

Planning Statement [Version 2] in support of an application for planning permission for an additional eight, high quality holiday lodges, with access road, parking, drainage and landscape works, to be located at Bowland Lakes Leisure Village (Caravan Park and fishery lakes), Cleveley, Bank Lane, Forton, Preston PR3 1BY



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1 Introduction

- 1.1** The site has an established use as a recreational fishery with associated holiday use consisting of a mix of 20 existing holiday chalets and lodges, approved under App No. **05/00334/FULMAJ** and App No. **16/000153/FUL** and 6 camping pods approved under App No. **11/00261/FUL**.
- 1.2** The approved planning consent **16/00153/FUL**, dated the 2nd August 2016, included extensive and detailed reports in respect of;- Topographical Survey; Location Plan; Proposed Plans; Norwegian Log Unit Plan and Elevations; Tree Survey and Arboricultural Impact assessment; Tree Constraint Plan; Ecological Survey and Flood Risk Assessment. To reflect the passage of time, on what is essentially a supplementary planning application for a further eight high quality holiday lodges to be located within north-western corner (shown within the red line) of the site and within the existing boundary of Bowland Lakes Leisure Village Caravan Park and Fishery (shown within the blue line boundary of ownership), this application is supported by updated reports, relating specifically to the supplementary development proposal. Paragraph **1.5** below lists updated, site specific;- Topographical Survey; Location Plan; Proposed Plans; Lodge Plan and Elevations; Tree Survey and Arboricultural Impact Assessment; Ecological Survey and Flood Risk Assessment, sent as supporting documents to this application. The supporting documents in respect of this planning application should be read and considered in conjunction with the earlier supporting documentation that formed part of the approved planning consent **16/00153/FUL**.
- 1.3** The site sits 0.8 miles north of the settlement of Scorton and within 0.6miles from the A6 corridor, the site sits adjacent to the river Wyre and is well screened with mature planting. The site sits within a countryside area with Lancashire County Heritage sites adjacent.
- 1.4** This statement summarises the proposals and explores the viability of developing a scheme of this nature in this location. It goes on to summarise the planning policies and constraints which are material to the proposal, together with other guidance and evidence which have been taken into account. The analysis addresses all of the issues which are considered to be relevant to the determination of the planning application. It concludes that detailed planning permission should be granted, having regard to the development plan and other material considerations, not to mention the overriding need for visitor & tourist accommodation across the district.
- 1.5** This planning statement is submitted in conjunction with a number of documents that will provide more in-depth evidence on individual sections of this report. These documents include;-
- Topographical Survey
 - Location Plan
 - Proposed Plans
 - Lodge Plan and Elevations
 - Tree Survey and Arboricultural Impact Assessment
 - Ecological Survey
 - Flood Risk Assessment

2 The Proposal

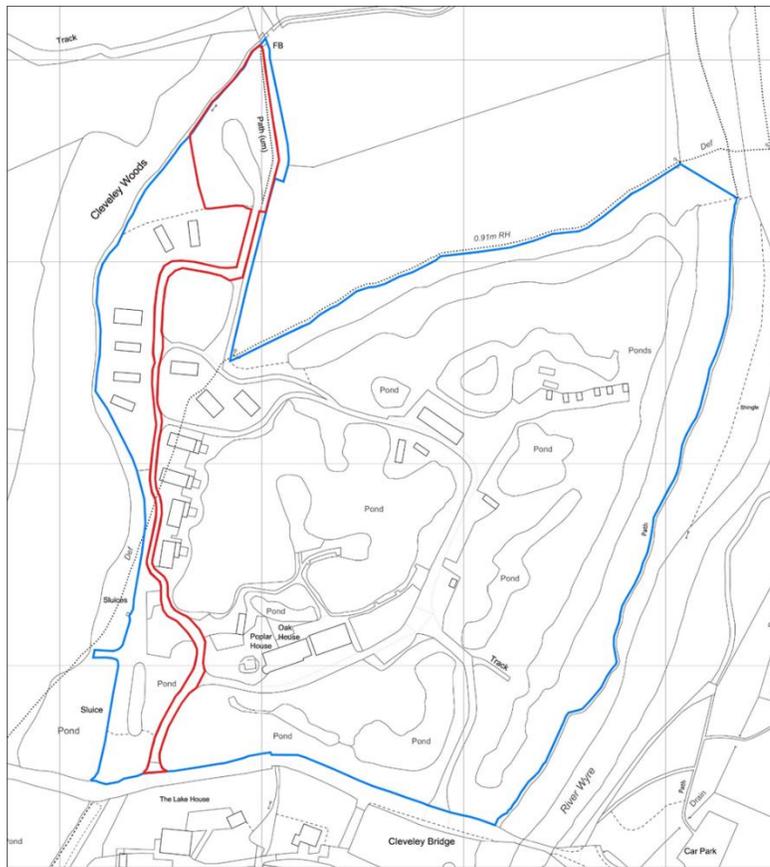
2.1 The application seeks planning permission for an additional eight high quality holiday lodges. The lodges will be of modern, prefabricated construction with external cladding/colour to match with the existing chalets and lodges and a neutral roofing material. The footpaths and parking areas will be constructed using permeable materials such as gravels and the main access will be constructed using impermeable materials. This is in keeping with the existing, earlier phase of the site. Vehicular access is proposed via the existing access off Cleveley Bank Lane. The perimeter tree planting is to be retained, with the lodges placed far enough away within the central clearing, to ensure adequate tree and root protection. Subject to planning consent, during the period of preparation of the site and installation of the lodges, tree protection barriers will be installed (as a construction exclusion zone) i.e., a rolling programme of 20m lengths of heras fencing. All the works will be undertaken by skilled, qualified and highly experienced in-house personnel.¹



Illustrative example of lodge

¹ A site survey revealed the possible presence of Himalayan balsam on the proposed development area, which will be removed (outside of the hibernation season), taking guidance from arboricultural and ecological specialists.

- 2.4 The site has a well-established course fishery and holiday park with good access to public rights of way and the Scorton picnic area.
- 2.5 The whole existing site extends to approximately 18.5 acres. The new, additional development proposal, including the access road, comprises approximately 3,645 sqm within the above existing site footprint. The southern boundary is formed by Cleveley Bank Lane; the western boundary is formed by a steep tree embankment known as Cleveley Woods; the east boundary is formed by the river Wyre with the north boundary being open pasture. There is an existing vehicular and pedestrian access at the south west corner of the site onto Cleveley Bank Lane. Further pedestrian access is provided via PROW 2-19-FP 43 and 2-19-FP 42.



Proposed site including access road (shown in red), within the overall existing site ownership boundary (shown in blue). **NOTE:** This application is not an extension of the existing site boundary, but to utilise unused land that falls within the boundary of the site, which already has the benefit of a planning permission [16/00153/FUL].

3 Design

- 3.1 Resulting from the setting adjacent to Lancashire County Heritage site the designer has sought a high quality solution, providing eight, additional contemporary lodges set amidst an already well screened site.

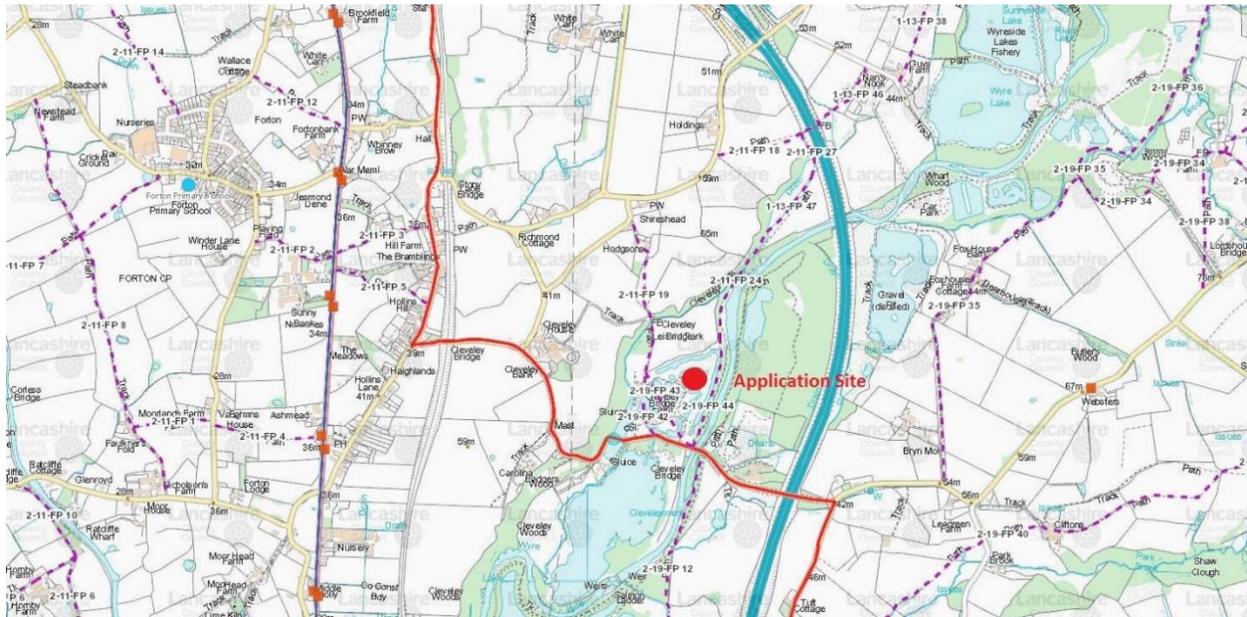
- 3.2** The lodges are proposed with a resin, timber look clad finish (“CanExel”) to sit comfortably against the existing holiday lodges.
- 3.3** The lodges are perched on timber stilts adding to the leisure and waterside feel of the setting.
- 3.4** Parking provision is provided adjacent to the units. Landscaping is to be kept to a minimum to reflect the well-established mature planting around the site periphery.
- 3.5** Public Rights of Way crossing the site are to be sensitively respected and left open ensuring good well signed links to the site and beyond.
- 3.6** In terms of achieving an environmental net gain for bio-diversity, the intention is to support the proposal with the inclusion of strategically positioned bat and bird boxes.

4 Flood risk

- 4.1** The application is accompanied by a detailed Flood Risk Assessment and Drainage Strategy. Subject to determination of the planning application - the ground preparations for the development site will include filling to the same level as the existing site, which already has the benefit of a planning permission **[16/00153/FUL]**, to create a gradient as per the existing site, discharging naturally into the open watercourses and ponds on and around the site. The existing Flood Management Plan for Bowland Lakes Leisure Village would incorporate the new development.

5 Sustainability

- 5.1** Bowland Lakes Leisure Village (Caravan Park and fishery lakes) is an established leisure business set in an idyllic location for the user. Scorton village lies 0.8 miles to the south with basic amenities, with the rural service center of Garstang 3.4 miles beyond. The A6 corridor is 0.6 miles to the west, with junction 33 of the M6 available within 2.4 miles. A small café and shop was approved under Application No **14/00766/FUL** which offer basic supplies for site users and there are a multitude of public footpaths from the site linking to Scorton, Garstang and the A6 corridor. The lodges will provide additional footfall for shops and services locally helping to sustain local jobs and services.



Existing site sustainability map

6 The Planning Application.

- 6.1 This is a planning application proposing eight, additional, two bed holiday lodges on an existing fishery and holiday park. Access is via the existing vehicular route from Cleveley Bank lane. Boundary treatments are to be largely left unchanged, with minimal landscaping protecting the mature woodland surrounding the site.
- 6.2 The site has an approval for a fisherman’s café and shop which offer basic provisions for users of the site.
- 6.3 The architect has sought a high quality lodge design for the site which compliments the waterside setting and surrounding area.

7 Topographical Survey

- 7.1 The scheme is supported by a full Topographical Survey of the site.

8 Highways

- 8.1 Access to the additional eight, holiday units is to be provided via Cleveley Bank Lane the existing means of vehicular access to the site. Parking for each lodge is carefully positioned adjacent to the lodges for the benefit of the users.

9 Planning Policy

- 9.1 Section 38(6) of the Town and Compulsory Purchase Act 2004 requires planning decisions to be made in accordance with the development plan unless material considerations indicate otherwise.

10 National Planning Policy Framework

To include;- The Town and Country Planning Act 1990, The Town and Country Planning (General Permitted Development) (England) Order 2015 (Particularly Class A) as amended, the Caravan Sites and Control of Development Act 1960, The Caravan Site Act 1968, The Mobile Home Act 2013 and the Public Health Act 1936).

10.1 The revised National Planning Policy Framework (NPPF) was published on 20 July 2021. It replaced almost all previously published national policy guidance and statements on planning. The NPPF sets out the Government's economic, environmental and social planning policies for England. Taken together, these policies articulate the Government's vision for sustainable development. The NPPF is therefore a very important material consideration in both plan-making and decision-making. It should therefore be interpreted and applied in determining this planning application.

10.2 Achieving Sustainable Development

The purpose of the planning system is to contribute to the achievement of sustainable development (paragraph 6). There are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles: i) an economic role – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure; ii) a social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and iii) an environmental role – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimize waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy (paragraph 7)

10.3 The Presumption in favor of Sustainable Development.

At the heart of the planning system is a presumption in favor of sustainable development which should be seen as a 'golden thread' running through both plan making and decision making (paragraph 14).

10.4 Delivering sustainable development

1. Building a strong, competitive economy

The Government is committed to securing economic growth in order to create jobs and prosperity, building on the country's inherent strengths, and to meeting the twin challenges of global competition and of a low carbon future.

19. The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.

20. To help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business and support an economy fit for the 21st century.

21. Investment in business should not be over-burdened by the combined requirements of planning policy expectations. Planning policies should recognise and seek to address potential barriers to investment, including a poor environment or any lack of infrastructure, services or housing. In drawing up Local Plans, local planning authorities should;-

- set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth;
- set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;
- support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate needs not anticipated in the plan and to allow a rapid response to changes in economic circumstances;
- plan positively for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high technology industries;
- identify priority areas for economic regeneration, infrastructure provision and environmental enhancement; and
- facilitate flexible working practices such as the integration of residential and commercial uses within the same unit.

3. Supporting a prosperous rural economy

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 neighborhood 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;
- promote the development and diversification of agricultural and other land based rural 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 centers; and

- 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.

117. To minimise impacts on biodiversity and geodiversity, planning policies should:-

- plan for biodiversity at a landscape-scale across local authority boundaries;
- identify and map components of the local ecological networks, including the hierarchy of international, national and locally designated sites of importance for biodiversity, wildlife corridors and stepping stones that connect them and areas identified by local partnerships for habitat restoration or creation;
- promote the preservation, restoration and re-creation of priority habitats, ecological networks and the protection and recovery of priority species populations, linked to national and local targets, and identify suitable indicators for monitoring biodiversity in the plan;
- aim to prevent harm to geological conservation interests; and
- where Nature Improvement Areas are identified in Local Plans, consider specifying the types of development that may be appropriate in these Areas.

118. When determining planning applications, local planning authorities should aim to conserve and enhance biodiversity by applying the following principles:-

- if significant harm resulting from a development cannot be avoided (through locating on an alternative site with less harmful impacts), adequately mitigated, or, as a last resort, compensated for, then planning permission should be refused;
- proposed development on land within or outside a Site of Special Scientific Interest likely to have an adverse effect on a Site of Special Scientific Interest (either individually or in combination with other developments) should not normally be permitted. Where an adverse effect on the site's notified special interest features is likely, an exception should only be made where the benefits of the development, at this site, clearly outweigh both the impacts that it is likely to have on the features of the site that make it of special scientific interest and any broader impacts on the national network of Sites of Special Scientific Interest;-
- development proposals where the primary objective is to conserve or enhance biodiversity should be permitted;
- opportunities to incorporate biodiversity in and around developments should be encouraged;
- planning permission should be refused for development resulting in the loss or deterioration of irreplaceable habitats, including ancient woodland and the loss of aged

or veteran trees found outside ancient woodland, unless the need for, and benefits of, the development in that location clearly outweigh the loss; and

- the following wildlife sites should be given the same protection as European sites;-
 - potential Special Protection Areas and possible Special Areas of Conservation;
 - listed or proposed Ramsar sites; and
 - sites identified, or required, as compensatory measures for adverse effects on European sites, potential Special Protection Areas, possible Special Areas of Conservation;

10.5 This proposed leisure development supports rural tourism by maximising the potential of this site providing high quality visitor accommodation that will encourage visitors to stay overnight and spend in the local economy. This scheme therefore is compliant with para 28 of the NPPF as it will support local shops and services.

10.6 It is clear the economic and social role of sustainable development as defined in the NPPF are met by this proposal and there will be no adverse effects which would weigh against granting an approval. It follows that the proposal should be allowed in accordance with the presumption in favor of sustainable development as set out in the NPPF.

11 National Planning Practice Guidance (NPPG)

11.1 Planning Practice Guidance provides further advice on consideration of tourism proposals in the countryside, replacing the guidance previously found in the Good Practice Guide on planning for Tourism (2006).

11.2 Planning Practice Guidance reinforces Para 28 of the NPPF advocates the ideal position of placing a leisure facilities/accommodation within the boundaries of market towns and villages but this may not always be possible. Further it states that Encouraging greater domestic tourism has the potential to support jobs and facilities in rural areas reducing the commuting out from those areas.

12 Compliance with Local Plan Policy.

12.1 Wyre Local Plan (2011-2031) WLP31 (incorporating partial update of 2022) (the “Local Plan”), adopted on the 26th January 2023, to include;-

Sustainable Development (SP2)

Countryside Areas (SP4)

Forest of Bowland Area of Outstanding Natural Beauty [AONB] (SP5)

Viability (SP6)

Environmental Protection (CDMP1)

Flood Risk and Surface Water Management (CDMP2)

- Design (CDMP3)
- Environmental Assets (CDMP4)
- Historical Environment (CDMP5)
- Accessibility and Transport (CDMP6)
- Rural Economy (EP8)
- Holiday Accommodation (EP9)

13 Compliance with National Policy.

- 13.1** Situated adjacent to a Lancashire County Heritage Site the application site has gone through a rigorous constraints analysis resulting in the evolution of a high quality waterside holiday scheme to compliment the leisure activities already onsite and adjoining the site.
- 13.2** The proposal offers a sustainable leisure facility to compliment the surrounding use's which will in turn help sustain the existing amenities in the Village of Scorton and the rural service center of Garstang.
- 13.3** It is important that any development affecting the setting of a County Heritage Site has a positive impact on the wider area and with the skillful use of materials and design it is felt on balance the benefits of this leisure proposal outweigh any negative impacts.
- 13.4** Therefore it is considered that this detailed proposal is in compliance with national planning policy and the development plan for the area, it would be significantly beneficial in terms of supporting the local community and services.

14 Compliance with the Local Development Plan.

- 14.1** The application site sits to the north of the settlement of Scorton, the scheme will support the existing local economy providing high quality leisure accommodation in the Scorton rural area.
- 14.2** The scheme is positioned close to the A6 corridor and 2.4miles to junction 33 of the M6 at Galgate.

15 Conclusion

- 15.1** Any adverse impacts of the proposed development have been carefully considered and assessed and it is considered that impacts upon the local highway, character and appearance of the surrounding area, landscape, ecology, and residential amenity, are not harmful and do not demonstrably and significantly outweigh the benefits of the scheme as required by NPPF paragraph 14. Other development impacts associated with the scheme can be mitigated through the use of planning conditions where necessary.
- 15.2** This scheme represents a sustainable form of development in a sustainable location, when considered against the relevant polices including the adopted and emerging local plan policy. Granting planning consent for this modest, supplementary leisure development will assist the



Council in meeting the recreation and leisure provision in the area. Therefore we respectfully request officers support this application.

Appendix: Viability Assessment (Policy EP9 Holiday Accommodation).

Wyre Local Plan (2011-2031) WLP31 (incorporating partial update of 2022) (the “Local Plan”), adopted on the 26th January 2023, refers.

The Wyre Local Plan 2011 – 2031 (WLP31) was adopted on 28 February 2019. It contains Policy EP9 Holiday Accommodation, which sets out under what circumstances development of holiday accommodation will be permitted.

Policy EP9 sets out the need for development to meet the requirements of the Core Development Management Policies, within four specific criteria that must be satisfied.

“Tourism is an important element of the local economy in Wyre and holiday accommodation is an important element of the tourism industry. However often new holiday accommodation within designated countryside areas becomes unviable creating pressures for conversions into residential uses at locations where residential development would not be acceptable”.

EP9 Criterion a:

Is concerned with the scale and appearance of the development in relation to the local landscape within which it is located. In countryside locations applications for holiday accommodation should be of appropriate scale and appearance to respect the intrinsic character and beauty of the countryside (i.e. its general open, rural and un-built character).

Pure Leisure Group believes that this application meets EP9 Criterion a.

EP9 Criterion b:

Establishes an important test for both buildings and supporting infrastructure; that they/it are necessary. Its purpose is to stop overdevelopment of the built form. Due to their degree of permanence, static caravans (chalets/lodges) are included within this test. Examples of supporting infrastructure include internal access roads, caravan bases, decking, parking, footpaths, lighting, amenity blocks, waste storage and engineering works.

Necessity in relation to the holiday accommodation units being proposed could be in the form of economic necessity (i.e. the amount of development is proven to be viable and the minimum amount needed to break-even and/or market evidence of need specific to that development) or operational necessity.

Pure Leisure Group believes that this application meets EP9 Criterion b. The development proposal is contained within the existing boundary of an existing planning consent [16/00153/FUL].

EP9 Criterion c:

The planning application is supported by a Viability/Business Plan.

Pure Leisure Group believes that this application meets EP9 Criterion c.

EP9 Criterion d:

In order for the proposal to be considered an expansion of an existing business, the key issue is whether there is any functional relationship between the proposed development and the existing business.

Pure Leisure Group believes that this application meets EP9 Criterion d.

Viability Assessment/Business Plan



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- Appendix C – Bowland Lakes Leisure Village Ltd Statement of Comprehensive Income at 31 January 2022.
- Appendix D – Bowland Lakes Leisure Village Ltd Balance Sheet at 31 January 2022.

1.0 Introduction

1.1 Bowland Lakes is an established holiday park which currently comprises a number of recreational fishing lakes, 17 holiday lodges and 6 camping pods.

The park provides a tranquil haven for holidaymakers who want to enjoy a peaceful break in relaxing surroundings.

There are endless opportunities for walking, cycling, fishing and sightseeing in beautiful countryside and enjoying the wonderful Forest of Bowland.

Bowland Lakes has been accredited with a Silver David Bellamy Conservation Award.

1.2 The site is located:

- 0.8 miles north of the settlement of Scorton;
- 0.6 miles from the A6 corridor;
- 2.4 miles from junction 33 of the M6;
- adjacent to the river Wyre; and
- is well screened with mature planting.



1.3 Planning application 23/00308/FUL is for an extension to the existing Bowland Lakes Leisure Village - 8 serviced holiday pitches on disused land to the north of site.

2.0 Caravan Park Tourism

2.1 Tourism is one of the largest industries in the UK contributing £106 billion to the British economy and supporting 2.6 million jobs. By 2025 UK tourism is forecast to be worth over £257 billion – around 9% of UK GDP. Tourism is the fastest growing industry in Britain (source Condor Ferries).

- 2.2 The UK holiday parks industry currently generates an annual £3.2 billion of tourism spending (compared to £2.4 billion in 2019) – a great boost to rural and coastal tourism economies trying to recover from the effects of 2020/21 Covid-19 lockdowns (source BH&HPA April –December 2021. The report is only for 9 months due to Covid-19).
- 2.3 The holiday park industry currently provides customers with approximately 73 million nights away, which accounts for 17% of all holiday bed nights (source BH&HPA April –December 2021).
- 2.4 Caravan parks can vary dramatically from a basic touring field to a modern holiday park with luxurious lodges, swimming pools and central amenity complexes.

The Valuation Office (“VOA”) currently value over 8,500 sites across England and Wales. This includes holiday parks and sites for touring caravans and tents, and more recently, ‘glamping’ sites where guests can stay in pods, domes and treehouses (source VOA).

The British Holiday and Homes Parks Association (“BH&HPA”) estimate there are circa 4,000 holiday parks in the UK providing some 365,000 pitches in total, with the vast majority independently owned.

It is estimated there are over 1 million leisure caravans in use in the UK:

- 555,000 touring caravans;
- 365,000 caravan holiday homes;
- 225,000 motorhomes.

In addition to the above there are circa 100,000 residential park homes used for residential housing
(Source National Caravan Council).

With the exception of motorhomes, the vast majority of caravans and lodges are produced in the UK.

- 2.5 The caravan industry employs circa 130,000 people, including part-time and seasonal staff on parks.
- 2.6 Caravans parks are a major contributor to the UK’s leisure offering and UK GDP.
- 2.7 UK holidays have seen a renaissance since Covid-19, with the park segment of the market seeing significant growth. Individuals have re-engaged with nature.

3.0 Business Plan

- 3.1 Bowland Lakes currently has one holiday home for sale out a total of 17, and 6 glamping pods for rental.

The company’s business plan is to invest circa £0.8m in building and developing 8 new lodges, which will be available for both holiday home ownership and rental.

Park rules will permit owners to sublet their lodge for holiday purposes and to join the group’s vacation sublet programme.

3.2 Whilst Bowland Lakes is marketed as a standalone site in publications such as Lancashire Life and Live Preston & Fylde, it also forms part of wider group marketing and the PLG website : www.pure-leisure.co.uk.

Holidays are sold via a number of on-line portals including Hoseasons, Just Lodge Holidays, Campsites.co.uk and via Pure Leisure’s dedicated reservation centre.

3.3 Marketing focusses on being pet friendly and back to nature outdoor activities – walking, cycling, fishing and enjoying the beautiful countryside of the Forest and Trough of Bowland.

3.4 Holiday home owners/holiday makers tend to travel upwards of 90 minutes to their destination, giving a catchment area from Carlisle in the north, to Liverpool/Chester in the south.



Bowland Lakes catchment area

4.0 Financial Viability

4.1 Bowland Lakes is a subsidiary entity of Pure Leisure Group Ltd (“PLG” or “group”), a privately owned leisure group located on the Lancashire/Cumbria border that operates 20 holiday parks across the UK and in the year ended January 2022 sold 360 holiday homes in the UK.

PLG is a financially sound group with profit before tax and exceptional items of £21m (Y/E January 2022), net assets of £150m and cash resources in excess of £67m (Appendix B).

- 4.2 Bowland Lakes was acquired by PLG at the end of the 2018 holiday season in October 2018;
- the company’s income comprises sales of holiday homes (and related items), site fees for the siting of holiday homes, holiday rentals and fishing income;
 - operating costs are largely covered by site fee income with profitability being driven by holiday home sales and holiday rentals;

- despite difficult trading over the “Covid-19 years” the business has remained profitable, securing the employment of one full time park warden and 3 part-time staff.

Bowland Lakes financial performance may be summarised:

January £'000	Period	Y/E	Y/E	Y/E
	2019	2020	2021	2022
Profit & Loss				
Turnover	21	606	547	245
Cost of Sales	(13)	(336)	(243)	(145)
Gross Profit	8	270	304	100
<i>GP %</i>	<i>38.1%</i>	<i>44.5%</i>	<i>55.5%</i>	<i>40.8%</i>
Admin Expenses	(34)	(97)	(77)	(56)
Operating Income	-	-	18	12
Operating Profit/(Loss)	(26)	173	245	56
Interest Payable	(8)	(36)	(31)	(20)
Profit/(Loss) Before Tax	(34)	137	214	36
Tax On Profit	(1)	(13)	(41)	(7)
Profit/(Loss) After Tax	(35)	124	173	29
Net Assets	(35)	89	261	290

Source : PLG/Companies House

4.3 Planning application 23/00308/FUL will hopefully provide a further 8 pitches for the siting of holiday homes which will be offered for sale/rental and will potentially generate:

- net site fee income of circa £30k p.a.; or
- net rental income of £125k p.a.

4.4 The cost of the development is budgeted at £0.8m to include:

- pitch development including associated groundworks, utilities and drainage;
- purchase and siting of lodges and associated walkways/decking;

- with a targeted return on capital employed of 18%.

4.5 The development will add a further full-time equivalent member to the payroll to help with ground/site maintenance and cleaning of holiday homes, whilst supporting the local economy.

5.0 Conclusion

The application seeks planning permission for an additional eight high quality holiday lodges. The lodges will be of modern, prefabricated construction with external cladding/colour to match with the existing chalets and lodges and a neutral roofing material. The footpaths and parking areas will be constructed using permeable materials such as gravels and the main access will be constructed using impermeable materials. This is in keeping with the existing, earlier phase of the site. Vehicular access is proposed via the existing access off Cleveley Bank Lane.

The lodges are particularly popular with families seeking affordable, holiday-let accommodation, within a county-side/rural park location, with close access to pursue activities such as fishing, nature trails, walking and cycling, etc. The lodges provides families with affordable holiday-let accommodation. The impact and aftermath of COVID-19 and the resultant economic downturn has created an unprecedented demand for “staycation”, with demand outstripping supply. Occupancy and demand for holiday-let lodges are consistently high.

Pure Leisure Group is of the belief that the holiday-let lodges provide a popular, additional and alternative (affordable) option within the rural tourism offer, as well as contributing secondary-spending to the local economy and supporting employment opportunities.



Example of a “Pod” at Bowland Lakes.

Appendix A – Site Plan with Proposed Development



Appendix B – Pure Leisure Group Balance Sheet as at 31 January 2022

PURE LEISURE GROUP LIMITED

Company Registration No. 05113719

STATEMENT OF FINANCIAL POSITION

AS AT 31 JANUARY 2022

	Notes	2022 £000	Group 2021 £000	2022 £000	Company 2021 £000
Fixed assets					
Goodwill		886	949	-	-
Negative goodwill		-	(26)	-	-
Total goodwill		886	923	-	-
Other intangible assets		11	16	11	16
Total intangible assets	12	897	939	11	16
Tangible assets	13	58,264	72,163	58	103
Investments	14	-	-	31,026	20,685
		59,161	73,102	31,095	20,804
Current assets					
Stocks	15	40,307	42,519	187	191
Debtors due within one year	17	5,461	7,517	23,713	50,082
Debtors due after more than one year	17	-	-	27,310	27,130
Investments	16	9,898	-	9,898	-
Cash at bank and in hand		67,895	16,044	56,579	3,480
		123,561	66,080	117,687	80,883
Creditors: amounts falling due within one year	18	(21,915)	(32,415)	(83,320)	(44,305)
Net current assets		101,646	33,665	34,367	36,578
Total assets less current liabilities		160,807	106,767	65,462	57,382
Creditors: Amounts falling due after more than one year	19	(10,109)	(30,448)	(7,750)	(27,989)
Provisions for liabilities	23	(1,072)	(1,250)	-	-
Net assets		149,626	75,069	57,712	29,393

Appendix C - Bowland Lakes Leisure Village Ltd Statement of Comprehensive Income for the year ended 31 January 2022

BOWLAND LAKES LEISURE VILLAGE LIMITED

**STATEMENT OF COMPREHENSIVE
INCOME
FOR THE YEAR ENDED 31 JANUARY 2022**

	Notes	2022 £	2021 £
TURNOVER		256,670	546,822
Cost of sales		86,488	243,171
GROSS PROFIT		170,182	303,651
Administrative expenses		114,359	77,116
		55,823	226,535
Other operating income		-	18,193
OPERATING PROFIT	4	55,823	244,728
Interest payable and similar expenses		19,806	31,064
PROFIT BEFORE TAXATION		36,017	213,664
Tax on profit		6,866	40,955
PROFIT FOR THE FINANCIAL YEAR		29,151	172,709
OTHER COMPREHENSIVE INCOME		-	-
TOTAL COMPREHENSIVE INCOME FOR THE YEAR		29,151	172,709

Appendix D – Bowland Lakes Leisure Village Ltd – Balance Sheet at 31 January 2022

BALANCE SHEET					
31 JANUARY 2022					
	Notes	2022		2021	
		£	£	£	£
FIXED ASSETS					
Tangible assets	5		695,245		695,527
CURRENT ASSETS					
Stocks		180,766		199,175	
Debtors	6	8,582		114,780	
Cash at bank and in hand		28,150		514,845	
		<u>215,498</u>		<u>828,900</u>	
CREDITORS					
Amounts falling due within one year	7	618,680		1,261,515	
NET CURRENT LIABILITIES			<u>(403,182)</u>	<u>(432,615)</u>	
TOTAL ASSETS LESS CURRENT LIABILITIES			292,063	262,912	
PROVISIONS FOR LIABILITIES			1,628	1,628	
NET ASSETS			<u>290,435</u>	<u>261,284</u>	
CAPITAL AND RESERVES					
Called up share capital			100		100
Retained earnings			290,335		261,184
			<u>290,435</u>		<u>261,284</u>