



Ty Coed, Bryntail Lead Mine Road, Llanidloes, Powys, SY18 6NZ
Planning Statement Rev B May 2021 (Including Design & Access Statement)
Extension to Existing Holiday Complex From 4 Units of Holiday Accommodation to 20 Units
to include a change of use from Agriculture to Leisure/Tourism.



This supporting statement considers the planning issues relating to the application proposals for for the siting of sixteen additional permanent holiday Lodges; plus the replacement of one existing mobile home with one permanent holiday Lodge; the erection of one holiday lodge as previously approved under Planning Application M2007/0025 (this does not require planning approval); the formation of a cycle store & Laundry room within the existing barn; and associated infrastructure on land at Ty Coed, Bryntail Lead Mine Road, Llanidloes, Powys, SY18 6NZ. This is a resubmission of application 20/1152/FUL which was withdrawn pending the submission of a Landscape Visual Impact Assessment, additional Drainage & Highway details which are now included with this current application.

The application is submitted by, the owners of the application site, surrounding agricultural land and the adjoining residential site to the North, Crowlwm. Mr & Mrs Barley would like to increase their holiday business offering a unique experience, allowing visitors to relax and escape in this rural setting. The proposed development will provide additional tourist accommodation in Powys, contributing to the local economy.

This Statement will provide an overview and explanation of the background to the proposal, and the policy context within which the application should be considered and determined; an assessment of the planning merits of the application; and consideration of site-specific planning issues. The information contained in this document is supplementary to that provided on the completed planning application forms, and is to be regarded as forming part of the application. The information contained in this statement is also intended to assist the Planning Authority in

determination of the proposals. This statement should be read in conjunction with the plans and drawings submitted which demonstrate the potential of the site and its relationship to the surrounding built form and landscape.

THE SITE

The site is located approximately 4 miles North East of Llanidloes on the Bryntail Lead Mine Road that runs around the southern perimeter of the Clywedog Reservoir & Dam and is in a beautiful location that demonstrates why Powys' natural landscapes are the county's key tourism draw. The surrounding countryside is undulating in nature with multiple walking and cycle trails close to the site. The local area offers numerous outdoor activities including fishing, cycling, sailing, windsurfing, walking, horse riding, etc and is ideally located for tourism accommodation. The Severn Way, Glyndwrs Way and National Cycle Route 81 are easily accessible from the site and for visitors that are keen cyclists there will be a secure bike storage facility provided.

The natural and built environment and Powys' natural landscapes are significant tourism assets. The large majority of attractions in Powys are associated with the area's landscape, history, heritage and culture, few of which are of a scale to become attractors in their own right. This is coupled with their use being influenced by seasonality and the weather. Any new developments therefore should be sympathetic to their surroundings and not detrimentally impact on their environment.

The closest town Llanidloes offers a good range of services and facilities, including public houses, restaurants, shops, a post office, recreational facilities, community centre and places of worship. Llanidloes is located on the A470 and as such benefits from good transport links, to local and regional centres including Aberystwyth, Caersws, Llanidloes, Newtown, Shrewsbury and Welshpool. The site is therefore in a location in Powys that is easily accessible by various modes of transport and benefits from good access to the full range of services and facilities.



The Clywedog Dam, Clywedog Reservoir and Bryntail Lead Mines are in walking distance of the site and there are many local attractions just a short drive away. For example, the Hafren Forest and Cascade Falls (7 miles), Llanidloes Museum (4 miles), St Idloes Golf Club (4.7 miles) and Llandinam Gravels Nature Reserve (9.5 miles).



The application site at Ty Coed, extends to just under 1 hectare of land (outlined & hatched red on the plan above) with a further 2.1 hectares under the same ownership outlined blue. The current Planning Use of the site constitutes a combination of tourism use and low-grade Agriculture land which is occasionally used for grazing sheep. Access to the site is via the Bryntail Lead Mine Road via the Clywedog Reservoir Southern Perimeter Road which is sufficiently wide enough for two lanes of vehicles. Road junctions have good visibility splays and are sufficient for the perceived increased vehicle movements for this small-scale development.

As can be seen on the Aerial Photograph on the following page the site is undulating with a level bowl of land, to the East, where the existing holiday Lodges are located and a high point in the centre where the access track runs with the land running off to the East, West and South sides of the site. The site is relatively well-screened by the topography of the land and by significant existing vegetation (including trees and hedgerows) surrounding the site. The site also encompasses a range of existing buildings including two holiday Lodges, a mobile home, metal shipping container, various small timber sheds and a large agricultural barn used for storing vintage machinery and ground maintenance equipment. The Agricultural use of the site is limited by the sloping nature of the site and rocky outcrops with the vegetation of the site only suitable for grazing sheep. Planning Policy Wales encourages the diversification of farm enterprises and other parts of the rural economy for appropriate tourism uses subject to adequate safeguards for the character and appearance of the countryside, particularly its landscape, biodiversity and local amenity value.



TOURISM IN THE UK, MID WALES AND POWYS

The application proposes the expansion of an existing tourism business from 4 to 20 units of self-contained holiday accommodation. This proposed small-scale development of 20 chalets and associated facilities, enhances the sites viability and will help to support the local economy through custom for local services and tourist attractions in the local area and beyond. The proposed development will provide high quality tourist accommodation in Powys and there is a significant evidence base to support the visitor and leisure economy within the UK and in Mid-Wales and Powys in particular.

Holiday and Touring Parks within the UK and Welsh Economy

The importance of the tourism industry to the Welsh economy is identified in the Welsh Government's "Partnership for Growth: Strategy for Tourism 2013-2020", which sets out the Welsh Government's aspirations for the tourism industry in Wales and recognises that tourism benefits many sectors of the economy including transport, retail and agriculture. Ken Skates, Deputy Minister for Culture, Sport and Tourism (Welsh Government) provides detailed information in this regard in a written statement entitled "Economic Benefits of Tourism to Wales" dated 3rd November 2015 and identifies strong growth prospects for tourism in Wales. The statement outlines that 2014 "was a record breaking year for Wales's tourism industry with domestic staying visitors to Wales peaking at over 10m trips in 2014 - with spend up 9% over the last two years; and trips from international visitors increasing by 9% since 2012 - and spend up 6%". The statement further identifies that "since 2005 tourism has seen high growth in employment in Wales, out-performing all priority sectors in Wales with half of all 16 to 24 year olds employed in the priority sectors in Wales now employed in tourism. Tourism also provides the highest proportion of employment for women in these priority sectors".

With particular regard to holiday and touring parks, an article produced by the British Holiday and Home Parks Association details the facts and figures relating to holiday and touring parks within the UK in 2013. Based on figures produced from the Great British Tourism Survey the UK holiday parks industry generated £2.25 billion of tourism spend – accounting for 16.8% of Britain's entire holiday economy, and amounting to almost a third of all holiday bed nights. Holiday and touring parks within the UK – facts and figures – produced by the British Holiday and Home Parks Association (2014)

In a separate article produced by the British Holiday and Home Parks Association, 'Holiday and touring parks' contribution', direct and indirect employment generated from holiday parks has been analysed. Between 1998 and 2010 there has been a 53% rise in direct employment on holiday parks. Research carried out in Wales, provides that the average number of staff employed on parks was 20 during the low season, with this figure more than doubling during the high season. Indirect employment is another output of holiday parks with visitors frequenting local pubs, restaurants and tourist attractions etc. Research into indirect employment has reported that every two caravan holiday home pitches account for one tourism job. In addition, indirect employment is also created within the manufacturing industry – between 2009 and 2010 25,114 touring caravans were sold in the UK, and 17,308 caravan holiday homes were sold.

According to the British Holiday and Home Parks Association report, 'Holiday parks: how the numbers add up' "around one in five holiday bed-nights in Britain is spent in caravan holiday homes, touring caravans, chalets and timber lodges on holiday parks". The association goes

on to suggest that this number could achieve an even higher share within the UK if it were able to fulfil demand at all times, “During the summers of 2009 and 2010, large numbers of parks had to refuse visitors because they were at maximum occupancy levels”.

Mid Wales & Powys – The Economic Impact of Tourism

A Mid Wales Tourism Strategy was produced by The Tourism Company in June 2011; the Introduction to the strategy details that:

Tourism is inordinately important to the region, contributing to local prosperity and quality of life across Mid Wales

Tourism supports a significant number of jobs and injects much needed revenue into the economy.

Gwynedd, Ceredigion and Powys are rank 2nd, 4th and 5th amongst the 22 counties in Wales in terms of Tourism Economic Intensity which relates Tourism GVA to overall GVA.

GVA of tourism in the Mid Wales Unitary Authorities (2007):

- Ceredigion: £93m, 10% of the county’s total GVA, supporting 4,100 FTEs.

- Powys: £122.2m, 7.6% of the county’s total GVA, supporting 5,400 FTEs.

- Gwynedd: £206.7m, 11.6% of the county’s total GVA, supporting 9,100 FTEs.

Tourism also supports the development of vital infrastructure and other economic activities.

The strategy then identifies that Mid Wales “needs to pursue tourism because, first, this is where its natural comparative advantage lies and, second, there are few alternative sectors
Holiday and touring parks’ contribution – produced by the British Holiday and Home Parks Association (2011)

Holiday parks: how the numbers add up - produced by the British Holiday and Home Parks Association (Park tourism figures quoted are extracted from UK Tourism Survey 2009 given the uncertainties surrounding public sector employment and agriculture, the other mainstays of the regional economy.

In addition, tourism:

Supports cross-cutting services and infrastructure which benefit local people and can result in greater variety of cultural and leisure provision e.g. transport links, the range of shops and services, restaurants and bars, local heritage and cultural facilities; and

Helps promote a positive image to the outside world which, in turn, can attract investment and make people feel better about the place in which they live.

THE PROPOSED DEVELOPMENT

The Applicant lives at Crowlwm which is the adjoining land to the North of the application site and has had 10 years of experience running the existing holiday business. The expansion of the existing business will secure a viable and sustainable future tourism use for the site, enhancing the contribution it makes to the social, economic and environmental well-being of the area.

Layout & Design

The proposed development site currently houses 2 existing holiday Lodges plus the land allocated for the third approved holiday Lodge which is yet to be built (planning ref M2007/0025); an existing barn with adjoining yard area, a metal shipping container and various small timber sheds and an existing mobile home. It is proposed to site the sixteen additional holiday Lodges, the holiday Lodge replacing the existing mobile home and the previously approved holiday lodge (planning ref M2007/0025) as

shown on the aerial photo montage below. Cycle storage and a Laundry room are to be located within the existing barn with the remainder of the barn retaining its current use. As previously stated, the Owners accommodation and a site office are already provided at the neighbouring site. The siting and layout proposed ensures that the visual impact of the development is minimised, whilst the Lodges can be adequately accessed, with appropriate circulation space. The areas of land beneficial to agriculture are to be retained in their current use and as such are outside the boundary of the Application Site.



The additional Lodges are to be located on the previously developed Tourism land adjacent to the existing Lodges, barn and yard area and along the existing access tracks on areas of low-grade Agricultural land which, due to the rocky geology and undulating topography, are unsuitable for growing crops or grazing animals. The land areas suitable for grazing animals are to be retained in their current Agricultural Use and are located outside the boundary of the Application Site. The proposed Lodges will be permanent constructions of a high-quality design, although it is anticipated that the precise design and specification of the Lodges will be determined through negotiation with the Local Planning Authority on this application and/or via conditions on any subsequent consent.

Character

The proposed holiday Lodges are to be located on the site in areas sensitive to the local vernacular with the amenity facilities located within the existing barn thus, ensuring that the proposed scheme does not result in any unacceptable adverse impact that outweighs the benefits to be gained. In addition, the site is bounded predominantly by mature hedgerows and trees and the development proposal affords the opportunity to enhance this with additional native landscape planting which will further assist in integrating the development into its landscape setting. The development has been designed to complement the character of the surrounding area, creates an attractive, safe place with supports community safety and crime prevention. The development is designed to be inclusive to all and incorporates adequate amenity land, together with appropriate landscaping and planting. The amenity enjoyed by occupants nearby will not be unacceptably affected by the proposal.

Use

The use of the development will be strictly for holiday accommodation. The Lodges proposed are all permanent robust insulated structures designed to be used during all weather conditions.

Amount

The application is seeking Planning Approval for sixteen additional permanent holiday Lodges; the replacement of one existing mobile home with one permanent holiday Lodge; erection of one holiday lodge as previously approved under Planning Application M2007/0025 (this does not require planning approval); the formation of a cycle store & Laundry room within an existing barn; and associated infrastructure on land at Ty Coed, Llanidloes, Powys, SY18 6NZ.

Appearance

The Lodges have been designed to the principles required of DM13:

- Be designed to complement and/or enhance the character of the surrounding area in terms of siting, appearance, integration, scale, height, massing and design detail.
- Be inclusive to all, making full provision for people with disabilities.
- The chalets will be clad with a wooden exterior which will complement the surrounding area.
- The chalets will be compliant with the Disability Discrimination Act.

Layout

The proposed layout of the scheme involves the careful layout of the chalets so as to maximise the use of the space available on site. The chalets are sited within a generous plot with more than adequate parking and amenity area.

Scale

The plans and elevations for the proposed Lodges can be seen on the plans submitted with the application. Due to the proposed spacing, orientation and size of the Lodges there will not be any

adverse impact on privacy, sunlight, microclimate to neighbouring properties or each Lodge building. Due to the location of the development there is no impact on public space.

Landscaping

Localised views of the site are well screened by the undulating topography of the site and existing trees and hedgerows, which will be reinforced and enhanced by additional landscape planting of native species as part of the development proposal. Therefore, the proposed development may be discernible from distance, but will only be perceived as a very small element in a very extensive view.

We consider that the proposals are appropriate and sensitive in terms of integration, siting, scale and design. The proposal will not have an adverse effect on the characteristics and qualities of the Powys Landscape nor will they have a significant impact on the landscape or visual amenity.

Community Safety

The development site is located in a rural community. There is only one point of entry to the site which allows for natural surveillance. The owners live on site at the neighbouring property Crowlwm and can easily oversee the security of the site from this location.

ENVIRONMENT AND SUSTAINABILITY

Efficient Use and Protection of Natural Resources

The development will utilise previously developed land, and the areas unsuitable for low-grade agricultural use due to the rocky ground conditions and undulating topography. The more suitable grazing land areas are excluded from the Application Site are to be retained for agricultural use. The existing barn on the site will also be able to be upgraded to have Solar PV panels for electricity generation installed on to the South facing roof slope to provide green energy for the site. Underground water storage tanks will be provided to collect the rain water from the barn roof to use as grey water for the laundry and cycle washing facilities. Additional Native landscape planting on the site will improve shelter in this location and will therefore assist in reducing energy losses from the proposed development. In addition, the applicant has strong links with the local community and is therefore committed to sourcing locally derived labour and sustainable materials wherever possible.

Dark Skies and External Lighting

The application proposals do not include any external pathway/road lighting. A single LED external downlight will be provided to each cabin for safe access and the fitting is to have bat friendly lux levels.

Biodiversity

A number of biodiversity enhancement measures are proposed as part of the proposed development. It is therefore considered that the proposals do not give rise to any unacceptable adverse ecological impacts but will, on the contrary provide betterment including the erection of bat roosting boxes, bird nesting boxes and habitat management plans and new native landscape planting including native trees, hedgerow and areas of scrub.

Sustainable Development

The Lodges will be Building Regulation compliant, double glazed and insulated. The heating systems will be electric with electricity where possible provided by Solar PV panels on the barn roof.

Underground water storage tanks will be provided to collect the rain water from the barn roof to use as grey water for the laundry and cycle washing facilities.

Utilities and Drainage

The site can be served by mains electricity and in addition, the existing barn on the site will be upgraded to have Solar PV panels for electricity generation installed on to the South facing roof slope to provide green energy for the site.

Rain water from the barn roof will be collected into underground water tanks to provide grey water for the Laundry and the cycle washing facilities. In addition, each Lodge will have a water butt fitted to the rain water down pipes to allow storage of water for landscaping irrigation. Any additional rainwater will be directed to soakaways.

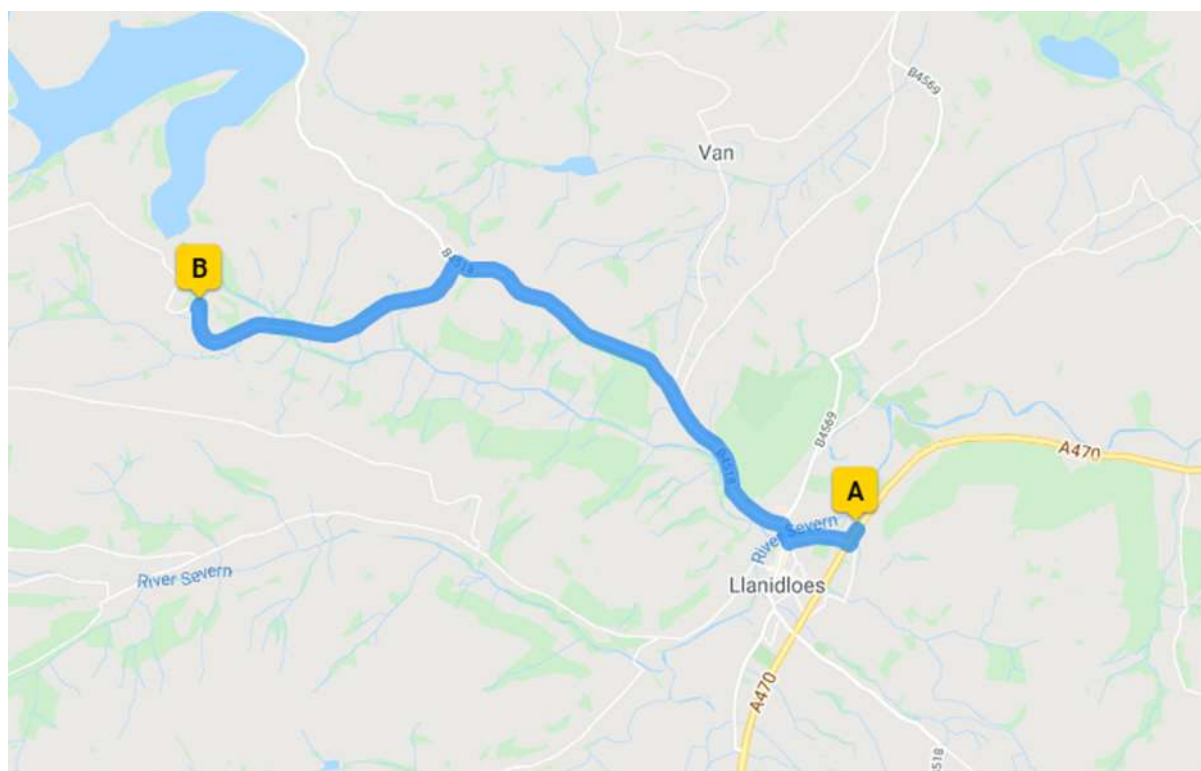
The foul drainage will be directed to two sewage treatment plants and surface water will be attenuated prior to soaking away. Porous surfacing will be also be utilised as far as practicable. Such methods of foul and surface water drainage are considered to be the most environmentally sensitive disposal solutions available for the development proposal.

Movement

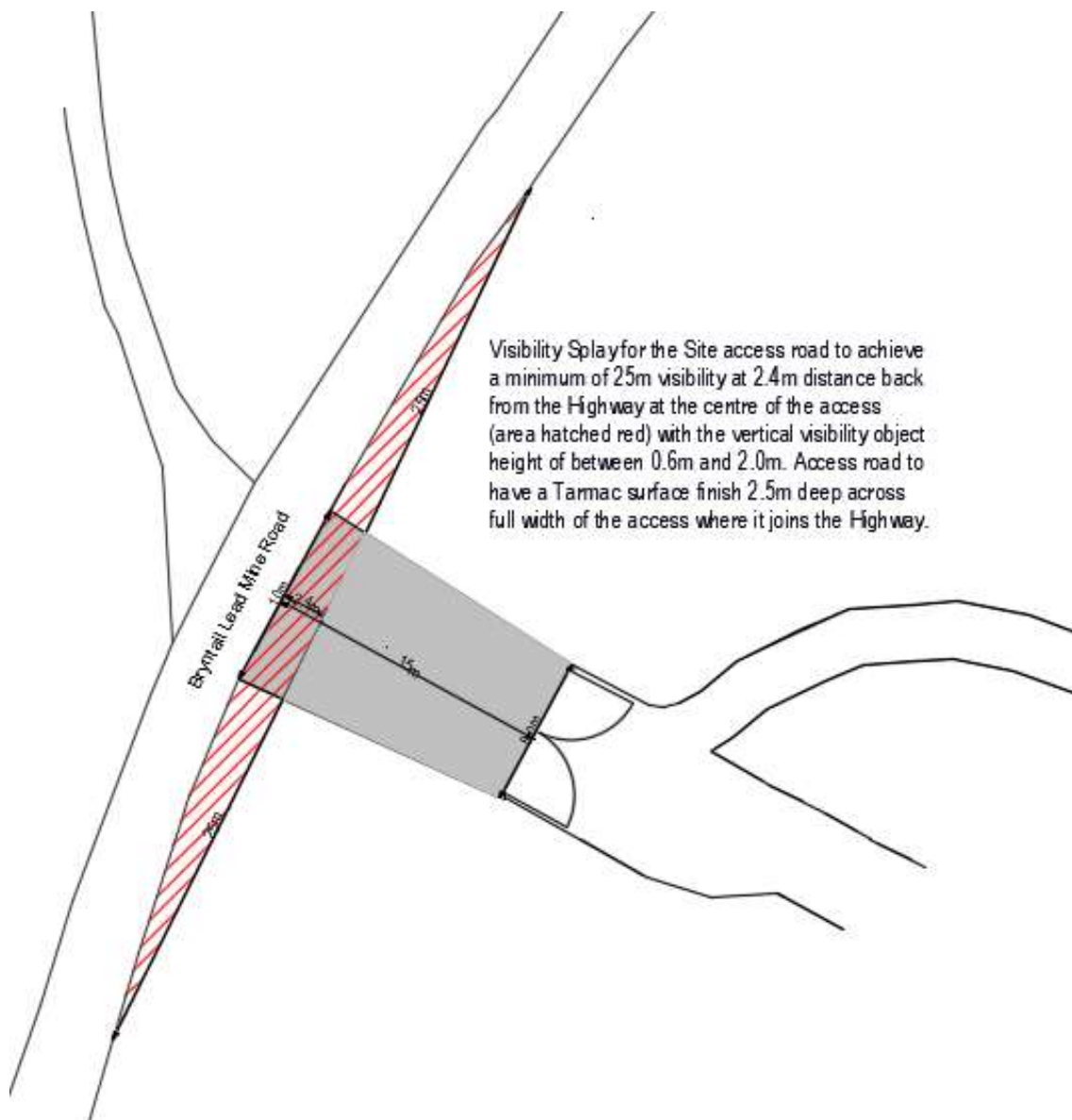
Ramped & level access is to be provided to all the holiday Lodges. The nearest town Llanidloes benefits from public transport facilities that connects the development to the larger area and regional centres of Newtown, Aberystwyth and Shrewsbury and therefore a full range of services and facilities. The proposed development will therefore encourage walking, cycling and the use of public transport.

Access and Parking

Access to the site is via the Clywedog Reservoir Southern Perimeter Road which is sufficiently wide enough for two lanes of vehicles and directly off the Bryntail Lead Mine Road. The vehicle routing plan for visitors to the site from the main A470 via the B4518 is shown on the map below.



The road junctions have good visibility splays and are sufficient for the perceived increased vehicle movements for this small-scale development. The access to the site from the Highway is as per the plan below:



There is a second exit from the site directly onto the Clywedog Reservoir Southern Perimeter Road however this access will not be used by any vehicles and a locked gate is to be provided across the track.

Within the site a stretch of new track is to be provided to allow for a “one way” route through the site. A turning point will be provided at the end of the one length of dual way traffic. Surface water will be discharged to soakaways ensuring highway safety.

Car parking will be provided on site and vehicles entering and exiting the site will do so in a forward gear. The car parking for each Lodge will be located near to the principal entrance with a level or shallow gradient hard surface suitable for wheelchair use giving access to all external doorways which will have a level threshold and entrance doors will be 930mm clear width. Internally the chalets will be constructed in accordance with part M of the Building Regulations with all internal doors to be of

disabled criteria and all external doors to be 930mm minimum width with a level threshold. All sockets and light switches to be in compliance with Part M with regard to the height from floor level. Access for disabled persons can be readily achieved and the proposed Laundry area & cycle storage will be constructed to meet disability access requirements.

All of the measures detailed above will be maintained in such a way that will allow all people access to and from lodges and the facilities within the Lodges will also be constructed and maintained in such a way to ensure people's access to the development.

Public Rights of Way

There are no known public footpaths crossing the site, or affected by the proposal.

Drainage and Flood Risk

The proposed development site is located outside of areas at risk of flooding as identified on Natural Resources Wales' Development Advice Mapping that accompanies Technical Advice Note 15.

PLANNING POLICY

National Planning Policy

Planning Policy Wales Edition 9 was adopted in November 2016 and is the key national land use planning policy document for Wales. Planning Policy Wales (PPW) sets out the Welsh Government's land use planning policies with the aim to translate the Government's commitment to sustainable development within the planning system. This is highlighted at Chapter 4 (Planning for sustainability), it sets out the view that, "the planning system provides for a presumption in favour of sustainable development", this should be considered during plan making and decision-taking.

There are three dimensions to sustainable development: economic, social and environmental; all planning decisions must have regard to these.

Economic

PPW identifies in paragraph 11.1.1 that:

"Tourism is vital to economic prosperity and job creation in many parts of Wales. It is a significant and growing source of employment and investment, based on the country's cultural and environmental diversity. Tourism can be a catalyst for environmental protection, regeneration and improvement in both rural and urban areas."

The importance of tourism to the economy of rural areas such as Powys is specifically highlighted in paragraph 11.1.7, which identifies that tourism related development "is an essential element in providing for a healthy, diverse, local and national economy. It can contribute to the provision and maintenance of facilities for local communities."

The current application, by providing additional tourist accommodation, will help to sustain existing services and businesses in Llanidloes and the local area, including its shops, restaurants and public houses. It is evident, therefore, that the economic benefits of tourism related developments, should be given significant weight in the determination of planning applications such as this.

Social

Recreational facilities and tourist accommodation play an important role in the vibrancy of the local community. They act as key catalysts for the local economy of Llanidloes, providing and supporting its community services and facilities and offering people from outside the area an opportunity to stay and enjoy an area of high quality countryside.

Planning Policy Wales therefore supports the provision and retention of tourist accommodation such as that proposed in this application in paragraph 11.1.4, stating that “Tourism involves a wide range of activities, facilities and types of development throughout Wales. The planning system should encourage sustainable tourism in ways which enable it to contribute to economic development, conservation, rural diversification, urban regeneration and social inclusion, recognising the needs of visitors and those of local communities”.

Environmental

The development proposed protects the natural environment by utilising a site currently of limited ecological value, whilst the site’s topography and proposed layout minimise the proposed development’s visual impact. In addition, existing trees and hedgerows on the site will be retained and additional planting will take place to enhance the ecological value of the area.

Local Planning Policy

The currently adopted Development Plan for the Powys Local Planning Authority area is the Powys Local Development Plan (LDP). This document provides the local context in which planning applications should be assessed and determined. A number of objectives and policies contained within the LDP have been identified as being of particular relevance to the development proposal, as follows:

OBJECTIVE 7 – KEY ECONOMIC SECTORS

This objective recognises that tourism is a key economic sector of the Powys economy and provides support for the provision of development that maintains and strengthens sustainable year-round tourism opportunities.

DM4 – LANDSCAPE

Policy DM4 seeks to ensure that development is appropriate in terms of its siting, scale and design on the characteristics and qualities of the landscape. Development therefore needs to have regard to LANDMAP, Registered Historic Landscapes, adjacent protected landscapes and the visual amenity enjoyed by users of both Powys landscapes and adjoining areas.

DM6 – FLOOD PREVENTION MEASURES AND LAND DRAINAGE

Identifies that development proposals must avoid unnecessary flood risk and provide satisfactory provision for land drainage, including the consideration of Sustainable Drainage Systems.

DM13 – DESIGN AND RESOURCES

Policy DM13 is a key policy in the Local Development Plan and provides general development control criteria against which all development proposals are assessed. Criteria within the policy of relevance to this development proposal include that development must:

- Be designed to complement and/or enhance the character or the surrounding area in terms of siting, appearance, integration, scale, height, massing, and design detailing;
- Be inclusive to all, making full provision for people with disabilities; and
- Meet all highway access requirements, vehicular parking standards and demonstrate that the strategic and local highway network can absorb the traffic impacts of the development.

Rural Diversification

The DEFRA and Welsh Government definition of a diversified enterprise is:

‘The entrepreneurial use of farm resources for a non-agricultural purpose for commercial gain’ Under this definition, activities such as non-agricultural contracting, the letting of buildings for non-agricultural purposes, processing and retailing of farm produce, using farm resources for tourism, sport and recreational activities would be included as diversification. On-site energy generation which either offsets on-site use or is exported to the grid is also considered to be a diversification activity.

The following activities would not be included as diversification: other gainful activity (for example, a second job or investing in stocks and shares), agricultural contracting, activities inseparable from agriculture (for example packing mushrooms if there is no market for unpacked mushrooms), agri-environment payments, the letting of land (it is assumed the farmer does not have an entrepreneurial role in letting the land), and the hiring of assets (again unlikely to involve the farmer in an entrepreneurial role). (Statistics for Wales – Farm Diversification in Wales 2011-12 ref: SB125/2012).

Rural diversification is of increasing importance to those with an interest in agriculture and rural communities as a whole. With rising uncertainty in farming, diversification offers a way of supplementing incomes and improving the economic viability of a farm business. Diversification reflects the reduced dependence of farmers on agriculture as a source of income. Diversification also implies some kind of entrepreneurial activity on behalf of the farmer (DEFRA – Farm Diversification in England: 27/01/11).

Farm resources are defined as land or capital that was previously used for agricultural purposes. Where a farmer/spouse takes up external employment, this will be classified as other gainful activity. However, any activities that the farmer/spouse spends their time doing will still be classified as diversified activities whenever any land or capital previously used for agricultural purposes are also employed (for example a farmer running a shop selling produce from the farm). Whether an activity is defined as diversified or as other gainful activity would depend on a combination of factors. For example, whether the farm resource previously used for agricultural purposes could be switched back to agricultural use, whether the accounts of the activity are separate from those of the farm, and how long it has been a diversified activity. It is useful to think of diversification as a transition rather than an end-state (Statistics for Wales – Farm Diversification in Wales 2011-12 ref: SB125/2012).

TD1 – Tourism Development

As detailed within paragraph 4.8.5 of the LDP, this policy encourages new tourist development because of the contribution it makes to the economy. Nonetheless, in open countryside the policy restricts such development to that which is “compatible in terms of location, siting, design

and scale and well integrated into the landscape so that it would not detract from the overall character and appearance of the area". The supporting text to the policy specifically identifies that proposals which support an existing tourist facility, attraction or asset and are sympathetic to the natural environment and rural landscape will be supported. Examples of appropriate development provided include additions or alterations to accommodation or facilities that seek to enhance quality, or developments on or adjoining tourist assets, provided the enjoyment and setting of the asset is safeguarded.

Planning Conclusion

Given the economic, social and environmental roles of the development, as detailed above, it is believed that the proposal constitutes a sustainable rural diversification scheme development and is supported by national planning policy. Planning Policy Wales' "presumption in favour of sustainable development" is therefore engaged. The proposed development, whilst sited within the open countryside, is located on a site already benefitting from planning consent for holiday Accommodation. The principle of the proposed development is therefore supported by local policy TD1. The proposals have been sensitively designed and sited to ensure that it has no unacceptable adverse impacts upon the character and appearance of the area within which it is located. No other unacceptable adverse impacts on interests of acknowledged importance (including highway infrastructure, ecology or drainage) have been identified as arising from the proposed development.

The proposed development is therefore considered to accord with the objectives and policies of the LDP which recognise the importance of tourism development to the Powys economy.

CONCLUSION

The Application site is an existing mixed Tourism/Agricultural site that currently benefits from planning permission for four existing holiday Lodges. The proposal to increase the holiday accommodation for 4 to 20 Lodges is a modest and sustainable development that would make a valuable contribution to the local economy whilst ensuring that any useable agricultural land is retained in use. The design of the proposal would not adversely detract from the beautiful scenery and surrounding area and the proposals contribution to tourism, particularly in this rural setting, is of great benefit to the local area as a whole.

It is believed that the application, due to the carefully considered and designed scheme proposed, would not give rise to unacceptable adverse impacts on the environment, local amenities or other interests of acknowledged importance.

The proposed development is therefore considered to be appropriate in context, resulting in minimal impact whilst making a positive contribution to the local community and economy of the area. It also makes a positive contribution to the tourism industry within Powys, an economic sector that is "inordinately important to the region, contributing to local prosperity and quality of life across Mid Wales" (Mid Wales Tourism Strategy, The Tourism Company, June 2011).

In view of the above we respectfully request that the Council approve the application as a development which broadly accords with adopted planning policies and the principles and policy objectives of Planning Policy Wales, including its presumption in favour of sustainable development.