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# PLANNING SUPPORT STATEMENT FOR THE PROPOSED CHANGE OF USE OF LAND TO SITE SIX MOBILE HOMES FOR HOLIDAY USE AT WEST END, BARTON IN THE BEANS, LEICESTERSHIRE

Prepared by:

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**May 2010**

Mid West PLANNING

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**APPENDIX ONE - LETTERS OF SUPPORT FOR THE PROPOSAL**

- Mr Steve Wegerif of Hinckley & Bosworth Tourism Partnership
- Neil P. & L. Bayley Contracting
- Mr Robert Wright of PDTR Limited
- Mr David Friesner of Leicester Shire Promotions Ltd
- Mrs P. Harmore

## 1.0 INTRODUCTION

1.1 This report has been commissioned by Mr Neil Bayley, Orange Hill Farm, Barton Road, Congerstone, Nuneaton, Warwickshire, CV13 6NB.

1.2 The purpose of this report is to provide an objective evaluation of the proposed phased development of a holiday caravan site on a parcel of land at "West End", Barton in The Beans, Leicestershire.

1.3 This report has been prepared having particular regard to policies BE-1 T-5 and NE-5 of the adopted Hinckley and Bosworth Local Plan and the principles for tourism in rural areas as set out in paragraph EC7 of Planning Policy Statement 4 (PPS 4) 2009 – Planning for Sustainable Economic Growth.

1.4 This report has been prepared by Philip Plant BSc (Hons) MRICS. Phil Plant holds a Bachelor of Science with Honors Degree in Rural Enterprise and Land Management and is a member of the Royal Institution of Chartered Surveyors.

1.5 Philip Plant is a Director of Mid West Planning Limited and is a former employee of ADAS and Acorus Rural Property Services. Philip Plant held the position of Senior Consultant at Acorus Rural Property Services for over eight years during which time he provided rural planning advice to both applicants and Local Planning Authorities including Shropshire Council, Stafford Borough Council and Warwick District Council.

## 2.0 LOCATION AND DESCRIPTION OF THE SITE

2.1 The site is situated on the outskirts of Barton in The Beans at "West End." West End is a "no through" road leading to agricultural land and land currently used for the grazing of horses.

2.2 The site is naturally screened by a mature hedge and a few mature trees along the site boundary.

2.3 Historically, the site has been used as a site for a sewage works, but this was dismantled and removed some years ago. The land area is approximately 0.39 hectares and has subsequently been laid down to permanent pasture.

## 3.0 THE PROPOSED DEVELOPMENT

3.1 The proposal is to change the use of the land to site mobile homes in order to establish a holiday letting site on land at West End. The site will provide hard standings for six log cabin style mobile homes. Each home will be accessed by a service road and have parking for up to two vehicles.

3.2 There will be an area for domestic rubbish and recycling of items such as glass, paper and metal cans. There will be an additional three parking spaces for visitors and maintenance operatives. Please see the Acorus Plan PL-02 for scheme layout and landscaping detail.

3.3 The plan marked PL-02 shows the detailed design for the site including access to the site and the landscaping proposal.

3.4 The Acorus Plan marked PL-00 shows a typical layout of a mobile home pitch. Each mobile home will comply with the requirements of the Caravans Act (as amended). All service roads and parking areas will be constructed using permeable surfaces wherever possible with a small area of hard standing to allow wheelchair access.

3.5 Foul water will be treated in a mini sewage treatment plant and the outfall discharged to the nearby ditch, subject to the Environment Agency's prior approval.

## 4.0 PLANNING POLICY

4.1 It is considered that the following national, regional and local planning policies are of importance to the proposal.

4.2 National Planning Policy (Planning Policy Statement 4 – Planning For Sustainable Economic Growth

Policy Statement 4 has superseded PPS 7 as of 29 December 2009 in respect to this proposal. Policies relevant to the proposed development are EC6, EC7 and EC10 of PPS4.

Policy EC6: Planning for Economic Development in Rural Areas

*EC6.1 Local planning authorities should ensure that the countryside is protected for the sake of its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, the wealth of its natural resources and to ensure it may be enjoyed by all.*

*EC6.2 In rural areas, local planning authorities should:*

*a. Strictly control economic development in open countryside away from existing settlements, or outside areas allocated for development in development plans*

*b. Identify local service centres (which might be a country town, a single large village or a group of villages) and locate most new development in or on the edge of existing settlements where employment, housing (including affordable housing), services and other facilities can be provided close together*

*c. Support the conversion and re-use of appropriately located and suitably constructed existing buildings in the countryside (particularly those adjacent or closely related to towns or villages) for economic development*

*d. set out the permissible scale of replacement buildings and circumstances where d. replacement of buildings would not be acceptable*

*e. seek to remedy any identified deficiencies in local shopping and other facilities e. to serve people's day-to-day needs and help address social exclusion*

*f. set out the criteria to be applied to planning applications for farm f. diversification, and support diversification for business purposes that are consistent in their scale and environmental impact with their rural location*

g. *where appropriate, support equine enterprises, providing for a range of suitably g. located recreational and leisure facilities and the needs of training and breeding businesses that maintain environmental quality and countryside character.*

Policy EC7: Planning for Tourism in Rural Areas

EC7.1 *To help deliver the Government's tourism strategy12, local planning authorities should support sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which utilise and enrich, rather than harm, the character of the countryside, its towns, villages, buildings and other features. Local planning authorities should, through their local development frameworks:*

a. *Support the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres, carefully weighing the objective of providing adequate facilities or enhancing visitors' enjoyment or improving the financial viability of the facility with the need to protect landscapes and environmentally sensitive sites, and*

b. *Wherever possible, locate tourist and visitor facilities in existing or replacement buildings, particularly where they are located outside existing settlements. Facilities requiring new buildings in the countryside should, where possible, be provided in, or close to, service centres or villages but may be justified in other locations where the required facilities are required in conjunction with a particular countryside attraction and there are no suitable existing buildings or developed sites available for re-use*

c. *Support extensions to existing tourist accommodation where the scale of the extension is appropriate to its location and where the extension may help to ensure the future viability of such businesses*

d. *Ensure that new or expanded holiday and touring caravan sites and chalet developments are not prominent in the landscape and that any visual intrusion is minimised by effective, high-quality screening and examine the scope for relocating any existing, visually or environmentally-intrusive sites away from sensitive areas or from sites prone to flooding or coastal erosion*

e. *Recognise that in areas statutorily designated for their natural or cultural heritage qualities, there will be scope for tourist and leisure related developments, subject to appropriate control over their number, form and location to ensure the particular qualities or features that justified the designation are conserved*

Policy EC10: Determining planning applications for economic development

EC10.1 *Local planning authorities should adopt a positive and constructive approach towards planning applications for economic development. Planning applications that secure sustainable economic growth should be treated favourably.*

EC10.2 *All planning applications for economic development should be assessed against the following impact considerations:*

a. *whether the proposal has been planned over the lifetime of the development to limit carbon dioxide emissions, and minimise vulnerability and provide resilience to, climate change;*

b. *the accessibility of the proposal by a choice of means of transport including walking, cycling, public transport and the car, the effect on local traffic levels and congestion (especially to the trunk road network) after public transport and traffic management measures have been secured;*

c. *whether the proposal secures a high quality and inclusive design which takes the opportunities available for improving the character and quality of the area and the way it functions;*

d. *the impact on economic and physical regeneration in the area including the impact on deprived areas and social inclusion objectives*

e. *the impact on local employment.*

4.3 The Regional Spatial Strategy (RSS) for the East

The Regional Spatial Strategy (RSS) for the East Midlands was adopted in March 2009. Policy 24 and Policy 42 are particularly relevant to this proposal.

Policy 24 "Regional Priorities for Rural Development"

*Local authorities, EMDA and Sub-regional Strategic Partnerships (SSPs) should work together to promote the continued diversification and further development of the rural economy, where this is consistent with a sustainable pattern of development and the environmentally sound management of the countryside. Local development documents should develop the policy according to circumstance but particular consideration should be given to:*

- *'economically lagging@ rural areas identified in the Government's Rural Strategy, including the districts of East Lindsey, West Lindsey, South Holland, Bolsover, High Peak and the more rural part of Derbyshire Dales, Bassetlaw and Newark and Sherwood ;and*

- *those areas that fall within the Rural Action Areas identified by SSPs.*

Paragraph 3.2.19 states that it is vital for the "economic base to be broadened thereby reducing exposure to external shocks". Farm diversification is one way to achieve this, but planning authorities should also consider other ways of achieving rural economic diversification.

Policy 42 "Regional Priorities for Tourism"

Paragraph 3.3107 quantifies the economic benefit directly as a result of tourism in East Midlands as £5.9 billion, and employment as being nearly 100,000 jobs. Local attractions are the two internationally recognised attractions; Robin Hood/Sherwood Forest and the Peak District. In addition there is the Derwent Valley Mills World Heritage Site, and the Battle of Boswoth site, Twycross Zoo, Trent Bridge, Historic Houses and attractions.

90% of visitors are day trippers and whilst this is a positive start, more needs to be done to encourage short breaks and holiday visitors. This will result in longer stays with fewer car journeys and a bigger spend per visitor. The environmental impact will be less and the economic benefit to the community greater.

4.4 Local Plan Policy (Hinckley & Bosworth Local Plan)

*NE5 – "Development in the Countryside"*

*The countryside will be protected for its own sake. Planning permission will only be granted for built and other forms of development in the countryside provided that the development is either:*

*a) Important to the local economy and cannot be provided within or adjacent to an existing settlement area;*

*b) For the change of use, reuse or extension of existing buildings, particularly those of a historic value; or*

*c) For sport or recreational purposes.*

*And only where the following criteria are met:*

*i. It does not have an adverse effect on the appearance or character of the landscape.*

*ii. It is in keeping with the scale and character of existing buildings and general surroundings.*

*iii. Where necessary it is effectively screened by landscaping or other methods.*

*iv. The proposed development will not generate traffic likely to exceed the capacity of the highway network or impair road safety.*

*BE-1 Design and Siting of Development*

*This Borough Council will seek to ensure a high standard of design in order to secure attractive development and to safeguard and enhance the existing environment. Planning permission will be granted where the development:*

*a. Compliments or enhances the character of the surrounding area with regard to scale, layout, density, mass, design materials and architectural features;*
*b. Avoids the loss of open spaces, important gaps in development, vegetation and features which contribute to the quality of the local environment;*
*c. Has regard to the safety and security of both individuals and property;*
*d. Incorporates design features which reduce energy consumption, encourage recycling and minimize the impact of the development on the environment;*
*e. Incorporates landscaping to a high standard where this would add to the design and siting;*
*f. To which the general public would have access, has regard to the needs of wheelchair users, other people with disabilities, elderly people, and those with young children;*
*g. Ensures that there is adequate highway visibility for road users and adequate provision for on and off street parking for residents and visitors and maneuvering facilities;*
*h. Is not adversely affected by activities in the vicinity of the site which are unlikely to cause a nuisance to the occupiers of the proposed development;*
*i. Does not adversely affect the occupiers of neighbouring properties; and*

*j. The development of the site is not prejudicial to the comprehensive development of the larger area of land of which the development forms part.*

*Additional comments for residential development are not relevant.*

*T-5 Highway Design and Vehicle Parking Standards*

*In considering proposals for new development and changes of use which involve new access, new highways and other works, the local planning authority will apply the highway design standards set out in the current edition of Leicestershire County Council's "Highway Requirements for Development". In considering new development proposals the Borough Council will apply the parking targets as set out in Appendix D unless a different level of provision can be justified.*

## 5. EVALUATION OF THE PROPOSAL IN THE LIGHT OF PLANNING POLICY

5.1 The development of the land at West End, Barton in The Beans is considered a good re-use of previously developed land, close to the village boundary. The use proposed makes good use of a site that is not large enough, and due to its irregular shape and relatively poor soil depth and quality would not be viable for commercial agricultural production. Therefore the site is considered of relatively low agricultural, landscape and ecological value.

5.2 Policy EC6 sets out the measures local planning authorities should put in place to protect the countryside for its own sake. One of the criteria is to seek to remedy any deficiency or shortfall in local facilities. Having spoken to the representatives from the Hinckley and Bosworth Tourism Partnership, Hinckley and Bosworth Arts and Leisure team and Leicester Shire Promotions it appears that there is a deficiency locally, for self catering accommodation. There is a big push towards visitors that stay over night as opposed to day trippers as this will generate much more visitor spend and benefit the local economy.

5.3 EC7 requires local planning authorities to support sustainable tourism and leisure facilities:-

*THE EAST MIDLANDS TOURISM STRATEGY 2003-2010*

*12.3 "Supporting the Sharp End"*

*The focus of the delivery structure should be on helping those at the frontline of the tourist industry – operators, especially those in the private sector but also those in the public and not for profit sectors.*
*The aim is to help them to prosper and to deliver an outstanding product that is in tune with what customers want. This is the core objective of the Strategy and, thus, the core objective of the delivery structure.*

The proposal is supported by the Hinckley and Bosworth Tourism Partnership, Leicester Shire Promotions and local businesses and individuals who recognise the importance of a wide range of high quality tourist accommodation to encourage visitors to stay and contribute to the local economy.

Letters of support can be found at Appendix One. They are as follows:-

- Mr Steve Wegerif of Hinckley & Bosworth Tourism Partnership
- Neil P. & L. Bayley Contracting
- Mr Robert Wright of PDTR Limited
- Mr David Friesner of Leicester Shire Promotions Ltd
- Mrs P. Harmore

5.4 It is considered that the application site is sufficiently close to the village, being on the edge of the village, to be a sustainable location. The location will provide self catering visitor accommodation where there is none at present.

5.5 The site can be accessed by a choice of transport including the private motor car, walking, cycling or public transport. The size of the proposal is small scale and will not lead to congestion or an unacceptable increase in the number of vehicles using the local highway network.

5.6 The proposal is a high quality design that will allow for inclusive access and will improve the character of the area.

5.7 The site is not prominent in the landscape and the appearance of the site will be improved by an effective high quality landscaping scheme.

5.8 Policy EC10 deals with the determination of applications for economic development. This is relevant as the proposal will have a positive economic impact on the locality and will generate employment for local people. These facts are corroborated by the letters of support at Appendix One.

5.9 Policy 24 and Policy 42 of the Regional Spatial Strategy for the East supports a diversified rural economy. Tourism clearly has a leading role to play in achieving this goal. Local accommodation will enable visitors to make the most of local attractions such as Twycross Zoo, Conkers, Bosworth Battle Field, Bosworth Water Park, Snibson, Mallory Park, Donnington Park, local canals and railways.

5.10 Hinckley and Bosworth Local Plan policy BE-1 deals with design and siting of development.

5.11 A well designed site with good quality accommodation will attract visitors throughout the year. More and more people are looking to Great Britain for holidays and short breaks with worries about terrorism, carbon foot print concerns, industrial action and natural events affecting air travel and relatively poor exchange rates for overseas trips.

5.12 The site will provide holiday accommodation for all sectors of the community. It will provide access to all members of society, with potential to benefit from the local bus network, enabling good access to the site by public transport, which in turn will encourage the use of the site by those who do not have access to the motor car.

5.13 The site will provide high quality self catering holiday accommodation. The high quality design of the proposal is recognised by the Hinckley and Bosworth Tourism Partnership in their letter of support, and by Leicester Shire Promotions in their letter. Both organisations clearly support the proposal and set out their reasons for doing so. These letters, and others are contained in Appendix One.

5.14 Hinckley and Bosworth Local Plan policy NE5 is specifically related to development in the countryside. It seeks to control development in the countryside, unless the proposal is important to the local economy and cannot be provided within or adjacent to an existing settlement. This proposal can not be developed within the settlement. It is very close to the settlement of Barton in The Beans and will have a positive impact on local employment and the local economy, including the nighttime economy which will specifically benefit local restaurants and public houses.

5.15 Letters attached at Appendix One demonstrate how the proposal will initially directly give rise to employment in the construction industry and eventually in grounds maintenance, cleaning and administration of the bookings for the site. The proposal will also give rise to off site employment by increasing demand for meals at local restaurants and public houses and demand for local attractions and local services.

5.16 The proposal will have a positive effect on the appearance and character of a disused and fairly unattractive small piece of land.

5.17 The scale of the proposal is small in scale and would therefore not be out of keeping with the area.

5.18 The proposal is well screened by the existing hedge bounding most of the site. This hedge will be allowed to grow taller to better scheme the site. In addition, there is a well considered landscaping scheme which will improve the visual appearance of the site and increase the biodiversity of what is currently a fairly sterile area for wildlife.

5.19 The number of mobile homes proposed for holiday use is six. Details of advice taken in respect to highways are contained in the Design and Access Statement. It is expected that each cabin will produce an average of three journeys per day. This is considered acceptable and as the cabins will not be fully occupied the actual journeys will be considerably fewer. Evidence gathered as part of this reapplication demonstrates that the use can be accommodated without impairment to road safety. The proposal therefore complies with NE-5(iv) and T-5 of the Hinckley and Bosworth Local Plan.

5.20 The applicant intends to obtain accreditation for the holiday site through either the AA, or Quality in Tourism (QIT). He also intends to join Hinckley & Bosworth Tourism Partnership to get assistance in marketing and promoting the site.

## 6.0 CONCLUDING COMMENTS

6.1 The proposal is for the change of use of the former sewage works at Barton in The Beans to site six log cabin style mobile homes for use as holiday accommodation.

6.2 This is a re-application of the original proposal (09/00692/COU refused by Hinckley and Bosworth Borough Council, at committee on 2 November 2009 by a narrow margin. The applicant was advised to reapply with more supporting information on the need for such accommodation.

6.3 The redevelopment of the site will improve the appearance of the site. It will improve the quality of the landscape. The scheme will provide additional income to the local economy and add to the vitality of local towns and villages with public houses and restaurants. The scheme will add value to the tourism offer in the locality and will benefit existing tourism destinations in the locality by encouraging longer stays rather than day trips.

6.4 The proposal complies with Central Government policy and with Hinckley and Bosworth Borough Council's policies for rural economic development and general development policies.

6.5 The applicant has a small agricultural and civil engineering contracting business. He has written a letter explaining how the proposal would create work initially for the construction workers he employs from the locality, but also provide direct employment for grounds maintenance staff, cleaning staff and people employed in be administration of the business, taking bookings etc.

6.6 The applicant has support from local individuals such as Mr Robert Wright who is preparing to re-open the "Horse and Jockey" public house/restaurant at Congerstone. Mr Wright is hoping to establish a small convenience store within the building as well and hopes that the visitors to the holiday accommodation at West End will help to sustain this "important part of village life".

*6.7* Mrs P. Harmore wrote to the council shortly after the previous application was refused stating that it was a *"wasted opportunity to bring revenue and much needed jobs into such a ramblers' paradise." The many tea rooms, pubs and shops in the area would benefit and just six log cabins wouldn't have much impact on Barton, especially where the site is proposed".* I think this letter summarises the benefits versus the small impact the proposal would have on the village of Barton in The Beans.

6.8 The applicant's intention to obtain accreditation for the holiday site through either the AA, or Quality in Tourism (QIT) indicates his commitment to providing high quality self catering accommodation and managing it in a professional and competent manner.

**Phil Plant MRICS BSc (Hons)**
**Senior Consultant**
**Mid West Planning Ltd**

May 2010

**APPENDIX ONE**

**LETTERS OF SUPPORT FOR THE PROPOSAL**

HINCKLEY & BOSWORTH TOURISM PARTNERSHIP

Neil Bayley
Orange Hill Farm
Barton Road
Congerstone, Nr Nuneaton
CV13 6NB

22th May 2010

Dear Mr Bayley

Thank you and your colleagues for attending a meeting here at Hinckley Business Centre last Friday with myself and Lindsay Orton, in respect of your forthcoming Application for Planning Approval for 6 Timber Log cabins at West End, Barton in the Beans.

We totally support your application, and particularly for the following reasons:

- *There is a shortage of self-catering bed nights in the area, especially considering the new events being planned by Mallory Park and Bosworth Battlefield*
- *We are committed as an organisation to persuading visitors to stay overnight whenever possible to enhance Tourism turnover*
- *The quality of the proposed cabins is very high and blends in well with the surroundings, and you will be creating ongoing employment*
- *You have agreed to be officially accredited through ourselves for the accommodation that you will be offering*
- *Clearly, the land is not suitable to be used for agriculture or similar purposes*

We wish you every success with your project – please let us know if we can help further.

*kind regards*

Steve Wegerif
*Chair - The Hinckley and Bosworth Tourism Partnership Ltd*
*The Business Centre*
*76 Castle Street*
*Hinckley LE10 1DD*

tel: 01455 698494
Mob: 0770 939 4841 (preferred)

*c.c. Phil Plant - Mid West Planning*
*Lindsay Orton - HBBC*

Hinckley & Bosworth Borough Council
A Borough to be proud of

Hinckley & Bosworth Tourism Partnership Limited
Registered Office: 33 Westfields Lane
Kingston on Soar, Nottingham, NG11 0DN
Company Number: 6775225

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# NEIL P. & L. BAYLEY CONTRACTING

Orange Hill Farm, Barton Road, Congerstone,
Nuneaton, Warwickshire, CV13 6NB

**Prop: N.P.&L.Bayley**

V.A.T. Reg: 339404259

TEL: 01455 292238 FAX: 01455 291187
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Case Officer – Planning Dept.
Council Offices
Argents Mead
Hinckley
Leicestershire, LE10 1BZ

8th May, 2010

**Proposed scheme – Change of use of land to site six log cabins at West End, Barton in the Beans, Leicestershire**

Dear Sir,

I am writing to you to say that the above proposal will be of great direct benefit to my existing contracting business and to the local economy.

In the current economic downturn the proposal will ensure continued work for my workforce during the construction period. Not only will it create employment initially for local construction workers, but also for cleaners, grounds maintenance staff, and those undertaking general administration of the bookings etc when completed.

In the longer term, it will also be of economic benefit locally, creating jobs and trade to the area including – shops, pubs, restaurants and visitor attractions etc.

This site will be ideal for people on holiday or businesses looking for short stay accommodation which is currently lacking in the locality.

I am also hoping to introduce the use of solar voltaic panels on the cabins, which I understand will make the cabins carbon neutral and perhaps allow excess power generation to be diverted back to the National Grid.

In view of the above I hope you can approve the application which would make good use of a small irregular shaped piece of land not really suitable to modern farming techniques.

Yours sincerely

Neil Bayley

Mid West PLANNING

# P D T R Ltd

*Registered Office:*
*Gopsall House Farm*
*Twycross*
*Atherstone*
*Warwickshire*
*CV9 3PP*

*Telephone: 01827 883117*
*Fax: 01827 883111*

Case Officer
Planning
Hinckley and Bosworth Borough Council
Council Offices
Argents Mead
Hinckley
Leicestershire
LE10 1BZ

20th May 2010

**Mr N Bayley, Holiday Park Log Cabins, West End, Barton in the Beans, Leicestershire.**

Dear Sir,

I would like to offer support to the above planning application, that the area surrounding is becoming quite a tourism "hot spot", Twycross Zoo, Bosworth Water Park, Conkers, Snibson, Bosworth Battle Field, Mallory & Donnington Park, various Golf Courses, Shackerstone Railway, Ashby Canal, to name but a few.

This site lends its self to a Log Cabin Park in the way of being in, but discreetly to the side of Barton in the Beans and in no way to large, but big enough to generate employment locally in relation to the size of the village. If we as an area could do this type of project in little "pockets" it could be far better than one larger site at a later date elsewhere from an environmental impact point.

One other benefit which these Log Holiday Cabins would bring to the area has to be in favour of the Horse and Jockey, Congerstone, which is currently preparing to re- open as a Pub Restaurant, also hopefully running a small convenience store from within too. The community of our rural area should have its village pub open again, but once open and run professionally we can't totally rely on locals to support this important part of village life. So any visitors staying at the proposed Log Cabin Park would indeed benefit from and be a benefit to, the Horse and Jockey as their nearest Public House for their needs, bringing with them more employment and support to the local rural community.

I do hope Mr Bayleys application is favourable.

Yours Sincerely,

Robert Wright
Director

*Company Reg No 6033083*

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# Leicester Shire Promotions

8th October 2009

James Hicks
Case Officer
Planning
Hinckley & Bosworth Borough Council
Council Offices
Argents Mead
Hinckley
Leicestershire
LE10 1BZ.

Dear Mr Hicks

PLANNING APPLICATION REFERENCE 09/00692/COU

| | | |
|---|---|---|
| JHI<br>01.09.2009<br>DEL | **09/00692/COU** | West End Sewage Works West End Barton In The Beans<br><br>CHANGE OF USE OF LAND TO A HOLIDAY PARK FOR THE USE OF 6 TIMBER LOG CABINS<br><br>Applicant : Mr Neil Bayley<br>Ward : Cadeby Carlton, M Bosworth & Shackerstone |

I know the vicinity of the proposed development, having managed a 4 star hotel within North West Leicestershire at East Midlands Airport, for almost 10 years, and also with my work in promoting Conkers and other aspects of the National Forest and Beyond visitor experience. I continue to undertake specific tourism related activities in the area connected with the development of tourism including at Twycross Zoo and Bosworth Battlefield Heritage Centre and Country Park, together with supporting roles to the recently formed Hinckley and Bosworth Tourism Partnership (HBTP). This organisation was formerly Hinckley and Bosworth Promotions (HBP) which was formed and set up by Leicester Shire Promotions some years earlier as the forerunner to HBTP.

Given the pace of tourism development currently underway within this area, I may have commented similarly about other applications that have been submitted in the past. Inevitably, there will be similarities with elements of my response given the complementary nature of developments and how they add to a more integrated and holistic visitor offer for the Hinckley and Bosworth area within the Leicestershire destination.

Given the ongoing and increasing demand for accommodation services and the anticipated future growth of the visitor economy within this area of Leicestershire (including relatively close proximity to East Midlands and Coventry Airports, the National Forest and motorway network – M1, M69, A5, M42 etc), there is a continuing need to increase the total supply of quality accommodation within this area.



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I would further summarise and evidence my evaluation of the proposed development as follows:

- **Currently, Hinckley & Bosworth District performs quite satisfactorily within the Leicestershire destination Visitor Economy (positioned 3rd when compared with the other seven Leicestershire districts) with annual revenues of almost £140 million and over 3m visitor days resulting In the employment of over 2,000 jobs (FTEs). This is set to increase in the future as the destination becomes more established as a 'visitor destination' in its own right and the local tourism offer (visitor experience) develops further at a local level to 'disperse' visitors within the destination once they have been 'attracted'[1].**

- It can be seen from the Tables below that some districts are doing better than others. Districts have distinct characteristics and offers. There are particular strengths in the north and west of county, and this is clearly supported by the tourism performance of both Charnwood and North West Leicestershire districts. The Hinckley and Bosworth tourism offer has close associations and linkages with each of these districts for obvious reasons, not least the emergence and development of the National Forest but also some other common characteristics, not least around access and motorsport as just two examples. The challenge is to fully realise opportunities in all districts. There is a challenge to convert more day visitors to staying visitors. This not only assists visitor management since it also eases transport movements and does result in increased economic revenues from visitors staying over longer and spending more. The day visitor market still represents over 90% of total visitors to the district.

- Hinckley and Bosworth's tourism performance represents just 67.5% of the total tourism economic value as achieved by the leading Leicestershire district, Charnwood. This again suggests that there are opportunities to be further explored and developed such as accommodation and log cabins.

- This suggests Hinckley and Bosworth is well placed to make more of its tourism offer and increasingly grow the economic benefit of tourism activity. Currently, there is very limited non serviced accommodation within Hinckley and Bosworth – similar to the type proposed by the applicant. Therefore, there is an opportunity to grow accommodation supply and substantially improve tourism economic value performance by encouraging developments such as this. It is reasonable to suggest, given the greater number of day visitors than overnight visitors at present, that existing visitors failing to identify accommodation locally just select to return home or to stay elsewhere outside of the area. This does not benefit the local economy within the district.

- In 2007, tourism in Hinckley and Bosworth district created and supported a total of 2,137 (FTE jobs). This figure has grown by 3% from 2080 between 2006 and 2007.

[1] Often referred to as 'attract and disperse' strategy as detailed in Destination East Midlands, Regional Tourism Strategy, emda/EMT 2003

- The proposed development comprises an important element of the area's and related airport's continuing infrastructure development for hotel and accommodation services. It complements the current offer associated with the M1 and M69 corridors and also the A42/M42. The M1 corridor has been identified as a key connection for business tourism[2] in the Meetings, Incentives, Conferences and Events market (M.I.C.E).

- The development is within the National Forest and Beyond area, of which half of the Forest's actual boundary area (200 square miles) is within Leicestershire. The National Forest (and Beyond) is identified as a key priority and area for 'destination tourism development'[3]. Recent tourism developments have included a major visitor information and access project and the opening of a new Youth Hostel and caravan and camping facilities[4].

- Connected with the point above, the development of the major Welcome Visitor Centre at Twycross Zoo, Himalaya (scheduled for opening in spring 2010) and its creation as a major national gateway attractor into the region and as a tourism 'flagship' operation, means that not only that more visitors will be attracted to visit attractions such as Twycross, Bosworth and other attractors locally, but that many will then want to extend their visit by staying overnight in local accommodation

- Tourism is highlighted as a priority for development by the National Forest Company (NFC). The NFC has the following aims: attracts and uses resources for ambitious, sensitive and imaginative Forest creation; provides the setting for new businesses, recreation, tourism and an improved quality of life; enhances wildlife and biodiversity. The offer in the Forest is predominantly 'leisure tourism' related at present and this matches the main market profile for users of the log cabins.

- Whilst the National Forest (and Beyond) is still an 'emerging visitor destination', it has already reported very impressive visitor numbers of over 5 million[5]. As the National Forest's infrastructure and offer continues to evolve, the number of visitors will grow accordingly and this demand can be serviced by accommodation services in the area such as this proposed log cabin development.

- This log cabin development represents a positive financial investment in the physical development of Hinckley & Bosworth, is of a long term nature, and will contribute beneficially to employment within the local area. Further opportunities will also be provided for local SMEs to providine supporting services into the longer term..

- The 'log cabin' appearance and quality designed into this particular development can have a positive impact upon the image, identity, and reputation of the local areas and the county. This can only enhance the area's

[2] East Midlands Tourism (Scott Wilson), Tourism Investment Opportunities Action Plan, March 2008
[3] East Midlands Tourism (Scott Wilson), Tourism Investment Opportunities Action Plan, March 2008
[4] National Forest Visitor Infrastructure Project (NFVIP), National Forest Company, East Midlands Tourism, (to March 2008); Youth Hostel opened at Moira, December 2007
[5] Visitor numbers 5,090,000. National Forest Tourism Economic Impact Assessment 2003, Cambridge

positioning and standing and the future positive perceptions of visitors (including those of local residents). Equally, materials used and design elements should be seen to be in keeping with and complementary to the ethos of the National Forest area. I have not reviewed the design of the development in detail at this stage.

- Hinckley & Bosworth has been associated with tourism economic development in recent years as the area has moved away from traditional industry activity into more service sector economies. More product supply, especially accommodation, is needed locally to provide customers with sufficient, quantity, variety and range of accommodation.

- Accommodation benefit from the demands of visitors for seven days a week and often outside of the normal peak periods of the working day. This will assist the transport and movement requirements of the operation throughout each 24 hour period..

- The performance of Hinckley & Bosworth district as monitored using the STEAM model[6] is shown in the Table below for 2007. Data is collected, collated and analysed historically one year in arrears. 2008's data will be for the whole of the Leicestershire destination is also shown for comparison purposes.

**Recommendation**

**Acting in my capacity as Director of Tourism at Leicester Shire Promotions Ltd, I support this application for development and this letter together with its enclosed supporting information may be included for consideration as part of the determination of this application.**

| STEAM 2007<br>Total Revenue by District (£'s millions) | 2007 | Position ex city |
|---|---|---|
| Blaby District Council | 117.93 | 4 |
| Charnwood Borough Council | 204.01 | 1 |
| Harborough District Council | 94.71 | 5 |
| **Hinckley and Bosworth District Council** | **137.76** | **3** |
| Leicester City Council | 415.26 | - |
| Melton Borough Council | 68.29 | 6 |
| North West Leicestershire District Council | 143.03 | 2 |
| Oadby & Wigston District Council | 65.91 | 7 |
| TOTAL | 1246.89 | |

[6] See section on STEAM later

| STEAM 2008 Area/Measure | Leicester and Leicestershire | Leicester (2007) |
|---|---|---|
| Total Revenue (£ms) | £1302m (21.7% of region total) | £415m (33%) |
| Tourist Days (m) | 38.1m | 12.7m |
| Tourist Numbers (m) | 32.6m | 10.1m |
| Day Visitors (Numbers m) | 29.4m (90%) | 9.0m |
| Day Visitors revenue (£m) | £847m (65.1%) | £249m |
| Employment (FTEs) | 19,951 | 6,398 |



Mid West PLANNING

Personal Background

Prior to July 2003 and for a period of three years, I headed up the strategic development and operational team delivering tourism services for Leicestershire on behalf of Leicestershire County Council. My career to date has largely focused upon the hospitality and tourism sector with over 20 years in hotel management. From 1991 to 1999 I was General Manager at the Thistle Hotel, East Midlands Airport. A considerable amount of my management time involved working with clients, customers and other tourism related businesses and attractions within Hinckley & Bosworth and particularly within the National Forest and Beyond area.

My new role as Director of Tourism at Leicestershire Promotions Ltd includes identifying and determining tourism policy and strategy, quality, accessibility, ICT, business development and improvement opportunities within the sub region of Leicestershire. This includes inward investment and tourism product development. It is in this context that I am writing to you. I also have responsibility for tourism development within specific themes including food and drink, sport, the 2012 Games and the National Forest.

**This letter has been written to offer a viewpoint from a professional tourism perspective and intentionally confines its assessment to the relative potential of the proposal from a business perspective. However, at the end of the day, it is recognised that the appropriate authorities will make the decision concerning this proposal after consideration of all the interested parties and the relevant planning considerations.**

Conclusion

Despite the current economic challenges for business and visitors, there are many good reasons to remain optimistic that tourism will continue to make a significant contribution to the local economy. Amongst these are the hugely successful arrival of the Highcross Leicester retail and leisure development in the city, CURVE theatre, the further emergence of The National Forest in the county, developments around 2012, and to this can be added the major investment of over £100m at Donington Park ahead of the 2010 British F1 Grand Prix.

**Assuming that Hinckley & Bosworth district, and the sub-region destination is able to secure additional tourism product supply 'development', there is every indication that the performance of the visitor economy (tourism industry) from the ensuing demand will be set to grow more in future years.**

The project's commitment to the further development of this part of the county and the sub-region can only continue to contribute positively and significantly towards the achievement of our region's future prosperity and success and ultimate vision for the future.

Do please keep me informed of developments and the application's progress. If you or any of your colleagues requires further clarification about any aspect of the content of this letter or additional information, then please contact me direct at Leicester Shire Promotions.

If I can be of any further assistance, then please call me on [redacted] or email me on [redacted]

Yours sincerely

*David Friesner*
David Friesner
Director of Tourism
Leicester Shire Promotions



Mid West PLANNING

09/00692/COU

DEVELOPMENT SERVICES
10 NOV 2009
13 NOV 2009
RECEIVED

MRS P. HAMORE
No. 1 DEACON RISE
BARTON-IN-THE-BEANS
NUNEATON
WARKS
CV13 0DJ

7-11-09

Dear Sir,

I was sorry to hear the council have turned down the planning application in Barton-in-the-Beans. What a wasted opportunity to bring revenue and much needed jobs into such a ramblers paradise. The many teatrooms, pubs and shops in the area would benefit and just six log cabins wouldn't have much of an impact on Barton especially where the site is proposed.

Yours faithfully,

[redacted]

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