

Planning Statement – Paultons Campsite

Deborah Slade MA(Oxon) MSt(Cantab) MSc MRTPI
Draycott Chartered Surveyors
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1. Introduction

Paulton’s campsite has been open for 11 years, but has to date been trading under the licence of the Camping and Carvan Club. Because the site has been operating under this Licence, the campsite can only accept people who are members of the Club.

This has proven to be a little restrictive in recent times, particularly because the clientele of the site is very often families with children who would like to visit Paulton’s Park, which lies opposite the site. These families are not normally members of the Camping and Carvan Club, which is often more directed to couples and quieter or smaller sites. Therefore, this proposal seeks planning permission for the site as it presently exists, and as it has been operating for 11 years, to prevent visitors from having to join the Camping and Caravan Club in order to stay at the site.

Some details of the existing site are shown below.



Site layout



Wash-up facilities



Welcome hut and main access



Pitches



Existing Access Road to site – front entrance



Existing Access Road to site – towards site turning, on right



Loos and showers



Tipi style tents



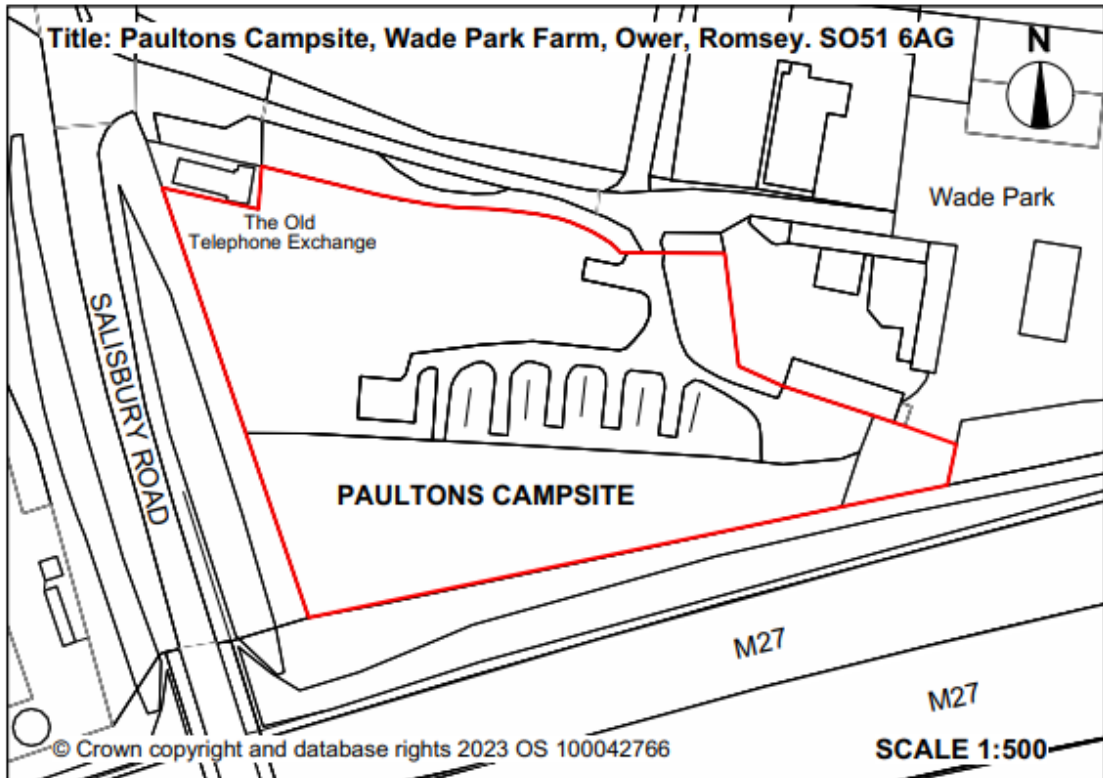
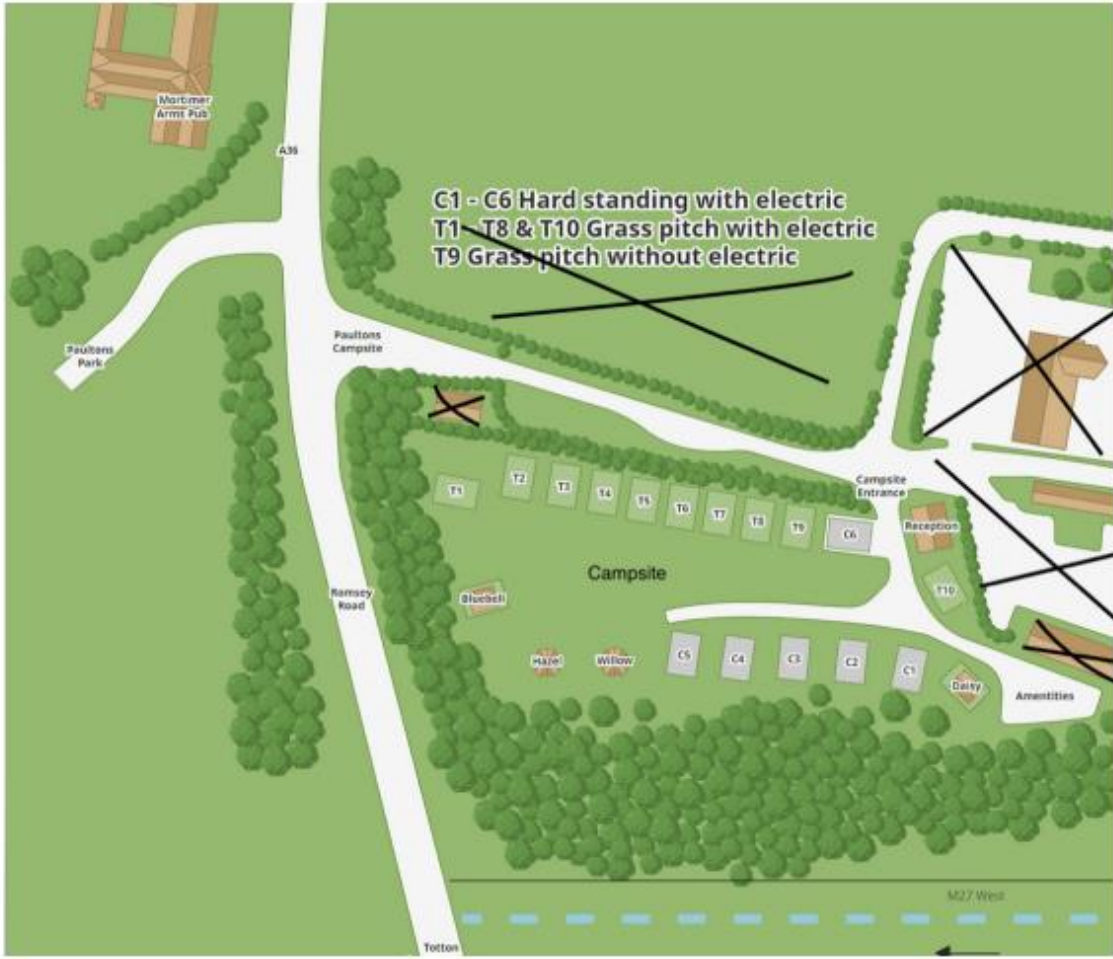
Internal site layout

2. Proposal

It is important to note that no changes are being proposed to the site as part of this application, over and above the way the site has been run and operated to date.



Site location



Site layout

This proposal does not seek to make any changes to the appearance or layout of the site, but simply to relinquish the tie to the Licence, to allow the site to accept recreational visits from guests who are not members of the Carvan and Camping Club.

3. Location

The site lies within the vicinity of Wade Park Farm, which is an industrial park created from former farm buildings. To the south of the site is the M27 motorway, beyond an existing landscaping buffer. Paultons Park lies immediately to the west, along with the Mortimer Arms. Paultons Park and the Mortimer Arms both directly benefit from the proximity of the guests who stay at Paultons Campsite. Therefore, in terms of local facilities to support the proposed use, there are two key draws within walking distance. Paultons Park is the reason why many guests book to stay at Paultons Campsite.

Paultons Park does not have any on-site accommodation, and instead their website directs visitors to 'local' hotels.

Hotels near Paultons Park and Peppa Pig World

Extend the fun and make your Paultons Break a family getaway to remember with an overnight stay at one of our hand picked, family-friendly 3 and 4-star hotels near Paultons Park and Peppa Pig World.

All Official Paultons Short Breaks include:

- An amazing overnight stay at one of our family-friendly hotels
- A delicious breakfast
- Entry to the Park + **FREE additional Park tickets worth up to £142 to enjoy a 2nd magical day in the Park!**
- FREE parking at Paultons Park

Why not book a stay at one of our most popular hotels:

- **Holiday Inn Eastleigh**
- **Holiday Inn Express M27 J7**
- **Leonardo Hotel Southampton**

Our partner hotels may be pet friendly, if you would like to check this due to allergies, please contact us via our Help Centre.

However, the 'local' hotels are in Eastleigh and Southampton, i.e. not particularly close, and guests then have to drive again to get to Paultons Park, causing traffic queues. By contrast, visitors staying at Paultons Campsite can walk to Paultons Park in 10 minutes, thereby reducing environmental impacts, traffic congestion, air pollution and all associated effects from unnecessary car journeys.

Visitors can walk to the Mortimer Arms within 5 minutes. In addition, there is a path up to the Vine Inn, which is a 15-minute walk away. Full details of the site can be viewed at:-

[Paultons Campsite | Peppa Pig World | Paultons Campsite & Glamping, Ower, Romsey SO51 6AG, UK](#)

4. Pre-application response

The pre-application letter from NFDC (ref. ENQ/23/20146/EBUS) seeks to ascertain the exact nature of the proposed use, which is **exactly as the site is currently used and presented**.

As set out above, the site has developed to form a supporting role to local facilities, and it is these local facilities which make the site as popular with families as it presently is.

In terms of access arrangements, there is an established bell-mouth access to the site via the Wade Park Farm turning, and the site is accessed from a metalled road. The access has good visibility, and no additional traffic is proposed as a result of this proposal; rather there would be a subtle, administrative shift in changing from Members to non-members, which is the sole reason planning permission is required at this point. **No intensity of use of the site is proposed**; the curtilage of the site would not expand and the size and nature of pitches would remain as existing.

The site is adjacent to the M27 and part of a redundant farm, the farm buildings of which were converted to alternative uses in the early 2000s. Full details can be reviewed on the following case:

17/10635 | Use as storage/distribution (Use Class B8) (Lawful Development Certificate for retaining an existing use) | UNITS B & C, WADE PARK FARM, SALISBURY ROAD, OWER, NETLEY MARSH SO51 6AG

If this site were not continued to be used as a campsite, it would serve no alternative, preferential planning purpose, within this context.

The pre-application advice letter notes that the Council is supportive of tourism within the district and associated facilities, where this can be balanced against the rural nature of the site with sufficient local facilities, access arrangements and consideration of whether there would be an intensity of use. In this case, NO intensity of use is proposed, access arrangements are good and the site serves immediate local facilities which draw visitors to the area.

5. Planning policy

The pre-application letter from NFDC does not set out the planning policies which are deemed most relevant in this case. The Local Plan Part 1 Policy 27 is relevant in that it seeks to encourage tourism, maintain and enhance existing tourist and visitor facilities, and support car-free tourism options such as the one which Paultons Campsite offers visitors to Paultons Park. In addition, this campsite can make a contribution to relieving camping pressure on more sensitive campsites in the area. For example, Hollands Wood, Ocknell Plain, Longbeech Campsite, Ashurst Carvan site are all on or adjacent to the New Forest SSSI/SPA/SAC/ Ramsar designated site of ecological value. By providing attractive alternative sites on the edge of the New Forest, this will displace camping interest to less sensitive and more convenient locations. Visitors to Paultons Park will be intercepted by the preferential alternative of Paultons Campsite, resulting in less tourism pressure upon the sensitive central areas of the New Forest.

Policy 27 (Saved Policy CS19): Tourism

The strategy is to support the local tourism industry by:

- a. Encouraging tourism and provision for visitors which is appropriate to the areas settlements and countryside and consistent with environmental objectives**
- b. Retaining and enhancing existing serviced accommodation and supporting the provision of new serviced accommodation in towns and villages**
- c. Maintaining and enhancing existing tourist and visitor facilities**
- d. Supporting new tourist provision and initiatives in towns and villages, and in the countryside through the reuse of existing buildings or as part of farm diversification, particularly where these would also benefit local communities and support the local economy**
- e. Supporting measures within the Plan Area which would relieve tourist pressures on the most sensitive areas of the New Forest National Park and which would protect and enhance vulnerable habitats and landscapes**
- f. Enhancing the visitor appeal of coastal environments and the coastal settlements of Barton, Milford, Lymington, Hythe and Eling. Improve the quality of recreational opportunities and managed access to the coast where this would be consistent with the protection of nature conservation interests**
- g. Continuing to support the development and promotion of local produce**
- h. Supporting car-free tourism initiatives that benefit tourists and local communities.**

Similarly, the Local Plan Part 2 allows for improvements to be made to existing camp sites, via policy DM13. The caveat is provided that the proposal does not materially increase the overall impact of the development. As set out above, this proposal is for no material changes or additions to the site; it is simply to allow the site to be administered in a more effective manner, and one which keeps costs for guests at a lower level.

Policy DM13: Tourism and visitor facilities

Within the defined built-up areas, new serviced visitor accommodation and facilities will be permitted outside of the primary shopping areas, having regard to compatibility with adjoining uses and the need to avoid unacceptable impacts.

- **Outside the defined built-up areas, development to provide visitor accommodation and/or facilities will only be permitted where it is:**
- **part of a farm diversification project or through the conversion of existing buildings in accordance with Policy DM22; or**
- **to extend an existing hotel or guest house, to improve its operating efficiency or to maintain the viability of the business, and where any physical extension is of a scale and design which does not have an unacceptable impact directly or indirectly on the character and setting of the building or the surrounding area; or**
- **to relocate an existing **camping** or caravan site to a less sensitive location, thereby reducing the impact on nature conservation interests and the local environment ; or**
- **to enable environmental improvements to be made at an existing holiday park, **camping** or caravan site; or**
- **to up-grade ancillary facilities at an existing holiday park, **camping** or caravan site, or visitor attraction, provided this does not materially increase the overall impact of the development.**

In the countryside, any new development should be of an appropriate design and scale in keeping with the rural character of the area, and should not result in significant harmful impacts (either directly or indirectly) on the countryside or rural communities. Where the

6. Summary and conclusions

The change in administration of the site from one which is governed by a Licence to one which is governed by planning permission will have no material planning impacts. The same number of pitches will be present as existing, and the site will cater for the same number of visitors overall as it presently does, and has been the case for the last 11 years. The proposal is compliant with the main two planning policies, and the site will allow visitors to Paultons Park to continue to stay adjacent to the park, but this proposal will improve the quality and cost-effectiveness of their stay as families won't have to form out to join the Camping and Caravan Club in addition to their overall holiday costs. The site will directly support, and be mutually supported by, the local amenities of Paultons Park and the Mortimer Arms.