

1. Executive Summary

Introduction:

This Planning Supporting Statement accompanies an application for the construction of four high-quality static holiday lodges on land situated to the north west of Leicester Road, Earl Shilton, Leicestershire.

The proposal has been designed to provide a low-density tourism development that contributes to the local economy whilst respecting the character of the surrounding countryside.

The development has evolved following careful consideration of national planning policy together with the adopted planning policies of Hinckley & Bosworth Borough Council.

Unlike larger commercial or residential developments, the proposal seeks to deliver visitor accommodation within an attractive landscaped environment, integrating the development into its surroundings through sensitive design, extensive landscaping and ecological enhancement.

The proposal has deliberately been limited to four lodges in order to ensure that the development remains proportionate to its countryside setting.

Vision Statement:

The vision is to create an attractive rural tourism destination which:

- encourages visitors to stay within Hinckley & Bosworth Borough;
- supports existing local businesses;
- enhances biodiversity;
- improves the appearance of the site through extensive landscaping;
- provides sustainable visitor accommodation;
- contributes positively towards the rural economy.

Development Objectives:

The proposal has been developed around six principal objectives.

Economic Growth:

To create sustainable visitor accommodation that supports the local economy through increased tourism expenditure.

Landscape Enhancement:

To improve the visual appearance of the site through extensive planting and careful design.

Biodiversity:

To increase biodiversity through habitat creation and ecological enhancement.

Sustainable Design:

To construct high-quality lodges using natural materials which complement the surrounding countryside.

Accessibility:

To utilise the site's excellent strategic highway connections whilst minimising environmental impact.

Environmental Stewardship:

To demonstrate that tourism development can coexist with the protection of the rural environment.