

UKSD.
Supporting Statement - Rev A.00

Construct Holiday Cottage For Use As Tourist Accommodation
Bluebell Farm, North Road, Weston, Newark, NG23 6SZ

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1 Introduction

1.1 Purpose of Document

This Supporting Statement has been prepared by UKSD in support of Mr Cupit's planning application for the construction of an ancillary holiday cottage for use as tourist accommodation on land within the curtilage of Bluebell Farm, North Road, Weston, Newark, NG23 6SZ. (hereafter referred to as 'the site').

1.2 Brief Description

This application seeks planning permission to construct a holiday cottage to [REDACTED] provide high-quality self-catering accommodation in a tranquil and attractive location where there is a strong demand for such accommodation.

2 Site Context

2.1 Location

The site is located on Bluebell Farm, North Road, Newark. The site is located approximately 18 miles west of Lincoln and approximately 12 miles north of Newark.

2.2 Current Use

The application site hosts a large farmhouse, outbuildings, and a number of barns recently converted (Planning Ref - 17/01965/FUL) The area of land that forms the application site is currently used to house a number of poultry and the area would be visually improved once developed, The proposed new built development is located in close proximity to the existing buildings and forms a close relationship to the existing surroundings.

2.3 Natural Context

The nearby boundaries consist of mature hedges, along with a number of timber-fenced boundaries. It is proposed to retain and reinforce the existing landscaping on this site to improve the appearance as a whole further. As illustrated on the submitted proposed block plan.

2.4 Built Context

The surrounding built environment comprises a number of traditional brick-built buildings and a number of metal-clad agricultural buildings.

2.5 Boundaries

The site is currently bounded predominately with mature hedging and timber fencing.

2.6 Access

The site has an already established access point via the existing farmhouse; under Planning Ref - 17/01965/FUL, a new access road via Great North Road permits a one-way in and out point of access; it is proposed to utilise this as the form of access to the proposed holiday accommodation.

2.7 Landscape / Existing Vegetation

There is a substantial amount of existing vegetation on the site boundaries; this will be retained in full and managed in order to create a mature and established setting for the proposal in question.

2.8 Planning History

Three existing barns directly adjacent to the application site have planning approval for conversion under Planning Ref - 17/01965/FUL.

3 Proposal In Context

3.1 Overall Strategy

The proposal seeks planning permission to construct a holiday cottage in an attractive countryside location; the application site benefits from a number of attractions that make the site a destination in its own right. There are also a variety of businesses in the locality that would, directly and indirectly, benefit from the proposal. These include several restaurants and pubs, as well as local shops selling a variety of products to the local communities. If visitors wish to travel, there are many local attractions in the local area and even more further afield in the district of Nottinghamshire and Lincolnshire.

3.2 Response to Natural Context

Energy-Efficient Design and Use of Materials

The proposal will be constructed mainly using recycled, locally sourced materials. The holiday cottage will be designed to meet current building regulations, employing sustainable materials and designed for low energy use.

Construction

All construction waste will either be reused on-site or recycled.

3.3 Response to Built Context

The design of the proposed holiday cottage resembles a traditional brick outbuilding that would usually be found within the grounds of such a substantial rural house. The building's design utilises traditional forms of construction and materials such as reclaimed bricks and rustic clay pan-tiles. All in all, the proposal will be sympathetic to its surrounding countryside setting and will remain subordinate to the host dwelling and the adjacent existing barns.

4. Scale

The proposed holiday will be constructed within the established boundaries of the host dwelling. The proposed holiday cottage is single-storey. Set against the backdrop of the mature landscaping and also into the broader landscape, the proposed holiday accommodation will not be visible and will sit comfortably within the landscaped setting.

3.5 Appearance and Materials

The architectural vernacular of the proposed holiday cottage reflects and respects the character and appearance of its rural location and will be sympathetic to the surrounding countryside.

In particular, the reclaimed brick walls, along with the simple, traditional and functional design of the building and the scale of the structure, all reflect the rural characteristics of the locality. They will allow the new building to sit comfortably in the landscaped setting and give the impression that it has been there for many years. To summarise, The proposed holiday let building is designed to be low-scale and reflects the nature of the surrounding area.

3.6 Examples

Like the examples found across Lincolnshire and Nottinghamshire and other award winning works by UKSD, we are aiming for a high quality, aesthetically stimulating finish.

3.7 Boundary Treatments

Boundary treatments will be further improved. Existing boundary treatments will remain as existing; however, they will be improved where required to ensure an adequate screen. It is also proposed to plant additional trees within the application site along with a 1.1m black metal estate fence with a yew hedge behind. There is a well-established mature hedge to the North & South boundary; this will further assist with screening the views into the site. In addition, the new planting will create an enhancement to the existing habitat.

3.8 Access

Access to enter the site via a new access road approved under application ref 17/01965/FUL that will form a one-way in & out traffic flow within the applicant's site curtilage, both in & out routes are located on Great North Road (B1164) as illustrated on the proposed block plan.

4 Planning Policy

4.1 The Proposal

The planning application seeks full planning permission for the construction of a detached holiday cottage within the grounds of a substantial country farmhouse that has adequate on-site facilities to accommodate self-catering visitors.

The proposed holiday cottage will accommodate one double-bedroom master suite and two further double bedrooms, with a shared bathroom and an open-plan kitchen, dining and living area. The scheme proposes to utilise the existing access point along Clifton Lane. The proposed use is for tourist accommodation only, and therefore vehicular movements will not significantly or noticeably increase.

4.2 Development Plan & Policy – **Core Strategy**

The Core Strategy was adopted by the Council on March 2019 and formed the Newark & Sherwood's Local Plan.

The overarching strategy for development across Newark and Sherwood is set out within the Adopted Core Strategy in March 2019. The document forms the key part of the LDF and details the vision for the District, alongside objectives and strategic policies to deliver development and change.

The Key Diagram which accompanies the Core Strategy indicates that the Application Site lies within the Newark and Rural Sub Area of the District (3 – Rural North Sub Area), just outside the Supporting Sustainable Community of Western and Sutton on Trent.

The Core Strategy sets out key issues and challenges facing Newark and Sherwood, including the need to promote the development of tourism and to secure a future in the area that can sustainably accommodate its tourism-related development pressures without adversely affecting the environment or local communities. At an area level, this translates into the following objective for the application site: *“promote recreation in attractive villages and countryside, etc. New tourist development could further complement these themes and help the development of a year round tourist economy”*.

Core Policy 7 Tourism Development

The District Council recognises the economic benefits of sustainable tourism and visitor-based development (including tourist accommodation) and will view proposals positively which help to realise the tourism potential of the District, support the meeting of identified tourism needs, complement and enhance existing attractions or that address shortfalls in existing provision, subject to:

- Within the main-built up areas of 'settlements central to the delivery of the spatial strategy' the proposal being acceptable in terms of its:
 - Design and layout; and
 - Individual and/or cumulative impact on local character (including the built and natural environments), heritage assets, biodiversity, amenity, transport, infrastructure, community services and in locations adjacent to the open countryside, landscape character.
- Within settlements within the Rural Areas, the proposal being acceptable in terms of its:
 - Design and layout; and
 - Individual and/or cumulative impact on local character (including the built and natural environments), heritage assets, biodiversity, amenity, transport, infrastructure, community services and in locations adjacent to the open countryside landscape character; and
- Compliance with the locational requirements of Spatial Policy 3.

• **Within the open countryside, the proposal representing sustainable rural tourism development which meets one or more of the following:**

- **Forms part of a rural diversification scheme;**
- **Supports an existing countryside attraction;**

Tourism Development builds upon this theme and stresses that tourism and visitor-based development, including new good quality over-night accommodation, will be supported, subject to the consideration of a number of set criteria, including (inter alia):

Development is appropriate to the size and role of the settlement and the needs of the local community concerned, and in relation to countryside locations, is sensitive to site surroundings, including matters of landscape, nature conservation and biodiversity.

Development is acceptable in terms of scale, design and impact upon local character, the built and natural environment, including heritage assets, amenities and transport.

With regard to these criteria and when considering the Application proposal, it is submitted that the proposed accommodation is sensitive to its surroundings and in relation to the existing landscaping setting. The proposed holiday cottage will have a positive impact on the character of the local area and will remain at a scale which does not intrude upon the countryside setting.

The location of the holiday cottage within an area of countryside is necessary to target the needs and aspirations of visitors to this area, who are seeking rural tranquillity, privacy and a close association with the natural environment. The design and siting of the proposed building match the needs and requirements of the target visitor ordinance.

The proposal will complement the range of other tourist attractions in the locality by providing luxury short-stay self-catering overnight accommodation for visitors wishing to stay in the area to enjoy what the site has to offer, such as fishing or horse riding. Or visitors may wish to visit one of the many local attractions. As well as the free opportunity to walk and cycle in the area.

The proposed scheme has been designed to complement its natural surroundings and to achieve a high standard of sustainable design, which will enhance the environment in accordance with Core Policy 9 – Sustainable Design. The design utilises traditional features and materials within a building of an appropriate location, design form and scale.

Core Policy 13 Landscape Character

This policy sets out the requirement for development proposals to positively address the implications of the Landscape Policy Zones in which they lie and demonstrate that such development would contribute towards meeting Landscape Conservation and Enhancement Aims for the area. In this case, the Application

Site falls within the Mid-Nottinghamshire Farmlands zone. This area is largely characterised as follows:

The Mid-Nottinghamshire Farmlands forms a discrete area within Nottinghamshire, extending in a broad band from the edge of Nottingham north to the Idle Lowlands. It is bounded to the west by the Sherwood region and to the east by the lowlands of the Trent Washlands. Small nucleated villages, isolated farmsteads and quiet country lanes are important components of the region's character, along with undulating landforms, hedged fields and woodland. These features, and the fact that the area is dominated by agriculture, ensure that the region has a traditional rural character. This is reflected in the pattern of settlement and enclosure.

It has the following characteristic features:

Varied undulating topography

Ancient woodlands, often prominently sited on hill tops

Well-defined pattern of hedged fields

Streams defined by lines of trees and permanent pasture

Traditional pattern of farms and small rural villages

Red brick buildings with pantile roofs

Quiet country lanes

Small remnant orchards and permanent pastures around villages

Tourism and Recreation: Increased number of visitors to the countryside due to higher temperatures. www.defra.gov.uk/environment/climatechange/about/ukeffect

The zone has a Good Landscape Condition and Moderate Sensitivity and, therefore, requires an approach which conserves the landscape character. The Landscape Character Assessment also seeks to promote measures for reinforcing the traditional character of farm buildings using vernacular building styles and to promote the sensitive design and siting of agricultural buildings. Any expansion of the recreational and leisure facilities with associated built features should respect the landscape character of the setting within the woodland.

With regard to the findings of this Landscape Assessment, it is submitted that the proposed holiday cottage to provide tourist accommodation will not conflict with any of the aims for this Policy Zone. The design and location of the building will not impact upon the appearance or ecological value of the surrounding landscape. The land that surrounds the proposal will include additional landscaping. Utilising appropriate tree planting, which will enhance the environmental and ecological credentials of the scheme whilst softening the visual appearance of the development in this rural setting.

4.3 Development Plan & Policy – **Allocations and Development Management Development Plan**

The Adopted Allocations and Development Management DPD, July 2013 sets out a more detailed set of policies for consideration in the determination of Planning Applications.

Policy DM8 is relevant to the proposal, DM8 – Development in the Open Countryside. The Policy seeks to strictly control development away from the main built-up areas of villages, in the open countryside and sets out the circumstances under which such development will be permitted.

Point 12 of Policy DM8, it is confirmed that tourist accommodation will be supported where it is necessary to meet identified tourism needs; it constitutes appropriate rural diversification and can support local employment, community services and infrastructure.

The proposal offers an opportunity to deliver high-quality tourist accommodation within an area that already attracts a large number of visitors; following consultation with national holiday let operator 'www.cottages.com' and 'www.sykescottage.com' they have confirmed that there is a recognised need and demand for further self-catering overnight accommodation. The area around the application site is characterised by its rural and tranquil setting, and it is predominantly this environment which draws visitors to this location. For this reason, tourist accommodation which reflects and sits within this environment is therefore in high demand. In particular, as mentioned previously, the site as it currently stands also should be classed as an 'attraction' in its own right, as it boasts vast open grounds within a countryside setting with the opportunity to partake in horse riding and fishing. All that is a 'draw' to the site, and visitors could happily holiday on-site without having the need to leave the site.

The demand and desire for additional tourist accommodation to serve the local and surrounding area are confirmed through the 'Experience Nottinghamshire' tourism strategy. This organisation highlights the fact that Nottinghamshire is a leading tourism destination with a world-class record for sport, science, heritage, creativity and culture and, as such, is the 13th most popular destination in the UK with international visitors. Tourism in Nottinghamshire is estimated to be worth around £1.44 billion to the local economy and supports 20,700 jobs. A key component of this success is the draw of local visitor attractions and more in tune with this proposal individual, self-catering holiday cottages or lodges with on-site attractions or tranquil locations. The proposal seeks to support this industry at a local level and will further assist in growing the provisions for high-quality overnight tourists through a sustainable and well-designed small-scale proposal.

The demand and need for standalone and uniquely designed holiday cottage/lodge accommodation, which targets those seeking a peaceful and tranquil location rather than a 'holiday park' environment, has been demonstrated through the occupancy figures provided by www.cottages.com. When considering holiday lets throughout the UK, it is almost unheard of for a self-catering unit to

secure almost 100% occupancy. Therefore, this provides a high level of support for an additional unit of this nature.

The proposed holiday cottage offers a more affordable holiday experience than many of the alternative self-catering options, such as 'chain' parks or other national park owners. With the privately owned nature and small scale of the proposal, which will not incur the significant overheads and running costs associated with a more commercial holiday park, the proposed cottage will offer holiday accommodation at prices at least 40% lower than the aforementioned more significant corporate holiday park sites. This, in turn, opens up this type of luxury holiday package to a more extensive range of the population, who perhaps wish to experience the rural, countryside environment who might not usually be able to access such an experience owing to prohibitive costs.

Appeal Reference APP/B3030/A/06/2009623 considered the requirement for a rural location. It referred to the fact that many visitors to this locality are seeking a quiet retreat where they can abandon their cars and make use of the local footpaths and cycle trails, a factor which was considered by the Inspector to further reduce the likely impact of the development.

The above is also supported through the report by LSE London, entitled "The Economic Impact of Holiday Rentals in the UK" (November 2014). This report stresses (on p.26) that the holiday rental sector is proportionally more significant in the countryside, in rural villages and by the coast. According to Visit England (as referenced in the LSE Report), in 2013, approximately one-third of all domestic holidays spent in rental accommodation were in countryside or village locations, with 13% of all countryside trips being booked in holiday rentals. It follows, therefore that rural areas will need to provide overnight accommodation to meet the increasing demand for domestic holidays in countryside locations. Indeed, this proposal appears to be precisely what Core Policy 7 and Policy DM8 are seeking to support by supplying a type of accommodation which meets the needs of rural visitors and the growing desire of domestic tourists to stay in countryside locations, with ready access to Sherwood Forest and its associated facilities and attractions.

The proposed holiday cottage will also make a large contribution towards the local rural economy. The proposed holiday cottage, along with its ongoing rental, coupled with the revenue created by its occupants through visits to nearby attractions and pubs, restaurants and shops, will make a significant and long-lasting contribution towards the local rural economy. In addition, the impact of this proposal upon the financial circumstances of the Applicant will also be substantial and provide an ongoing income for the owner of the proposed holiday cottage.

The provision of the proposed holiday cottage will secure a vital source of income for the applicant, as well as contribute towards the ongoing viability and growth of local facilities and attractions locally and across the district, ensuring their sustainability and longevity.

Policy DM8 highlights that proposals for tourist accommodation will also need to satisfy relevant Development Management Policies, take account of any potential

visual impact they create and, in particular, address the requirements of Landscape Character, in accordance with Core Policy 13.

The provisions of Policy DM5 – Design have also been given careful consideration, all as detailed above within the design and access section of the document.

Considering the relevant Adopted Local Plan policies highlighted above, it is clear that the current proposal complies with the provisions of the development plan and raises no policy issues in relation to the proposed ancillary use of the land and proposed holiday cottage in a countryside location.

4.4 The National Planning Policy Framework (NPPF)

NPPF: The National Planning Policy Framework (NPPF) sets out the Government's approach for the planning system and how these are expected to be applied, with particular emphasis on the overarching approach to delivering sustainable development through the planning system. There is a presumption in favour of sustainable development and the NPPF states that proposals that accord with the development plan (Core Strategy) should be approved without delay.

Relevant NPPF Paragraphs:

- Section 1 refers to delivering sustainable development and building a strong competitive economy.
- Section 4 promotes sustainable transport.
- Section 7 refers to the key criteria in good design.
- Section 8 promotes healthy communities and refers to recreational and cultural facilities and services.
- Paragraph 73 advises that accessing high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities.
- Section 11 is relevant to conserving and enhancing the natural environment.

It is considered that the principle of holiday accommodation in this location would be in accordance with the national policy set out in Paragraph 28 in the NPPF, which greatly supports the expansion of tourist and leisure facilities.

"28. Planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development. To promote a strong rural economy, local and neighbourhood plans should:"

- *Support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well-designed new buildings;*

The development is a business that will generate valuable employment opportunities for the community and contribute towards the sustainable tourism and leisure character of the area.

The applicant will personally manage check-ins and bookings and will also employ a cleaner who is based in the neighbouring village to carry out the cleaning and changeover tasks within the Holiday accommodation. The applicant will also employ a maintenance person/gardener to ensure the grounds are well-kept for visitors to enjoy.

- *Promote the development and diversification of agricultural and other land-based rural businesses;*

The development will offer the public a choice of accommodation within the Newark and Sherwood area. This will encourage a competitive market between the proposed application and other holiday cottages and camping/caravan Club sites. Additionally, the surrounding landscape will be enjoyed by visitors as well as additional revenue spent in the area supporting local pubs, restaurants, shops and businesses.

- *Support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres;*

- *promote the retention and development of local services and community facilities in villages, such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship;*

The surrounding villages will benefit from the additional clientele, which will be brought in through the new holiday accommodation. The existing local facilities will benefit from the additional people visiting the area, and the unfortunate closures of local amenities such as pubs may be avoided in the future. Local businesses will thrive on the additional visitors and custom. Local facilities will be used more regularly by the additional visitors which is an encouraging factor for the competitive business. Clumber Park, Sherwood Forest, Newark Town Centre, as well as other local tourist destinations would also benefit as they are all easily accessible by car.

Other Policy / Report Based Information

It could be argued that with the holiday accommodation level being low within the Newark and Sherwood District in comparison with the rest of the county at 3.1% of the bed stock, Newark and Sherwood as a district need to raise the number of beds to 3.6% to attain the

average which equates to a further 224 beds- i.e. : four 50+ hotels. This proposal will contribute towards this; providing a much needed 3 beds.

The visitor accommodation sector is a major contributor to the D2N2 economy and is of vital importance for future tourism growth and employment creation. There are over 2,000 visitor accommodation businesses successfully operating across Derbyshire and Nottinghamshire, with over 70,000 letting bedspaces, capable of providing accommodation for almost 26 million overnight stays per year. This includes hotels, inns and pub accommodation businesses, guest houses and B&Bs, holiday cottages, holiday lodge parks, holiday parks, touring caravan and camping sites, glamping sites, youth hostels, outdoor education centres, and the Center Parcs Sherwood Forest holiday village.

The Visitor Economy Review and Investment Study completed for D2N2 LEP in May 2014 identified a **need for investment to increase and improve visitor** accommodation provision across Derbyshire and Nottinghamshire as a key requirement for realising the growth potential of the D2N2 visitor economy. The D2N2 Visitor Economy Advisory Group (VEAG) thus commissioned Hotel Solutions in 2016 to produce a Visitor Accommodation Strategy to provide a robust assessment of the future opportunities for visitor accommodation development across Derbyshire and Nottinghamshire, and the requirements for public sector intervention to support and accelerate visitor accommodation development. The study has involved an analysis of current visitor accommodation supply, performance and market demand across the D2N2 area; an assessment of the likelihood of future growth in demand for accommodation and what will drive this; a review of national accommodation development trends; an audit of current accommodation development proposals and assessment of potential accommodation development sites; the testing of hotel and visitor accommodation developer and operator interest in Derbyshire and Nottinghamshire; and widespread stakeholder consultations. The detailed findings are presented in the main study report and supporting technical appendices.

Utilising the study findings, the D2N2 Visitor Accommodation Development Acceleration Plan has been designed as a framework for acting on the study conclusions and recommendations. It sets out the required public sector actions over the next 3 years (2017-2019) to accelerate the sector's development.

Compared to other parts of England, Newark and Sherwood and wider Nottinghamshire are lagging behind other destinations in terms of the development of branded boutique, budget boutique and lifestyle hotels in Nottinghamshire; luxury and boutique country house hotels; market town boutique hotels; boutique inns, B&Bs and **holiday cottages**; and glamping provision.

The detailed analysis of hotel and visitor accommodation development opportunities across Derbyshire and Nottinghamshire is set out in the D2N2 Visitor Accommodation Strategy report. In summary, the research findings show that Glamping is rapidly growing in popularity in the UK but has been slow to develop in the D2N2 area. The research

findings show that there is clear scope for significant expansion of this type of accommodation across the district and the county.

6 Conclusions

It is concluded that the proposal accords with the relevant policies of the statutory development plan and National Planning Policy Framework.

There is no conflict with any landscape, biodiversity, heritage or other land use policies, and the appearance of the countryside will not be harmed. There are no policy reasons why planning permission should not be granted.

With regard to other material considerations, the proposed development accords with and is supported by the relevant provisions of the National Planning Policy Framework.

In overall terms, the balance of issues, including the high level of compliance with local and national policy guidance and the benefit to the rural economy that will flow from the scheme, militates strongly in favour of a grant of planning permission.

With regard to economic factors, the quality proposal of the offer and the provision of central visitor facilities will provide an alternative tourism and leisure offer within the Newark and Sherwood district. The proposal will significantly benefit the local economy. The proposed development will also make a contribution to local employment.

All other site-specific issues can be satisfactorily addressed, in a manner that ensures that no conflict will arise in respect of the requirements of local or national policy guidance.

It can be concluded that the proposed development accords with the development plan, the proposal is consistent with the requirements and objectives of relevant national policy guidance, and will not result in demonstrable harm to any interest of acknowledged importance. The presumption in favour of sustainable development arising under NPPF should be applied.

In such circumstances, Newark and Sherwood District Council are asked to conclude that the proposed development is of a high design quality; is consistent with the relevant policies of the development plan; is satisfactory in all material respects, and will not result in harm.

The D2N2 report identifies self-catering accommodation as an area for growth, with the current provision showing a shortfall. Although this is a high-level assessment of the need, it supports the application proposal. To deliver growth in the local visitor economy, there needs to be an increase in the supply and variety of accommodation types.

In line with relevant national and local planning advice and policies, the proposal would be of no detriment to the setting of the adjoining non-designated heritage asset or the

character and appearance of the surrounding area. It would not harm the amenities or living conditions of adjoining residents. In addition, the proposal would not significantly exacerbate any existing highway safety issues in the locality.

The proposed development is fully compliant with Core Policy 7, which indicates that economic development in the countryside, such as tourist attractions and rural businesses, will be supported where the impact on the character and appearance of the countryside is minimised; the development requires the specific location proposed; it is viable as a long-term business; the scale, design and form of the proposal, is fully appropriate for its location and setting and is fully compatible with surrounding land uses; and it will not exacerbate existing environmental or highway safety problems.

The proposal also meets the advice contained in Paragraph 83 of the National Planning Policy Framework, which states that decisions should enable the sustainable growth and expansion of all types of business in rural areas, the development and diversification of land-based rural businesses, sustainable rural tourism and leisure developments which respect the character of the countryside and the retention and development of accessible local services and community facilities such as local shops, meeting places and sports venues.

As such, when determining the development in accordance with the presumption in favour of sustainable development in paragraph 11 of the NPPF, there are no adverse impacts that would significantly and demonstrably outweigh the benefits when assessed against the policies in this NPPF taken as a whole. Accordingly, planning permission should be granted without delay.