

**Two Holiday Units at
Land adjacent to Brows Farm,**

Higher Road
Longridge
Lancashire
PR3 2YX

Planning Statement
May 2026

Planning Statement

Proposed Two Holiday Units at Land Adjacent to Brows Farm, Higher Road, Longridge, Lancashire, PR3 2YX

1. Introduction

This Planning Statement has been prepared in support of a full planning application for the erection/siting of two holiday accommodation units on land adjacent to Brows Farm, Higher Road, Longridge, Lancashire, PR3 2YX.

The statement considers the proposal in the context of national and local planning policy and demonstrates that the development represents an appropriate and sustainable form of rural tourism development that would deliver economic benefits whilst respecting the character of the surrounding countryside.

2. Site and Surroundings

The application site comprises land adjacent to Brows Farm on Higher Road, located within open countryside to the south-west of Longridge.

The surrounding area is characterised by:

- Agricultural land and grazing fields;
- Existing farmsteads and rural buildings;
- Scattered residential properties;
- Mature hedgerows and trees;
- Rural roads and countryside views.

The site is accessed from Higher Road and is associated with the existing agricultural/rural landholding at Brows Farm.

The site is not located within a Conservation Area and does not contain any designated heritage assets.

3. Proposed Development

The application seeks permission for the siting/erection of two holiday accommodation units for short-term visitor use.

The proposal includes:

- Two small-scale holiday units;
- Associated parking and access arrangements;
- Landscaping and boundary treatment where necessary;
- Ancillary external works.

The units are intended to provide visitor accommodation supporting the rural tourism economy within Ribble Valley.

The accommodation would operate on a short-stay basis and would not function as unrestricted permanent residential dwellings.

4. Planning Policy Context

National Planning Policy Framework (NPPF)

The National Planning Policy Framework supports sustainable rural tourism and leisure developments where they respect the character of the countryside.

Relevant sections include:

Section 6 – Building a Strong, Competitive Economy

Paragraph 88 states that planning decisions should enable:

- sustainable rural tourism and leisure developments; and
- the retention and development of accessible local services and community facilities.

Section 11 – Making Effective Use of Land

The proposal represents efficient and appropriate use of rural land associated with an existing countryside holding.

Section 12 – Achieving Well-Designed Places

The proposal seeks to provide appropriately designed accommodation that responds positively to the rural setting.

Section 15 – Conserving and Enhancing the Natural Environment

The proposal is of limited scale and can be accommodated without unacceptable impacts on landscape character, biodiversity, or visual amenity.

5. Local Planning Policy

Ribble Valley Core Strategy

The proposal has regard to the relevant policies within the Ribble Valley Core Strategy, including:

Key Statement DS1 – Development Strategy

The proposal supports sustainable development in the borough through rural economic diversification and tourism.

Key Statement EC1 – Business and Employment Development

The proposal supports the rural economy through tourism-related accommodation and visitor spending.

Key Statement EN2 – Landscape

The development is modest in scale and capable of integrating into the surrounding rural landscape through appropriate siting and landscaping.

Policy DMG1 – General Considerations

The proposal:

- respects the character of the area;
- would not adversely affect residential amenity;
- provides safe access and parking;
- and represents an appropriate form of development.

Policy DME2 – Landscape and Townscape Protection

The proposal preserves the wider landscape character through careful design and limited visual impact.

6. Principle of Development

The principle of small-scale tourism accommodation in rural areas is supported by both national and local planning policy where development is sustainable and appropriately designed.

The proposed holiday units would:

- support tourism within Ribble Valley;
- contribute to the rural economy;
- provide diversification opportunities;
- and make beneficial use of land associated with an existing rural holding.

The scale of development is modest and proportionate to the rural context.

7. Landscape and Visual Impact

The proposal has been designed to minimise visual impact through:

- low-scale development;
- sympathetic materials and finishes;
- retention of existing boundaries where possible;
- and integration with the existing rural setting.

Given the limited scale of the proposal and the presence of existing farm buildings and rural development nearby, the development would not appear incongruous within the landscape.

Any visual impacts would be localised and limited.

8. Residential Amenity

Due to the rural nature of the site and separation distances from neighbouring properties, the proposal would not result in unacceptable impacts in relation to:

- overlooking;
- loss of privacy;
- overshadowing;
- or noise and disturbance.

The use as holiday accommodation is low intensity in nature and compatible with the surrounding countryside setting.

9. Highways and Access

The site would utilise the existing access arrangements from Higher Road.

The proposal includes appropriate on-site parking and turning provision to ensure safe vehicle movements.

The scale of the development is limited and is not anticipated to generate significant additional traffic movements.

10. Heritage Considerations

A separate Heritage Statement accompanies the application.

The proposal would not directly affect any designated heritage asset and would preserve the significance and setting of nearby listed buildings and the wider rural historic landscape.

11. Economic Benefits

The proposal would provide economic benefits through:

- increased visitor spending in the local area;
- support for local businesses, shops, pubs, and attractions;
- and ongoing rural diversification.

The development therefore contributes positively to the local rural economy.

12. Conclusion

The proposed two holiday units at land adjacent to Brows Farm, Higher Road, Longridge, Lancashire, PR3 2YX represent an appropriate form of sustainable rural tourism development.

The proposal:

- accords with the objectives of the NPPF;
- supports the rural economy;
- respects the character of the countryside;
- preserves nearby heritage assets;
- and would not give rise to unacceptable environmental or amenity impacts.

The development is therefore considered acceptable in planning terms and planning permission is respectfully requested.