

DAS - Design & Planning Statement

V2.0

Holiday Lodge Park at Penstrowed Quarry

Penstrowed
Caersws
Powys, SY17 5SG



Lambe Planning & Design
Consultants for Planning, Design and Landscape

Client: Mr Graham Grigg, GF Grigg Ltd, Penstrowed Quarry, Penstrowed, Caersws, Powys, SY17 5SG

Proposal Description: 5* Holiday Lodge Park at Penstrowed Quarry.

This Statement covers the following aspects :- Context, Involvement, Design, Layout, Scale, Landscape, Landscaping, Appearance, Access, Use, Amount, Tourism and Benefits to the Local Economy - and supporting information regarding, Local Development Plan, Central Government and Tourist Board Policies and Guidance etc. This Statement has been prepared and set out in accordance with guidance relating to Design and Access Statements.

1.00. Introduction and background to the proposals.

- 1.01.** Please note this Planning Application is a Resubmission of Application 22/1966/FUL. That Application was withdrawn to allow time for additional supporting information, plans and surveys to be prepared to provide additional supporting information as requested. Please see section 1.30. within this document. In addition to this the scheme has been substantially modified, and the Consultation Responses received have been used to inform amendments to the proposals. This includes a reduction in the numbers of Holiday Lodges proposed down to 89, a significantly increased informal Recreation Area, the addition of 2 ponds, a fishing pond and additional recreational facilities / Games Room.
- 1.02.** Penstrowed Quarry is an industrial / commercial site owned and operated by G.F Grigg Ltd. The site is cut into the flank of the hill known as Maesmawr and is located 4km west of Newtown to the south of the A489 at National Grid Reference SJ 068 910. The quarry is split into three main quarry tiers / benches.
- 1.03.** The quarry faces span an elevation of around 239OD falling to 212OD with faces approx 27m high, with the lower bench a further 17m below at 195OD. The quarry faces trend in a south east to north west direction providing striking views to the north east.
- 1.04.** The site comprises of a quarry and many large industrial buildings which serve the Recycling and Construction activities, Plant Hire, Haulage and HGV Repair Workshops. These buildings are large, highly visible incongruous features in the landscape which are visible from many miles away and are all to be demolished as part of this proposal.
- 1.05.** Access to the site is via the A489T and the U2067.
- 1.06.** This proposal is to replace the intensive industrial and construction activities with a 5* Holiday Park comprising of 89 privately owned bespoke Luxury Holiday Lodges aimed at the over 50s.
- 1.07.** The Lodges will provide desirable holiday accommodation enabling people to stay in the region, explore the area, its events and other local attractions. These include Powis Castle & Gardens, The Warren, Falconry Experience Wales, Elan Valley, Glansevern Hall Gardens, The Hall at Abbey Cwm Hir, The National Showcaves Centre, Ynys Hir Wildlife Reserve, Lake Vyrnwy, and countless Museums, Monuments Country Parks and Galleries. Nearby towns include Newtown, Llandrindod Wells, Welshpool, Machynlleth, Hay-on-Wye etc. The countryside beyond is also home to many outdoor activities and award-winning eateries and food & drink producers.
- 1.08.** The site of the proposals is set within the developed quarry and is surrounded by mature woodland, expanded tree belts, hedgerows and mature tree cover.
- 1.09.** The Application Site is in the ownership of the Applicant, and is not within a National Park, AONB, Green Belt, or a Conservation Area. However, the Penstrowed Quarry is a

Site of Special Scientific Interest (SSSI) due purely to the Geology of the site rather than ecology.

- 1.10. The scheme is located within the quarry and leaves the existing quarry faces unaffected and in position, a distinct feature of this tourism proposal is that it would not have any adverse or detrimental impacts upon the SSSI and would provide opportunities to improve the sites visual impact, ecology and sustainability.
- 1.11. The Rock Faces / Geological Features are identified on the accompanying Layout Plan and have been incorporated into the site layout. The development proposals do not involve any “land take” from the SSSI and have been kept clear of the Rock Faces.
- 1.12. Regarding the potential for recreational effects on the Rock Face, a clear buffer area has been provided separating the development from the Rock Face. Viewing Platforms would be created for Holidaymakers, Student Geological Visits and other 3rd parties interested in the Geology e.g. Natural Resources Wales. Human physical interaction with the rock face would therefore be controlled by an appropriate low impact fence to exclude access to the SSSI, whilst not preventing educational views of the Face.
- 1.13. This scheme is a quality proposal which would generate significant spends into the local economy. A recent report published in February 2019 found that Holiday Parks generate £9.3bn in visitor expenditure equating to £5.3bn Gross Value Added (GVA) to the UK economy and that the holiday park sector supports 171,448 FTE jobs in the UK, with Visitors who stayed in Lodges / Caravans / Chalets, spending on average £557 per visit (£101 per day).
- 1.14. From figures contained within industry statistics, it is anticipated that this scheme would generate additional spends into the local economy of approximately £2.28m on an annual basis, for a 30 week season - please see the Appendix, this provides Industry Statistics demonstrating the spends & employment into the local rural economy.
- 1.15. The Application Site benefits from the following features:
 - 1). The Lodges would be significantly less visually obtrusive when compared to the existing built development.
 - 2). With good road access and links to the main highway network.
 - 3). In an area where there is demand for such a facility.
 - 4). The site is appropriate to the rural area, and related to other existing development,
 - 5). and does not impact adversely upon the area or neighbouring properties.

Figure 1. Site location midway between Caersws and Newtown. image courtesy of Ordnance Survey

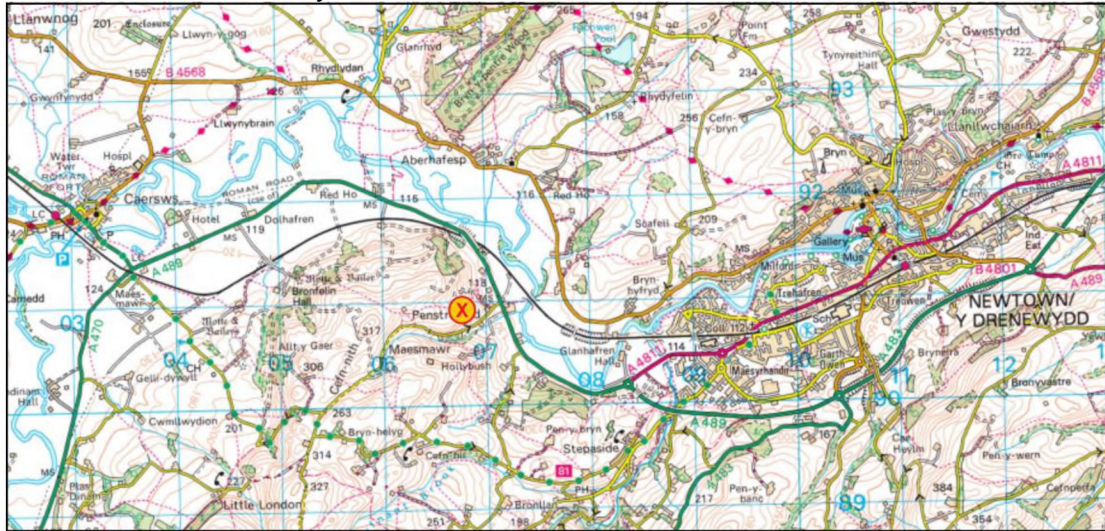


Figure 2. Aerial Image below identifying the Quarry / Application Site. The site benefits from existing blocks of mature woodland surrounding the site which provide existing screening. Due to the existing screening, and the proposed Holiday Lodges being set back on the existing tiers, the units comprising of low level single story units manufactured from timber in muted environmental colours - this would ensure that the development would be exceptionally well screened within the landscape and in real terms would provide an improvement over the existing highly visible buildings which would be removed as part of these proposals.

image courtesy of Google Earth



1.16. The proposed Holiday Park layout is of a very low density set within a fully screened site, with the units located informally with additional belts of new landscaping and planting in native species of trees and shrubs. The essence of the scheme being to develop an exclusive 5 star facility.

1.17. The Business Case / Functional Requirements and Diversification.

1.18. Penstrowed Quarry is a fully operational commercial industrial site which has been established over many years. As the site forms part of a Geological SSSI, it is necessary to preserve the existing rock faces. The site needs a new, appropriate and viable land use which would enable the site to be reinstated, landscaped, preserve the SSSI and enable the existing enterprise to diversify, retain the existing employment and create additional job opportunities for local people.

1.19. The Covid 19 Viral Pandemic has also significantly and detrimentally affected the business and has put pressure on the enterprise to diversify and adapt to these new trading requirements. The Industrial, Recycling and Construction activities would relocate to more suitable premises, thus ensuring that the core business can diversify and continue to trade. This Luxury Holiday Lodge Park will safeguard the enterprise, its existing employment, spends within the local economy, create additional employment and provide a much needed additional Holiday Lodge facility in the region.

1.20. The proposals relate to the diversification of an existing rural enterprise, and the creation of an upmarket tourism product and is exactly in line with Planning Policy Wales, Tourist Board Policies and Policies contained within the Local Development Plan.

1.21. The quality of facility proposed would significantly help raise the standards of holiday accommodation offered in the region. Schemes of this nature encourage tourism usage in the “off-season” shoulder months – which is in line with current policies and guidance as this spreads the demand and impact on infrastructure and avoids the in-continuity of seasonal jobs and income to the tourism market. This ultimately results in the creation of quality year round jobs, and supports the local rural economy.

1.22. There is a very strong local and national trend towards higher quality holidays, especially for more spacious and better equipped Lodge accommodation. Holidaymaker’s demands and aspirations have risen rapidly over the last 20 years. The applicant wishes to attract these holidaymakers with higher disposable incomes who appreciate the qualities of the area.

1.23. Amount and type of Development

1.24. The elements to the proposal comprise :-

- 89 bespoke Holiday Lodges manufactured from timber in muted environmental colours in a Low density informal layout, with a 12 month holiday season.
- The removal of the existing highly visible industrial buildings and structures.
- The existing Office will be retained as an Office / Reception / Shop / Games Room / Cafe and Managerial Accommodation.
- Significant supplementary boundary buffer and internal landscaping to create a premium attractive setting and a desirable holiday environment
- The creation of wildlife Habitats including a Wildlife Pond, Fishing Pond, additional Wildlife Corridors and Bat Roosts.
- Quarry Face Viewing Areas and access control measures.

- Informal Recreation Area

Aggregates for construction are available on site via the existing Recycling Centre, this would avoid and minimise construction traffic.

- 1.25.** The Holiday Lodges would be constructed from timber and stained in a palette of muted environmental colours to blend fully into the natural environment - and fully landscaped in indigenous species of trees and shrubs that would create wildlife corridors & habitats around the site.
- 1.26.** The units would be accessed from the existing quarry access drive which leads to the public highway. Mains services would be provided, and the ground works would be minimal, as the Lodges do not require foundations.

1.27. Pre-Application Planning Enquiry and Supporting Information

1.28.

1.29.

the proposal is therefore supported by the following documents and Reports:

- Design & Access Statement incorporating Planning Statement
- Layout Plans
- Contaminated Land Assessment
- Preliminary Ecological Appraisal
- Bat Survey
- Biodiversity Enhancement Plan
- ATC Traffic Surveys
- Transport Statement / Impact Assessment
- Detailed Landscape Design Scheme
- Landscape Visual Assessment
- Landscape Visual Impact Assessment
- Foul and Surface Water Drainage Strategy
- Percolation / Infiltration Tests
- Topographical Survey
- Details of "Typical" Holiday Lodges
- Site Location Plan
- Noise Survey
- Lighting Impact Assessment

1.30. Additional Information, Reports and Surveys undertaken to support the Re-submitted Application.

- 1.31. Landscape.** Observations were received from the Planning Department that the Landscape Visual Impact / Landscape Assessment submitted had been carried out with a baseline of the existing buildings already being present.

1.32. The observations related to :

- Conditions on previous planning consents which we were advised required the restoration of the land (to a standard agreed with the LPA).
- If these conditions were complied with, the ‘detracting features’ referenced within the Landscape Visual Assessment report appear likely to not be present.
- And it is not clear whether in this case, the Assessment would still conclude that the proposal would be an ‘improvement’. This should be amended to clarify a baseline of the quarry having been restored.

1.33. **Response by Lambe Planning and Design.** The LVA Report and its Baseline is accurate and reflects the true facts. This is due to the following :-

1.34. The Baseline of the Report reflects the current developed situation and the visual impacts of the quarry. The restoration of the quarry is irrelevant to this proposal, due to the simple fact that if planning permission is not granted for the Holiday Lodge Park, then the existing commercial and industrial operations at the quarry will continue exactly as they are – therefore the Baseline of the LVA report is correct and reflects the true situation. i.e. the visual impact of the developed quarry would remain “as is” if this proposal were not to proceed.

1.35. **Highways.** Observations and advice were received from Powys Highways and also Welsh Government Highways. Specialist Highways and Transport Consultants The Hurlstone Partnership have amended and updated the access arrangements. Welsh Government Highways - Mr Paul Cuddy Senior Highways Engineer – Highways North in an email of 16th August 2023 confirmed that regarding the revised proposals :-

“I can confirm that the Welsh Government are content with this approach and that, should a new application be submitted, we would look to condition it in line with points 1 and 2 listed within my email below (i.e. the cessation of operations associated with the present use of the quarry, and the submission of a Construction Traffic Management Plan)”.

1.36. **Contaminated Land.** A Phase 1 Contaminated Land Assessment and a Phase 2 Land Quality Assessment has been undertaken including a programme of site investigation and monitoring works. We are advised that this provides the additional information requested by Powys County Council’s Senior Contaminated Land Officer.

1.37. **Environmental Protection – Noise.** An Accoustic Assessment including site survey was undertaken in May 2023. The report concludes that “There are no other outstanding noise issues, therefore, the overall conclusion of the acoustics assessment is that the decision maker may grant planning permission with conditions where appropriate”.

1.38. **Foul drainage.** An Environmental Permit application for Penstrowed Quarry has been submitted to NRW and evidence has been provided that it is not possible or reasonable to connect to the mains sewer. We are advised that The Permit Application was Duly Made on 08/06/2023, which means that NRW have all the information they needed to begin the determination.

1.39. A detailed Drainage Strategy accompanies the planning application.

- 1.40. Site Sections.** Detailed site sections through the site have been prepared, and these accompany the re-submitted planning application.
- 1.41. Mineral Safeguarding – Policy DM8**
- 1.42.** Policy DM8 seeks to safeguard mineral resources from development. The Policy states that “Non-mineral development proposals within Mineral Safeguarding Areas will only be permitted where it can be demonstrated by the developer that: Extraction of any remaining minerals at Penstrowed Quarry would not meet the tests of environmental acceptability.
- 1.43. Response by Lambe Planning and Design.** Penstrowed Quarry is an SSSI designated for its geological importance (source NRW). The mere fact that the Site is Designated as an SSSI precludes extraction of any further stone / minerals. Quarrying activities have therefore ceased at Penstrowed Quarry. Planning Permission P/2013/0978 was granted in May 2014 for engineering operations comprising of Back Filling and Slope Stabilising of the quarry faces.
- 1.44.** The Policy Guidance notes advise that “Proposals to reuse the mineral resource (for example sand and gravel) within the proposed development to minimise the need to import minerals over long distances would be supported”.
- 1.45. Response by Lambe Planning and Design.** This proposal intends to re-use material / aggregates from the existing on site recycling centre, this would avoid and minimise construction traffic and costs.
- 1.46.** Given the above and the SSSI Classification, it is therefore considered that in accordance with **Policy DM8 - Minerals Safeguarding, that:-**

4. Extraction would not meet the tests of environmental acceptability or community benefit as set out in National Policy;

Response by Lambe Planning and Design. The proposal therefore complies with Policy DM8

- 1.47. Diversion of Footpath 6**
- 1.48.** The Footpath 6 route which passes through Penstrowed quarry is an historic disused route, which is impossible to walk and this has been the case since c1957 or thereabouts as there is a 100 metre drop down a sheer rock face and it also passes directly through 2 buildings.
- 1.49.** This path is the subject of a Diversion Order which would ensure that the path could be walked. A detailed consultation process has been undertaken on the proposed route, its location and relationship with the proposed holiday lodge park. No Objections to the proposed Public Path Order / Diversion of Footpath 6 were received.
- 1.50.** The existing Footpath route cannot be walked and the proposed diversion is a material improvement. Changes are therefore necessary to the existing route which cannot be walked, and the diversion is therefore needed and is a material improvement.
- 1.51.** The proposed Holiday Lodge development would not hinder or interrupt the proposed route and would have no impact upon it. Please see the accompanying layout plan which illustrates the existing route and proposed new route.

1.52. Pre-Application Consultation (PAC)

1.53. As part of the Planning process, and as this scheme is classified as a “Major Development” due to the Application Site Area, a Pre-Application Consultation (PAC) was undertaken with the general public / local residents, Neighbours, Community Consultees and Specialist Consultees. Please see accompanying PAC Report.

Figures 3 & 4. Example images illustrating the typical design and appearance of Holiday Lodges which can be stained in environmental colours to blend into the natural environment.



Figure 5-7. example photographs illustrating typical bespoke Holiday Lodges – please note the units proposed would be stained in muted environmental colours.



Figure 8. images illustrating the high standard of accommodation provided by Holiday Lodges.



Figure 9.



Figure 10. images illustrating the high standard of accommodation provided by Holiday Lodges.



Figure 11.



Figure 12. images illustrating the high standard of accommodation provided by Holiday Lodges.



Figure 13.



Figure 14. images illustrating the high standard of accommodation provided by Holiday Lodges.



Figure 15.



Figure 16. images illustrating the high standard of accommodation provided by Holiday Lodges.



Figure 17.



2.00. Accessibility / Access and Movement to and from the Development

2.01. The site benefits from an existing suitable access onto the A489 with links to the M54 motorway via the A5 at Shrewsbury. Many major conurbations within Cheshire, the Midlands and the South West are within a mere 1 to 2.5 hours drive time.

Figures 18. Image looking south-east towards Newtown illustrating the existing access onto the A489.



Figures 19. Image looking north-west towards Caersws illustrating the existing access onto the A489.



- 2.02.** The sites location within a popular holiday area and its convenience to many major conurbations with minimal drive times, would ensure a continuous demand for the holiday Lodges.
- 2.03.** The access to the holiday Lodge facility will be managed and controlled from the Reception Lodge / Office and monitored by CCTV.
- 2.04.** A Traffic Impact Assessment / Statement has been undertaken by specialist Transport Consultants, this has also involved ATC Traffic counts. The Assessment demonstrates that there would be a material reduction and improvement in traffic with the proposed development. This is due to a betterment created by the removal of HGV movements associated with the existing industrial operations within the site. Copies of the supporting documents accompany the Planning Application.
- 2.05. Disabled Access**
- 2.06.** Policies relating to access by people with disabilities have been fully considered for this scheme and Holiday Lodges will be available for all inclusive access. Every consideration is being given towards holidaymakers with disabilities and the scheme will be fully compliant with current legislation.
- 2.07. Community Safety**
- 2.08.** Access, egress and arrivals & departures would be controlled and supervised from the Reception and Office. This would ensure that the supervision and safety of the holiday park can be readily achieved.
- 2.09. Movement within the development and Car Parking**
- 2.10.** Car Parking would be adjacent to each individual holiday Lodge, with direct access off the drive. Each Lodge would be provided with an Electric Vehicle Charging Point, this significantly exceeds the 10% required EVCP provision.
- 3.00. Visual Amenity / Neighbouring Properties / Public Rights of Way**

The quarry is a Brownfield Site comprising of large scale commercial, industrial and construction processes with a plethora of existing highly visible buildings and structures. The site centre is approximately 425 metres to the West of the main A489 Trunk Route. Newtown lies 1.5 miles to the East, with Caersws 2.4 miles to the west.

The Lodges are low single storey units and would be located on the existing quarry tiers set against a quarry backdrop and screened by existing woodland / mature tree cover and additional native planting within the site. This and the sites physical attributes ensure that no Lodges will be visible on any skyline.

- 3.01.** In the wider context, the existing large buildings are visually prominent within the landscape. Due to the removal of these buildings and structures, a low density informal Lodge layout and the proposed landscaping, there would be no views into the site from any public viewpoints which would be detrimentally affected. In real terms a net gain in visual impact would occur.
- 3.02.** The existing buildings, their appearance, form and height are particularly relevant to the sites existing detrimental Visual Impacts as the existing buildings are :

- a). a highly visible brightly coloured mass of buildings
- b). with a ridge height of up to 7.5 metres
- c). are visible from several miles away - particularly from the main A489 trunk road.

Whereas the proposed holiday Lodges provide the following benefits :-

- 1). The Lodges have a much lower Ridge Height of only 4.2 metres approx.
- 2). are of muted environmental colours
- 3). they are in an informal low density layout broken up with landscaping and
- 4). would not appear as a mass in the landscape

Non of these 4 beneficial features can be attributed to the existing buildings on site.

- 3.03. The Holiday Lodges are not conventional brick buildings, but are constructed from timber in muted environmental colours. They would be sited set back from the edge of the site utilising existing landscape features and screening. When these features are combined with a low density informal layout and significant additional landscaping this would ensure that there is no detrimental impact on visual amenity, or any neighbouring properties.
- 3.04. There are no Public Footpaths or Rights of Way which would be interrupted or hindered by the proposed development.
- 3.05. Prior to the preparation of the Layout Plan and the Landscape Design Scheme a landscape-led approach was undertaken to the scheme and its design. This involved intensive Assessments and Appraisals by specialist Landscape Architects comprising of :

Landscape and Visual Appraisal

A detailed Landscape and Visual Appraisal (LVA) was firstly undertaken to consider the anticipated effects of any proposed development upon the local landscape characteristics and its visual receptors. In line with the generally accepted methodology presented in Guidelines for Landscape and Visual Impact Assessment, its purpose was to demonstrate that the site has capacity for the development proposed, and to inform the proposed landscape and mitigation measures to ensure that any impacts can be effectively addressed as part of a landscape led approach.

The LVA comprised of the following steps:

- Review of all relevant background information;
- Derivation of Zone of theoretical Visibility (ZTV) from desktop evidence using LSS Elite 3D digital terrain modelling software;
- Preparation of lists of potential landscape and visual receptors;
- Survey of the site and surrounding landscape to scope out irrelevant receptors and consider impacts on relevant receptors; and
- The Preparation of a report, supported by digital mapping, which considers and discusses the likely implications of the proposed development upon local landscape character and visual amenity, and proposes mitigation measures to be included within the development design to address these potential impacts.

Thus the LVA was used to assess the landscape, the proposal, establish suitability and inform the design of the scheme to ensure that the proposals will not result in any unacceptable change to the wider landscape and will result in no adverse effect.

Landscape Visual Impact Assessment

Once the LVA had been undertaken to inform the Layout Plans, an LVIA was then prepared. This assessment measured and judged the significance of any effects arising from the site's development upon each visual receptor and to offer recommendations in relation to key mitigation measures, and layout considerations.

The principal objective of the assessment was to demonstrate that the site has the capacity to accommodate development without significant adverse effects upon the receiving landscape and visual environment.

3.06. A copy of the Landscape Visual Impact Assessment accompanies the planning application. The Assessment concludes that :

It is the conclusion of this Landscape and Visual Impact Assessment (LVIA) that the proposed development can be accommodated within this setting without resulting in a significant, long term, adverse impact upon the character of the Site or its immediate context.

9.2. It is noted that the assessment identifies some potentially significant effects within views from the immediate setting of the Site and from the wider landscape to the north, but the assessment concludes that while a change, this change will likely improve rather than diminish the quality of the landscape within these views. The proposals will remove those existing, detracting features on Site, associated with the Site's current industrial use, and replace them with a new, luxury holiday park development alongside associated infrastructure and landscape planting.

9.3. It is therefore considered that a sensitive development approach coupled with the recommended mitigation measures, which include the strengthening of boundary vegetation and the use of muted environmental colour and associated landscape planting across the Site, will help to integrate the Site into the receiving landscape and visual environment.

9.4. It is therefore considered that the proposed development can be successfully integrated into this location, is supportable from a landscape and visual perspective, and therefore, meets the requirements of both national and local planning policy in landscape and visual terms.

Figure 20. Image taken from the A489 looking north towards the Quarry. The existing highly visible buildings which would be removed are identified circled in yellow. As noted within the LVIA, this would “improve rather than diminish the quality of the landscape within these views”.



Figure 21. Image below taken from the A489. The existing highly visible buildings which would be removed as part of these proposal can clearly be seen.



Figure 22. Image below taken from the Newtown Bypass / A489. The existing highly visible buildings which would be removed as part of these proposal can clearly be seen.



Figures 23 - 25. Images below illustrating the existing highly visible buildings which would be removed as part of these proposals.



Figures 26 - 28. Images below illustrating the existing highly visible buildings which would be removed as part of these proposals.



Figures 29 & 30. Images below illustrating the existing highly visible buildings which would be removed as part of these proposals.



Figures 31 - 33. Images below illustrating the existing highly visible buildings which would be removed as part of these proposals.



Figures 34 & 35. Images below illustrating the existing highly visible buildings which would be removed as part of these proposals.



4.00. Flood Zone

An enquiry has been undertaken with Natural Resources Wales and the site is classified as Flood Zone A, (1 in 1000 chance of occurring each year). This is classified as being at the lowest risk of flooding by NRW.

4.01. The Site is not in Flood Plain and is not at Risk of Flooding, the proposals therefore comply with Local Development Plan Policy and Planning Policy Wales in that the site is classified as Flood Zone A and is therefore at the lowest risk of Flooding.

4.02. Foul Sewer, Electricity and Mains Water

4.03. The site has the benefit of nearby electricity and water. Foul Drainage would be via a new self contained package treatment plant. A detailed Foul and Surface Water Drainage Strategy has been prepared by specialist consultants Waterco, and accompanies the Planning Application. Full facilities for the separation, storage and recycling of any household waste generated by the holiday makers would be provided on site.

4.04. Environmental Sustainability / Sustainable Development

4.05. The proposal is environmentally sustainable, makes the best use of resources and meets with Policies which relate to Sustainability. The site is an existing fully developed Brownfield Site and is located in a Holiday Area, which is considered to be a Tourism Regeneration Area. It has convenient access, and has the benefit of accessibility to public footpaths and public transport being available.

4.06. Day to day facilities and attractions are located within a short travelling distance. No land is being utilised which has been allocated for other land uses.

4.07. The application consists of a particular type of desirable and exclusive Holiday Accommodation, comprising of bespoke Holiday Lodges for which a rural location is essential. The site is an existing Rural Enterprise and this proposal merely seeks to diversify the business and provide luxury holiday accommodation.

4.08. A Preliminary Ecological Appraisal and Bat Surveys have been undertaken. A Biodiversity Enhancement Plan has also been prepared - to ensure that the proposal will have no adverse ecological impact, and any mitigation and enhancement which may be deemed necessary is undertaken together with a "Net Gain".

4.09. The site is a fully operational industrial and construction centre subject to intensive use - it is already exposed to human interaction and heavy plant and equipment operations. It is therefore considered unlikely that there would be any detrimental impact upon the surrounding natural environment.

4.10. The additional planting within the site will enhance the rural character of the area and create wildlife corridors. There are no Listed Buildings near the site, and the application does not have any impact upon the built or historic environment and will not adversely affect the natural environment.

5.00. General Development Control Guidance

The proposal satisfies General Development Control Guidance in that :-

1. THE DEVELOPMENT PAYS DUE REGARD TO ITS SURROUNDINGS IN TERMS OF SCALE, SITING, DESIGN AND MATERIALS,
2. THE DEVELOPMENT DOES NOT HAVE AN ADVERSE VISUAL IMPACT ON THE STREET SCENE OR LANDSCAPE,
3. THE DEVELOPMENT DOES NOT HAVE AN ADVERSE EFFECT ON NATURE CONSERVATION INTERESTS,
4. THE DEVELOPMENT PAYS DUE REGARD TO THE AMENITY OF OCCUPIERS OF ADJOINING PROPERTY
5. PROVISION IS MADE FOR SATISFACTORY ACCESS AND CAR PARKING
6. THE DEVELOPMENT PAYS DUE REGARD TO THE EXISTING PUBLIC RIGHTS OF WAY NETWORK,
7. THE REQUIRED INFRASTRUCTURE IS EITHER EXISTING, AVAILABLE AND/OR CAPABLE OF CONSTRUCTION TO SERV THE PROPOSED DEVELOPMENT,
8. THE DEVELOPMENT RESPECTS THE CHARACTER AND SETTING OF THE AREA
9. THE DEVELOPMENT WILL NOT CAUSE OR EXACERBATE THE RISK OF FLOODING

6.00. The Scheme - including Character & Design

- 6.01. An updated Layout Plan has been prepared which illustrates the development and landscaping belts.
- 6.02. The Layout Plan is for a reduced number of Lodges with a significantly increased informal Recreation Area and Fishing Pond. This will reduce the need for holidaymakers to seek offsite activities and entertainment.
- 6.03. The proposed design is to create a very attractive low density layout with the Lodges, sited in small groups and clusters with open areas and large belts of new landscaping. This will have wildlife, habitat, amenity and landscape benefits and further aid screening. The aim being to create an extremely high quality and exclusive 5 star holiday Lodge facility. The Lodges would be manufactured in timber and stained in muted environmental colours.
- 6.04. Developments of this nature are the exact opposite and in stark contrast to conventional holiday park layouts with the units located very closely together in regimented rows which have a huge detrimental impact on visual amenity and are significantly less desirable in the tourism market.

Figure 36. Layout plan, illustrating the Lodges in muted environmental colours in a low density informal layout in a heavily landscaped setting with expanded buffer planting around the periphery and within the site.



6.05. The proposals would be totally screened and together with the landscaping proposed would ensure absolutely no intrusion on the locality or neighbouring property. Part of the scheme would be to establish supplemental indigenous planting belts within the Holiday Park, which would fully screen the proposals and create an attractive and desirable holiday environment. Please see accompanying Detailed Landscape Design Scheme.

6.06. The type, style and quality of the Holiday facility proposed would not impinge upon the current market of existing tourism accommodation in the locality. It would raise the standards of holiday accommodation offered which will have significant beneficial impacts on rural employment and spends within the local economy.

6.07. Schemes of this nature encourage tourism usage in the “off-season” shoulder months - Government and Tourist Board Policies encourage this to spread the demand and impact on infrastructure and get away from the in-continuity of seasonal jobs and income to the tourism market. This ultimately results in the creation of quality year round jobs.

7.01. Policy context and General Supporting Information

7.02. The current Local Development Plan consists of The Powys Local Development Plan 2011-2026 - Adopted April 2018.

7.03. Planning decisions in Wales are to be taken in accordance with the development plan unless other material considerations indicate otherwise. The main Policies of relevance are summarised below.

4.8 Planning for Tourism

4.8.1 The high quality, beauty and variety of the Powys landscape, combined with its history and culture, create an area of great attractiveness which has huge potential for high value tourism. Tourism is one of the County's main employment sectors. It is an important component of the rural economy and can help to provide new jobs and it is therefore desirable to support appropriate tourism related developments in principle, whilst sustaining the outstanding natural beauty.

Policy TD1 – Tourism Development

Development proposals for tourist accommodation, facilities and attractions, including extensions to existing development, will be permitted as follows:

1. Within settlements, where commensurate in scale and size to the settlement.
2. In the open countryside, where compatible in terms of location, siting, design and scale and well integrated into the landscape so that it would not detract from the overall character and appearance of the area and in particular where:
 - i. It is part of a farm diversification scheme; or
 - ii. It re-uses a suitable rural building in accordance with TAN 6; or
 - iii. It complements an existing tourist development or asset, without causing unacceptable adverse harm to the enjoyment of that development or asset; or
 - iv. It is not permanent in its nature.

4.8.5 New tourist development is encouraged because of its contribution to the economy in terms of visitor spending, supporting local business and employment generation.

4.8.6 Developments that include year-round facilities, such as all-weather recreation facilities, that can be utilised by local people are encouraged. Tourism developments in a Town or Large Village can support the settlement's role, function and character. Tourists can use existing facilities and services within the settlement which supports the local economy through spending and employment. **Development that utilises existing buildings and/or brownfield sites is also encouraged.**

4.8.7 Tourism development in the open countryside that supports an existing tourist facility, attraction or asset but is also sympathetic to the natural environment and rural landscape will be supported. Examples of appropriate developments include sympathetic additions or alterations to accommodation or facilities that seek to enhance quality, or developments on or adjoining tourist assets, provided the enjoyment and setting of the asset is safeguarded. **Log cabin and chalet style developments that are sensitively designed and located to blend into the landscape and include substantial landscaping will be supported.** Touring caravan sites and camping will also generally be supported provided they are acceptably located and screened and provide adequate access and servicing. Sporadic tourist development that does not relate to a tourist purpose or which may be damaging to rural tranquillity will not be supported.

Comment by Lambe Planning and Design - Unique and Exceptional Special Circumstances:

The Powys Local Development Plan recognises the significant beneficial impacts that holiday parks and the tourism industry have on the local rural economy and the creation of year round employment.

The Development Plan specifically encourages the provision of new holiday accommodation, the enhancement and improvement in the standards of accommodation offered in the region and improvement to visual amenity, environmental impacts and landscaping.

The quarry is an existing fully developed Brownfield Site and the scheme comprises of many unique exceptional and special circumstances :-

- 1). The proposal falls within the Operational Extent and Planning Unit of Penstrowed Quarry, and is a previously developed Brownfield site – the redevelopment of Brownfield Sites are specifically supported by policy.
- 2). The Lodges are manufactured from timber in muted environmental colours and would be located in an informal low density layout, and extensively landscaped in native species of trees and shrubs.
- 3). The Lodges are unobtrusive and would replace the large highly visible existing buildings and structures resulting in an overall visual improvement.
- 4). There are significant sound economic and employment reasons that justify the scheme.
- 5). The proposal will result in the cessation of the recycling, general construction & industrial processes and noise generation at the site.
- 6). This scheme will lead to the reinstatement of the quarry, provide an alternative appropriate land use, fund its re-instatement, create employment, support other attractions and facilities and provide a habitat and biodiversity net gain.
- 7). The proposals are high quality in terms of design, layout, appearance and the accommodation product
- 8). The proposal would significantly improve the quality of holiday accommodation in the region
- 9). The site is an existing commercial enterprise located close to the main highway network, access is existing and can be provided without any detrimental impact.

7.04. Government Policies and Guidance in support.

Planning Policy Wales (Edition 11, February 2021) - relevant Tourism sections are reproduced below :

Page 74. A Resilient Wales is supported by our agriculture and tourism industries...

Our tourism offer also needs promotion to capitalise support activities which reflect our distinctiveness...

Page 75 & 76. Productive and Enterprising Trends and Issues. The breadth of topics in the Productive and Enterprising Places theme respond to future trends and issues that will need to be addressed through the planning system.

The key issues in this theme include:

- capitalising on our distinctive tourism offer to promote Wales to the world, creating high quality jobs in this sector which enhance skills and provide employment year-round.

- capitalising on our existing natural and historic assets and new transportation infrastructure to maximise opportunities for tourism-related economic development.

5.0.1 The Productive and Enterprising Places theme of planning policy topics covers economic development, physical infrastructure, energy and the efficient use of resources.

5.0.2 It includes the development of land necessary for economic activity, including traditional office and industrial development, **rural enterprise and tourism**.

5.4 Economic Development

5.4.1 For planning purposes the Welsh Government defines economic development as the development of land and buildings for activities that generate sustainable long term prosperity, jobs and incomes. The planning system should ensure that the growth of output and employment in Wales as a whole is not constrained by a shortage of land for economic uses.

5.4.2 Economic land uses include the traditional employment land uses (offices, research and development, industry and warehousing), as well as uses such as retail and tourism....

The Welsh Government seeks to maximise opportunities to strengthen the foundational economy, particularly the food, retail, tourism and care sectors which play such a prominent role throughout Wales; the planning system should be supportive of this aim.

5.5 Tourism

5.5.1 Tourism involves a wide range of activities, facilities and types of development and is vital to economic prosperity and job creation in many parts of Wales. Tourism can be a catalyst for regeneration, improvement of the built environment and environmental protection.

5.5.2 The planning system encourages tourism where it contributes to economic development, conservation, rural diversification, urban regeneration and social inclusion, while recognising the needs of visitors and those of local communities. The planning system can also assist in enhancing the sense of place of an area which has intrinsic value and interest for tourism. In addition to supporting the continued success of existing tourist areas, appropriate tourism-related development in new destinations is encouraged.

5.5.3 In rural areas, tourism-related development is an essential element in providing for a healthy and diverse economy.

5.5.6 Planning authorities should provide a framework for maintaining and developing well-located, well designed, good quality tourism facilities. They should consider the scale and broad distribution of existing and proposed tourist attractions and enable complementary developments such as accommodation and access to be provided...

7.05. The Government Policies and Guidance refer to a prosperous rural economy and states that local and neighbourhood plans should 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 includes 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.

7.06. The Material Planning Considerations

- 7.07.** The key matters for consideration in the determination of this proposal are considered to be the appropriateness of the holiday lodges in this location and the impact on the rural nature of the site and surroundings.
- 7.08.** Local Development Plan policies provide support to the principle of rural tourism schemes that would benefit the rural economy. PPW also echoes the content of these Policies and Strategies in respect of tourism, and existing attractions, accommodation and facilities.
- 7.09.** The Holiday Lodges would be located within an existing Brownfield Site, enable that site to be reinstated and landscaped, which would result in a development which is unobtrusive with no detrimental visual impacts. The layout has been carefully designed to fit in and compliment the characteristics of the area.
- 7.10.** This is achieved by utilising Lodges manufactured from timber in muted environmental colours sited in an informal organic layout, with the units in small groups and clusters complemented by high quality landscaping incorporating native tree and shrub buffer planting.
- 7.11.** The single story low profile form of the Lodges, together with the proposed extensive landscaping scheme, will ensure that the lodges are well screened from long distance views and respect the character of the countryside. Whilst the site does lie within the open countryside, it is a fully developed Brownfield Site, and the views into and out of it will be improved by these proposals.
- 7.12.** Due to the existing mature landscaping and supplemental planting proposed, the Lodges would be fully screened from any residential property and therefore there are no potential impacts on loss of amenity.
- 7.13.** The proposal will safeguard existing jobs and generate additional employment for 8 to 10 full and part time positions, including Reception, Manager, Maintenance and Grounds-persons etc.
- 7.14.** The proposed holiday Lodges will complement other facilities and attractions in the area and enable the enterprise to diversify and safeguard its future.
- 7.15.** The use requires a countryside location, re-uses a Brownfield Site and is entirely harmonious with the natural environment and the existing enterprise and will cause no harm to the countryside or the amenity of those who live and work in it.
- 7.16. Policy Conclusion**
- 7.17.** The Local Development Plan and Planning Policy Wales recognises the significant beneficial impacts that the tourism and leisure industry has on the local rural economy and the creation of year round employment.
- 7.18.** These policies specifically encourage the provision of new high quality holiday accommodation, the reuse of Brownfield Sites and the improvement to visual amenity, environmental impacts and landscaping.

- 7.19. For all the reasons set out above, this proposal complies with the Local Development Plan and PPW, it is sustainable development, and would not have a detrimental impact upon the Visual Amenities of the area, Highways or Residential Amenity.
- 7.20. As such it should benefit from the presumption that planning permission should be granted as set out in PPW, where no material adverse impacts arise and, even if there were, they are not such as to clearly and demonstrably outweigh the very significant benefits that would arise.
- 7.21. There are no adverse impacts arising from this proposal that would carry sufficient weight to outweigh the benefits. This proposal therefore also accords with the key objective of PPW of achieving sustainable development.
- 7.22. Furthermore, the application is the diversification and expansion of an existing rural business, not resulting in the loss of valuable agricultural land or the fragmentation of an agricultural holding, it makes no adverse impact on levels of existing biodiversity, highway safety or residential amenity.
- 7.27. **Economic & Employment Impact - Benefits and Justification.**
- 7.28. Recent Tourism Data published in January 2017 demonstrates that the Tourism Industry in Wales is growing rapidly and is extremely buoyant. Whilst the data relates to Day Visits to Wales, this is extremely relevant as it demonstrates a general trend within the Tourism Industry in Wales.
- 7.29. The Great Britain Day Visits Survey showed a major tourism boom in Wales for 2016, with spending by day visitors up by a whopping 44.1%. In the 12 months ending November 2016, there were 98.5 million tourism day visits to Wales, with an associated spend of £3.8 billion.
- 7.30. The recently published 2016 Wales Tourism Accommodation annual report - Occupancy statistics show that accommodation sectors in Wales had a busy 2016, with a big increase in the number of people choosing caravan and camping sites in Wales. Performing extremely well in 2016 was the Caravan and Lodge holiday homes sector which saw a significant rise during 2016 in the May to October average, up from 75% in 2015 to 91% in 2016, an increase of 16 percentage points and the highest recorded average over the period under review.

Touring caravan and camping parks also performed well with, the 2016 rate of 41% is one of the highest since 2011 and is 4 percentage points higher than the seasonal average recorded in 2015.

Ken Skates (Welsh politician) said:

"In what is an extremely competitive market place, the occupancy statistics for 2016 show a strong picture for tourism in Wales and continue to reflect the success we have experienced over the last two years".

"We will continue with our campaign work to promote Wales to both domestic and overseas markets to ensure that we make the most of the opportunities to attract overseas visitors and those looking to holiday at home due to the weak pound".

- 7.31. A groundbreaking report published in February 2019 also reveals that Holiday Parks generate £9.3billion in Visitor Spending

7.32. These are Headline statistics for the first-ever UK-wide holiday park and campsite sector economic report, 'Pitching the Value' which identified that:

- Holiday parks and campsites generate £9.3bn in visitor expenditure equating to £5.3bn Gross Value Added (GVA) to the UK economy
- The sector's GVA accounts for 8% of the tourism sector's overall GVA of £64.7bn
- The holiday park and campsite sector supports 171,448 FTE jobs in the UK
- **Visitors who stayed in accommodation, such as Caravans / Lodges / Chalets, spent on average £557 per visit (£101 per day)**
- Visitors to holiday parks and campsites stay longer and spend more than the average tourist

7.33. The British Holiday & Home Parks Association (BH&HPA) have also published information on the financial contributions that the "Parks Industry" and Tourism Industry made to the economy. The article "The Contribution of the Holiday Parks Industry" advised :-

"Those drafting local authorities planning policies, and councillors and planning officials charged with making planning decisions, should be left in no doubt about the value of holiday and touring parks. This is absolutely vital to offset some of the prejudice that all too often stands in the way of parks legitimate plans. Too often members find the planning system presents a formidable obstacle to any proposals for new or expanded holiday, touring and camping parks that could help sustain rural economies."

7.34. One key relevant fact was that - Every two caravan holiday home (or Lodge) pitches account for one tourism job *(source BH&HPA Journal)*

7.35. The BH&HPA also published the following figures that the UK Holiday Parks Industry Accounted for :-

UK economic impact

The total turnover and visitor expenditure of the UK holiday and touring parks industry is approximately £4 billion per annum. The total economic impact to the UK has been calculated as a Gross Value Added (GVA) contribution of £1.4 billion per annum, supporting a total of 53,000 direct and indirect jobs in the UK. Generated by 19.5 million visitors and 168 million visitor days.

Visitor numbers

The UK holiday and touring park industry attracts approximately 19.5 million visitors per annum, who spend a total of 168 million visitor days on parks. Of these 19.5 million visitors, 11.7 million stay in privately-owned caravan holiday homes, 4 million stay in letting units and 3.8 million stay in tourers. Of the 168 million visitor days, 100.5 million are spent staying in privately-owned caravan holiday homes, 35 million in letting units and 32.5 million in touring caravans and tents.

Direct staff numbers

The UK holiday park industry supports 26,500 Full Time Equivalent (FTE) direct jobs at an average wage per FTE job of £18,500.

7.36. Catalytic impacts

7.37. The holiday park sector is a very important part of the UK visitor economy due to its size and its apparent resilience in the recent economic downturn. The sector impacts on other parts of economies local to individual parks – for example many local shops, garages, visitor attractions etc. survive only because of trade from visitors staying at holiday parks.

7.38. Holiday Parks typically contribute about 20% of the income to rural economies in popular tourism areas, and sustain around 15% of full-time and seasonal jobs which the tourist board estimates are tourism-dependent.

7.39. Tourism is highly seasonal, it is widely acknowledged by tourist boards that "Britain must seek to attract less seasonal and higher yielding tourism business in the six month shoulder period October - March when the industry operates well below capacity... Tourism must be supported through the growth of sustainable means i.e. the extending of the season and improving the business yield... also spreading the volume and value of tourism throughout the year... almost 60% of all holiday expenditure occurs in the three months of June, July, and August. This seasonal pattern has contributed to low profitability, higher than average seasonal variations on employment and has led to environmental pressures".

7.40. Summary and Conclusion

7.41. The above Policies and Guidance are all particularly relevant to this proposal and demonstrate that the proposal is an acceptable form of development that has taken account of, and meets the criteria of the above policies in that :-

1). The proposals respects the site and its surroundings in that the site will re-instate an existing Brownfield Site, remove the existing highly visible buildings and provide a suitable alternate land-use with a commensurate improvement in visual impact.

2). The size and scale of the proposed Lodges are low single storey units and subordinate in size and scale to the existing buildings and dwellings in the area.

3). The form, character, design, nature of materials, and muted environmental colours of the proposed Lodges will blend seamlessly into the natural environment.

4). The proposal would not unacceptably affect any prominent public views into, out of, or across any settlement or area of open countryside.

5). The proposal takes full account of its location, contours and any minor changes in levels.

6). The development would not affect the amenity of local residents, other land and property users or characteristics of the locality.

- 7). It provides safe and convenient access for vehicular traffic, pedestrians, cyclists, and emergency vehicles together with adequate parking, services and manoeuvring space. There are no impacts on the wider Rights of Way network surrounding the site.
- 8). The proposal is unlikely to have any material or unacceptable impact on the highway network.
- 9). This proposal does not prejudice land or buildings safeguarded for other uses, or impair the development and use of adjoining land – agricultural or otherwise.
- 10). The proposal satisfies physical or natural environmental considerations in that all services required including Water, Electricity, Telephone and Foul Sewer Disposal are either existing services and available on site or can be provided. Internet / Wifi access will be provided to all the holiday units. Any Refuse generated will be of a Household nature and full recycling facilities will be provided.
- 11). The proposal is sustainable and accessible to all means of Transport including access by walking and cycling, and it will support and extend the range of facilities on offer within the County.
- 7.42. From the above it has therefore been demonstrated that the proposal is in accordance with the relevant Policies within the Local Development Plans and PPW.
- 7.43. There are no adverse impacts arising from this proposal that would carry sufficient weight to outweigh the benefits. This proposal therefore accords with the key objective Policies and Guidance of achieving sustainable development.
- 7.44. We therefore consider that the development should be supported as it meets Policy and due to the Unique Special Reasons & significant material benefits proposed not only to the holiday product but also to the local rural economy and employment.

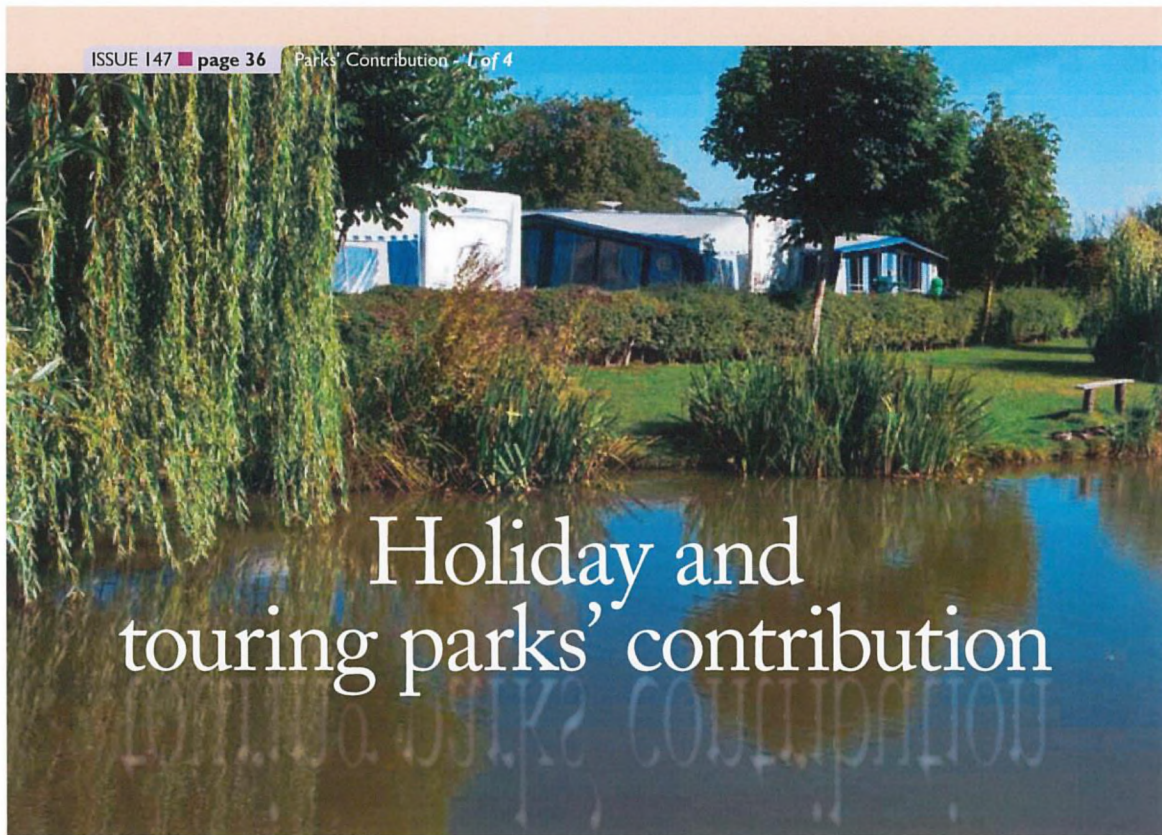
The scheme does deserve to be considered for Approval, and we would be grateful for the Council's support for this proposal.

Jonathan Moore Lambe 14th November 2023 ©copyright

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Appendix PTO

Appendix. Industry Statistics demonstrating the level of spends & employment generation of benefit to the local rural economy – article extract BH&HPA Journal



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Holiday and touring parks' contribution

Councillors and officials drafting local authority policies and making planning decisions, and all politicians who decide the regulation of park business, should be left in no doubt as to the contribution of holiday and touring parks.

The Coalition Government's policies of 'localism' and 'Big Society' are devolving power to the local level. Local authorities are to be given a 'general power of competence', a wide mandate to do what they consider 'the right thing' for their local area. Going forwards, there will be far fewer targets and requirements from central government, local authorities are to be freed up to govern their local area as they see fit.

Such wide discretion may be a double-edged sword for park business, depending on the attitudes of the local authority and the local electorate. Recognition of the value of local parks could bring benefits, whilst ignorance or prejudice could achieve the opposite. It is essential BH&HPA members communicate their business contribution at every opportunity.

If the community does not recognise what they receive from their local park business, they can hardly be expected to support it. It is therefore essential that this contribution is communicated at every opportunity.

A park's contribution will be economic, social and environmental. **It will include:**

- the number of jobs that are sustained, both directly in the park business and indirectly in the locality
- the market created for local goods and services thereby supporting local businesses (shops, pubs, attractions. ... even bus services) which remain viable through the patronage of park customers
- trade (and employment) for local businesses that work on the park (tradesmen, suppliers, plumbers and electricians: all who trade with the park)

- on-park facilities, such as a shop or swimming pool, which are available for local users and whose absence would be sorely missed

- conservation and biodiversity work on the park and in its surroundings

- involvement in local causes and educational projects

- maintenance of environmental assets, such as footpaths and beaches.

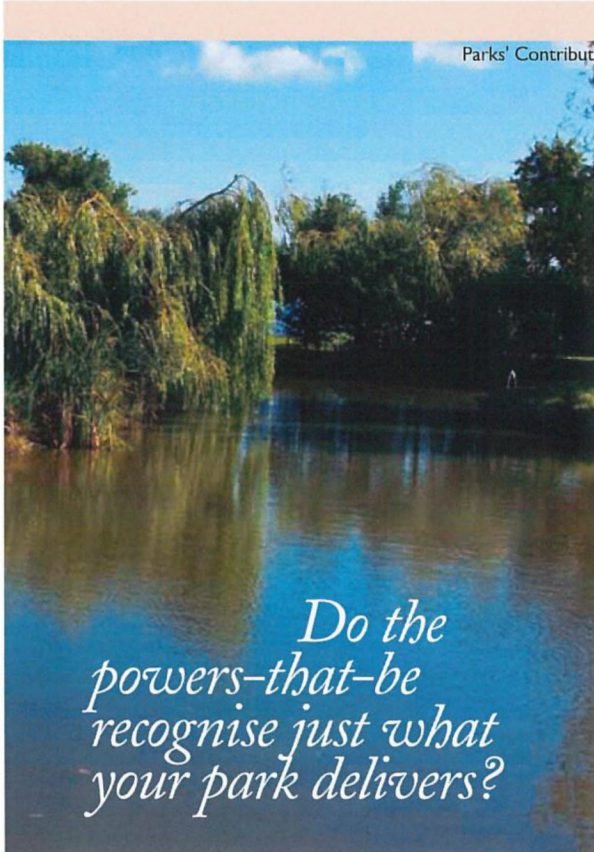
Making (and repeating) the case

It is important that park owners themselves recognise the changing political arena and create opportunities to engage with policymakers at the local level.

If business fails to engage at the local level, the vacuum that they leave will be filled by those with more time and perhaps some particular axe to grind. Single issue lobby groups can wield disproportionate influence if their fervour for an issue is not tempered with good common - and business - sense.

Local authorities' economic development departments will appreciate data to support their plans for the area, while local Destination Management Organisations and Local Economic Partnerships may need evidence of the integral role played by parks in defining tourism destinations and sustaining the local economy.

The case put for the industry by BH&HPA members will be more compelling if backed up by data from credible sources. The following pages provide some facts and figures regarding the holiday and touring parks industry which BH&HPA members can use to demonstrate the contribution of their parks, and tourism in general, to the sustainability of communities.



Parks' Contribution - 2 of 4 January-February 2011 ISSUE 147 page 37

Do the powers-that-be recognise just what your park delivers?

Tourist spendⁱⁱ

Park accommodation	2009 Tourist spend	% of UK total
Caravan holiday homes - let	£875,240,000	4%
Caravan holiday homes - privately-owned	£437,620,000	2%
Touring caravans	£656,430,000	3%
Camping	£656,430,000	3%
Holiday camp	£437,620,000	2%
Total parks industry	£3,063,340,000	14%

Economic contribution

Several studies have been undertaken.

Caravan holiday homes

A study in Wales indicates that each caravan holiday home generates spending of between £6,721 and £19,138 each year into the local economyⁱⁱⁱ.

2010 research^{iv} amongst caravan holiday home consumers who participate in the BH&HPA Rate This Park consumer panel indicates that the average spend per night for an occupied caravan holiday home pitch is between £78.62 and £122.42. (The study asked consumers about their spend on items such as accommodation, travel, car parking, groceries, eating and drinking out, activities, attractions, capital items and other shopping.)

The annual economic contribution can be calculated if pitch occupancy is considered:

Annual economic contribution per caravan holiday home pitch

Annual pitch occupancy	From £	To £
20 weeks	£11,007	£17,138
25 weeks	£13,759	£21,424
30 weeks	£16,510	£25,708

Touring caravans

The Camping and Caravanning Club places the average daily spend in the local community per touring pitch, excluding site fees, as £31.91^v.

2010 research^{vi} amongst touring consumers who participate in the BH&HPA Rate This Park consumer panel indicates that the average spend per night for an occupied touring pitch is £72.17. (The study asked holidaymakers about their spend on items such as accommodation, travel, car parking, groceries, eating and drinking out, activities, attractions, capital items and other shopping.)

The annual economic contribution can be calculated if pitch occupancy is considered.

Annual economic contribution per touring pitch

Pitch occupancy	£
20 weeks	£10,104
25 weeks	£12,630
30 weeks	£15,156

continued...

Holiday and touring parks' contribution

Tourist statistics

Over 50% of the British population take a park holiday in their lifetimeⁱ.

Tourism data are gathered by the United Kingdom Tourism Survey (UKTS) which recorded that in 2009, the parks industry accounted for:

Tourist nightsⁱⁱ

Park accommodation	Tourist bed nights	% of UK total
Caravan holiday homes - let	19,935,000	5%
Caravan holiday homes - privately-owned	15,948,000	4%
Touring caravans	23,922,000	6%
Camping	19,935,000	5%
Holiday camp	7,974,000	2%
Total parks industry	87,714,000	22%





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Direct employment

Considering employment across the industry, a 2010 report prepared by Oxford Economics for the British Hospitality Association, 'Economic contribution of UK hospitality industry'^{viii}, provided an assessment of the economic contribution of the core UK hospitality industry to the country's wider economy.

Two statistical classifications are particularly relevant to the parks industry:

SIC 2007 – 5530 - Camping grounds, recreational vehicle parks and trailer parks – defined as: 'Provision of accommodation in campgrounds, trailer parks, recreational camps and fishing and hunting camps for short-stay visitors, provision of space and facilities for recreational vehicles and accommodation provided by protective shelters or plain bivouac facilities for placing tents and/or sleeping bags'.

SIC 2007 – 5520 - Holiday and other short-stay accommodation – defined as: 'This includes the provision of accommodation, typically on a daily or weekly basis, principally for short stays by visitors, in self-contained space consisting of complete furnished rooms or areas for living/dining and sleeping, with cooking facilities or fully equipped kitchens. This may take the form of apartments or flats in small free-standing multi-storey buildings or clusters of buildings, or single storey bungalows, chalets, cottages and cabins. Very minimal complementary services, if any, are provided.'

'Economic contribution of UK hospitality industry' reported direct UK employment in these classifications as follows:

	Direct employment 1998	Direct employment 2010	change 1998 to 2010 %
Camping grounds, recreational vehicle parks and trailer parks	19,000	29,000	+53%
Holiday and other short-stay accommodation	45,000	50,000	+11%

Of particular note is the 53% rise in direct employment on holiday parks over the 12 years to 2010.

Research carried out in Wales^{viii} has resonance across the UK. Key findings of this research included that average number of staff employed on parks was 20 in low season, with this figure more than doubling in high season.

Indirect employment

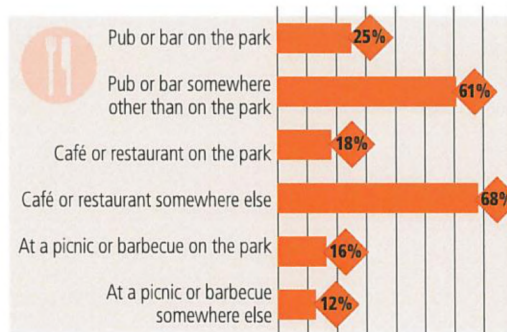
A 2001 study reported that every two caravan holiday home pitches account for one tourism job^{ix}.

The Camping and Caravanning Club research^x confirmed the wide range of activities pursued by visitors surveyed. These included:

- visiting the local pub (58%)
- eating in local restaurants (52%)
- visiting other tourist attractions (68%).

Park customers eating out

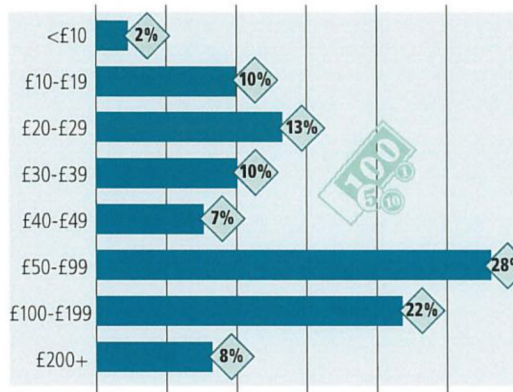
Park consumers who participated in the BH&HPA consumer panel in 2010^{xi} were asked if they ate out during their park holiday; the majority (68%) had purchased meals from restaurants in the area local to the park.



Caravans: a UK manufacturing industry

Nearly two-thirds of park holidaymakers who participated in the BH&HPA consumer panel said that they spent money buying clothes, gifts or other shopping during their holiday. Items such as clothes or gifts accounted on average for nearly £45 of each park holiday group's expenditure.

Spend by park customers on non-food shopping



It is not only direct and indirect tourist spend that sustains local economies; caravan holiday home and touring caravan manufacturing businesses, their suppliers and service providers are also important job and wealth creators.

With so few manufacturing industries having survived the economic tribulations of the last 50 years, it is important to emphasise that the parks industry sustains this important manufacturing sector. The overwhelming majority of lodges, caravan holiday homes, touring caravans and motorhomes sold on the domestic market are of UK manufacture.

The National Caravan Council publishes industry production figures from manufacturers' data, confirming production totals for the last three years as follows^{xii}:

UK touring caravan sales

2007-2008	29,266
2008-2009	20,135
2009-2010	25,114

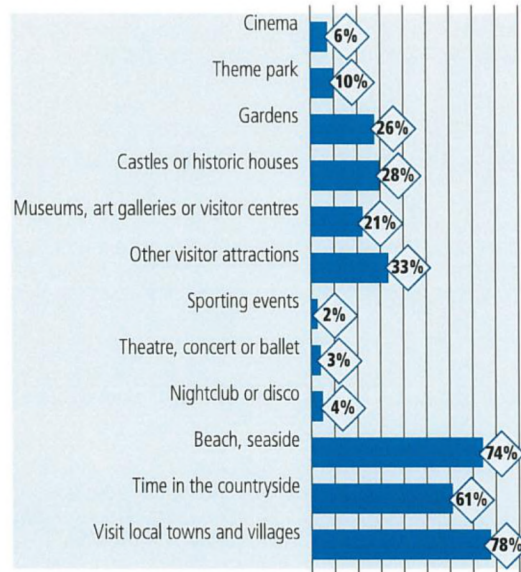


UK caravan holiday home sales

2007-2008	20,153
2008-2009	12,931
2009-2010	17,308



The same study highlighted park customers' support of local attractions.



In addition to park customers' support of local attractions, hospitality and retail businesses, parks employ numerous tradesmen and local businesses to support their work, from plumbers and electricians to construction and horticultural companies, waste contractors to accountants and IT providers.

Sources

- i 59.5% of the UK population stated that they had 'ever spent' a camping/caravanning holiday. 'Camping & Caravanning' research conducted for the European Commission by GfK Marktforschung GmbH & Co.KG (1989)
- ii United Kingdom Tourist Statistics 2009. www.tourismtrade.org.uk
- iii RPI from October 2003 to October 2009 applied to figures derived from 'Caravan Holiday Homes in Wales', The Tourism Company 2003, Wales Tourist Board and BH&HPA
- iv December 2010, BH&HPA research amongst the Rate This Park consumer panel
- v RPI from October 2007 to October 2009 applied to figures derived from 'Spend in the Local Community Summary Report', Camping and Caravanning Club - Easter and Summer Results 2007
- vi December 2010, BH&HPA research amongst the Rate This Park consumer panel
- vii 'Economic contribution of UK hospitality industry', Oxford Economics, September 2010. www.bba.org.uk/wp-content/uploads/2010/10/BHA-Economic-Contribution-of-UK-Hospitality-Industry-Final-.pdf
- viii 'Caravan Holiday Homes in Wales', The Tourism Company 2003, Wales Tourist Board and BH&HPA
- ix 'Holiday Parks - Your value to the local community', Ian Butter, BH&HPA Journal, March-April 2001
- x 'Spend in the Local Community - Summary Report', Camping and Caravanning Club - Easter and Summer Results 2007
- xi 'Economic Contribution', December 2010, BH&HPA Research Report for the Rate This Park consumer panel
- xii 'The Business', National Caravan Council, Winter 2010