**Planning and Viability Statement**

The Estuary Riverside Chalets

Elaine Shore

Contents

[1. Application Summary 2](#_Toc106731884)

[2. Site Analysis 2](#_Toc106731885)

[2.1 Design and Layout 2](#_Toc106731886)

[2.2 EP9 – Holiday Accommodation 3](#_Toc106731887)

[2.3 SP2 – Sustainable Development 3](#_Toc106731888)

[3. Viability of Existing Business 4](#_Toc106731889)

[3.1 Need for more accommodation 5](#_Toc106731890)

[3.2 Letters of Support 6](#_Toc106731891)

[3.3 Supporting the local economy and Lancashire 6](#_Toc106731892)

[4. Conclusion 6](#_Toc106731893)

# Application Summary

This Planning Statement has been submitted in support of a planning application to deliver 3No holiday lets and 1 storage building at The Estuary Riverside Chalets, Wardleys Lane, Hambleton, FY6 9DX. Following the dismissal of the appeal APP/U2370/W/21/3277792 this application is for an extension to an existing business.

# Site Analysis

The application site lies to the south of New Road and to west of Wardleys Lane. Planning was granted in 2020 under planning reference 19/00950/FUL for two accessible to all holiday properties. This business opened in December 2021 and has been successfully operating since. The existing business is managed by the current owners together with the help of a local cleaner and other local businesses. The site is well maintained and following the success of this business, an application is being made to increase the number of chalets from 2 to 5. Due to the need to store profiling beds, single beds, shower chairs, commode shower chairs, tilt in space shower chair, toilet frames, mobile hoists, electric bed, mattresses, highchair, cot and garden furniture together with other mobility equipment a request is being made for a storage facility. This facility will also provide a much needed area for laundry pre-treatment before being taken to the laundrette and storage of linen and towels post laundering.

The main issues identified under the appeal relate to the spacing and angle of the proposed development leading to an isolated build form. Viability at the time had not been proved, but this application seeks to address the concerns and viability of the extension to an existing business.

Existing site access and drainage scheme and package treatment plant would support this application.

## 2.1 Design and Layout

The proposal seeks to address the layout issues raised as follows:

1. Grouping the buildings with the existing chalets. This removes the isolated build form.
2. Parking has been included in front of the properties to reduce the impact of parking on the landscape
3. The proposal is more linear and this removes the angled and stepped forward appearance.
4. The new proposal will be flat roof rather than monopitch. This reduces the height to 2.7m, which is a significant reduction in height to the existing monopitch. This reduces the visibility of the properties from all angles and, as the proposal is lower than the current chalets, this will reduce the visual impact from the North.

## 2.2 EP9 – Holiday Accommodation

Tourism is an important element of the local economy in Wyre and holiday accommodation is an important element of the tourism industry. However, in their document Policy EP9 Holiday Accommodation, Guidance for Applicants (version 1.0) Wyre Borough raise their concerns that new holiday accommodation within designated countryside areas can become unviable creating pressures for conversion into residential uses at locations where residential development would not have been acceptable.

EP9 d) Proposals for extensions to sites which include new built accommodation outside settlement boundaries will need to be supported by a viability assessment of the existing proposed business.

Viability details are included in this document which clearly demonstrate that the existing business is a success and that an extension would be viable.

## 2.3 SP2 – Sustainable Development

Local Plan Policy SP2 requires that all development in Wyre should be sustainable and contribute to the continuation or creation of sustainable communities in terms of its location and accessibility. Amongst others, these considerations include a) facilitating economic growth, including in the rural areas, and f) ensuring accessible places and minimising the need to travel by car.

Under the original planning application 19/00950/FUL Wyre Borough stated *‘The application site is located outside the nearest settlement of Hambleton down a single width unlit road, with no foot paths and subject to national speed limits (60mph). However notwithstanding this, when taking into account the proposed use, tourist accommodation, and it being less than 15 minute walk to Hambleton, where are range of services are on offer, it is considered that the proposed use is in an accessible and in a sustainable location in compliance with Policy SP2 of the WLP31’.*

On a recent appeal for holiday accommodation situated 200m to the East of the site and a greater distance from Hambleton, the planning inspectorate concluded ‘in this particular case, the site is suitable for the proposed development, having regard to its accessibility to services and facilities. In terms of its location, the proposal is consistent with the approach to holiday accommodation contained within the Local Plan, and I have found no significant conflict with policies SP1, SP2 or CDMP6’. 1 2.3

Thus, the site is considered suitable for the proposed development, having regard to its accessibility to services and facilities.

# Viability of Existing Business

The holiday properties opened to guests on the 17th December 2021. The following information reflects the actual financials for the period 17/12/21 to 05/04/22 and 06/04/22 to 18/06/2022

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Period** | **Turnover** | **Utilities** | **Cleaning/Laundry** | **Website****/Servicing** | **Gross Profit** |
| 17/12/21 – 05/04/22(2021/2022) | £27,430 | £1,416 | £ 816 | £69 | £25,129 |
|  |  |  |  |  |  |
| 06/04/22 to 18/06/22(2022/2023) | £19,048 | £ 815 | £1,250 | £120 | £16,863 |
|  |  |  |  |  |  |
| Total | £52,440 | £2,231 | £2,066 | £189 | £41,992 |

The total period is for 183 days (6 months).

Income due from 6/4/22 to 31/12/22 based on ACTUAL bookings is £44,960. A period of 269 days or 74% of the financial year. Please note that this data was taken on the 18th June 2022 and only 73 days into the current financial year. This is after 3rd party fees with 70% of bookings coming direct.

The business is maintained and run by the current owners.

The current occupancy level for the period 01/04/22 to 30/09/22 is 84.98%

**Existing Business Projections**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Period** | **Turnover** | **Utilities** | **Cleaning/****Laundry** | **Website/****Servicing** | **Gross Profit** |
| 2022/23  | £81,000 | £3,200 | £3,000 | £1,380 | £73,420 |
|  |  |  |  |  |  |
| 2023/24 | £85,000 | £3,700 | £3,200 | £1,500 | £76,600 |
|  |  |  |  |  |  |
| 2024/25 | £90,000 | £5,000 | £3,500 | £1,600 | £79,900 |
|  |  |  |  |  |  |
| 2025/26 | £95,000 | £5,500 | £3,700 | £1,700 | £84,100 |
|  |  |  |  |  |  |
| 2026/27 | £100,000 | £6,000 | £3,900 | £1,750 | £88,350 |

3No Additional Chalets

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Period** | **Turnover** | **Occupancy** | **Wages** | **Utilities** | **Cleaning/****Laundry** | **Website** | **Servicing** | **Gross Profit** |
| 2024/25 | £95,000 | 60% | £30,000 | £7,000 | £5,000 | £0 (included above) | £180 | £52,820 |
|  |  |  |  |  |  |  |  |  |
| 2025/26 | £111,000 | 65% | £31,000 | £7,500 | £5,500 | £0 | £200 | £66,800 |
|  |  |  |  |  |  |  |  |  |
| 2026/27 | £125,500 | 70% | £32,000 | £8,000 | £6,000 | £0 | £210 | £79,290 |
|  |  |  |  |  |  |  |  |  |
| 2027/28 | £131,000 | 70% | £34,000 | £8,500 | £6,300 | £0 | £230 | £81,970 |
|  |  |  |  |  |  |  |  |  |
| 2028/29 | £141,000 | 70% | £36,000 | £9,000 | £6,800 | £0 | £250 | £88,950 |
|  |  |  |  |  |  |  |  |  |

Total Estimated Income Combined (5No Chalets) for 3 years

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Period** | **Gross Profit** | **Period**  | **Gross Profit** | **Period**  | **Gross Profit** |
| 2024/25 | £132,720 | 2025/26 | £150,900 | 2026/27 | £167,550 |

The additional units will provide employment for 2 FTE employees.

## 3.1 Need for more accommodation

The accommodation is full for the summer months. Being in receipt of further guest enquiries for this period indicates there is greater demand than for supply. There is a chronic shortage of accessible accommodation in the Wyre area. The award winning Brickhouse Cottages are booked up 12 months in advance. The existing chalets are now accepting bookings for 2023 and are already in receipt of repeat bookings in 2022 and 2023.

## Letters of Support

Letters of support have been included with this application from Wyre Borough Tourism, Lancashire County Council and Marketing Lancashire. All of which confirm the need for more accessible accommodation.

## 3.3 Supporting the local economy and Lancashire

The existing business supports the local shops, pubs and takeaways. Our guests frequent local hospitality venues and also use taxis and takeaways from the surrounding area. Our guests visit the local area which includes Blackpool, Cleveleys, Thornton, Lytham, Poulton, Fleetwood and Garstang and also use the Flower Bowl Entertainment Complex. Guests frequently enjoy a day out locally or visit Morecambe and The Lakes. Where possible guests may walk to local facilities.

The owners are very supportive of local businesses and recommend places to visit and eat during guest stays. They are especially very supportive of Fleetwood Beach Wheelchairs and the local trampers.

The build would also support local tradespeople, as it has done previously. The existing chalets are being nominated for a Build Excellence Award by LABC and this standard of design and build quality will be carried through to any new development.

## Conclusion

It is clear that there is a chronic shortage of accessible to all holiday accommodation. By making changes to the layout, the applicant has looked to significantly reduce the visual impact and viability is easily proven by the success of this new accommodation. Covid or flight delays do not have any impact of guest numbers as holidays abroad are not an option for many of our guests. By extending this holiday offering, Wyre Borough will be helping to provide much needed accessible accommodation in the Wyre area.