV/2025/ENQ/00044, 26th June 2025.

2.0 The Site and Surroundings

- 2.1 The application site is located on the land comprising the former White Bull Public House and associated curtilage, extending to 0.11ha. The site fronts onto Preston Road and is accessed directly from this arterial route.
- 2.2 The site is shown at Figure 1 below (the red lines having been added by Maybern to denote the approximate site boundaries) and provides an aerial view of the site within its wider built and natural environment contexts.



Figure 1: Aerial view of the approximate application site (edged red) and its wider setting

- 2.3 The site is bound to the north and east by existing residential properties located along Preston Road and Alston Lane. The western boundary of the site immediately abuts Preston Road, with open fields situated beyond to the west. The sites associated car park, and further open fields lie to the site's immediate south.
- 2.4 The site is currently accessible via an existing car parking access point to the site's immediate south, albeit this is not included within the red edge of the application but within the wider ownership of the landowner.
- 2.5 A small number of boundary trees and hedges are present along the site's eastern boundary and act as a boundary between the site's rear garden space and adjacent properties rear amenity space located off Alston Road.

- 2.6 The land associated with the pub is already made up of existing hardstanding and as such the topography of the site is flat.
- 2.7 The property features ample rear amenity space comprising a formal garden area with concrete flagstone paving and gravel, albeit this is currently in a state of disrepair.
- 2.8 The vacant property situated on the proposed development site is currently in a state of disrepair and is considered to be an eye sore along the Preston Road frontage. The interior of the building has been stripped of all fittings and flooring and now has boarded windows to protect the property from further unauthorised access and vandalism.
- 2.9 Associated land which includes the car park, rear garden space and associated beer garden (located at the front of the property) have been fenced off using temporary wire mesh fence panels to deter any trespassers.
- 2.10 As per the above, extensive works would be required to bring the property back into an active commercial/public house use.

Accessibility and Services:

- 2.11 The site is located along Preston Road (B6243), an arterial route that connects the site to the village of Grimsargh (2km away / 3-minute drive) and the town of Longridge (2.9km away / 3-minute drive), as well as on to Preston city centre (10km away / 23-minute drive). This road provides the site with strong access potential with regards to its proximity to wider service provision located throughout the mentioned settlements.
- 2.12 The sites immediate surroundings contain limited services, amenities and facilities, however there are a small number which help to facilitate the sites sustainability. These include community facilities such as Our Lady St Michales Church (0.5km away), Francos Restaurant (c.0.1km away) and the Milkshed (c.0.3km away). Education provision is also within close proximity to the site with Alston Lane Catholic Primary School and Nursery (0.3km away).
- 2.13 It is also apparent that there are a large number of services, amenities and facilities which can be easily accessed throughout the settlements mentioned above. Within areas previously mentioned education provision, community services, health services and shops are available. Grimsargh contains a Premier convenience store, Grimsargh Saint Michael's CE Primary School, a village hall, a church, a pharmacy and more. Longridge contains larger commercial shops (Sainsburys and Co-op), Primary and Secondary education provision (multiple primary schools and St Cecilia's RC High School), and a full range of other essential services and facilities. Longridge Sports Centre is approximately c.1.5km north of the site (3-minute drive)
- 2.14 Frequent bus services run along Preston Road, with two bus stops, which best serve the site, located immediately at the site's western boundary. These stops are understood to be served by the number 1, 1S, 822, 99 bus services, providing connections to Grimsargh, Longridge and Preston City centre. Preston contains the closest rail station to the site (10km / 25 minute drive), with further connections across the North West available from this station.
- 2.15 The site is also located within close proximity to multiple longstanding PROW's allowing for adequate local movement throughout the surrounding area. These include FP0302108 and FP0302108, located adjacent to the site along Preston Road.
- 2.16 There is also a proposed cycle route planned along Preston Road linking Grimsargh to Longridge (Strategic 2 - Longridge - Preston), once completed this will further active travel capabilities throughout the area.

Planning History

- 2.17 Following a search of the Council's website planning applications search facility tool, it is understood that application site itself has no relevant planning history with the exception of minor applications relating to the operation of the commercial premises. These include:
- Application 3/2017/0484 was submitted on the 24th of May 2017 for the erection of single storey extension to rear of premises. This application was approved with conditions on the 24th July 2017.
 - Application 3/2003/0174 was submitted on the 6th of March 2003 for the single storey side extension forming new dining room and single storey rear extensions forming kitchen & toilet facilities and cellar. This application was approved with conditions 15th of May 2003.

Wider Planning History

2.18 Relevant planning applications submitted for similar development within Ribble Valley are listed below:

- A full planning application (ref: 3/2024/0439) was submitted on the 30th May 2024 for the change of use from public house with living accommodation to residential use at the Duke of York Inn, Grindleton, BB7 4QR. This application included the demolition of side and rear extensions and construction of single-storey extension to side and detached garage, as well as the alteration to vehicle access and creation of domestic curtilage. This application was approved with conditions, and it was highlighted within the officer's report that the proposal could meet the relevant criterion of policy DMB1. It was evidenced throughout the submission that there would be a negligible impact upon the economic and social characteristics of the premises as the vacancy enabled the development to fall within the criterion 4. Furthermore, it was also deemed that sufficient proof, through the inclusion of marketing evidence (Whiteacres and Anderton Bosonnet) was provided in order to meet criterion 5. Alongside this, it was also deemed that the principle of the redevelopment of the site for residential purposes raised no significant measurable direct conflict(s) with Key Statements EC1 and therefore there was no grounds to warrant refusal in relation to the principle of development.
- A full planning application (ref: 3/2022/0279) was submitted on the 15th March 2022 for the conversion of an existing public house into one dwelling and one holiday let at the Talbot Hotel, Chipping PR3 2QE. The application included limited external alterations to the existing property and also included the conversion of an adjacent barn into three new dwellings with associated works. The application was taken to committee on the 19th May 2022, where it was initially recommended for refusal but was subsequently approved by members. From the committee report it is apparent that the proposed development met criterion laid out withing policy DMH3; there was no reference assessment to policy DMB1.

2.19 These decisions are located throughout wider Ribble Valley and demonstrate a favourable view towards the conversion of public houses as supported by relevant local and national planning policy and guidance.

Surrounding Uses:

- 2.20 The vacant pub falls to the immediate south and east of residential properties located on Preston Road and Alston Lane, with residential units to the immediate north and rear garden curtilage to the immediate east.
- 2.21 The land to the immediate south falls within the ownership of the applicant and comprises the associated car park of the public house. Beyond this is an extensive stretch of open greenfield.

- 2.22 To the east, Alston Dairy and associated light employment and industrial units are situated. Businesses located within these units include Healthy Best You (Pilarties Studio), GMP Cars (Used car dealership) and Sellingmycarltd (Car dealership).
- 2.23 To the west lies Preston Road, with open green field and sporadic residential properties beyond.

General Technical Considerations

- 2.24 The site lies within Flood Zone 1, the lowest classification for flood risk, as defined by the Environment Agency. A small part of the site on the western boundary does however fall within an area at risk of surface water flooding, which specifically relates to 1 in 1000-year storm events.
- 2.25 The site does not lie within a conservation area, nor does it lie within the immediate setting of any listed buildings or non-designated heritage assets. The closest listed building to the site is located 0.5km away from the site boundary (Church of Our Lady – Grade II Listed), between which there is built form in the respect of dwellings and open greenfield land.
- 2.26 The site contains limited tree cover however is bound by tree/hedge coverage to the eastern boundary, most of which can be retained as part of any scheme of development. It is understood there are no Tree Preservation Orders on the land.
- 2.27 The site is situated within a mineral safeguarding area but this is considered to be of limited relevance given that it is already a developed site.

Development Plan Allocations

- 2.28 As per the Ribble Valley Proposal's Map, the site falls outside of the defined urban boundary for Longridge and is therefore designated as open countryside. The site does not abut the settlement boundary and cannot be seen on the associated proposals map.
- 2.29 The site does not comprise Green Belt or AONB.
- 2.30 Longridge is identified as a Principal Settlement in the Borough, as per Key Statement DS1.
- 2.31 Within the Longridge 2028 Neighbourhood Development Plan (adopted 2018), the site is protected for community use (as a Public House), as per policy LNPD10.

3.0 The Proposed Development

3.1 This full planning application seeks planning permission for:

'The Conversion of a Former Public House to provide 3.no Dwellings with Access, Landscaping and Associated Works'.

3.2 This section summarises the proposal as now progressed following the pre-application consultations and should be read in conjunction with the submitted plans and technical reports.

Layout:

3.3 The proposed conversion is to provide 3.no dwellings within the existing footprint of The White Bull Public House. 2.no dwellings are to be located within the original two storey Public House building, with an additional single storey dwelling to be formed within the existing ground floor extension to the public house.

3.4 The layout includes the part-demolition of the existing building, with the removal of the rear ground floor extension and a replacement extension which is to comprise a lesser footprint overall.

3.5 The dwellings will each have 2 dedicated parking spaces located at the front or to the side of properties, in line with required standards to the unit sizes (bedroom numbers). These will be provided via 3 separate private access points providing a private parking and turning area for each dwelling. These access points will be taken directly from Preston Road at the site's frontage much like the existing access arrangement to the public house. Landscaping and boundary treatments will intersperse parking areas to provide visual breaks while being beneficial to ecological, drainage and amenity considerations, as well as visual aspects.

3.6 All proposed units will also have EV charging point facilities installed prior to occupation.

3.7 All units will have on-plot refuse provision for bins, with collection of waste anticipated to be provided via the council.

3.8 Each proposed dwelling features rear or side amenity space, through the provision of spacious gardens, lawned and patio areas that will be enclosed by timber fences/ stone walls, planting and associated landscaping. This will help the proposal maintain the appropriate amenity and access space around the surrounding existing dwelling for the future prospective occupier/s, as well as the neighbouring residents.

Scale and Appearance

3.9 The proposed dwellinghouses will retain the original public house's height with minor changes to the external footprint.

3.10 As per the proposed conversion, minor external changes with regards to windows, doors and subtle updates to the material pallet are proposed. These include new UVPC windows; new composite doors with a side and top light (one of which is to match the character of the original public house door and will feature a canopy and palisade style) and replacement render across the historic public house, via a newly proposed silicone render. The retention of the existing slate roof and some existing render is also proposed where they are deemed to be in a condition suitable for retention.

3.11 More intrusive external changes are provided to the rear of property including the demolition of the existing rear extension to be replaced with a smaller new extension, as well as paving and garden related works for rear amenity space. The material pallet for these features includes a new rear

extension featuring concrete tile roof and an off-white silicone render; new UPVC windows, UPVC double doors and UPVC Bifold doors. The garden areas are to feature sandstone flag paving.

- 3.12 The proposed floor plans for the 2.no two storey dwellings feature a separated lounge area, with a kitchen and dining area located to the rear of the ground floor layout, from which access to the proposed garden areas can be taken via bifold doors. The ground floor is to also feature a snug area, utility and toilet. The first floor is to feature 3 bedrooms and a shared bathroom. 1 of the bedrooms is proposed to contain an on-suite bathroom.
- 3.13 The proposed floor plans for the internal layout of the bungalow unit comprises an open-plan kitchen/dining/living area containing bifold doors for access to the rear garden, as well as a utility and toilet within the eastern section of the unit. Within the western element of the unit, bedroom provision is included, with 3 bedrooms (one containing an on-suite bathroom), shared bathroom and a store area.
- 3.14 Internally, all units provide a functional arrangement suited to a family dwelling.
- 3.15 The conversion will feature contemporary yet characterful designs both internally and externally with the like for like external materials used ensuring that the character of the property is retained. As such, the conversion will provide a high-quality development, which provides and retains visual interest along the Preston Road frontage.

Access, Connectivity and Parking

- 3.16 The application proposes that the site is to be accessed directly from Preston Road, via private access points, located in front of each dwelling. This will provide each dwelling with its own private parking area. The driveway arrangement proposed has been designed to be of appropriate scale to accommodate safe vehicle and pedestrian access/egress and vehicle manoeuvring, including for emergency vehicle access to the site.
- 3.17 Given the established lawful use which forms a fallback in terms of access/highways implications, it is not anticipated that the proposed development would give rise to any unacceptable harm in respect of highways safety or capacity.
- 3.18 The site provides parking provision in line with the adopted parking standards, with 2 x 2.4m spaces provided either in front of the proposed dwellings or to the side. The parking spaces are also to be immediately served by electric vehicle charging infrastructure.
- 3.19 The access points and car parking spaces proposed are to accommodate for vehicles belonging to or associated with the owners of the properties.
- 3.20 The site will be served by council refuse collection operations.
- 3.21 Existing footpaths along Preston Road will be maintained and enhanced by the development.
- 3.22 Secure cycle storage will be provided alongside the individual units throughout the development by means of storage within associated garden space.

Landscaping and Open Space

- 3.23 The submitted plans include site landscape layout in order to demonstrate how the proposal will deliver a high-quality environment. All units have on-plot gardens with rear or side garden space. Front open space is also afforded throughout the development with all units containing a green feature, fronting Preston Road to allow for an attractive frontage. The proposals also include the introduction of tree, hedge, grass and planting areas to the rear of the proposed properties to provide quality rear amenity

space. This will not only provide a positive to the prospective residents but will provide a green buffer and adequate screening to existing properties rear amenity space off Alston Road.

- 3.24 The provision of additional planting noted will allow the proposal to enhance the sites open nature, whilst creating a visually attractive development.
- 3.25 The retention of existing tree and hedgerow, as well as additional tree planting along the eastern boundary has been of importance in the evolution of the proposed design. Additional tree planting along this boundary is to comprise of 2no. of each of the following species: Rowan, Wild Cherry, Silver Birch and Alder Buckthorn. This will also aid toward onsite Biodiversity Net Gain provision.
- 3.26 No trees are proposed for removal to allow for the development and associated infrastructure.

4.0 Policy Considerations

National Planning Policy Framework (NPPF) (2024)

- 4.0 The NPPF sets out the Government’s planning policies for England and how these should be applied.
- 4.1 It establishes sustainable development having ‘three overarching objectives’ which are economic, social and environment objectives (para. 8). It confirms these objectives ‘are interdependent and need to be pursued in mutually supportive ways’. In respect of the social role, there aim is to support and enhance communities through the provision of a sufficient number and range of homes for the future, whilst creating well designed/attractive places, which have strong amenity provision to benefit community wellbeing.
- 4.2 Paragraph 11 of the NPPF confirms ‘Plans and decisions should apply a presumption in favour of sustainable development.’ For decision-taking, this includes:
- c) approving development proposals in accordance with an up-to-date development plan without delay;*
...
- 4.3 NPPF paragraph 39 provides that:
- ‘Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including brownfield registers and permission in principle, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible.’*
- 4.4 Paragraph 89 highlights that within rural areas beyond settlement boundaries, the use of previously developed land which is physically well related to the existing settlement should be used to provide community needs/where suitable opportunity exists.
- 4.5 Paragraph 110 specifies the following:
- ‘the planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making’.*
- 4.6 Paragraph 116 states that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.
- 4.7 Other key matters within the NPPF relevant to the proposals include:
- promoting walking, cycling and use of public transport (para. 117.a)
 - for development to add to the overall quality of the area, ‘including the surrounding built environment and landscape setting’ (para. 135)
 - to assist with protection and enhancing landscapes and trees and biodiversity including via opportunities for net gain (para. 187 and 192); and

- to accord with aims for climate change and minimising flood risk in terms of locations of development and energy efficiency/ good design (para. 164 and 166).

Development Plan

- 4.8 In accordance with Section 70(2) of the 1990 Act and Section 38(6) of the 2004 Act, the statutory development plan for the application site comprises the adopted RVBC Core Strategy (adopted 2014) (CS), which predates the issue of current national planning policy guidance, and the RVBC Housing and Economic Development DPD (adopted 2019) (HED). Planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 4.9 Additionally, to the CS and HED, neighbourhood plans (NP) form part of the development plan. Longridge Parish has an adopted NP (Longridge 2028 Neighbourhood Development Plan (adopted 2018)). Although the NP predates the current NPPF, it was adopted around the same time as the HED, and its policies should therefore still be given appropriate weight.
- 4.10 It is understood that RVBC are currently in the process of undertaking a Local Plan Review to establish a new vision, policies, objectives and key principles for investment and development coming forward in the next 15-20 years. This review is currently at an early stage (regulation 18) with the Call for Sites exercise running between the Friday 24th October 2025 until 5pm on Monday 24th November 2025. This specific site has been submitted within this exercise under the reference 'CFS White Bull', in hopes that the council will include the site within the forthcoming local plan. As per RVBC response to the NPPF Consultation (22nd August 2024 Committee), it is also understood preparation of the Local Plan Review is to continue having regard to the relevant changes to the NPPF.
- 4.11 We understand that the recently published 5-Year Housing Land Supply Report (May 2025) now references that given the age of the CS, the authority is to use the new NPPF housing need basis and a figure of 320 dwellings per annum is required to be provided for. Having regard to supply referenced in the report (which has not been reviewed in detail to date), a 5-year position of only 6.2 years is referenced. This gives the council limited flexibility in terms of supply and housing provision if any sites do not come forward immediately. As such, it is considered that sustainable and accessibly located previously developed land in the Borough should still be favourably considered for development where no technical issues are present.
- 4.12 Having regard to the above, as the CS is more than 5 years old, and predates the current NPPF and aim to boost housing, the weight to be afforded to housing policies of the Plan is limited.
- 4.13 Within the current adopted Plan, the land is designated as an open countryside area with the site located to the south of the settlement boundary for Longridge. Longridge is a principal settlement of Ribble Valley, as per Key Statement SD1.
- 4.14 Planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise.

Ribble Valley Core Strategy (CS) (2014)

- 4.15 The pertinent policies from the CS and HED relevant to the delivery of the proposals at the site are summarised below:
- DS1 – Spatial Strategy - to focus development to the Borough’s principal settlements (Clitheroe, Longridge, and Whalley).
 - DS2 – Presumption in Favour of Sustainable Development - positive approach that reflects the presumption in favour of sustainable development contained in the NPPF.

- EN2 – Landscape – require development schemes to be in keeping with landscape character. Development is to also reflect local distinctiveness, style and scale through development features and materials used.
- DMI2 - Transport Considerations – all new development should be located sustainably to minimise the need to travel. Developments must have strong active travel links along side public transport provision to reduce the need to travel via motor vehicle.
- DMG1 - General Considerations – all development must adhere to principles laid out below: -
 - o Design – to afford high quality design, to be sympathetic to surroundings, to be of correct density and layout, to use sustainable construction techniques and to follow the code for sustainable homes and lifetime homes.
 - o Access – to consider all vehicular implications, to provide safe access and egress, to protect and enhance PROW's.
 - o Amenity – to not effect the current/pre-existing amenity of the development sites surroundings, to provide adequate distancing and lighting, have regard to public safety (through use of design principles), consider air quality and mitigate against any adverse impacts.
 - o Environment – consider environmental impacts (specifically with regards to ecology and biodiversity). Infrastructure – to not result in a net loss of any important open space, consider potential impacts upon local infrastructure provision.
- DMG2 - Strategic Considerations – a two-part policy relevant to location:
 - 1) Relevant to development 'in' tier 1 settlements – this is now being interpreted stringently as only applying to land 'within' a settlement boundary to the principal settlements and tier 1 villages.
 - 2) Outside defined settlement areas or within tier 2 villages - development to meet at least one of five criteria including:
 - (1) be essential to the local economy or social wellbeing of the area;
 - (3) is for local needs housing which meets an identified need and is secured as such
- DMG3 - Transport and Mobility – considerable weight is attached to the location and quality of 'public transport and associated infrastructure to serve those moving to and from the development'. Developments are to offer opportune use of public transport, whilst providing adequate car parking spaces in line with current standards.
- DME1 - Protecting Trees & Woodland – require the conservation of trees and woodland and the enhancement of biodiversity.
- DME2 - Landscape & Townscape Protection – developments will be refused if they significantly harm significant landscape or landscape features.
- DME3 - Site and Species Protection and Conservation – developments which adversely effect a sites ecological features should be refused. This also encourages the enhancement of biodiversity alongside development. This now supplemented by the national requirements of 10% net gain.

- DME6 - Water Management – development is to be strongly resisted where an unacceptable risk from flooding is present.
- DMH3 - Dwellings in the Open Countryside and AONB – a criteria policy for development to be limited to (1) residential development which meets an identified local need - Within the CS, the local need is to be evidenced by Housing Needs Survey for a parish, the Housing Waiting List or the Strategic Housing Market Assessment.
- DMH4 - The Conversion of Barns and Other Buildings to Dwellings – sets out criteria for the development/conversion of buildings into dwellings. This also lays out the parameters for the existing building which is to be subject to conversion.
- DMB1 – Supporting Business Growth and the Local Economy, lays out specific criterion that must be met when redeveloping or converting a site with employment generating potential.

Longridge Neighbourhood Development Plan (2018-2028) (LNDP):

4.16 The pertinent policies from LNDP the relevant to the delivery of the proposals at the site are summarised below:

- Policy LNDP3 – Longridge Design Principles, seeks to push good design that responds positively to the local character and distinctiveness of the developments surrounding area. Criteria to follow with regards to design principles are laid out alongside this policy.
- Policy LNDP6 – Landscape, lays out further criteria for development throughout Longridge to follow. These relate to the protection of the areas undulating nature (avoiding development on hilltops/ridgelines), conservation and geodiversity, the incorporation of adequate landscaping, use of local materials and styles and afford the retention of existing field patterns and public rights of way.
- Policy LNDP10 – Protecting Existing Community Facilities, highlights community facilities that are considered to be fundamental to the Longridge community and seeks to protect them for this specific use. It is evident that the White Bull falls under this list as a pub/bar. It is made clear throughout this policy that *'development leading to an adverse impact on these facilities will only be permitted as an exception where the proposal would bring defined and demonstrable benefits, including equivalent, or better, provision is made elsewhere for the community'*.

5.0 Assessment; Development Plan and Other Material and Technical Considerations

- 5.1 This section of the supporting statement assesses the proposal and its compliance with the development plan and other relevant material considerations.

Principle of Development

- 5.2 The proposed conversion would deliver 3 high quality dwellings on a brownfield/previously developed site. This development would adhere to para 89 of the NPPF (2024), utilising previously developed land within a rural area and which is well related to the surrounding settlement pattern, with an evident opportunity for development. The proposed option would closely tie to the existing development pattern in the immediate area and to the settlement of Longridge, whilst utilising a vacant property and brownfield/previously developed land for an active purpose.
- 5.3 With specific regard to the sustainability of the site, whilst RVBC concluded within the pre-application that the site was not considered to be located sustainably, due to limited access potential to key services on foot and its location within the open countryside, it is apparent that the site has strong linkages with surrounding larger settlements through its proximity to frequent bus services (as identified within para 2.11 above). NPPF para 110 notes that “opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making” (NPPF, 2024). As such, the development site can be considered to have a strong relationship with sustainable transport solutions for a rural area and as a result of this, we believe that this is an accessible rural housing location as encouraged in national guidance. As such, we consider this development proposal to adhere to policy DMI2 and DMG3 of the CS.
- 5.4 With specific regard to key policy DMH3, the proposals constitute a ‘*appropriate conversion*’ through its suitable location, as referenced above, and its form and design in relation to the site’s immediate surroundings. The site is located within a semi rural area, yet is not isolated within the surrounding landscape, relating closely to residential dwellings to the immediate north and east of the site as identified within para 2.3 above. With regards to the site’s capability for conversion, due to the site only being vacant for a period of two years, there is limited damage to the structural integrity of the building. Proposed demolition and re-provision of the rear extension would not impact this and is not determined to constitute a major alteration which will adversely affect the character or appearance of the building. As per the above and through plans provided it is clear that ‘*substantial reconstruction*’ would not be required and policy DMH3 is complied with.
- 5.5 In respect of key policy DMH4, which specifically relates to the conversion of barns and other buildings to dwellings, the proposed conversion is seen to relate favourably to the policy criteria. As per the sites previously developed nature and its strong relationship to the surrounding built form, the proposal will have little to no detrimental impact upon the surrounding landscape and conservation interests adhering to criterion 1 and 3 and policy DME2, indeed the streetscene will be markedly improved in bringing this vacant site which has fallen into disrepair and suffered vandalism, back into active and attractive use. The application would not require unnecessary expenditure by public authorities and utilities on infrastructure, nor would it have a ‘*detrimental effect on the rural economy*’ (to be expanded upon in para 5.6) in correspondence with criteria 2 and 4. Due to the proposals limited external works and like for like material use, the proposals will allow consistency with the surrounding character adhering to criteria 5. Furthermore, the site aligns with the specified needs detailed with said policy for the sites conversion.
- 5.6 With the development proposal converting a site which holds employment generating potential the criterion of Policy DMB1 is also met. The proposed development is considered to meet the criterion as follows:

1. *The provisions of policy DMG1, and*

The development proposal abides by the design, access, amenity, environmental and infrastructure principles provided within the Policy DMG1 – General Considerations, as per the Design, Layout and Visual Impacts section below.

2. *The compatibility of the proposal with other plan policies of the LDF, and*

The proposal will abide closely with all plan policies contained within the CS, HED and the Longridge NP, as identified throughout the policy section above.

3. *The environmental benefits to be gained by the community, and*

The proposed development affords due consideration to for the betterment of the areas environmental standing, bringing the site back into active uses and improving the streetscene with major works of repair and improvement, and adequate planting provision throughout the site. This is to contain the inclusion of a green frontage and tree planting to the rear of the proposed dwellings.

4. *The economic and social impact caused by loss of employment opportunities to the borough, and*

The redevelopment and subsequent loss of the employment site in question will have limited economic and social impacts on the Borough and Longridge, as the premises has not operated as a Public House since its closure in late 2023. The site has now been vacant for over a year and marketing evidence demonstrates there is no viable demand for an employment type use in this location. From this it is clear that the site currently offers no economic or social benefit to the Borough or locality. As such, economic and social impacts in relation to the loss of employment opportunities are negligible. As per the above, it is considered that the loss of this employment generating use would not have a detrimental impact upon the surrounding rural economy.

5. *Any attempts that have been made to secure an alternative employment generating use for the site (must be supported by evidence (such as property agents details including periods of marketing and response) that the property/ business has been marketed for business use for a minimum period of six months or information that demonstrates to the council's satisfaction that the current use is not viable for employment purposes.)*

As included within **Appendix 1**, a Marketing Report has been provided by Trevor Dawson in order to supplement the planning application and to demonstrate that policy DMB1 is complied with. The current owners of the property have undertaken an extensive marketing campaign with the property and associated land have been on the market with Trevor Dawson for over 15 months, with the marketing process beginning on 12th September 2024. The report details that the site was originally listed with an asking price of £575,000. The report highlights that a detailed marketing campaign including marketing sales particulars, the erection of commercial boards on site and inclusion of the site on the Trevor Dawson website, Rightmove and Zoopla, has been carried out, all of which are currently on going. As well as this, the site has been shared on social media and to an extensive number of individuals via the Trevor Dawson email database. Throughout this exercise the site has been viewed online via the Trevor Dawson website 1,542 times, via Zoopla 1,298 times and via Rightmove 987 times.

There have been 18 in person viewings of the property throughout this marketing exercise, with potential intended uses from potential buyers including a restaurant, residential development, care use and community uses. However, these viewings have resulted in no reasonable offers for the site. Within January 2025 the decision was made to reduce the asking price by £25,000 to £550,000 in an effort to entice interest. This exercise was not forthcoming and a further reduction in the asking price followed in May 2025 to seek offers in the region of £525,000. On the back of

this, no further viewings have been arranged which further demonstrates the limited interest in the site.

Feedback provided by the license and leisure sector highlights the challenges in operating a profitable business from public houses and restaurants within semi-rural locations. As such, Trevor Dawson conclude that they do not envisage a future use for the site for commercial purposes particularly in the short to medium term. The report states that Trevor Dawson *'are of the opinion that the sustainability of the site as a public house and/or restaurant is simply not viable and alternative uses for the site should be considered'*.

From this it is clear that attempts have been made to secure alternative employment generating use for the site, however these have been unsuccessful as per the derisory offers submitted.

- 5.7 This site has been vacant in excess of a year and has become an unattractive feature along the Preston Road frontage. Due to there being no realistic prospect of this property reopening as a public house, nor the site being purchased or operated by an employment generating end user, there should be significant weight afforded to the redevelopment of this property into an active usage.
- 5.8 Although the development site is protected for community use (as a Public House), as per policy LNDP10 of the NP, it is apparent that demonstrable benefits will come as a result of bringing this site into an active residential usage. Any perceived policy conflict with the NP should be balanced against the relevant material considerations including the marketing evidence put before the Council as well as the various benefits from the proposed redevelopment of the site through conversion. With the sites vacant/derelict nature, this development option will much improve the general aesthetic of the surrounding locality, whilst providing economic and social benefits associated with new residential development. The site will regain an active street scene, whilst minimising the current potential for crime and anti-social behaviour related to derelict sites.
- 5.9 Having specific regard to policy DMG2 and with the sites location outside of the defined settlement boundary of principal settlements and tier 1 villages, the proposals must adhere to at least one of the relevant criteria. Regarding criteria 1, the proposal will follow the premise of these criteria with the proposal providing positives toward the local economy and social well being of the area, as per the reuse of vacant/derelict property. Furthermore, with the conversion focusing upon the reuse of existing buildings, which under this policy is determined to be more appropriate than new builds within the open countryside, the development can be considered as in keeping with character of the landscape and acknowledge the special qualities of the area by virtue of its size, design, use of materials, landscaping and siting. This brings the site in line with policy DMG2.

Design, Layout and Visual Impacts

Scale of Development

- 5.10 The scale of the development has been carefully thought through and updated after pre-application discussions. With the site now focused solely on converting the pub, the proposal fits well with the surrounding rural setting.
- 5.11 The public house will remain as the sites focal point, with sensitive and high-quality design allowing the proposed dwellings to retain the original buildings character, with external changes relating to scale limited to the demolition and reprovision of the rear extension at a lesser scale.

Design

- 5.12 The proposed design considers a high standard and is sympathetic to the existing building in terms of it's the proposed style, features and building materials. The proposal will also incorporate sustainable

construction techniques whilst providing sustainable homes and lifetime homes in coherence with policy DMG1 and DME5.

- 5.13 Furthermore, the retention and use of like for like materials throughout the development, as well as the prevalence of landscaping provision by means of tree and hedge planting, the development scheme is considered to be in keeping with the surrounding landscape character. As such, the development reflects local distinctiveness and style through the development features and materials used in correspondence with Policy EN3.

Impact on Street Scene

- 5.14 As per the proposed development's location along the existing street scene, negative impact will be minimal as per the limited works proposed to the front of the property. With the front of the properties providing access to the site via separate access and parking areas, the dwellings will be suitably set back from Preston Road and will ensure safety for pedestrian and vehicular users, whilst maintaining the connectivity of the existing footpath and highway of Preston Road.

Impact on Amenity of Neighbouring Occupiers

Impact on Preston Road and Alston Lane (north and east):

- 5.15 The proposed dwellings have been designed to minimise any possible negative impact on existing residential amenity, with the careful positioning of residential gardens and window positions. Furthermore, the development will provide adequate daylighting and privacy distances to surrounding dwellings, whilst considering public safety and design principles in line with policy DMG1 and policy LNDP3 of the Longridge Neighbourhood Plan.

Technical Considerations

Trees and Landscaping

- 5.16 The development will not adversely impact on-site or perimeter trees; therefore, no removals are proposed. Additional tree and hedgerow planting will be provided, as detailed in the Proposed Site Plan and Landscaping Plan (ref: 7074 S02A). As such, the development proposal complies with DME1.

Ecology and Biodiversity Net Gain

- 5.17 A bat survey has been carried out and is provided in the supporting documents to the application.
- 5.18 Due to the site being previously developed, there is limited habitat on site that will be lost as a result of the development, with only 18 square metres of habitat loss on site. As such, this falls under the de minimis threshold² for Biodiversity Net Gain and as such is exempt. Alongside this, the development is to provide onsite greenspace and tree planting in order to enhance the sites biodiversity. Due to this, policy policies DME1, DME3 and DMG1 are met.

Drainage and Flood Risk

- 5.19 As per the sites scale, limited flood risk, as well as the likely hood of connection to the existing drainage infrastructure of the existing property the development is understood to adhere to policy DME6.

² Biodiversity Net Gain - what are the exemptions?, Department for Environment, Food & Rural Affairs (2024).

Conclusion

- 5.20 As demonstrated above, the conversion is in line with policy DMH3, DMH4 and DMB1 and therefore the development is policy compliant with regards to principle for development.
- 5.21 The site is determined to be sustainably located in line within policy DMG3, DMI2 and NPPF para 110.
- 5.22 The development site is no longer viable for economic/commercial use as well as the limited interest for such uses within the marketing exercise.
- 5.23 The proposal would provide demonstrable benefits including the general aesthetic of the surrounding locality, whilst providing economic and social benefits associated with new residential development.
- 5.24 The limited external elevation changes to the development will adhere to design related policy DMG1.

6.0 Conclusion and Planning Balance

- 6.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 and section 70(2) of the Town and Country Planning Act 1990 states that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise.
- 6.2 The NPPF must be taken into account in preparing the development plan and is a material consideration in planning decisions.
- 6.3 The development has been assessed against relevant local and national planning policy and found to be in general accordance.
- 6.4 In respect of the three elements of sustainable development of the NPPF, the proposal provides significant relevant benefits as follows:

Social

- Provision for much-needed high quality market housing.
- No material harm to public views.
- No undue harm to residential amenities.
- Limiting antisocial behavior associated with the vacant property.
- Repurposing of a site which is currently an unattractive streetscene in a prominent main road location.

Economic

- Re use of an existing brownfield/previously developed site.
- Re use of a site which is no longer viable as an existing economic and community facility
- Local jobs support for construction companies and related local suppliers during the construction process
- Contribution to local retail and services spend following occupation

Environmental

- No undue harm to any environmental assets, habitats or protected species as demonstrated within the Ecological survey, with appropriate mitigation measures to be implemented in accordance with the survey.
- Accessibility by a range of means with cycle, foot and bus accessibility to the site
- No undue flood risk to arise and relevant drainage provision to be made
- No harm to heritage assets

- Delivery of a high-quality conversion development that respects the existing property and character of the area
- Appropriate landscaping and new planting to the site that respects the ecological character of the site and area

- 6.5 The proposal is considered to form a sustainable development and has significant benefits.
- 6.6 The information and technical documentation submitted in support of this application demonstrate that there are no significant adverse impacts, and the proposal is in general accordance with the up-to-date development plan.
- 6.7 The proposal would result in a well located and well-designed development of much needed family homes. The development would have no significant adverse impacts upon the locality and the benefits of the proposal would more than outweigh any disbenefits. It is requested that planning permission is granted.

Appendix 1

Directors

Caroline E. James BSc (Hons) MRICS
Michael J. Cavannagh BLE (Hons) MRICS
Jason B. Rawson BSc (Hons) MRICS
Ian C. Whiteside BSc (Hons) FRICS FCABE

Associate Director

Ian W. Rawcliffe BSc (Hons) MRICS

**TREVOR
DAWSON**

COMMERCIAL PROPERTY CONSULTANTS

www.tdawson.co.uk

BLACKBURN 01254 681133

blackburn@tdawson.co.uk

Capricorn House, Capricorn Park

Blakewater Road, Blackburn, BB1 5QR

FAO Katie Delaney MLPM (Hons), MRTPI
Director
Maybern Planning & Development
52A Bolton Street
Ramsbottom
Bury
Lancashire
BL0 9HX

26th November 2025

JBR KC 13463

Email: [REDACTED]

Dear Sirs,

THE FORMER WHITE BULL HOTEL, 257 PRESTON NEW ROAD, ALSTON, LONGRIDGE, PRESTON, PR3 3BJ

We refer to your request for an overview of the marketing strategy in respect of our ongoing instructions to market for disposal of the above property with the intention that it will be appended to a planning application to be submitted to Ribble Valley Borough Council for residential development of the site.

By way of overview, Trevor Dawson Commercial Property Consultants are a Lancashire based Chartered Surveyor practice having been established for in excess of 35 years with offices in Blackburn, Burnley and Bolton. Our expertise is focused on delivering constructive advice to our substantial client base for the commercial property sector. Within our Agency we have extensive experience within the licensed and leisure sector and in particular the disposal of existing and former public houses. Our clients include Daniel Thwaites PLC, Enterprise Inns, Admiral Taverns and Mitchells of Lancaster.

We inspected the premises in early September 2024 with our formal instructions to market the premises being confirmed on the 12th September 2024. Our professional opinion of the market value at the time for the site was to quote an asking price of £575,000. Details of the marketing particulars were prepared and commercial "For Sale" boards were erected on the frontage of the site being clearly visible in both directions from Preston Road (B6243) which links Longridge town centre with Preston City Centre and is a main route to junction 31A of the M6 motorway.

We have previously been involved in a number of similar scenarios throughout the East Lancashire area including the Ribble Valley and have therefore compiled an extensive database of potential purchasers for unoccupied public houses and they were subjected to direct emailing [REDACTED]

BLACKBURN | BURNLEY | BOLTON

Trevor Dawson, Commercial Property Consultants, is a trading name of Trevor Dawson Ltd. A company registered in England and Wales.
Registered office at Capricorn House. Registered number 09533426



In addition, the opportunity was circulated via social media channels including X (formerly Twitter) and LinkedIn. Furthermore, the property was listed on the Trevor Dawson website with effect from September 2024, Zoopla and Rightmove in order to achieve an even wider exposure to the market. At the time of writing, views on our website are 1,542, Zoopla 1,298 and Rightmove 987.

The initial interest was somewhat passive from the license and leisure sector with seven viewings being undertaken. The consensus was that the premises had struggled to remain profitable in the post Covid era with a continuing decline in trade even with the ongoing support of Daniel Thwaites who were the original owners. Upon our advice a decision was taken in January 2025 to reduce the asking price by £25,000 to £550,000 in an effort to provoke additional interest. This was not forthcoming and a further reduction in the asking price followed in May 2025 to seek offers in the region of £525,000. To date the total number of viewings within this active marketing period totals eighteen.

At the time of writing we have no further viewings scheduled and the feedback from the license and leisure sector is that the challenges to operate a profitable business from public houses and restaurants within semi-rural locations is difficult. The challenges faced include staff recruitment, and rising energy costs coupled with increases in National Insurance contributions and the minimum wage. We do not envisage a future use for the site for commercial purposes particularly in the short to medium term.

In conclusion we are of the opinion that the sustainability of the site as a public house and/or restaurant is simply not viable and alternative uses for the site should be considered. Indeed, our marketing brought forward a substantial number of enquiries and in particular for the redevelopment of the site for residential purposes. In our opinion this is the most suitable and desirable use which would bring a now redundant building back into active use.

Yours sincerely,

**JASON B RAWSON BSc (Hons) MRICS
RICS REGISTERED VALUER**