

PLANNING DESIGN AND ACCESS STATEMENT

MUNDESLEY HOLIDAY VILLAGE

CEASE THE USE OF THE AREA FOR SITE
MAINTENANCE AND STORAGE AND STATION
6 HOLIDAY LODGES WITH DECKING AND
ASSOCIATED WORKS.



Landmark Associates
SEPTEMBER 2021

PLANNING APPLICATION

**CEASE THE USE OF THE AREA FOR SITE MAINTENANCE AND
STORAGE AND STATION 6 HOLIDAY LODGES WITH DECKING
AND ASSOCIATED WORKS.**

**MUNDESLEY HOLIDAY VILLAGE,
PASTON ROAD,
MUNDESLEY,
NORFOLK,
NR11 8BT**

FOR

MR T. HAY

Mundesley Holiday Village Ltd

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1 INTRODUCTION

1.1 INTRODUCTION

This planning application represents a further stage in the transformation of the former Mundesley Holiday Camp into the Mundesley Holiday Village. A new chapter in the history of the site started several years ago with the transformation of the former holiday camp into a self-catering holiday village. The process is well underway with the demolition of the former buildings, the conversion of the previous permanent units of accommodation and the stationing of holiday lodges.

These proposals will result in the further inward investment of significance in the North Norfolk holiday industry, which will have economic benefits to the local community and the surrounding area.

In general, terms, the proposals consist of the removal of an area of activity, which is used as a maintenance and storage yard forming part of, and associated with, the operation of the site. It is proposed to replace the former activities with 6-holiday lodges similar in appearance to those which have already been approved and stationed on the remainder of the site.

Historically and before its closure, Mundesley Holiday Camp was a well-established holiday camp operation offering the traditional holiday camp experience. This encouraged holidaymakers to stay within the site and provided entertainment for them between three meals a day. Over time, the term 'camp' has fallen out of favour and has been replaced in more recent years with terms such as 'resort' or 'holiday village'. While the accommodation typically consisted of chalets from the 1960's onward, many camps also added static caravan accommodation and today large numbers of static caravans are also termed holiday 'camps'. It was clear, however, that much of the accommodation at Mundesley Holiday Camp was becoming 'unfit for purpose' and needed refurbishment or replacement. In addition, the market for the traditional holiday camp type of holiday was diminishing and it was clear that the required capital investment to bring all the facilities up to modern standards could not be substantiated by the current holidaymakers coming to the site.

The site was been purchased by Mr T Hay who has extensive experience in the holiday accommodation sector. He is the Managing Director of the Beeston Group. This company has nine sites which encompass holiday lodges, touring caravan and camping sites in North Norfolk and Suffolk (Beeston Regis Holiday Park, Cliff House Holiday Park, The Hollies Camping and Leisure Resort, Gold Coast Caravan Park, Hazelbury Caravan Park, Yaxham Waters Holiday Park, New Hall Lodge Park, Overstrand Camping Park).

The vision of Mr Hay has been to bring a new business model to the site which has transformed it from the former traditional all-inclusive 'holiday camp' to a modern self-catering 'holiday village'. This process of change is already well advanced as can be seen from the planning approvals, which have been granted by North Norfolk Council and implemented by the company.

The applicant wishes to continue to invest in the site and the tourism industry by the provision of a further 6 units of self-catering holiday accommodation which will be offered for sale to individuals who want their own holiday accommodation on the site. Some of the units may be retained to be let out by the company.

The location of the site, near the village of Mundesley, will ensure that the visitors to the Mundesley Holiday Village help to boost the local economy by focusing their spending on nearby shops, pubs, restaurants and entertainment facilities. The aim is to use the expertise, which Mr Hay has gained from operating his existing holiday sites, to revitalise this site, which will, in turn, increase the overall range of holiday accommodation available in the North Norfolk area.

This planning application aims to replace the storage and maintenance yard with 6 self-catering holiday lodges.

The proposals have the potential to generate an additional 3 full-time and 3 part-time additional jobs.

North Norfolk Council considers tourism to be an important contributor to the local economy and has a range of policies to promote growth in this important sector.

The assets, which have been identified as being attractive to visitors, are the variety of differing types of beach, the Norfolk Broads and waterways, the traditional market towns, historic buildings, holiday activities and the general tranquillity and remoteness of the countryside. In addition, to facilities and amenities, tourists to the area require the provision of a range of types of accommodation. One of the most popular forms of self-catering accommodation is that centred on sites encompassing, holiday lodges and self-catering accommodation.

This Planning, Design and Access Statement is submitted to North Norfolk Council on behalf of Mr Hay. It has been produced to support the planning application in respect of the Mundesley Holiday Village site, Paston Road, Mundesley, Norfolk, NR11 8BT (the application site), as shown outlined in red on the site location plan.

This Statement forms part of the application submission to the Council and should be read in conjunction with the application forms and submitted drawings.

The proposals relate to a site area of approximately 0.3 hectares. This forms part of the overall Mundesley Holiday Village, Mundesley. The whole site has an overall area of approximately 6 ha including the access track to the highway.

The principle of tourism is supported and promoted by a range of government policies and national agencies including the National Planning Policy Framework and the policies of the North Norfolk Local Plan. For this application to be granted planning permission, it is recognised that it will be necessary for the proposals to be in accordance with the policies contained in these documents.

The main issues concerning the proposed development of the site are the principle of removing the existing activities from this operational area of the site and providing 6-units of holiday accommodation, the impact of the proposals on the surrounding area and to

ensure that the site can accommodate the proposals without an adverse impact on the landscape.

1.2 THE PROPOSALS

The application seeks full planning permission for:

Cease the use of the area for site maintenance and storage and station 6 Holiday Lodges with decking and associated works.

1.3 DEVELOPMENT PLANS

Section 38 of the Planning and Compulsory Purchase Act 2004 requires applications to be determined in accordance with the provisions of the development plan unless other material considerations indicate otherwise. The development plan relevant to the application consists of the National Planning Policy Framework and the North Norfolk Local Plan.

1.4 DESIGN AND ACCESS STATEMENTS

The former Department for Communities and Local Government in Circular 01/2006, 'Guidance on Changes to the Development Control System', has established a requirement that a statement covering design concepts and principles and access issues are submitted with any application for planning permission and listed building consent.

Best practice guidance on the content and preparation of Design and Access Statements has been published by the Commission for Architecture and the Built Environment (CABE) in a document entitled "Design and Access Statements – how to write, read and use them". This statement has been prepared using the methodology set out in the guide. The process consists of "assessment – involvement – evaluation – design".

1.5 APPLICATION DOCUMENTS

In accordance with the advice given in the Council Requirement for the Validation of Planning Applications and general good planning practice, the following reports are provided either as part of the Planning, Design and Access Statement:

Design and Access Statement	This document
Supporting Planning Statement	Contained in the Planning, Design and Access Statement.
Statement of Community Consultation	Contained in the Planning, Design and Access Statement
Flood Risk Assessment	Contained in the Planning, Design and Access Statement
Foul Drainage	Contained in the Design and Access Statement
Archaeological Statement	Contained in the Planning, Design and Access Statement
Landscape Assessment and Proposals	Contained in Landscape impact assessment.
Arboriculture Impact and Implications	Contained in the Planning, Design and Access

Assessment	Statement
Nature Conservation/Ecological Assessment	The proposals due to their location do not have an adverse impact on protected species, designated sites, important habitats or other biodiversity features or features of geological importance.
Refuse Disposal and Waste	Contained in the Planning, Design and Access Statement
Contaminated Land Assessment	Not required – no 'sensitive' end-user
Lighting Scheme/Light Pollution Assessment	Contained in the Planning, Design and Access Statement
Financial Viability Economic Statement	The Planning, Design and Access statement demonstrates the benefits from the proposed development and includes details of any new jobs that will be created or supported; the relative and benefits to the community.

1.6 FORM AND CONTENT

The purpose of the Planning, Design and Access Statement is to explain the rationale for the proposed development of the site based on a series of design objectives and to assess the merits of the application in relation to adopted planning policies and best practices.

The Planning, Design and Access Statement has four purposes:

- To provide a document that records the issues and considerations that have informed the development of design proposals for the development of the site.
- To inform the general public, consultees, planning officers and the Planning Committee of the planning issues related to the site and the proposals;
- To communicate the planning and design principles contained in the application; and
- To demonstrate that the proposals are in accordance with the policies contained in the National Planning Policy Framework and the North Norfolk Local Plan.

The principal requirements for the content of a statement are:

- The demonstration of a contextual understanding - a statement must demonstrate that proposals are responsive and based on a good understanding of the development context;
- The clear presentation of the proposed scheme's characteristics – a statement needs to illustrate the principles and concepts that have been applied in relation to the amount, layout and scale of development as well the proposed approach to landscape and its appearance;

- The inclusion of an access component – statements should set out how proposals will ensure that users will have equal and convenient access to buildings, public transport and public spaces.

The design statement is set out in 7 sections:

Part 1 Introduction;

Part 2 Development Objectives;

Part 3 Contextual Analysis

Part 4; Planning Policy Analysis;

Part 5 Involvement;

Part 6 Planning and Design Principles; and

Part 7 Planning and Design Solution

2 DEVELOPMENT OBJECTIVES

2.1 INTRODUCTION

This section of the statement covers the development objectives for the proposals as required by the applicant Mr T. Hay.

2.2 VISION STATEMENT

The vision for the whole site, as stated in the previous applications, is a refurbished and modern self-catering Holiday Village, which enables visitors to have an enjoyable holiday experience at Mundesley and in the North Norfolk area. The aim has been to demolish the central facilities and renovate the best of the chalets into larger more luxurious accommodation. The number of units will drop overall from 204 existing to approximately 150 units when complete. This process will take up to 10 years to complete. The vision will be achieved by:

- Providing a range of holiday accommodation on the site in the form of self-catering holiday chalets, new purpose design accommodation and holiday lodges for owner-occupation and holiday letting;
- Offering high quality and tranquil locations to all visitors, including those with a disability; and
- Ensuring that Mundesley Holiday Village is of an awarding winning standard in relation to its design, layout, landscaping and environmental factors.

2.3 DEVELOPMENT OBJECTIVES

The development objectives for the proposal are:

- To provide, self-catering accommodation by the provision of 6-holiday lodges falling within the legal definition of a 'caravan';
- To remove from the application site the activities of maintenance and storage which no longer have a function or purpose in the long terms development of the Holiday Village;
- To provide a site that is pleasing in appearance and has a pleasant outlook for visitors;
- To provide safe entry and exit to the site by ensuring that access arrangements are in accordance with the requirements of Norfolk County District Council – Highways;
- To ensure that all of the holiday accommodation is integrated into the area by the retention of the existing landscaping and by appropriate landscaping measures; and
- To recognise and improve the environment of the site by the utilisation of good ecological standards and practices.

2.4 ELEMENTS OF THE PLANNING APPLICATION

This section of the report describes the individual elements of the planning application:

- Stationing of 6-holiday lodges on concrete pads and verandas;
- The use of the existing access road and site entrance;
- To provide car parking areas to each holiday lodge; and

- Soft landscaping within the application site.

2.5 STRATEGIC ACCESS STATEMENT

The following criteria have been established to be incorporated into the layout of the site and the accommodation to be provided:

- All physical approaches to the holiday accommodation and facilities will be in accordance with 'Access for All' best practice as it relates to tourist accommodation in order to ensure that the site and accommodation is usable by all persons.
- That the site facilities comply with 'Access for All' requirements in order to ensure that the accommodation is usable by all persons.

3 CONTEXTUAL ANALYSIS

3.1 INTRODUCTION

This section of the Planning Design and Access Statement consists of a site and area appraisal to provide a factual evaluation of the site and its immediate and wider context. The aim is to obtain a clear assessment of the site and surrounding areas current identity in terms of those physical considerations which will influence the final design solution.

The site is considered first and then the surrounding area.

3.2 SITE ANALYSIS

3.2.1 Location

Mundesley Holiday Village is located on the eastern side of Paston Road to the south of the coastal village of Mundesley. A concrete access road runs from Stow Mill to the clifftop and the site is located to the north of this access road. It is approximately 1 mile from the village and is separated from it by clifftop fields and by a caravan site. The village is a popular holiday destination on the North Norfolk coast and has a wide range of facilities to cater for the indigenous population and visitors to the area. The village website states:

“Mundesley is a pretty village situated on the coast of North Norfolk and has a resident population of around 2,500. It is a mixture of rich farming land and a popular seaside resort, frequented by many people during the summer. The beautiful beach is one of the cleanest around and there are plentiful sands stretching for miles with very little shingle. It has been voted the 2016 Best Blue Flag Beach in Britain by Holiday Lettings (A Trip Advisor Company) and reached the 2018 semi-finals of TV Channel 4's Village of the year.

Mundesley has its own inshore lifeboat, which is crewed and administered by local volunteers. Have a look at their impressive website via the Links Page. There is also a Coast watch station, manned all year-round during daylight hours by local volunteers and, during the summer, there is a safe area of the beach continually watched over by the lifeguards from the RNLI.

The village itself is well served by local shops in and around its small High Street. A well-equipped medical centre, a library, a post office, three pubs and various B & B's make it an ideal place to live or to visit yet, somehow, it has not lost its old-world charm with thatched roofs, stone walls and many quaint and charming cottages. Mundesley sits in a dip in the cliffs and from the clifftops, there are spectacular views across the whole of the village and right across to Happisburgh lighthouse in the other direction. From the clifftop, you can walk across to Stow Mill passing the Mundesley Holiday Village. There is a thriving countryside and many opportunities for walking planned or unplanned.

All in all, Mundesley is a real example of an unspoilt English village

The application site for the proposals has an area of approximately 0.3 hectares. The application has been shown as part of the overall site to demonstrate the 'integrated' nature of the proposals.

3.2.2 Site Description

The planning application site lies to the east of the main holiday accommodation area and has been used as a maintenance area and for storage of unwanted items and materials associated

with the operation of the camp and building works. An image from Google Earth is included to show the extent of the activities.

The image shows the two green areas with the facilities as I lighter colour. There is access from the cliff to the road and access to the site from the rear.



Google Earth Image of application site showing activities and surrounding area.



Current activities in the area.



Plant and materials storage.



View over the cliff top



Existing covered building for maintenance equipment

Since the purchase of the site by Mr Hay, the former holiday camp model has changed and the approach is now for self-catering units of accommodation in either in the renovated former chalets or holiday lodges.

3.2.3 Microclimate

The site is extremely exposed position on the cliffs. As a result winds from the east, north and south are not interrupted by any significant natural features. The application site is at a lower level than the cliffs and as a result, some shelter from the wind is anticipated

3.2.4 Boundaries

The boundaries of the site are delineated by the existing internal road to the west, the access track to the south and my imaginary lines associated with features to the east and the north.

3.2.5 General History

It is not known when the holiday camp was first erected on the site. It is clear, however, that it has been in existence for at least 50 years. The present uses are open space laid to grass and the sites of buildings to be demolished. This would not give rise to any issues of pollution on the site. The end-users would not be considered as 'sensitive' and as a result, no contamination report is required.

3.2.6 Planning History

A number of planning applications have been submitted on the site. Those of particular relevance are set out below:

- PF/88/2086 - Erect Indoor Bowls Green For Use By Holiday Centre Residents & Two Tennis Courts;
- PF/95/1624 - Demolish And Rebuild Accommodation Block;
- PF/96/1195 - Replacement Accommodation Block;
- PF/97/1723 - New Roof And Brick Outer Skin To Upgrade Kitchen And Food Preparation Area;
- PF/99/0004 - Demolition Of Existing Canopy And Erection Of Covered Way;
- PF/02/1538 - Improvements To Foul And Surface Water Drainage Systems;
- PF/06/1026 - Construction Of Footpath And Cycleway;
- PF/09/0176 - Construction Of Sewer;
- PF/15/1198 Demolition of accommodation Block B, swimming pool and laundry. Use of land to station 21-holiday lodges;
- CDA/15/1198 Discharge of conditions;
- PF/16/1521 Provision of Pitched Roofs on 3 Existing Accommodation Blocks;
- PF/16/1743 Demolition of Block 3 and replacement with 8no. relocated holiday lodges;
- CDA/16/1743 Discharge of conditions;
- PF/16/1750 Erection of 12 two bedroomed units of holiday accommodation
- F/18/0224 Decided Construction of timber steps to provide beach access.
- PF/19/0195 Demolition of Block 4 and the stationing of 4-holiday lodges, on the site of Block 4 and former Block 5.
- PF/19/1411 Demolition of cafeteria, kitchens entertainment area & administrative offices and replacement with stationing of 18 holiday lodges, with associated access, services, veranda, car parking spaces and car park
- CDA/19/1411 Discharge of Conditions 7 (landscaping strategy), 8 (surface water drainage scheme), 11 (refuse strategy), & 12 (external lighting plans) for planning permission PF/19/1411
- CDA/19/0195 Discharge of Conditions 6 (Clearance of site of Block 4), 7 (Contamination investigation, assessment and mitigation), 8 (Soft landscaping scheme), 11 (Refuse storage details) & 12 (External lighting details) of planning permission PF/19/0195

As a result of discussions with officers of the planning department, it is known that there have been applications made on the site before 1988 but these are not available on the Council's website.

3.2.7 Buildings and Structures

There are no buildings or structures on the application site.

3.2.8 Infrastructure

At present, there is the provision of electricity and water to the site and the buildings.

Foul drainage is to the public sewer via a large pumping chamber.

Surface water is now discharged into a surface water drainage system with attenuation crates before discharging into a surface water drainage ditch.

3.2.9 Existing Access to the Site

There is existing access to the site from Paston Road via a long private concrete driveway (see Google Earth Image). This leads to the cliff edge with a car parking area. The vision splays at the junction with the road offer an appropriate level of visibility in both directions. Paston Road at the front of the site is subject to a 40 mph speed limit.

The access road leads through the site to the facilities. The application site has direct access to the concrete driveway.

There is adequate car parking on the holiday village site to deal with all visitors and vehicles. All vehicles can leave the application site in forward gear.

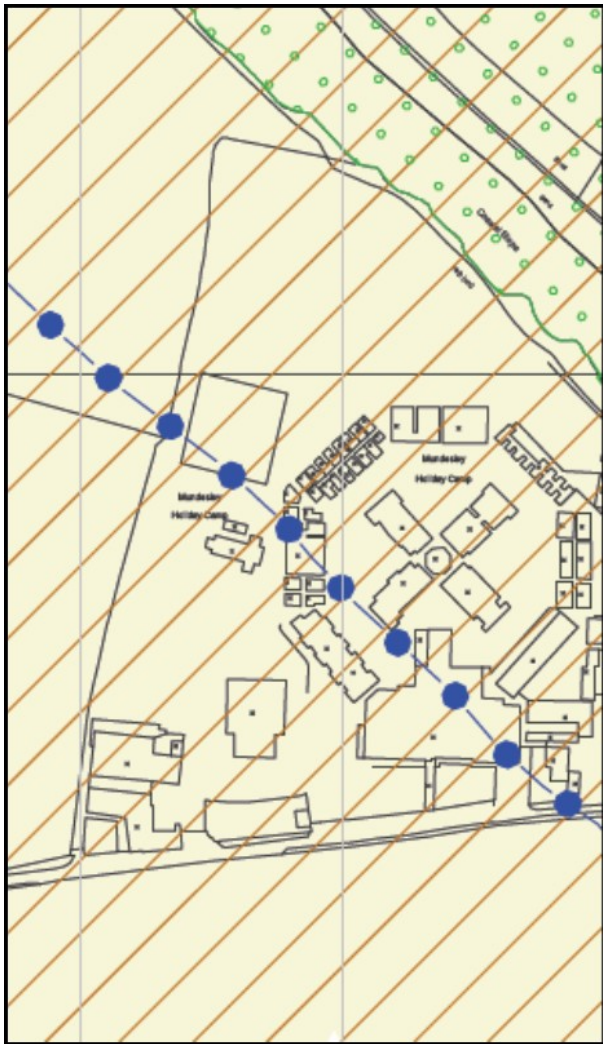
3.2.10 Natural Features

The main boundaries of the site are open. There is a limited amount of clifftop natural vegetation. The site is set lower than the clifftop.

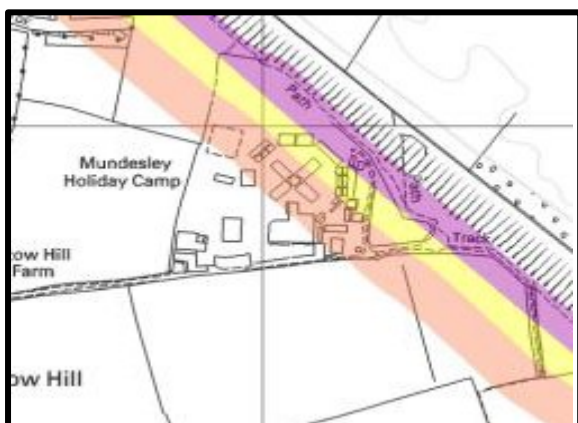
There are trees within the main site. As these trees are not affected by the proposals it is not considered necessary to undertake an arboricultural assessment.

3.2.11 Coastal Erosion

The outer limit of the line of the designated Coastal Erosion Zone on the Local Plan and shown on the Mundesley Inset Plan cuts diagonally through part of the site and encompasses the application site. (See the extract from Local Plan insert below).



The details are shown on the extract from SMP 6 the main part of the application site is in the epoch 2025 -2055.



It should be noted that previous applications which fall within the Coastal Erosion Zone have been approved with conditions.

3.2.12 Ecology

The site is not in a Nature Conservation Area, and it is not defined as a wildlife habitat.

3.2.13 Heritage Conservation

The site does not lie within a Conservation Area and there are no Listed Buildings on the site.

3.2.14 Hard landscaping

The only hard landscaping in the area consists of the access tracks, pathways and associated areas.

3.2.15 Hydrology and Flood Risk Assessment

Based on the details available from the Environment Agency's web-based mapping system it is clear that the site is not located in a 'Flood Risk Zone' as it is located within Flood Zone 1. As the area of the site for the proposals has an area less than 1.0 ha, it is not considered necessary to undertake a full Flood Risk Assessment.

3.2.16 The Existing and Proposed Business

Previous applications have changed the former business model of a family operated traditional holiday camp to a self-catering holiday village. The new approach offers visitors to the area a range of self-catering holiday accommodation on an attractive site close to the facilities of the village of Mundesley. Those interested in having accommodation will be able to lease an apartment, chalet or lodge and retain this for their own exclusive use. Some of the accommodation will be retained by the company for holiday letting purposes. As there are no planning restrictions on the site the holiday accommodation may be used at any time of the year and for extended periods.

3.3 SURROUNDING AREA ANALYSIS

This section of the report describes the area surrounding the site.

3.3.1 Land Use

The majority of the land surrounding the site is in active agricultural use. There is a caravan park to the northwest and residential properties clustered around Stow Mill. There are no particular activities within proximity to the application site that would harm the proposals or, conversely would be adversely affected by the proposals.

3.3.2 Landmarks Focal Points, Views and Vistas

The principal landmark in the area is Stow Mill a tower corn mill, located on Paston Road at the junction with the access track. Views and vistas are over open agricultural land and from the cliff tops. As the application site is some way from the highway there are no direct views of the site to passers-by on Paston Road.

3.3.3 Accessibility

Access to the village of Mundesley is gained from the Paston Road. Other more significant settlements can be accessed via the highway network. There is a bus service in Water Lane.

The Norfolk County Council footpath Map does not show any Public Rights of Way through the site. It is understood that there is a Cliff Path, which leads to the village and along the cliff edge.

3.4 SOCIAL AND ECONOMIC ASPECTS

3.4.1 Social

It is recognised, in government policy that tourism is of crucial importance to social well-being as well as having economic and environmental benefits. By way of an example if the village has a social event that is promoted to those at Mundesley Holiday Village then it is highly probable that there will be a degree of support generated by visitors.

In relation to North Norfolk and the village of Mundesley, the proposals can:

- Help to support the shopping, catering, social and recreational facilities in the village and the wider area;
- Be part of the catalyst for growth in tourist activity as desired by North Norfolk Council;
- Raise the profile of Mundesley and North Norfolk as a holiday destination;
- Provide direct and indirect employment opportunities; and
- Use resources generated by the company to promote the local economy.

3.4.2 Economic

It is recognised at the national, regional and local levels that tourism is a significant industry and brings with it a range of economic benefits.

The Local Plan at paragraph 2.7.19 clearly states that:

"Tourism makes a vital contribution to the economy of North Norfolk. Figures from East of England Tourist Board show that in 2003 total direct tourism spend in North Norfolk was over £357 million and supported over 7,000 full-time equivalent jobs. The Sustainable Community Strategy recognises that all year round tourist attractions are essential to the prosperity and well-being of the area and the local economy. However, the main tourism appeal in North Norfolk is based on the unique natural environmental assets and it is also important to protect these. Therefore activities such as cycling, walking and heritage tourism that can be shown to have a minimal effect on the environment will be particularly supported."

The definition of self-catering accommodation, according to the United Kingdom Tourism Survey, includes towed and static caravans and camping. Holiday parks include rented or privately owned caravan holiday homes, touring caravans and motor homes, camping holidays on park pitches, stays at holiday camps and villages or a combination of any of these (VisitBritain 2005). Most facilities are independently owned and heavily rely on repeat business.

At present, the company employs 9 full time and 16-20 part-time persons. The services of approximately different 6 contractors who are engaged in the renovation of the site. Once the accommodation starts to sell it is anticipated that the number of full-time staff employed will increase in the next 12 months.

It is considered that visitors will look to Mundesley, North Walsham and Cromer for food shopping restaurants and pubs and other forms of entertainment. As a result, there will be economic benefits to these settlements and the numerous villages in the surrounding area. The provision of local employment associated with the holiday park would an asset to the community.

In addition, there are indirect employment opportunities for service providers and businesses which operate in the area.

4 PLANNING POLICY ANALYSIS

4.1 INTRODUCTION

This section of the statement examines the planning policies relevant to the proposals for the site.

Tourism and the countryside attract a wide range of planning and economic policies at the national and local level. The main documents are set out below starting with national policies and concluding with the policies of the North Norfolk Local Plan.

4.2 NATIONAL PLANNING POLICY FRAMEWORK

The National Planning Policy Framework was revised on 20 July 2021 and sets out the government's planning policies for England and how these are expected to be applied. This revised Framework replaces the previous National Planning Policy Framework published in March 2012, revised in July 2018 and updated in February 2019.

In section 2, there is a presumption in favour of sustainable development.

Of particular relevance to this application is section 6 paragraphs 84 and 85, which indicate that support, should be given to sustainable tourism and leisure developments that benefit the business in rural areas, communities and visitors, and which respect the character of the countryside.

“Supporting a prosperous rural economy

84. Planning policies and decisions should enable:

- a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings;*
- b) the development and diversification of agricultural and other land-based rural businesses;*
- c) sustainable rural tourism and leisure developments which respect the character of the countryside; and*
- d) the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship.*

84. Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport). The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist.”

4.3 NORTH NORFOLK LOCAL PLAN

The North Norfolk Local Plan Adopted Version was approved in 2008. It was updated in 2012 to reflect the newly adopted Policy HO9 (Conversion & Re-use of Rural Buildings as Dwellings).

There is an emerging Local Plan and Public consultation on the Final Draft Local Plan is expected to take place in summer 2021.

There are two sets of policies, which need to be taken into consideration. The policies, as shown on the Proposals Map (Mundesley Inset Map 10) and the general policies relating to the particular form of tourism development proposed as contained in the Core Strategy. Section 6 examines the relevant policies in detail and demonstrates that the proposals are in accordance with the Local Plan Policy.

The site is a well-established land use with a range of building types. It is the nature of planning policies, however, to 'wash over' existing land uses as part of the wider strategic aims. The presence of use within an area cannot be dismissed. The site is within an area designated as "Area of Outstanding Natural Beauty" in which policies EN1 and EN9 apply:

"Policy EN 1 Norfolk Coast Area of Outstanding Natural Beauty and The Broads

*The impact of individual proposals, and their cumulative effect, on the **Norfolk Coast AONB, The Broads** and their settings, will be carefully assessed. Development will be permitted where it;*

- is appropriate to the economic, social and environmental well-being of the area or is desirable for the understanding and enjoyment of the area;*
- does not detract from the special qualities of the Norfolk Coast AONB or The Broads; and*
- seeks to facilitate delivery of the Norfolk Coast AONB management plan objectives.*

Opportunities for remediation and improvement of damaged landscapes will be taken as they arise.

Proposals that have an adverse effect will not be permitted unless it can be demonstrated that they cannot be located on alternative sites that would cause less harm and the benefits of the development clearly outweigh any adverse impacts.

Development proposals that would be significantly detrimental to the special qualities of the Norfolk Coast AONB or The Broads and their settings will not be permitted."

"Policy EN 9 Biodiversity & Geology

All development proposals should:

- protect the biodiversity value of land and buildings and minimise fragmentation of habitats;*
- maximise opportunities for restoration, enhancement and connection of natural habitats; and*
- incorporate beneficial biodiversity conservation features where appropriate.*

Development proposals that would cause a direct or indirect adverse effect to nationally designated sites (xxxvi) or other designated areas (xxxvii) or protected species (xxxviii) will not be permitted unless;

- they cannot be located on alternative sites that would cause less or no harm;*

- the benefits of the development clearly outweigh the impacts on the features of the site and the wider network of natural habitats; and
- prevention, mitigation and compensation measures are provided.

Development proposals that would be significantly detrimental to the nature conservation interests of nationally designated sites will not be permitted.

Development proposals where the principal objective is to conserve or enhance biodiversity or geodiversity interests will be supported in principle.

Where there is reason to suspect the presence of protected species applications should be accompanied by a survey assessing their presence and, if present, the proposal must be sensitive to, and make provision for, their needs."

Although the site is an established tourism facility it is outside the Tourism Zone Boundary to which policies EC7 and EC10 apply.

"Policy EC 7 The Location of New Tourism Development

New tourist accommodation and attractions (Ix) should be located in accordance with the sequential approach below:

- Proposals for new build tourist accommodation and attractions should be located within the Principal and Secondary Settlements.
- Within the Service Villages, Coastal Service Villages and the **Countryside** proposals for new tourist accommodation and attractions will be permitted in accordance with other policies for **Employment Areas**, the Re-use of Buildings in the Countryside, and Extensions to Existing Businesses in the Countryside.
- Where it can be demonstrated that there are no sequentially preferable sites, no suitable buildings for re-use and that a rural location is necessary, then new build attractions and serviced accommodation may be permitted in the 'resorts and hinterland' and 'rural' **Tourism Asset Zones** of the Countryside where they are in close proximity and have good links to, the Principal and Secondary Settlements.

Proposals for new build unserviced holiday accommodation in the Countryside will be treated as though they are permanent residential dwellings and will not be permitted

The site is in an area zoned as Undeveloped Coast EN3

Policy EN 3 Undeveloped Coast

In the Undeveloped Coast only development that can be demonstrated to require a coastal location and that will not be significantly detrimental to the open coastal character will be permitted. Community facilities, commercial, business and residential development that is considered important to the well-being of the coastal community will be permitted where it replaces that which is threatened by coastal erosion.

Policy EC 10 Static and Touring Caravan and Camping Sites

Proposals for new static caravan sites or woodland lodge holiday accommodation (Ixxv) will only be permitted where they result in:

- the removal of an existing cliff-top static caravan site; or

- the re-location of existing provision which is within the **Coastal Erosion Constraint Area** or Environment Agency **Flood Risk Zone 3**.

Proposals permitted under this exception should result in no significant intensification of the use and, if appropriate, comply with the criteria in Policy EN 11 'Coastal Erosion'. Proposals should seek to re-locate to the 'rural' and 'resorts and hinterland' **Tourism Asset Zones** in preference to the 'coastal' or 'North Norfolk Broads' zones.

Extension of, or intensification of, existing static caravan sites (including replacement with woodland lodges) and touring caravan/camping sites will only be permitted where the proposal:

- conclusively demonstrates a very high standard of design and landscaping and minimal adverse impact on its surroundings;
- is appropriate when considered against the other policies of the plan.

New touring caravan and camping sites will not be permitted within the **Norfolk Coast AONB, Undeveloped Coast** or Environment Agency **Flood Risk Zone 3**. Elsewhere proposals will be judged against other Core Strategy policies. Temporary permission may be granted within the **Coastal Erosion Constraint Area**

The Coastal Erosion Constraint Area EN11 applies to part of the whole site. The boundary crosses through part of the dining area the kitchens and the administrative offices.

Policy EN 11 Coastal Erosion

*In the **Coastal Erosion Constraint Area** (xlv) new development, or the intensification of existing development or land uses, will not be permitted, except where it can be demonstrated that it will result in no increased risk to life or significant increase in risk to property.*

In any location, development proposals that are likely to increase coastal erosion as a result of changes in surface water run-off will not be permitted.

The area between the cliff edge and the beach is designated as a Site of Special Scientific Interest and policy EN9 applies. The proposals do not have an impact on the SSSI.

The importance of tourism to the employment and the economic well-being of the District have already been highlighted. The strategic policy states:

"Policy SS 5 Economy/Tourism

The tourist industry will be supported by retaining a mix of accommodation and encouraging new accommodation and attractions which help diversify the offer and extend the season. Proposals should demonstrate that they will not have a significant detrimental effect on the environment, and cycling, walking and heritage tourism will be encouraged by promoting and enhancing long-distance walking and cycling routes and heritage trails."

The proposals will also take into consideration policies EN 2 Protection and Enhancement of Landscape and Settlement Character and EN 4 Design

It will be demonstrated in Section 6 of this report that the proposals comply with the aims of the policies which have been identified in section 4.

5 STATEMENT OF COMMUNITY CONSULTATION

5.1 INTRODUCTION

The statement of Community Consultation requires the inclusion of any prior consultations with the Local Planning Authority and a summary of any wider community or statutory consultee views. The requirement is limited by a series of ‘thresholds’ relating to the nature of the development.

5.2 NORTH NORFOLK COUNCIL

Before the submission of the original application, discussions took place in the form of a site meeting with officers of the Planning Department. The aim was to show the officers the physical characteristics of the site, the issues which need to be tackled and inform the officer of the general nature of the proposals which it was intended to bring forward as a phase one planning application. Since the approval of the first application and subsequent applications, an understanding has been gained of the planning issues which need to be taken into account as part of the design process. As a result of the knowledge gained it was not considered necessary for any formal consultations to take place on this application.

5.3 PARISH COUNCILS

Mr Hay had, at the start of the original application process, informal, introductory meetings with Mundesley and Paston Parish Councils. At the meetings, Mr Hay provided a tour of the site and outlined the plans for the future development of the facilities.

There have been no specific consultations with statutory consultees or the public on this particular application.

Those comments which have been given to date have tended to be positive and supportive of the approach being adopted.

6 PLANNING AND DESIGN PRINCIPLES

6.1 INTRODUCTION

This section of the report deals with the planning and design principles leading to the final design solution to the site. It brings together the aims of the applicants, the site and surrounding area analysis and the requirements of planning policy.

As stated, in the introduction, Mundesley Holiday Camp was initially typical of its type in that it encouraged holidaymakers to stay within the site boundary and provided entertainment for them between meals, which were provided from the kitchens.

In land-use planning terms while a holiday camp is a 'Sui Generis' land use the form which it takes can differ from operation to operation. To cater for changing demands, holiday camps can offer full board, half board and self-catering. In addition, tourism has from time to time 'reinvented' the 'product' being offered to match the changing aspirations and needs of holidaymakers, differing approaches to the use of leisure time and dealing with the competition in local, national and international markets. Mr Hay has changed the business model of the site from the original holiday camp to a self-catering holiday village by how the site is managed and the form of the accommodation on offer.

This section of the report aims to demonstrate that the proposals, as contained in the application, are in accordance with national and local planning policies. The key considerations and principal issues are:

- The assessment of the proposal against Development Plan policies;
- The impact, if any, on the residential amenity of neighbouring properties;
- The provision of a wider range of visitor accommodation to replace chalet accommodation 'lost' as the result of demolitions and 'amalgamations';
- The impact of the proposal on the character and appearance of the area; and
- The impact on highway safety.

6.2 NATIONAL PLANNING POLICY FRAMEWORK

In terms of the new National Planning Policy Framework (NPPF), there is a 'principle' to support a prosperous rural economy through the planning process. The framework requires Councils, through their plans, to take a positive approach to new developments where this would support the sustainable growth and expansion of all types of business and enterprise. This includes sustainable rural tourism and leisure developments that benefit businesses in rural areas. This includes the support of the provision and expansion of tourism and visitor facilities in appropriate locations where identified needs are not met by existing facilities.

The new 'National Planning Policy Framework' was revised on 20 July 2021 and sets out the government's planning policies for England and how these are expected to be applied. This revised Framework replaces the previous National Planning Policy Framework published in March 2012, revised in July 2018 and updated in February 2019. In section 2, there is a presumption in favour of sustainable development.

Of particular relevance to this application is section 6 paragraphs 84 and 85 which indicates that support should be given to sustainable tourism and leisure developments that benefit a business in rural areas, communities and visitors, and which respect the character of the countryside.

Policy	Application of Policy
<p>“Supporting a prosperous rural economy 84. Planning policies and decisions should enable:</p>	
<p>a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings;</p>	<p>The Mundesley Holiday Village would fall within the basic concept of a business located within a rural area. Previous planning applications have recognised that the site is in a sustainable location and is, in principle, capable of changing.</p> <p>There has been, where appropriate the conversion of existing buildings to provide self-catering holiday accommodation. Other applications have included the demolition of old and outworn buildings which have been deemed architecturally of no importance and incapable of conversion.</p> <p>The application site is an integral part of the former operation and has been actively used during the process of converting the old accommodation and the installation of holiday chalets. The requirement for the actives is now finishing and the application proposes the cessation of the use and it replacing it with new holiday accommodation in the form of 6-holiday lodges.</p> <p>As a result, the proposals are compliant with the concept contain in NPPF policy 84 (a).</p>
<p>b) the development and diversification of agricultural and other land-based rural businesses;</p>	<p>The Mundesley Holiday Park and the application are not considered to represent the development and diversification of an agricultural or land-based rural business.</p>
<p>c) sustainable rural tourism and leisure developments which respect the character of the countryside; and</p>	<p>Given that the Mundesley Holiday Village is located on a well-established tourism and leisure site near the village of Mundesley with its range of facilities it is argued that the site and the proposals for it represent sustainable development. Previous planning applications to develop the site have been accepted in principle by the Council.</p> <p>It is submitted that the proposed development will be respectful of the character of the countryside given its location, existing accommodation on the site and the series of building it replaces.</p>
<p>d) the retention and development of accessible local services</p>	<p>While the application site is not in strict terms a local service the occupants of the Mundesley Holiday Village provide economic support of local facilities such as those listed. The new model of self-</p>

<p><i>and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship.</i></p>	<p>catering accommodation has increased the economic and social support of facilities, as occupants of the accommodation are no longer expected to stay on-site, as was the case in terms of the holiday camp.</p>
<p><i>85. Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport). The use of previously developed land, and sites that are physically well-related to existing settlements should be encouraged where suitable opportunities exist."</i></p>	<p>Previous applications to the Council have recognised that although the Holiday Village is outside the village of Mundesley it is, due to its planning history, in an acceptable location.</p> <p>Given this 'context' it will be demonstrated that the proposals are sensitive to the surrounding area. In terms of highway issues, there has been a reduction in the number of potential visitors to the site and the nature of the traffic has changed. There have been no objections to previous applications from Norfolk County Council - Highways.</p> <p>There is access to Mundesley along the private cliff-top footpath and the village is within easy reach by cycling. It is not considered that there are any opportunities to improve the footpath from the site into the village.</p> <p>This could be regarded as previously developed land on which the new owner is seeking to remove old outworn buildings and replace them with a modern form of holiday accommodation.</p>

It is clear that the former operation as a holiday camp did not offer a range of accommodation and aimed at retaining visitors within the site. The application represents the continuation of the new chapter of the use of the site as a holiday destination and the expansion of an existing rural business operation that has identified a need for a wider range of tourism accommodation on the site. The Council has recognised the value of the site as a source of tourism and recreation in the planning permissions that it has previously granted.

It is argued that the proposed changes to the nature and range of accommodation on offer together with the other arrangements are in line with the existing National Planning Policy Framework in support of rural business and tourism.

6.3 NORTH NORFOLK LOCAL PLAN

An assessment of the proposals against the policies of the Local Plan is set out below:

Policy	Application of Policy
"Policy SS 5 Economy/Tourism	It has already been determined that this is a long-established site with specific land use. In principle policy, SS 5 supports tourism for the economic and social contribution it makes to the District. The proposals represent an addition to the chalet and caravan accommodation that is currently on the site. This will further extend the range of accommodation on offer to potential holidaymakers. As the aim is to encourage ownership of the units this will help to extend the holiday season as these individuals will be able to use their accommodation during the shoulder months as well as the normal holiday season. The removal of the existing activities will improve the landscape of the site and the clifftop area, as the activities are unsightly. It is proposed that the new visitors to the site will bring cycles or will keep them on-site and will use the coastal footpath and other footpaths in the area.
"Policy EN 1 Norfolk Coast Area of Outstanding Natural Beauty and The Broads	While the site lies within an Area of Outstanding Natural Beauty it is still a developed area with particular land use that has its impact. It is argued that the development proposed in the application is appropriate to the economic, social and environmental well-being of the area. As it marks the continuation of a tourism facility into which considerable investment will be made in order to give it a new lease of life. In addition instead of it being 'self-contained', it is recognised that the new visitors will use local shops and facilities and as a result increase economic prosperity. Care will need to be taken to ensure that the proposals integrate themselves into the existing physical elements of the site.
"Policy EC 7 The Location of New Tourism Development	While the proposed units are 'new', in the sense there are none on the site at present, they do replace holiday accommodation which has been 'lost' as the result of the amalgamation of two chalets into one. As the site and use exist it is argued that it is not necessary to adopt the sequential approach set out in policy EC 7 which is aimed at entirely new tourism developments. What is proposed is an 'addition' to an existing tourism business that is operating in a rural area.
Policy EN 3 Undeveloped Coast	The Undeveloped Coast zoning is to the northeast of the site and does not affect the proposals.
Policy EN 11 Coastal Erosion	The Coastal Erosion zone crosses the site in part and the proposals do fall within the designated area. In previous applications, the Council has controlled the approval with a suitable worded condition in relation to the distance of the cliff face from the caravans and the need for it to be removed.
EN 2 Protection and Enhancement of Landscape and Settlement	The proposals will take into account the requirements of policies EN 2 and EN 4.

6.4 DESIGN AIMS

Based on the contextual and policy analysis a number of design aims have been established for the site.

- Aim 1: To provide holiday units on the site to a design and standard which provide the level of accommodation required, which complies with good design principles, modern standards and are energy efficient.
- Aim 2: To ensure that the new units respect the general form and character of the area.
- Aim 3: To ensure that the site is well landscaped and to promote the principles of biodiversity.
- Aim 4 To ensure that access to the site complies with the standards of the County Surveyor.

7 Planning and Design Solution

7.1 INTRODUCTION

This section of the report sets out the planning and design solution as shown on the drawings accompanying the application.

7.2 PROCESS

The final design solution results from taking into account the constraints and opportunities of the site together with the policies contained in the National Planning Policy Framework and the Local Plan.

7.3 LAND USE

The Holiday Village has an existing and well-established use as tourist accommodation consisting of a range of self-catering accommodation and associated administrative offices. The proposals do not change the existing use of the site and as mentioned in section 6 no evidence can be found to contradict the approach being taken. The new lodges provide replacement accommodation and the proposals are in keeping with the elements required of a serviced holiday village.

The application site has been used as an integral part of both the former holiday camp and the holiday village as demonstrated by the photograph from Google Earth. As previously, set out the area is no longer required for its former use and the stationing of holiday lodges on the site is compatible with the overall use of the site and the previously granted planning permissions.

The site is not in a remote location as it is close to the village of Mundesley and near other market towns in the area. It can be anticipated that visitors to the holiday lodges on the application site will use shops, restaurants and other facilities in the locality and as a result will contribute to the local economy and social facilities.

The land use of the site a planning unit does not change

7.4 AMOUNT

The amount of new development should be seen in the context of the original site and the changes, which have taken place, which has reduced the number of units of holiday accommodation. The proposals consist of 6 new holiday lodges.

In terms of the number of units when the site was taken over there were 204 chalets available for holiday accommodation.

The overall holiday park now has:

- 5 Cottages 4 x 2 bed/1 x 3 bed;
- 49 Bungalows – 1 x studio / 6 x 1 bed / 32 x 2 bed / 10 x 3 bed;
- 21 Lodges – 20 x 2/1 x 3;
- 8 lodges - 8 x 2 bed;
- Permission has been granted for 4 units on block 4 and area 5;

- 18 lodges on the site of the restaurant/entertainment building/offices have been granted consent
- Proposed 6 units

Total of all units 111

It should be remembered that these properties are owned and not occupied all the time often, there are only two people present except for school holidays.

The 'commercial' kitchens and entertainment building have been removed from the site and as a result, there has been a significant reduction in the demands on utility services.

It is proposed to station 6 units of self-catering holiday accommodation. This will bring the total to 111 units, which are significantly below the starting figure. There has been a significant reduction in the overall intensity of use of the site by those on holiday.

It is argued that it is not necessary to attach a 'seasonal' condition to the occupation of the self-catering units as there are no particular environmental issues that would require the site to be closed for a specific time. The lack of a seasonal occupation condition will prevent the possible adverse effect on jobs and local businesses if the holiday accommodation cannot be occupied for specific months. The all-around use of the accommodation will also help the local economy.

7.5 LAYOUT

The site analysis has revealed that there are no existing features that are worthy of retention.

The most significant planning policy constraint is the 100-year erosion line (see plan).

The new development has been broken down into two rows separated by an access road to car parking areas alongside each lodge (See drawing BBS- BB- EGL- SU- 05).

The proposals have no adverse material planning impact upon the other holiday units on the site.

The positioning of the new development within the context of the existing buildings and landform means that the new development while being seen from the access road will form an integrated whole.

7.6 APPEARANCE

The new accommodation will take the form of holiday lodges, which will have the same appearance and external materials as those, which have already been approved on the site.

Two lodge types are proposed which have been used on the site. These are the 'Prestige Hampton' and the 'Oakgrove Tallow'. Each holiday lodge will have an area of decking/veranda as shown.

As in the case of the other developments,, the external colour finish of the holiday lodge units will be from the following colours within the Canoxel (Ridgewood D5) colour range (Scotia Blue, Khaki, Acadia, Sand, Mist Grey). This will ensure that the external colour of the units are of muted colours which do not detract from the character and appearance of the area and merge satisfactorily with their surroundings.

There will be two car parking spaces beside each lodge.

7.7 LANDSCAPING

The contextual analysis of the area and the nature of the proposals are such that additional landscaping is not considered necessary.

However, should the Council have a different opinion then a landscaping scheme could be required by the attachment of suitably worded conditions.

In terms of hard landscaping, the parking areas and paved areas around the units have still to be determined. This could be controlled by an appropriately worded condition.

Low-level lighting may be required and the design of this can be the subject of a condition.

7.8 RESIDENTIAL AMENITY

The analysis has identified that existing residential properties are some distance from the site and as a result, there is no adverse impact on residential amenities.

7.9 SUSTAINABILITY

This is an existing site that is already being used as a holiday camp. The site is near the village of Mundesley with a range of facilities.

7.10 SERVICING INFRASTRUCTURE

It is proposed to treat sewerage arising from the site via the public sewer. There is an existing pumping station linked to the rising main. Given the reduction in the number of units and the removal of the 'commercial' kitchens, the foul water load on the pumping station has been significantly reduced.

Previous applications have recognised that the pumping chamber has spare capacity and that foul drainage can take place. If required details can be supplied via a condition.

7.11 DISPOSAL OF REFUSE

The site has a number of large Paladin bins which are used by visitors to the site for the disposal of waste. It is intended to continue this approach and include bins for recyclable materials.

7.12 FLOOD RISK

There is no need for a Flood Risk Assessment as the site is not within a flood zone and the area is less than 1.0 ha.

Surface water arising from the development will be attenuated before discharge to the existing ditches. This approach has been accepted in connection with previous applications. A report setting out the approach with the necessary calculations can be supplied via a suitably worded condition

7.13 ACCESS – VEHICULAR

The access to the site will be from Paston Road. It is understood that the present visibility splays are to the requirements of the Highway Authority. In the past, visitors to the site came by either car or coach. In future, the traffic will consist of cars and service vehicles.

7.14 ACCESS – PEDESTRIAN

Pedestrian access to the site will be via the main driveway.

7.15 CAR PARKING

In terms of car parking, spaces will be provided beside each unit or in the proposed car park. There will be adequate car parking on the site and vehicles will be able to leave in a forward gear.

7.16 ACCESS – INCLUSIVE ACCESS

Where required suitable provision will be made to accommodate persons with a disability.

7.17 CONCLUSION

The Planning, Design and Access Statement has demonstrated that the principle of the proposals is in accordance with government policy in relation to the provision of tourist accommodation. In addition, it will meet the aims of the District Council in relation to the promotion of tourism in the area. The site will offer a range of economic and social benefits to the area as identified in government and local policies.

The proposals do not have an adverse impact on the landscape or a site of environmental importance. The location of the site in the context of the surrounding area and buildings will ensure that the new development does not have an adverse visual impact on the landscape.

The use of the site with its new accommodation represents the sustainable use of the site.

The layout of the site is a sensitive response to the landscape as analysed in the contextual study of the site and the surrounding area.

The proposals will not have an adverse impact on residential amenities.

The access to the site is acceptable and the proposals will not have an adverse impact on the highway network.

It is contended that the application should be granted conditional planning permission. It is accepted that similar in form and content to those previously attached to the site will be necessary to deal with the policy issue of erosion.