# APPLICATION SUPPORTING STATEMENT

**PROPOSED CHANGE OF USE OF LAND TO USE FOR THE SITING OF 2no. MOBILE POD UNITS TO PROVIDE OVERNIGHT VISITOR ACCOMMODATION AND ASSOCIATED SOFT/HARD LANDSCAPING WORKS**

**AT**

**SUMMERLEAZE, 10 DIAL LANE, FELTON, BS40 9YD**

SUTHERLAND PROPERTY & LEGAL SERVICES LTD

PLANNING & ARCHITECTURAL CONSULTANCY SERVICE

## 1. INTRODUCTION

This application seeks permission to change the use of agricultural land at the application site to allow 2no. mobile pod units to be sited to provide overnight guest accommodation. Associated soft and hard landscaping works are also proposed in conjunction with the change of use to create private garden areas for each unit and to provide 2no. parking spaces for each unit.

## 2. RELEVANT PLANNING HISTORY

Local authority records have been checked online and no relevant planning history was found.

## 3. CONSTRAINTS

The site is affected by the following constraints:

- Within the open countryside
- Within the Green Belt
- Within Horseshoe Bat Consultation Zone C

## 4. PLANNING POLICY CONSIDERATIONS

Policies relating to the principle of residential development in this location are:

North Somerset Core Strategy (NSCS) (adopted January 2017)

- CS1 Addressing climate change and carbon reduction
- CS6 North Somerset's Green Belt
- CS22 Tourism Strategy

The Sites and Policies Plan Part 1: Development Management Policies (adopted July 2016)

- DM12 Development within the Green Belt
- DM57 Visitor accommodation in the countryside

Supplementary Planning Documents (SPD) and Development Plan Documents (DPD)

- North Somerset and Mendip Bats Special Area of Conservation (SAC) Guidance on Development: SPD (Adopted January 2018)

National Planning Policy Framework (NPPF) (July 2021)

The following sections are particularly relevant to this proposal:

- 2 Achieving Sustainable Development
- 4 Decision-making
- 6 Building a strong, competitive economy
- 13 Protecting Green Belt land

## 5. THE CASE FOR GRANTING PLANNING PERMISSION

The Great Britain Tourist 2019 (the most up to date, as published) report contains the most detailed analysis of the most recent full year of Great Britain Tourist Survey data. The tables below (source: Great Britain Tourism Survey report 2019) shows that the number of overnight tourism trips within GB increased by +3.6% in 2019 compared with 2018, with the total number of trips taken amounting to 122.8 million. The number of bednights spent during GB trips in 2019 remained in line with 2018 at 371.8 million.

Expenditure on GB overnight trips increased in 2019, up by +2.9% to £24.7 billion. The volume of holiday trips in GB increased +4.4% in 2019 compared with 2018, amounting to 60.5 million trips. However, the volume of holiday bednights declined -1.1% in 2019 to 198.1 million. Spend on these holiday trips increased by +1.3% in 2019 to £14.5 billion.

Table 1.1.1 - All domestic overnight tourism*

| - | Trips | | | Bednights | | | Expenditure | | |
|---|---|---|---|---|---|---|---|---|---|
| - | 2018 | 2019 | % change | 2018 | 2019 | % change | 2018 | 2019 | % change |
| GB | 118.6m | 122.8m | +3.6% | 371.7m | 371.8m | 0.0% | £24.0bn | £24.7bn | +2.9% |
| England | 97.4m | 99.1m | +1.7% | 295.8m | 290.3m | -1.8% | £19.3bn | £19.4bn | +0.5% |
| Scotland | 11.8m | 13.8m | +17.0% | 40.3m | 46.4m | +15.1% | £2.8bn | £3.2bn | +15.9% |
| Wales | 10.0m | 10.7m | +6.8% | 35.6m | 35.1m | -1.6% | £1.9bn | £2.0bn | +8.1% |

Table 1.1.2 - Holiday tourism*

| - | Trips | | | Bednights | | | Expenditure | | |
|---|---|---|---|---|---|---|---|---|---|
| - | 2018 | 2019 | % change | 2018 | 2019 | % change | 2018 | 2019 | % change |
| GB | 57.9m | 60.5m | +4.4% | 200.3m | 198.1m | -1.1% | £14.3bn | £14.5bn | +1.3% |
| England | 45.2m | 46.4m | +2.6% | 151.1m | 147.3m | -2.5% | £11.1bn | £11.0bn | -1.1% |
| Scotland | 6.6m | 7.7m | +17.3% | 24.7m | 27.7m | +12.5% | £1.8bn | £2.1bn | +12.6% |
| Wales | 6.4m | 6.7m | +4.6% | 24.5m | 23.1m | -5.8% | £1.4bn | £1.4bn | +5.6% |

Table 1.1.3 - VFR tourism*

| - | Trips | | | Bednights | | | Expenditure | | |
|---|---|---|---|---|---|---|---|---|---|
| - | 2018 | 2019 | % change | 2018 | 2019 | % change | 2018 | 2019 | % change |
| GB | 41.1m | 42.9m | +4.5% | 122.6m | 127.8m | +4.3% | £4.7bn | £5.1bn | +7.3% |
| England | 35.5m | 36.1m | +1.8% | 104.2m | 105.2m | +0.9% | £3.9bn | £4.1bn | +4.6% |
| Scotland | 3.3m | 4.0m | +23.5% | 10.6m | 13.0m | +22.7% | £0.5bn | £0.6bn | +25.7% |
| Wales | 2.5m | 3.1m | +23.5% | 7.8m | 9.7m | +24.2% | £0.3bn | £0.3bn | +12.8% |

| Table 1.1.4 - Business tourism* | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| - | Trips | | | Bednights | | | Expenditure | | |
| - | 2018 | 2019 | % change | 2018 | 2019 | % change | 2018 | 2019 | % change |
| GB | 16.3m | 16.3m | +0.3% | 39.0m | 36.2m | -7.1% | £4.4bn | £4.6bn | +4.4% |
| England | 14.0m | 14.0m | +0.2% | 32.7m | 29.8m | -8.9% | £3.8bn | £3.9bn | +2.7% |
| Scotland | 1.6m | 1.7m | +4.3% | 4.3m | 4.6m | +7.8% | £0.4bn | £0.5bn | +19.6% |
| Wales | 0.8m | 0.7m | -12.8% | 2.0m | 1.8m | -9.2% | £0.2bn | £0.2bn | +9.5% |

The majority (81%) of GB trips taken during 2019 were to destinations in England (99 million). Scotland received 13.8 million trips during 2019, 11% of trips, while there were 10.7 million trips in Wales, a share of 9%. Comparing the proportion of trips taken compared to each nation's population, England has a smaller share of trips taken (81%) than share of the GB population (86%), while Scotland (11%) and Wales (9%) both have a higher proportion of GB trips compared to population share (9% and 5% respectively).

| Table 1.3.2 – Tourism trips compared with population | | | | |
|---|---|---|---|---|
| - | Adult Population | | Trips | |
| **Destination** | **Millions** | **%** | **Millions** | **%** |
| **GB total** | **52.323** | **100%** | **122.780** | **100%** |
| England | 45.229 | 86% | 99.071 | 81% |
| Scotland | 4.519 | 9% | 13.810 | 11% |
| Wales | 2.576 | 5% | 10.698 | 9% |

Compared with 2018 the volume of tourism trips increased by +3.6%. However, the trend since 2011 remains negative with an average decrease of - 0.4% per year in this period on average, using 2015 (RP) figures.

There was no change to the number of bednights compared with 2018 but since 2011 bednights have seen a similar decrease to trips (-0.5%) on average per year, using 2015 (RP) figures.

Spend in 2019 was +2.9% higher than the previous year and has increased by an average of +1.5% per annum since 2011, using 2015 (RP) figures.

Table 1.7.1 – Tourism trips taken in GB (2011-2019)*

| - | 2011 | 2012 | % change (11-12) | 2013 | % change (12-13) | 2014 | % change (13-14) | 2015 (O) | % change (14-15) | *2015 (RP)* | 2016 | % change (15-16) | 2017 | % change (16-17) | 2018 | % change (17-18) | 2019 | % change (18-19) | Average annual % change (11-19) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Trips (millions) | 126.635 | 126.019 | -0.5% | 122.905 | -2.5% | 114.242 | -7.1% | 124.426 | +8.9% | *125.162* | 119.455 | -4.6% | 120.676 | +1.0% | 118.556 | -1.8% | 122.780 | +3.6% | -0.4% |
| Nights (millions) | 387.329 | 388.240 | +0.2% | 373.607 | -3.8% | 349.546 | -6.4% | 377.101 | +7.9% | *379.449* | 359.557 | -5.2% | 369.455 | +2.8% | 371.747 | +0.6% | 371.806 | 0.0% | -0.5% |
| Spending (£millions) | £22,666 | £23,976 | +5.8% | £23,294 | -2.8% | £22,691 | -2.6% | £24,825 | +9.4% | *£24,100* | £23,079 | -4.2% | £23,683 | +2.6% | £23,961 | +1.2% | £24,651 | +2.9% | +1.5% |
| **Average nights per trip** | **3.06** | **3.08** | **+0.7%** | **3.04** | **-1.3%** | **3.06** | **+0.7%** | **3.03** | **-1.0%** | ***3.03*** | **3.01** | **-0.7%** | **3.06** | **+1.7%** | **3.12** | **+2.0%** | **3.0** | **-3.8%** | **-0.2%** |
| **Average spend per trip** | **£179** | **£190** | **+6.2%** | **£190** | **0.0%** | **£199** | **+4.7%** | **£200** | **+0.3%** | ***£193*** | **£193** | **0.0%** | **£196** | **+1.6%** | **£202** | **+3.1%** | **£201** | **-0.5%** | **+1.9%** |
| **Average spend per night** | **£59** | **£62** | **+5.1%** | **£62** | **0.0%** | **£65** | **+4.8%** | **£66** | **+1.3%** | ***£64*** | **£64** | **0.0%** | **£64** | **0.0%** | **£64** | **0.0%** | **£66** | **+3.1%** | **+1.8%** |

The south west of England is the most popular area for tourism with 18.93 million tourists visiting the region in 2019 staying for a total of 66.9 million nights whilst spending a total of £4.13 billion.

**Table 2.5 - Destination and purpose**

| | All tourism | | | Holidays | | | VFR | | | Business | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Trips | Nights | Spending (£) | Trips | Nights | Spending (£) | Trips | Nights | Spending (£) | Trips | Nights | Spending (£) |
| | | **Millions** | | | **Millions** | | | **Millions** | | | **Millions** | |
| **England** | | | | | | | | | | | | |
| **All tourism - 2019** | 99.071 | 290.316 | £19,448 | 46.407 | 147.339 | £10,982 | 36.130 | 105.180 | £4,088 | 13.977 | 29.802 | £3,937 |
| West Midlands | 8.879 | 20.965 | £1,451 | 3.070 | 6.578 | £529 | 3.677 | 10.293 | £373 | 1.855 | 3.373 | £503 |
| East of England | 9.721 | 31.439 | £1,661 | 4.202 | 15.655 | £980 | 4.269 | 12.767 | £358 | 0.931 | 2.200 | £270 |
| East Midlands | 7.558 | 21.481 | £1,153 | 3.468 | 11.526 | £671 | 3.027 | 7.766 | £286 | 0.824 | 1.477 | £154 |
| London | 12.155 | 28.483 | £3,035 | 3.991 | 7.926 | £1,122 | 4.498 | 12.782 | £608 | 3.369 | 6.676 | £1,249 |
| North West England | 14.067 | 37.903 | £2,940 | 7.316 | 20.468 | £1,809 | 4.201 | 11.697 | £475 | 2.246 | 4.770 | £609 |
| North East England | 4.253 | 12.517 | £800 | 2.074 | 7.092 | £446 | 1.303 | 3.725 | £188 | 0.710 | 1.474 | £134 |
| South East England | 15.833 | 42.188 | £2,555 | 6.494 | 16.730 | £1,299 | 6.777 | 19.025 | £664 | 2.139 | 5.114 | £525 |
| South West England | 18.937 | 66.936 | £4,133 | 11.452 | 45.508 | £2,990 | 5.913 | 17.846 | £791 | 1.275 | 2.702 | £305 |
| Yorkshire and The Humber | 9.550 | 27.450 | £1,690 | 5.159 | 15.484 | £1,125 | 3.210 | 8.862 | £338 | 0.852 | 1.935 | £183 |
| **Scotland** | | | | | | | | | | | | |
| **All tourism - 2019** | 13.810 | 46.413 | £3,200 | 7.748 | 27.743 | £2,062 | 4.021 | 12.950 | £636 | 1.665 | 4.616 | £452 |
| Scotland North | 3.859 | 15.115 | £910 | 2.455 | 10.051 | £647 | 0.848 | 2.999 | £127 | 0.460 | 1.925 | £120 |
| Scotland South | 1.675 | 5.960 | £303 | 0.970 | 3.827 | £198 | 0.511 | 1.688 | £60 | 0.129 | 0.211 | £39 |
| Scotland East | 4.753 | 13.170 | £1,125 | 2.628 | 7.350 | £710 | 1.568 | 4.833 | £271 | 0.446 | 0.786 | £129 |
| Scotland West | 3.828 | 11.356 | £832 | 1.917 | 5.953 | £480 | 1.169 | 3.342 | £176 | 0.636 | 1.533 | £164 |
| Edinburgh | 2.697 | 6.837 | £674 | 1.526 | 3.919 | £453 | 0.860 | 2.387 | £152 | 0.236 | 0.399 | £59 |
| Glasgow | 1.685 | 3.802 | £393 | 0.764 | 1.717 | £180 | 0.511 | 1.305 | £94 | 0.369 | 0.722 | £115 |
| **Wales** | | | | | | | | | | | | |
| **All tourism - 2019** | 10.698 | 35.077 | £2,003 | 6.710 | 23.061 | £1,439 | 3.058 | 9.650 | £327 | 0.720 | 1.777 | £173 |
| Mid Wales | 1.870 | 6.088 | £360 | 1.138 | 3.867 | £247 | 0.522 | 1.687 | £70 | 0.149 | 0.339 | £39 |
| North Wales | 4.168 | 14.049 | £792 | 2.967 | 10.671 | £620 | 1.002 | 2.706 | £103 | 0.131 | 0.483 | £28 |
| South East Wales | 2.440 | 6.383 | £430 | 1.094 | 2.749 | £241 | 0.962 | 2.831 | £95 | 0.320 | 0.723 | £81 |
| South West Wales | 2.125 | 7.838 | £382 | 1.434 | 5.295 | £299 | 0.563 | 2.258 | £56 | 0.109 | 0.211 | £24 |

Looking at all tourism expenditure in England between 2018 and 2019, total spend increased +0.5%. Within this, individual categories show a mixture of small increases and decreases versus the previous year.

Spend on entertainment had the biggest percentage rise (+8.2%) and eating and drinking out increased +3.6%.

Spend on package holidays had the largest percentage fall (-7.3%). Spend on clothes (-3.8%), other shopping (-2.1%) and accommodation (-1.1%) all declined.

| Table 1.7.13 – Tourism expenditure breakdown in England (2011-19) | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| - | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | % change (18-19) |
| - | £million | £million | £million | £million | £million | £million | £million | £million | £million | - |
| **Total** | **£17,914** | **£19,497** | **£18,710** | **£18,085** | **£19,571** | **£18,492** | **£19,049** | **£19,347** | **£19,448** | **+0.5%** |
| Price of package holiday/inclusive trip | £741 | £851 | £725 | £728 | £682 | £534 | £545 | £545 | £505 | -7.3% |
| % share | 4% | 4% | 4% | 4% | 3% | 3% | 3% | 3% | 3% | - |
| Accommodation | £5,976 | £6,450 | £6,360 | £6,486 | £6,896 | £6,942 | £7,357 | £7,468 | £7,389 | -1.1% |
| % share | 33% | 33% | 34% | 36% | 35% | 38% | 39% | 39% | 38% | - |
| Travel costs to and from destination, and during the trip | £3,756 | £3,976 | £3,896 | £3,564 | £3,706 | £3,343 | £3,443 | £3,593 | £3,595 | +0.1% |
| % share | 21% | 20% | 21% | 20% | 19% | 18% | 18% | 19% | 18% | - |
| Services or advice (e.g. travel guides, tourist information) | £29 | £57 | £36 | £42 | £39 | £31 | £34 | £38 | £39 | +2.6% |
| % share | * | * | * | * | * | * | * | * | * | * |
| Buying clothes | £947 | £1,082 | £920 | £891 | £934 | £864 | £759 | £754 | £725 | -3.8% |
| % share | 5% | 6% | 5% | 5% | 5% | 5% | 4% | 4% | 4% | - |
| Eating and drinking out | £3,614 | £3,792 | £3,752 | £3,610 | £4,211 | £3,935 | £4,061 | £4,131 | £4,280 | +3.6% |
| % share | 20% | 19% | 20% | 20% | 22% | 21% | 21% | 21% | 22% | - |
| Other shopping | £1,587 | £1,706 | £1,562 | £1,483 | £1,639 | £1,544 | £1,493 | £1,512 | £1,481 | -2.1% |
| % share | 9% | 9% | 8% | 8% | 8% | 8% | 8% | 8% | 8% | - |
| Entertainment | £990 | £1,231 | £1,169 | £1,039 | £1,179 | £1,069 | £1,114 | £1,091 | £1,181 | +8.2% |
| % share | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | - |
| Anything else | £272 | £351 | £291 | £243 | £285 | £230 | £243 | £216 | £254 | +17.6% |
| % share | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | - |

Not only is the amount spent on accommodation considered to be a significant driver for the economy in the south west region, the amount of money spent by tourists whilst in the area also provides significant benefit to the local economy. As can be seen in the table above, money spent on retail items and leisure items is significant and makes a notable contribution towards local businesses within the local area where the tourist is staying.

The table below contains a breakdown of the types of accommodation used by tourists. The data in the table shows that the majority of tourists use commercial accommodation. Commercial accommodation is defined by the Great British Tourism Survey as "the total of serviced and self-catering rented accommodation. So, it includes hotel, motel, guest house, farmhouse, bed & breakfast, and holiday camp/village with any meals provided. Rented flat /apartments, rented house/chalet/villa/bungalow/cottage without any meals provided, self-catering holiday camp/village, camping, towed caravan and static caravan which is not owned".

Whilst the majority of tourists using commercial accommodation have a preference for serviced accommodation, there is still a significant percentage whom prefer alternative types of accommodation and a large number of these tourists show a clear preference for B&B and self-catering accommodation.

| Table 2.1 - All tourism in GB | Trips | | | | Nights | | | | Spend | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GB | England | Scotland | Wales | GB | England | Scotland | Wales | GB | England | Scotland | Wales |
| | Millions | | | | Millions | | | | £millions | | | |
| **All tourism - 2018** | **118.556** | **97.397** | **11.803** | **10.021** | **371.747** | **295.778** | **40.331** | **35.638** | **£23,961** | **£19,347** | **£2,762** | **£1,853** |
| **All tourism - 2019** | **122.780** | **99.071** | **13.810** | **10.698** | **371.806** | **290.316** | **46.413** | **35.077** | **£24,651** | **£19,448** | **£3,200** | **£2,003** |
| **Purpose** | | | | | | | | | | | | |
| Leisure | 106.094 | 84.998 | 11.887 | 9.954 | 331.599 | 257.582 | 40.910 | 33.106 | £20,253 | £15,731 | £2,724 | £1,798 |
| **Total holiday** | 90.240 | 71.470 | 10.521 | 8.946 | 291.372 | 224.225 | 37.134 | 30.013 | £18,133 | £13,904 | £2,537 | £1,692 |
| Holiday\pleasure\leisure | 60.452 | 46.407 | 7.748 | 6.710 | 198.144 | 147.339 | 27.743 | 23.061 | £14,483 | £10,982 | £2,062 | £1,439 |
| **VFR** | 42.894 | 36.130 | 4.021 | 3.058 | 127.781 | 105.180 | 12.950 | 9.650 | £5,051 | £4,088 | £636 | £327 |
| Visiting friends or relatives - mainly holiday | 29.788 | 25.063 | 2.773 | 2.235 | 93.228 | 76.886 | 9.391 | 6.952 | £3,650 | £2,922 | £475 | £253 |
| Visiting friends or relatives - mainly other reason | 13.106 | 11.067 | 1.248 | 0.823 | 34.553 | 28.295 | 3.559 | 2.699 | £1,401 | £1,166 | £161 | £74 |
| **Total Business** | 16.321 | 13.977 | 1.665 | 0.720 | 36.195 | 29.802 | 4.616 | 1.777 | £4,562 | £3,937 | £452 | £173 |
| To attend a conference | 1.595 | 1.401 | 0.078 | 0.116 | 3.293 | 2.949 | 0.129 | 0.215 | £422 | £390 | £17 | £14 |
| To attend an exhibition\trade show | 1.154 | 1.060 | 0.039 | 0.070 | 2.381 | 2.114 | 0.087 | 0.179 | £298 | £271 | £9 | £18 |
| Travel\transport is my work | 0.456 | 0.318 | 0.120 | 0.031 | 1.000 | 0.771 | 0.183 | 0.046 | £82 | £59 | £12 | £12 |
| To do paid work\on business | 13.573 | 11.516 | 1.547 | 0.535 | 30.521 | 24.739 | 4.400 | 1.383 | £3,842 | £3,276 | £426 | £141 |
| School trip | 1.208 | 1.016 | 0.112 | 0.080 | 4.140 | 3.250 | 0.584 | 0.307 | £239 | £176 | £19 | £44 |
| Other reason | 1.398 | 1.180 | 0.145 | 0.088 | 4.471 | 3.909 | 0.337 | 0.226 | £225 | £198 | £20 | £8 |
| **Accommodation used** | | | | | | | | | | | | |
| Commercial accommodation | 77.810 | 61.167 | 9.619 | 7.676 | 223.993 | 168.662 | 30.646 | 24.685 | £19,965 | £15,554 | £2,680 | £1,731 |
| Commercial serviced accommodation | 52.520 | 42.771 | 6.520 | 3.716 | 113.978 | 90.039 | 15.295 | 8.644 | £13,791 | £11,067 | £1,790 | £934 |
| Hotel/motel | 43.488 | 35.813 | 5.375 | 2.710 | 89.112 | 71.390 | 11.926 | 5.796 | £11,362 | £9,296 | £1,440 | £625 |
| Guest house/B&B | 6.448 | 4.855 | 0.901 | 0.758 | 16.440 | 11.916 | 2.489 | 2.034 | £1,734 | £1,259 | £265 | £211 |
| Self catering (incl caravan and camping) | 26.113 | 19.122 | 3.157 | 4.125 | 110.853 | 80.276 | 14.526 | 16.051 | £6,162 | £4,554 | £797 | £811 |
| Self catering (excl caravan and camping) | 11.759 | 8.944 | 1.441 | 1.545 | 50.788 | 36.901 | 7.103 | 6.785 | £3,715 | £2,764 | £512 | £440 |
| Caravan or camping | 14.330 | 10.138 | 1.748 | 2.562 | 59.461 | 42.900 | 7.366 | 9.195 | £2,412 | £1,759 | £285 | £369 |
| Touring caravan (towed)\campervan\motorhome | 4.384 | 2.926 | 0.840 | 0.691 | 19.799 | 13.976 | 3.539 | 2.284 | £689 | £474 | £139 | £76 |
| Static caravan - not owned | 3.743 | 2.834 | 0.211 | 0.707 | 16.801 | 12.562 | 1.132 | 3.107 | £896 | £684 | £40 | £172 |
| Static caravan - owned | 2.348 | 1.457 | 0.250 | 0.641 | 9.429 | 6.080 | 1.240 | 2.108 | £265 | £182 | £28 | £55 |
| Tent | 3.548 | 2.686 | 0.399 | 0.501 | 12.530 | 9.544 | 1.349 | 1.637 | £523 | £389 | £73 | £61 |
| Glamping/alternative accommodation e.g. yurt, tipi, ecopod | 0.564 | 0.482 | 0.063 | 0.034 | 1.719 | 1.415 | 0.180 | 0.124 | £118 | £100 | £11 | £7 |
| Hostel | 0.690 | 0.552 | 0.096 | 0.087 | 1.895 | 1.465 | 0.177 | 0.253 | £134 | £75 | £21 | £39 |
| Airbnb/Someone else's home | 1.799 | 1.378 | 0.284 | 0.171 | 6.020 | 4.296 | 1.042 | 0.682 | £550 | £375 | £123 | £52 |
| Friend's home, Relative's home, Own second home\timeshare | 43.156 | 36.480 | 4.109 | 2.913 | 135.316 | 111.584 | 14.308 | 9.424 | £4,045 | £3,333 | £472 | £240 |
| **Country of residence** | | | | | | | | | | | | |
| England | 105.192 | 91.439 | 5.936 | 8.507 | 317.097 | 265.203 | 23.179 | 28.715 | £20,810 | £17,415 | £1,712 | £1,683 |
| Scotland | 11.747 | 3.985 | 7.692 | 0.136 | 37.359 | 14.471 | 22.263 | 0.625 | £2,758 | £1,300 | £1,422 | £37 |
| Wales | 5.841 | 3.647 | 0.183 | 2.055 | 17.350 | 10.642 | 0.971 | 5.737 | £1,083 | £732 | £66 | £284 |
| **Package trip** | | | | | | | | | | | | |
| Yes - package\inclusive trip | 2.580 | 2.162 | 0.279 | 0.183 | 8.591 | 6.909 | 0.975 | 0.707 | £812 | £654 | £94 | £64 |
| No - not package\inclusive trip | 120.130 | 96.858 | 13.526 | 10.501 | 362.974 | 283.203 | 45.427 | 34.344 | £23,823 | £18,780 | £3,106 | £1,937 |
| Don't know | 0.070 | 0.051 | 0.005 | 0.014 | 0.242 | 0.205 | 0.011 | 0.026 | £17 | £14 | £1 | £2 |
| **Type of location stayed at** | | | | | | | | | | | | |
| Seaside | 27.170 | 20.614 | 2.309 | 4.579 | 102.364 | 77.730 | 8.321 | 16.313 | £5,859 | £4,463 | £448 | £948 |
| City/large town | 53.116 | 45.224 | 6.538 | 1.898 | 129.141 | 108.249 | 17.024 | 3.868 | £10,845 | £9,086 | £1,483 | £276 |
| Small town | 23.342 | 18.786 | 2.829 | 2.076 | 67.247 | 51.593 | 10.140 | 5.515 | £3,841 | £2,880 | £636 | £326 |
| Countryside\village | 20.696 | 15.712 | 2.716 | 2.514 | 67.045 | 48.218 | 9.760 | 9.068 | £3,794 | £2,798 | £560 | £436 |
| **Month trip started** | | | | | | | | | | | | |
| January-2019 | 6.579 | 5.516 | 0.599 | 0.522 | 16.373 | 13.502 | 1.548 | 1.322 | £1,298 | £1,088 | £114 | £96 |
| February-2019 | 7.393 | 6.006 | 0.954 | 0.440 | 18.647 | 15.196 | 2.225 | 1.226 | £1,419 | £1,153 | £201 | £65 |
| March-2019 | 8.619 | 6.842 | 1.062 | 0.769 | 23.354 | 17.911 | 3.336 | 2.106 | £1,636 | £1,292 | £209 | £134 |
| April-2019 | 11.574 | 9.236 | 1.428 | 1.007 | 34.151 | 25.692 | 4.712 | 3.747 | £2,176 | £1,678 | £320 | £178 |
| May-2019 | 12.163 | 9.998 | 1.205 | 1.093 | 36.670 | 28.556 | 4.402 | 3.713 | £2,330 | £1,851 | £301 | £178 |
| June-2019 | 10.087 | 8.241 | 0.953 | 1.001 | 32.299 | 25.448 | 3.469 | 3.383 | £2,235 | £1,754 | £252 | £229 |
| July-2019 | 13.018 | 9.830 | 1.916 | 1.347 | 45.117 | 32.587 | 7.313 | 5.218 | £2,957 | £2,219 | £443 | £295 |
| August-2019 | 15.034 | 11.972 | 1.668 | 1.497 | 53.427 | 41.805 | 6.036 | 5.586 | £3,408 | £2,652 | £428 | £328 |
| September-2019 | 9.282 | 7.529 | 0.947 | 0.830 | 27.570 | 21.621 | 3.283 | 2.665 | £1,913 | £1,510 | £245 | £158 |
| October-2019 | 8.431 | 6.810 | 0.994 | 0.675 | 24.038 | 18.786 | 3.204 | 2.047 | £1,758 | £1,393 | £253 | £113 |
| November-2019 | 8.995 | 7.508 | 0.956 | 0.596 | 19.816 | 15.944 | 2.320 | 1.553 | £1,666 | £1,383 | £194 | £89 |
| December-2019 | 11.605 | 9.584 | 1.129 | 0.921 | 40.343 | 33.268 | 4.565 | 2.510 | £1,856 | £1,476 | £240 | £140 |
| **Duration of trip** | | | | | | | | | | | | |
| 1 night | 34.071 | 28.910 | 3.010 | 2.151 | 34.071 | 28.910 | 3.010 | 2.151 | £4,540 | £3,850 | £436 | £254 |
| 2 nights | 35.951 | 29.111 | 3.854 | 3.026 | 71.892 | 58.172 | 7.699 | 6.021 | £6,127 | £4,938 | £767 | £421 |
| 3 nights | 19.933 | 15.611 | 2.450 | 1.941 | 59.679 | 46.612 | 7.337 | 5.730 | £4,256 | £3,371 | £528 | £356 |
| 4 nights | 13.017 | 10.195 | 1.624 | 1.334 | 52.047 | 40.519 | 6.292 | 5.236 | £3,166 | £2,457 | £460 | £249 |
| 5 nights | 5.812 | 4.538 | 0.672 | 0.728 | 28.981 | 22.296 | 3.192 | 3.493 | £1,572 | £1,185 | £187 | £200 |
| 6 nights | 3.076 | 2.374 | 0.548 | 0.225 | 18.340 | 13.915 | 3.153 | 1.272 | £993 | £705 | £205 | £83 |
| 7 nights | 6.461 | 4.983 | 0.761 | 0.787 | 45.111 | 34.449 | 5.231 | 5.431 | £2,387 | £1,792 | £319 | £277 |
| 1-3 nights | 89.956 | 73.632 | 9.314 | 7.118 | 165.642 | 133.694 | 18.046 | 13.902 | £14,923 | £12,160 | £1,732 | £1,031 |
| 4-7 nights | 28.366 | 22.089 | 3.606 | 3.074 | 144.480 | 111.180 | 17.867 | 15.432 | £8,118 | £6,139 | £1,171 | £808 |
| 8+ nights | 4.459 | 3.349 | 0.890 | 0.506 | 61.684 | 45.442 | 10.500 | 5.742 | £1,610 | £1,149 | £297 | £164 |
| Average duration of trip (nights) | 3.0 | 3.0 | 3.5 | 3.4 | 3.0 | 3.0 | 3.5 | 3.4 | 3.0 | 3.0 | 3.5 | 3.4 |
| **Children on trip** | | | | | | | | | | | | |
| Yes children on trip | 30.671 | 24.231 | 3.120 | 3.522 | 99.226 | 75.352 | 10.987 | 12.887 | £4,403 | £3,437 | £496 | £470 |
| No children on trip | 92.110 | 74.839 | 10.691 | 7.176 | 272.580 | 214.964 | 35.426 | 22.190 | £20,248 | £16,011 | £2,704 | £1,533 |
| **Socio-economic group** | | | | | | | | | | | | |
| AB (Professional and managerial) | 51.803 | 41.293 | 6.463 | 4.476 | 147.215 | 112.879 | 21.004 | 13.332 | £11,161 | £8,758 | £1,583 | £820 |
| C1 (Clerical and supervisory) | 38.361 | 31.535 | 3.954 | 3.079 | 118.596 | 94.661 | 13.524 | 10.412 | £7,483 | £5,880 | £932 | £671 |
| C2 (Skilled manual) | 19.431 | 15.457 | 2.056 | 2.037 | 60.768 | 47.800 | 6.631 | 6.336 | £3,626 | £2,899 | £414 | £312 |
| DE (Unskilled, state pensioners etc.) | 13.186 | 10.786 | 1.338 | 1.106 | 45.227 | 34.976 | 5.254 | 4.997 | £2,382 | £1,910 | £271 | £200 |
| **Age of respondent** | | | | | | | | | | | | |
| 16-24 | 12.938 | 10.960 | 1.170 | 0.852 | 45.467 | 37.427 | 4.218 | 3.823 | £2,248 | £1,805 | £264 | £180 |
| 25-34 | 20.772 | 16.882 | 2.244 | 1.725 | 56.673 | 45.354 | 6.067 | 5.252 | £3,677 | £2,964 | £443 | £269 |
| 35-44 | 22.345 | 18.199 | 2.532 | 1.775 | 61.456 | 48.061 | 7.367 | 6.028 | £4,019 | £3,172 | £546 | £301 |
| 45-54 | 24.964 | 20.078 | 2.438 | 2.543 | 66.894 | 50.874 | 8.823 | 7.197 | £5,536 | £4,431 | £594 | £512 |
| 55-64 | 21.092 | 16.485 | 2.923 | 1.878 | 63.885 | 49.260 | 9.289 | 5.336 | £4,842 | £3,762 | £722 | £357 |
| 65+ | 20.669 | 16.466 | 2.503 | 1.924 | 77.431 | 59.341 | 10.649 | 7.441 | £4,329 | £3,314 | £631 | £384 |
| **Lifestage of respondents** | | | | | | | | | | | | |
| 16-34 unmarried no children | 13.779 | 11.586 | 1.291 | 0.938 | 46.062 | 39.002 | 4.030 | 3.031 | £2,588 | £2,066 | £303 | £219 |
| 16-34 married no children | 8.689 | 7.223 | 0.920 | 0.583 | 22.270 | 17.850 | 2.762 | 1.658 | £1,598 | £1,302 | £210 | £86 |
| 16-34 with children | 11.111 | 8.977 | 1.167 | 1.018 | 33.379 | 25.761 | 3.360 | 4.258 | £1,710 | £1,389 | £180 | £141 |
| 35-54 no children | 21.441 | 17.569 | 2.147 | 1.813 | 57.882 | 45.058 | 7.438 | 5.387 | £4,973 | £3,962 | £538 | £472 |
| 35-54 with children | 25.868 | 20.709 | 2.824 | 2.505 | 70.468 | 53.877 | 8.753 | 7.838 | £4,583 | £3,641 | £601 | £340 |
| 55+ | 41.762 | 32.951 | 5.427 | 3.802 | 141.316 | 108.602 | 19.937 | 12.777 | £9,170 | £7,076 | £1,353 | £741 |

Furthermore, the application site is located close to Bristol International Airport. With a throughput of 8.731 million passengers in 2019 (hyperlink source: Civil Aviation Authority), the airport accounts for 3% of total passengers using UK airports. The airport is a regional airport serving passengers who are predominantly from the south west and Wales – as confirmed by the most recent Passenger Survey Report covering Bristol Airport (hyperlink source: Civil Aviation Authority).

Origin/destination of terminating passengers at the 2015 survey airports.

| Region | Birmingham | | Bristol | | Cardiff | |
|---|---|---|---|---|---|---|
| | 000's | % | 000's | % | 000's | % |
| East Midlands | 1,517 | 15.9 | 7 | 0.1 | 1 | 0.1 |
| East of England | 100 | 1.0 | 7 | 0.1 | 0 | 0.0 |
| North East | 8 | 0.1 | 1 | 0.0 | 0 | 0.0 |
| North West | 116 | 1.2 | 9 | 0.1 | 0 | 0.0 |
| Scotland | 16 | 0.2 | 13 | 0.2 | 1 | 0.1 |
| South East | 342 | 3.6 | 93 | 1.5 | 3 | 0.3 |
| South West | 473 | 5.0 | 4,843 | 76.4 | 35 | 3.1 |
| Wales | 280 | 2.9 | 1,234 | 19.5 | 1,075 | 95.9 |
| West Midlands | 6,516 | 68.4 | 128 | 2.0 | 6 | 0.5 |
| Yorkshire and the Humber | 152 | 1.6 | 6 | 0.1 | 0 | 0.0 |
| Northern Ireland & Eire | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| Total | 9,520 | 100.0 | 6,343 | 100.0 | 1,122 | 100.0 |

Whilst the majority of passengers do not require overnight accommodation, there is still a significant percentage who do, and with Bristol Airport planning a further increase in passenger numbers, demand for visitor accommodation in the area is likely to grow correspondingly in relation to passenger numbers.

## 6. CONCLUSION

Policies CS22 and DM57 both allow for new, improved and replacement visitor and tourist facilities and accommodation and these will be supported across the district provided they:

1) are of an appropriate scale and improve the quality and diversity of the tourist offer;
2) maximise, where possible, any opportunities for access by means other than the car;
3) support conservation and economic development objectives;
4) have no adverse implications for the environment, local amenity and character of the area.

The proposed mobile pods will provide additional guest accommodation in an area where there is an established high demand for this particular type of accommodation.

The new units are proposed to be located in areas which will be well screened by the new soft and hard landscaping features. The development is considered to improve the offer of the existing tourist facility by providing accommodation that is not frequently found within this area of the district. Further screening, if considered necessary, can be secured by the addition of a landscaping condition to any future approval.

The scale of the development is appropriate to the area, it supports rural economic development and does not result in adverse implications for the environment, local amenity and character of the area, given that the proposed units are portable and can be easily removed. Therefore, the proposal is considered to be in accordance with policy CS22 of the North Somerset Core Strategy and Policy DM57 of the Sites and Policies Plan.

The proposed siting of 2no. mobile pods for the purposes of providing tourist/visitor accommodation is considered to be appropriate development in the Green Belt as it is a leisure related use, there will be no built development to ensure that the proposal does not result in significant, or permanent harm to the openness of the Green belt or the purposes of including land within it as the proposed units of accommodation are not of significant height and bulk.

The proposal is therefore considered to be in accordance with policy DM12 of the Sites and Policies Plan: Part 1, policy CS6 of the North Somerset Core Strategy and the advice contained within the National Planning Policy Framework. Policy CS22 states that proposals for new visitor facilities across the district will be supported as long as (inter-alia) there are no adverse implications for the environment, local amenity or the character of the area and it improves the range and quality of accommodation on offer.

The number of vehicular movements associated with the proposed use will be small scale and they will not be likely to result in a material increase in the overall volume of traffic using the local highway network.

It must also be noted that the site is well served by nearby public transport links with northbound and southbound bus stops within walking distance on the A38 to the west. These bus stops are frequently served by the following services:

- SW Falcon – regular services daily between Bristol and Plymouth;
- U2 – regular services daily between Bristol and Langford;
- 672 – daily services between Blagdon and Bristol;
- A5 – daily service between Winscombe and Bristol Airport; and
- 135 – Friday service between Weston-super-Mare and Bishop Sutton.

Given the fact that the site has easy access to, and is well served by, a wide variety of bus services, it would not be unreasonable to conclude that the proposed change of use would be wholly reliant on travel by private car as the only means of accessing and leaving the site.

In 2000 North Somerset Council began work on a 20-year tourism strategy known as 'Blue Skies'. The aim of the research was to find out the views of stakeholder groups, look at tourism trends nationally and regionally, and create a vision for the future of tourism to which most stakeholders could subscribe and support. The Blue Skies Tourism Strategy sets out a vision for the district stating that "North Somerset will take advantage of its geographical location and the growth areas in tourism to ensure that tourism is a high quality, profitable and sustainable activity". The proposal provides the opportunity for visitors to enjoy the sustainable seaside and countryside activities which rural North Somerset has to offer, which in turn will enhance the visitor offering.

The following information (below) is taken from Visit England's website and relates to self-catering accommodation:

"*The assessors work to strict criteria to check the available facilities. A quality score is awarded for every aspect of the layout and design of the accommodation, the ease of use of all the appliances, the comfort of the beds, the range and quality of kitchen equipment and, most importantly, cleanliness. For very high scoring properties a Gold award may be awarded. The more stars, the higher the quality and the greater the range of facilities and services provided.*

*To achieve higher star ratings, an increasing level of facilities and services are offered. For example, a 3 star accommodation must offer bed linen (with or without additional charge) while at 4 star, all advertised sleeping space will be in bedrooms (unless a studio) and beds will be made up on arrival*".

The star rating assessment is carried out by Quality in Tourism who are the assessment service for Visit England and information is submitted with the application relating to their assessment procedures for self-catering accommodation, which it is hoped will help to demonstrate that the proposed accommodation is capable of achieving the necessary standard of quality in order to satisfy the policy requirement.

The Applicant intends to pitch the accommodation at the higher end of the market, applying to join the Visit England star rating scheme and aiming for a 4 star Visit England rating for guest accommodation.