

Swale Borough Council
Swale House
East Street
Sittingbourne
Kent
ME10 3HT

22 November 2021

Ref: FW190/FW

Dear Sir/Madam

Planning Application - Vanity Village, Leysdown Road, Leysdown on Sea, ME12 4LE

We write on behalf of our client, Wickland (Holdings) Ltd to submit a planning application under Section 73 to vary condition 2 of planning permission SW/13/0319.

Condition 2 of planning permission SW/13/0319 reads as follows:

“No chalets shall be occupied except between 1st March and 2nd January in the following calendar year, and no chalet shall be occupied unless there is a signed agreement between the owners or operators of the Park and all caravan owners within the application site, stating that:-

- A) The chalets are to be used for holiday and recreational use only and shall not be occupied as a sole or main residence, or in any manner which might lead any person to believe that it is being used as the sole or main residence; and**
- B) No chalet shall be used as a postal address; and**
- C) No chalet shall be used as an address for registering, claiming or receipt of any state benefit; and**
- D) No chalet shall be occupied in any manner, which shall or may cause the occupation thereof, to be or become a protected tenancy within the meaning of the Rents Acts 1968 and 1974; and**

E) If any chalet owner is in breach of the above clauses their agreement will be terminated and/or not renewed upon the next expiry of their current lease or licence”.

NB The Planning Portal does not provide the option of stating the site name without a number. We have therefore used 1 Vanity Holiday Village but this application refers to the whole site.

Background and Planning History

Vanity Village is located on Leysdown Road and is an existing holiday park.

The original planning permission for the wider site area was granted on the 4 April 1950 (ref. **NK/8/50/51**) and allowed for the provision of holiday chalets, subject to conditions, including condition 1 which stipulated that occupancy is limited to the period 1 March - 31 October each year (an 8 month period).

A subsequent application (ref. **NK/4/71/348**) was submitted and granted on the 10 November 1971 for a new layout of the Site. This permission included condition number (ii) which limited the Site for occupation between 1 March - 31 October each year.

Planning permission was granted on the 25 April 2013 (ref. **SW/13/0319**) for the variation of condition (ii) of planning permission NK/4/71/348 to enable the revision of the 8 month occupancy period to a 10-month occupancy period for the holiday chalets.

This permission applies to the whole site and was subject to a number of conditions, including that the chalets must be used for holiday and recreational use only and shall not be occupied as a sole or main residence.

The variation of condition required is Condition 2 within the 2013 application which allowed extended seasonal use across the whole park. The other conditions would remain unaltered.

The Government has published guidance to LAs stating that for a temporary period to 31 December 2022, where possible, they should give consideration to the economic benefits of longer opening season times for sites bearing in mind the impact of COVID-19.

Proposals

The proposal seeks the temporary variation of condition 2 (occupancy restriction) pursuant to application SW/13/0319 to allow occupancy of the chalets/caravans on the park from 03/01/2022 to 28/02/2022. After which the park will revert back to a 10 month holiday occupancy restriction.

The holiday park industry as a whole has been moving towards extended seasons and this supports this.

Planning Policy Framework

National Policy Guidance is produced by Central Government in the form of the National Planning Policy Framework (NPPF), adopted in July 2018 and updated in 2019. This is a material consideration when determining planning applications.

The Statutory Development Plan comprises of the policies set out in the Swale Borough Local Plan adopted July 2017.

The Council are currently undertaking a review of their Local Plan and the Regulation 19 Consultation was completed in April 2021. Further Regulation 19 Consultation is currently taking place.

Planning Considerations

There is a move towards increasing flexibility for occupation of chalet sites.

The Cabinet Meeting Report (3 June 2020) to Cabinet (para 1.4) confirms that in allowing suitable chalet accommodation to be occupied for 12 months will promote a wider range of housing options. The Report goes on to state that (para 2.4-2.7) in the last decade the holiday accommodation industry has been modernised and standards have improved considerably, offering more sustainable and suitable accommodation for longer term occupancy.

Currently the chalets across the site remain in situ, but unused, for a two-month period annually. They are not utilised for any other use during this period. The utilisation of the chalets for a 12-month period is not considered to have any detrimental impact, in planning terms. The operation would be consistent with that which is already in place for a 10-month period and would not change as a result of this occupancy extension.

In conclusion, a temporary variation of Condition 2 to enable chalets on the site to be occupied for a 12-month period is fully compliant with the Interim Policy which seeks to remove the 10-month restriction.

The proposal will result in economic benefits which will go some way to address the impact of the Covid-19 pandemic. It will support the park industry which has been significantly affected by restrictions over the past 18 months.

The Council itself is inviting applications for temporary planning permission to be submitted for the upcoming closed season. The Council will look to determine such applications as quickly as possible.

Highways – There will be no impact on traffic or highways.

Flood Risk – The site is not within a flood risk area.

Summary

This is a long established park with the benefit of 10 month occupancy. The granting of permission for a temporary 12 month occupancy will enable the park to recover from the impact of the Covid-19 restrictions and provide a benefit to the local economy.

The site is not within an area which is at high risk of flooding.

There is policy support at national level that has been supported on appeal throughout the UK for application of holiday occupancy conditions rather than seasonal conditions.

It is considered that the temporary planning permission for the upcoming closed season is acceptable and planning permission should be granted for the variation of Condition 2.

Application Documents

We submit the following documents via the planning portal (reference PP-10414842) for the consideration of Officers:

- 1) Completed application forms dated 22 November 2021;
- 2) Site location plan.

We trust that you have all the required documentation to validate this application and look forward to confirmation shortly.

If you have any queries please contact Faye Wright of this office.

Yours faithfully

Forward Planning and Development

Forward Planning and Development Limited