

# DESIGN & ACCESS STATEMENT

TO SUPPORT THE DEVELOPMENT OF  
HOLIDAY ACCOMMODATION AT

‘WHITEHALL FARM ACCOMMODATION’

WHITEHALL FARM,  
BURNHAM THORPE,  
KINGS LYNNE,  
NORFOLK.  
PE31 8HN

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## 1.0 Executive Summary

Proposed is a singular pod for guests along with utilising an existing parking area. The pod will be situated on a small area of land within the site operator's ownership, offering guests comfortable short-term luxury accommodation, in addition to that already offered at Whitehall Farm. The pod will be the Lune Valley MegaPod model.

The pod is to be manufactured and built off-site, provided by Lune Valley.

The plot is situated just off Walsingham Road and is located on the edge of Burnham Thorpe. The proposed site will provide subtle and discreet accommodation for tourists visiting this area's attractions on short breaks and weekend stays, as an extension to the already existing holiday cottage.

## 2.0 Policy

In designing the proposed development, the Kings Lynn and West Northfolk Local Development Framework Core Strategy (2011) was referenced, and the following policies were considered. It is believed that the proposal is compliant with each of the following policies:

### **LDF Core Strategy Policies**

- CS01 - Spatial Strategy

The proposed site is within walking distance of Burnham Thorpe, a small village on the coast of Norfolk. Burnham Thorpe as well as the neighbouring Burnham Market would provide facilities for guests to use such as pubs, restaurants, shops, and bus stops. With a number of buses available from Burnham Market, this reduces the need for guests to travel via car during their stay and encourages more sustainable modes of transport such as walking, cycling, and public transport. This will likely encourage visitors to see local attractions and amenities within King's Lynn, such as; Holkham Hall, Burnham Overy Footpath, and Burn Valley Vineyard to name but a few.

- CS06 - Development in Rural Areas

This policy states that beyond the villages and in the countryside, the strategy will be to protect the countryside for its intrinsic character and beauty, the diversity of its landscapes, heritage, and wildlife, and its natural resources to be enjoyed by all. The pod will be clad in timber on both ends and will blend in well with the surrounding area being at a considerate scale to the environment it is located within. The proposed location of the unit is within an already functioning and successful accommodation business.

- CS10 - The Economy

In relation to tourism, this policy states that the council will promote opportunities to improve and enhance the visitor economy by supporting smaller-scale tourism opportunities in rural areas to sustain the local economy, providing these are in sustainable locations and are not detrimental to our valuable natural environment. The proposed site complies with all the criteria outlined within this policy regarding tourism accommodation in rural areas as follows. The site is within close proximity to neighbouring villages and market towns. The pod will blend well within the existing surroundings, as an addition to existing accommodation. As noted above, the proposal will be an extension to already existing holiday accommodation.

- CS11 - Transport

As mentioned above, the proposed site is within walking distance of Burnham Market, a small village in Norfolk. Travel links are available from Burnham Market, with various routes to neighbouring towns. This reduces the need for guests to travel via car during their stay and encourages more sustainable modes of transport. The site operator will also encourage other means such as walking and cycling. National Cycle Route 1 runs along Walsingham Road, adjacent to the site entrance; linking from Fakenham to Wisbech along the coastline.

## 3.0 Site and Surrounding Area

### 3.1 Location

The proposed development is just on the outskirts of the small village of Burnham Thorpe, Norfolk, located approximately 1.7 miles from Burnham Market. The area and surroundings are rich in tourist attractions, with many walking/biking opportunities, shops, restaurants, and an abundance of attractions & activities. The proposal will create a significant economic benefit to the surrounding area and local businesses. With easy road access via Walsingham Road, the site will be accessible from across the country through cars, buses, and railway links.



Figure 2 - Aerial View of site



Figure 1 - Aerial View of Site and surrounding area.

## 3.2 Proposed Site Information

The plot for the proposal will occupy approximately 2,388 m<sup>2</sup> of the applicant's land. The pod will be situated nearby to the North-Western boundary of the site within a space currently used for motorhome pitches. All existing boundary treatments will remain to maintain a good amount of privacy, as well as controlling the carry of sound.

The site will be accessible from Walsingham Road, utilising an existing entrance currently used for the other accommodation available within Whitehall Farm.

Once guests reach the site, they will enter the existing parking / turning area made up of compacted stone chippings. Refer to drawing 220427-01-02 for the Layout Plan.

All boundaries will remain unchanged, as shown on drawing 220427-01-02, Layout Plan.

It is not expected that noise from the pod will impact any neighbouring properties. In our experience, glamping guests tend to be respectful to others and do not create noise in any case.

## 3.3 Justification for Proposed Use

The proposed site is located nearby to the small villages of Burnham Thorpe & Burnham Market. The pod will offer contemporary accommodation to visitors which is within a suitable travel distance from the A148 and A1065, thus being suitable for both weekend trips and short breaks. The proposed site is well located to allow occupiers to enjoy the surrounding tourism assets, which includes an abundance of beaches, coastal walks, Creak Abbey Ruins, Holkham Hall, and the Watermill Apartment. All of which are accessible from the proposed site.

The concept of luxury glamping is now gaining popularity throughout the UK, with standards and guests' expectations on the rise. It is intended by the site operator that this site will be amongst the best available luxury accommodation in the area.

The addition of this unit to the already successful Whitehall Farm Accommodation will provide guests with further accommodation options in the scenic area of Burnham Thorpe.

## 4.0 Use

The pod would be rented out on a per-nightly basis. Patrons would likely be couples. Party groups will not be permitted by the operator.

The site would be operated as a typical (year-round) holiday let, much like a caravan site, but with much fewer guests, meaning less noise and disruption to neighbouring properties and road users, etc. The site will also be marketed as a peaceful and relaxing retreat, which again should mean noise from guests is not a consideration.

There is no intention to use the pod for long-term lease / permanent residences. Such a small-scale development and the compact footprint of the pod would not be suited to this in any case.

## 5.0 Amount

The table below shows the breakdown of the used area and remaining green space.

Land Usage Item	Area Used	% of Overall Site
Greater Ownership Boundary	1,995,883 m <sup>2</sup>	100 % <i>(of blue line boundary)</i>
Site Area	2,388 m <sup>2</sup>	0.1 %
Green Space (before site build)	2,084 m <sup>2</sup>	87 % <i>(of red line boundary)</i>
Green Space (after site build)	2,061 m <sup>2</sup>	86 %
Existing permeable build-up	304 m <sup>2</sup>	12 %
Pod (1no unit)	23 m <sup>2</sup>	1 %
Bicycle Storage & Refuse / Recycling	4 m <sup>2</sup>	0.1 %



## 6.0 Layout

From Walsingham Raod, the guests will enter the existing parking area, with a cut grass path leading to the 1no unit. A recycling/refuse unit will be located within the parking area for ease of access / maintenance. A secure bicycle storage space for guests will be located to the rear of the unit, to encourage sustainable transport means of exploring the area.

The pod will be sited facing South-East and given a generous distance from the boundary.

The proposed unit will connect to existing mains drainage on the site. This aligns with pipes following a downward gradient.

The design implemented for the site has purposely underdeveloped the site, utilising less than 2% of the site area for the glamping units in order to provide both privacy for guests and to minimise the impact on neighbouring sites and properties.



*Figure 3 - Artist Impression overlooking the proposed unit from the existing pitch space.*



*Figure 4 - Artist Impression of the proposed pod entrance.*



## 7.0 Scale

The 1no pod proposed is a small single-story unit (around 3m tall) similar to the example pod picture below.

The pods would be chosen to integrate with the landscape of the Application Site and adjoining land and would neither obstruct third-party views nor overlook any other land. They would be suitable for year-round use in all seasons.

The Application Site boundaries would remain as is, being bounded on the northwest by a chalk and flint wall, and to the northeast by a hedgerow.



*Figure 5 - Interior of proposed MegaPod unit*



*Figure 6 - Exterior of proposed MegaPod unit.*

## 8.0 Public Rights of Way

No public rights of way are affected by this proposal.

## 9.0 Landscaping

Some very minor levelling may be required to create suitable footings for the pod. The intention is to maintain a low gradient for the site, thus preventing the need for any retaining structures.

Any broken ground will be re-instated (turfed where required).

## 10.0 Design

### 10.1 Stage 1 – Access

Walsingham Road used to access the site is a well-maintained bridleway. The minimal increase in traffic associated with the proposal will be of a negligible impact on the surrounding area.

The existing main road provides open vehicle access. The existing entrance will also provide initial access for the installation of the pod, and this will become the site vehicular access.

### 10.2 Stage 2 – Groundwork

Due to natural undulations and a slight downward gradient running across the site, some very minor levelling may be required to prepare unit footings.

It is proposed for the pod to connect to an existing drainage run from within the applicant's ownership onto Walsingham Road, please refer to drawing 220427 – 01-04.

Following this, services ducting will be laid for power, water, and telecoms as required. Pipework will be run for water and cables for electricity and telecoms will be pulled.

### 10.3 Stage 3 – Pod Install

The pod will be delivered to the site and installed, and prefabricated off-site. The design aims to minimise as much disruption to the site as possible.

The installation works required are not significant and the design aims to create as little disruption as possible

### 10.4 Stage 4 – Roads, Parking & Clean up

No more plant/transport access is required.

Finally, a total clear-out of the site will be done to ensure no leftover waste from the build stage is left. All cleaning waste will be recycled where possible and safely disposed of otherwise.

## 11.0 Sustainability

The proposal will offer an economic stimulus in the area in addition to the existing business of Whitehall Farm Accommodation.

The pod will be manufactured and designed to be energy efficient with well-insulated floors and walls/roofs with the use of materials with a low life cycle environmental impact.

LED light fittings are installed as standard throughout the pod. Water heating is instantaneous with no stored hot water. Water-saving sanitary fittings and appliances within the pod to deliver water efficiency to the site. The minimal surface water run-off from the pod will discharge into permeable borders around the unit.

Appropriate implementation of measures to minimise environmental impacts arising from any site works; the site will be constructed with efficient construction methods as stated in Stage 3 above thus reducing any waste and earthworks will result in no removals from the site being required.

An efficient operational waste management and recycling strategy will be carried out by the operator as required by the Kings Lynn and West Norfolk Council. A Business/Trade contract with the Council will be entered into as required. The waste unit will be located within the existing parking area.

## 12.0 Flood Risk

The site lies within a very low-risk zone with regards to river and sea flooding, but map data would suggest localised low-level risks are present. SuDs have been considered within the design of the site to aid with this, the existing permeable build-up on site will help with any surface water run-off. Therefore, an FRA should not be required.



Figure 7 – Surface Water Flood risk. Source: Gov UK



## 13.0 Summary

The proposed development will provide an additional accommodation option to Burnham Thorpe and the surrounding areas. Demand for this type of accommodation is high throughout the United Kingdom, which has also been shown to be true of Whitehall Farm Accommodation already.

This development extension will further increase footfall for local businesses and through correct marketing, should increase the length of time tourists remains in the area. This will be beneficial for local tourist attractions, restaurants, and businesses.

The construction of this proposal can be achieved in less time, with less intrusive construction methods and less environmental impact, than traditional luxury accommodation builds require.

Based on the points discussed above, it is reasonable to suggest that this kind of accommodation is warranted within this location, to cater to increasing visitor demand, without sacrificing the area's beauty.

To conclude, the operator also intends to build on existing relationships they have with other local businesses in the area to offer their goods and services to guests, including taxi services, shops, pubs, and restaurants to name but a few. The operator will be promoting these services within the pod along with providing the guests with local knowledge of the many beauty spots to visit.

The operator also intends to use local businesses to carry out the building and groundwork, utilising local suppliers and local labour.