

[REDACTED]

From: Contact Centre (CRM) <contact@ribblevalley.gov.uk>
Sent: 02 May 2026 14:29
To: Planning
Subject: Planning Application Comments - 3/2026/0150 FS-Case-834122715

[REDACTED]

Address:

[REDACTED]

[REDACTED]

Planning Application Reference No.: 3/2026/0150

Address of Development: Everything retreat
Pendle View Lodges
Primrose Lane
Mellor
Blackburn
BB2 7EQ
England

Comments: I would like to express my support for this application relating to Everything Retreat, Pendle View and Pendle View Lodges.

Having lived in the Ribble Valley for around [REDACTED] and having stayed at the site on multiple occasions, I have seen first-hand the positive impact it has had. It is a high-quality, well-managed development that attracts visitors who value the local environment and contributes positively to the area.

The proposed extensions, including accommodation, treatment rooms and a yoga studio, appear to be a thoughtful and appropriate progression of what is already in place. In my view, it aligns well with the existing setting and continues the focus on wellbeing and sensitive tourism.

I believe this will further enhance the area and support the local economy without detracting from the character of the Ribble Valley. I wholeheartedly support its approval.

Warm regards [REDACTED]

[REDACTED]

From: Contact Centre (CRM) <contact@ribblevalley.gov.uk>
Sent: 04 May 2026 08:00
To: Planning
Subject: Planning Application Comments - 3/2026/0150 FS-Case-834411115

[REDACTED]

Address:

[REDACTED]

[REDACTED]

Planning Application Reference No.: 3/2026/0150

Address of Development: Mrs Louise Monk
Everything Retreat Pendle View Primrose Lane
Mellor Blackburn BB2 7EQ

Comments: This will be an important addition to the RV tourism economy
We need all the help we can get to promote tourism notably after the demise of RVBC post unitary authority
I urge you support those who work hard to creat employment and wealth for a beleaguered sector



To whom it may concern,

Re: Planning Application 3/2026/0150 – Everything Retreat, Pendle View Lodges, Primrose Lane, Mellor. SUPPORT.

I am writing on behalf of [REDACTED], the [REDACTED] for Lancashire, to express our strong support for the planning application submitted by Everything Retreat relating to the extension of their premises to enhance the existing wellness offering, supported by appropriate back-of-house accommodation and landscaping.

As [REDACTED] we work to strengthen the county's visitor economy through strategic collaboration with public and private partners. This includes leading delivery of Lancashire's Tourism Growth Strategy and contributing to the wider ambitions of the Lancashire Growth Plan, which recognise culture, tourism, hospitality, and the rural economy as vital drivers of inclusive, sustainable growth.

The Importance of Lancashire's Visitor Economy (Source: [STEAM](#))

Lancashire's visitor economy is one of the largest in the Northwest, welcoming 68.6 million visits in 2024 and generating an economic impact of £5.7 billion, supporting 57,068 full-time equivalent jobs across the county. These figures reflect a visitor economy that continues to be a vital driver of employment, investment, and local spend.

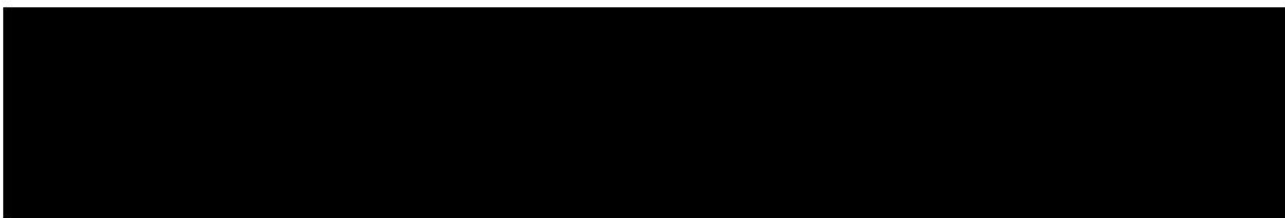
Within Ribble Valley, visitor numbers currently represent approximately 86% of pre-Covid levels, with economic impact rising to £304.3 million. This reflects the increasing importance of higher-value, experience-led stays, particularly in rural areas where quality of offer and distinctiveness are critical to sustaining growth while protecting local character.

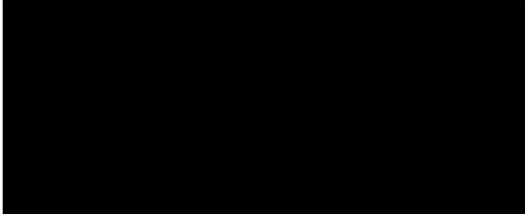
The application supports the enhancement of an existing wellness-led accommodation and hospitality business, strengthening its ability to attract staying visitors rather than purely increasing visitor numbers or intensity of use.

Strategic Fit with Lancashire's [Tourism Growth Strategy](#)

Lancashire's Tourism Growth Strategy positions the county as the UK's first SMART Tourism Destination (Sustainable, Mutually beneficial, Accessible, Radical and Tech-led). It aims to grow the value of the visitor economy by £1bn by 2027, driven by enhanced product development, improved productivity, and stronger sustainability.

The strategy identifies two overarching experience themes: Wellness and Discovery, and Fun and Entertainment, supported by a number of defined product themes, including Natural Lancashire under the Wellness and Discovery theme, and Events, Attractions, Family Fun and Celebrations under Fun and Entertainment.





Everything Retreat aligns particularly strongly with the Wellness & Discovery theme, while also contributing to wider product priorities, including:

- Wellness tourism, through yoga, treatments, retreat programmes, and outdoor swimming
- Natural Lancashire, drawing on the rural landscape and setting to deliver restorative, nature-based experiences

Visitor Economy and Business Sustainability Benefits

Across Lancashire, day visitors generate an average of £49.33 per trip, while staying visitors generate £362.75 per trip. By improving accommodation quality and supporting facilities, Everything Retreat is well positioned to increase the proportion and value of staying visitors.

From a visitor economy perspective, the proposal will:

- Strengthen the financial resilience of a small rural hospitality business through diversification
- Support longer stays and higher visitor spend, particularly from staying guests
- Increase opportunities for off-peak and shoulder-season visitation
- Create and sustain local employment, with a modest net increase in staffing
- Encourage greater use of local supply chains, services, and producers

Wellbeing-led hospitality typically attracts a low-impact visitor profile, with smaller group sizes, longer stays, and a strong focus on quality of experience rather than volume, making this form of development particularly appropriate in sensitive rural locations.

The development will also support season extension with Wellness experiences offering a year round visitor experience. This is a key priority given that October–March currently represents only 39% of annual visitor economic impact across Lancashire.

Supportive Alignment with the [Lancashire Growth Plan](#)

While the visitor economy remains the primary basis for our support, it is also relevant to note that the Lancashire Growth Plan (2025) identifies:

- the importance of the rural economy;
- the need for diversification of rural businesses;
- the value of culture, hospitality, and tourism as economic catalysts.

Lancashire's rural areas make a significant contribution to economic resilience, food security, community sustainability, and quality of life. Investments such as this, that enhance rural hospitality in a sensitive and sustainable manner are a key part of ensuring that Lancashire's rural areas remain economically vibrant while retaining their environmental and social character.

