

Design & Access Statement / Planning Statement

Whitby Holiday Park

Whitby
North Yorkshire
YO22 4JX

NYMNP
22 JUN 2012



Jonathan Moore Lambe

22 JUN 2012

Client :-

Mr Peter Brewer, Normanhurst Enterprises Ltd, 9 Burscough Street, Ormskirk, Lancashire L39 2EG

1.00. Planning Application Description :-

Proposed Upgrading and Restructuring of Facilities at Whitby Holiday Park comprising 3 elements :-

- 1). Re-siting of 5 static holiday caravans to give improvements in layout and landscaping (Change of Use).**
- 2). Re-layout of the existing Touring Field to give improvements in layout and landscaping including a reduction in numbers from 119 to 98 Touring Units.**
- 3). Construction of a new "feature entrance" to the holiday park.**
- 4). Replacement Maritime Design Feature adjacent to Reception**

This *Access & Design / Planning 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 the NYMNPA's current guidance relating to Design and Access Statements.

2.00. Introduction and background.

2.01. Whitby Holiday Park is an existing holiday park located on the North Yorkshire Coast immediately south east of Whitby.

The park is in freehold ownership and is owned and run by Coastdale Parks / Normanhurst Enterprises and is well managed. It has 134 Static Holiday Homes and also operates 119 Touring Pitches, it has a Site Licence for both these elements.

2.02. The Park is located in a heavily populated tourist area, with coastal frontage, and has the benefit of direct access to the beach. The area has several large holiday parks – the nearest being Stoupe Cross (almost adjacent) and Highgate Howe, both of which provide a similar holiday product and are therefore in direct competition with Whitby Holiday Park.

The Park therefore needs to continue to evolve and upgrade to meet the demands of discerning holiday makers and to enable it to compete with other holiday parks in the area and around the country which are also undergoing upgrading.

2.03. The Park creates employment and contributes a significant amount to the local rural economy which is heavily dependant on the tourist's trade – and helps to support the local economy, other local attractions, public houses and convenience stores in the immediate vicinity. The proposals are related to the existing development on site, and are exactly in line with Central Government Policies, Tourist Board Policies and Policies contained within the Local Development Plan. These directly encourage the upgrading and restructuring of existing holiday parks.

2.04. The high quality pitches proposed would significantly help raise the standards offered in the region. The implications on continued and expanded local employment as well as the impact on spends within the local economy deserve significant consideration. Schemes of this nature encourage tourism usage in the “off-season” shoulder months - Current Government and Tourist Board Policies being to encourage tourism in the shoulder months - to not only spread the demand and impact on infrastructure but also to 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.

2.05. There is a very strong local and national trend towards more upmarket holidays, especially for more spacious and better equipped pitches. Holidaymaker’s aspirations and standards of accommodation 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.

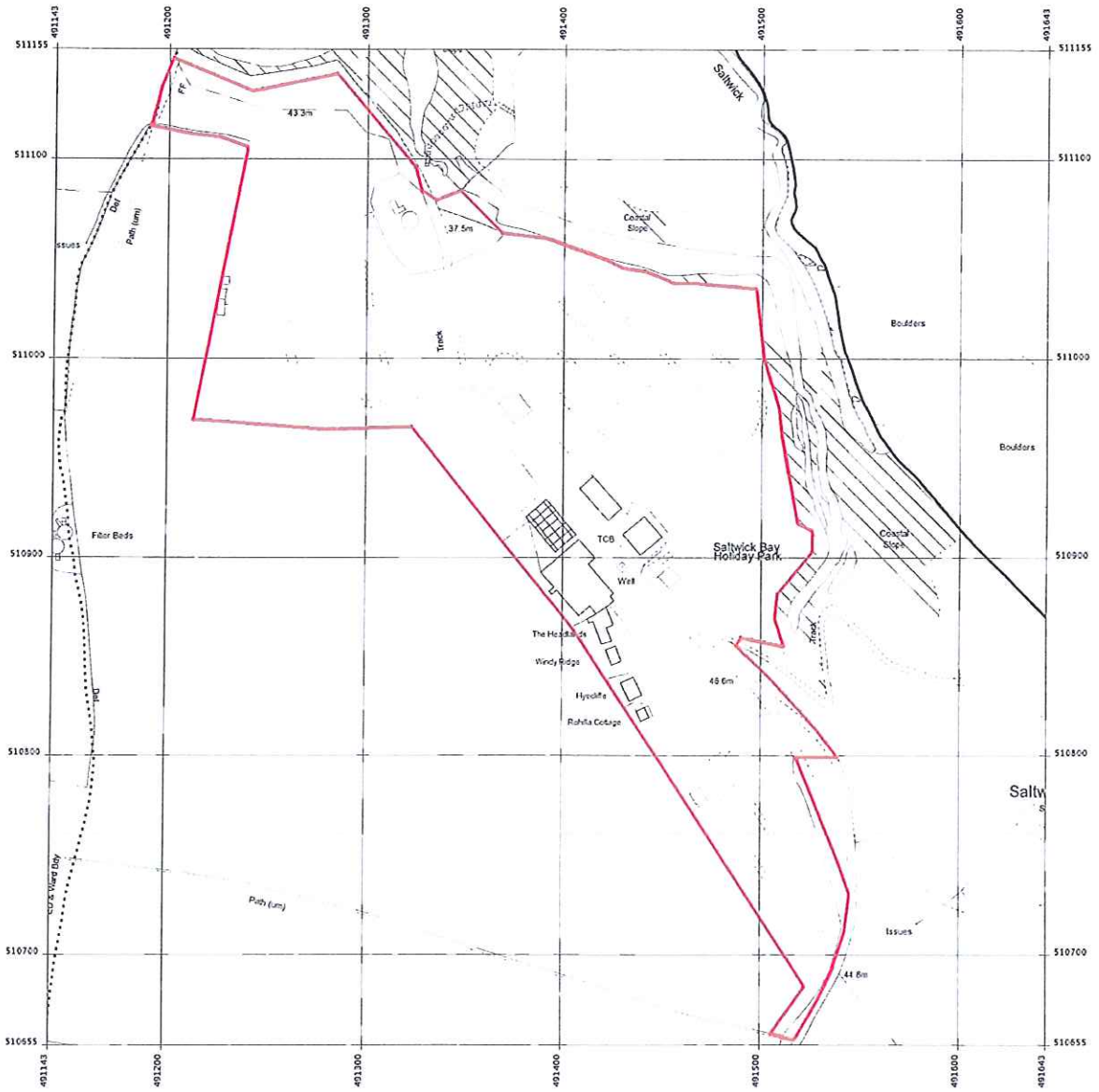
2.06. A report prepared by Tourism Solutions (November 2002) - Self catering Shortage Study - advised that "Trends in product development have pointed towards the development of higher quality units; people have increasingly experienced quality self-catering apartments/villas abroad and living standards generally have risen in the UK over the past 10 years. People continue to expect - and demand - quality that is at least as good as their own homes, and preferably better".

Figure 1. Location Plan illustrating the Parks Location in relation to the wider area.



NYMIPA
 22 JUN 2012

Figure 2. Location Plan illustrating the Application Site



NYM/12/0453/FL4
22 JUN 2012

NYMNP
22 JUN 2012

Figure 3. Aerial photograph illustrating the boundary of the Park and its coastal location.



Figure 4. Aerial photograph taken from the south illustrating the static holiday homes and touring field.



2.07. Whitby Holiday Park has a public footpath – The Cleveland Way - which runs directly through it and also public access to the beach.

2.08. The areas coastline geology is in majority made up of loose shale, sand stone and boulder clay. It is the soft and loose nature of this geology which has led to significant coastal erosion in the region, with the erosion in general causing the loss of valuable land and property to the sea. During September 2011, there was a cliff fall on part of the headland. The owners of Whitby Holiday Park have taken a proactive approach and have commissioned a survey and Report into the stability of the Sea Cliff. The Report advises that a 5 metre standoff from the boundary fence is considered adequate to protect the site on a day to day basis. This “standoff” has been incorporated into the proposals.

Figure 5. Aerial photograph taken looking south west towards Robin Hoods Bay / Scarborough. Illustrating the holiday homes and touring field.



3.00. Involvement

3.01. Prior to the concept of this scheme being prepared a detailed site survey was undertaken and a Landscape and Development Report was prepared by Jonathan Moore Lambe. The Report was prepared to enable areas to be identified for the potential locations of proposed new landscaping and design features together with development opportunities which would form the basis of improvements to the appearance and setting of the park and a general improvement of the holiday product.

3.02. A site visit to Whitby Holiday Park was undertaken in February 2011. During the site visit and preparation of the Report the following elements were all assessed :- topography, layout, entrances, highway approach, neighbouring properties, proximity to neighbouring properties, aspect, location, proximity to the sea, location of public areas, general park layout, pitch location and areas accessible by public Rights of Way etc.

3.03. Subsequent to the preparation of the Report Detailed pre Application discussions and a site meeting has been undertaken with senior planning officers at North York Moors National Park Authority regarding these proposals. The scheme has therefore formed part of a consultation process with NYMNP to assess the acceptability of the proposals and design.

3.04. This demonstrates how the scheme has evolved and complies with the criteria required by NYMNP in relation to the scheme and Design and Access Statements.

A Topographical Survey and Report into the Stability of the Sea Cliff was undertaken in November / December 2012 by specialist consultants Wardell Armstrong.

4.00 Design (Amount and Type of Development)

The Application site falls within the existing and approved confines of Whitby Holiday Park. The Application site is illustrated on the attached 1:2500 Site Location Plan. The scheme involves the re-siting of 5 existing static holiday caravans. These 5 units being re-located on the Park's former football field. The re-layout of the touring area is for 98 Touring Units (reduction from 119 of 18%).

An upgraded "Feature Entrance" is proposed for the Parks existing entrance.

5.00 Layout

5.01. The Park has a traditional layout with minimal areas being available for substantial landscaping or larger pitches without the loss of existing pitches.

5.02. Part of these proposals is to re-site 5 existing static holiday caravans to enable improvements to layout and landscaping to be undertaken The 5 static pitches to be removed and relocated are CW10, CW27, CW46, AV31 and AV48. please see Figure 8 - Plan WHP/UL1 which illustrates the location of these specific units.

5.03. The re-siting of these units will allow new modern and more desirable units, new landscaping, more general space for each pitch and a pitch layout which will consider the aspect and location of every unit which would have a significant effect on the marketability. The aim being to create desirable premium pitches.

The location of the re-sited 5 static holiday caravans is illustrated upon 1:500 scale drawing no. WHP/AV2.



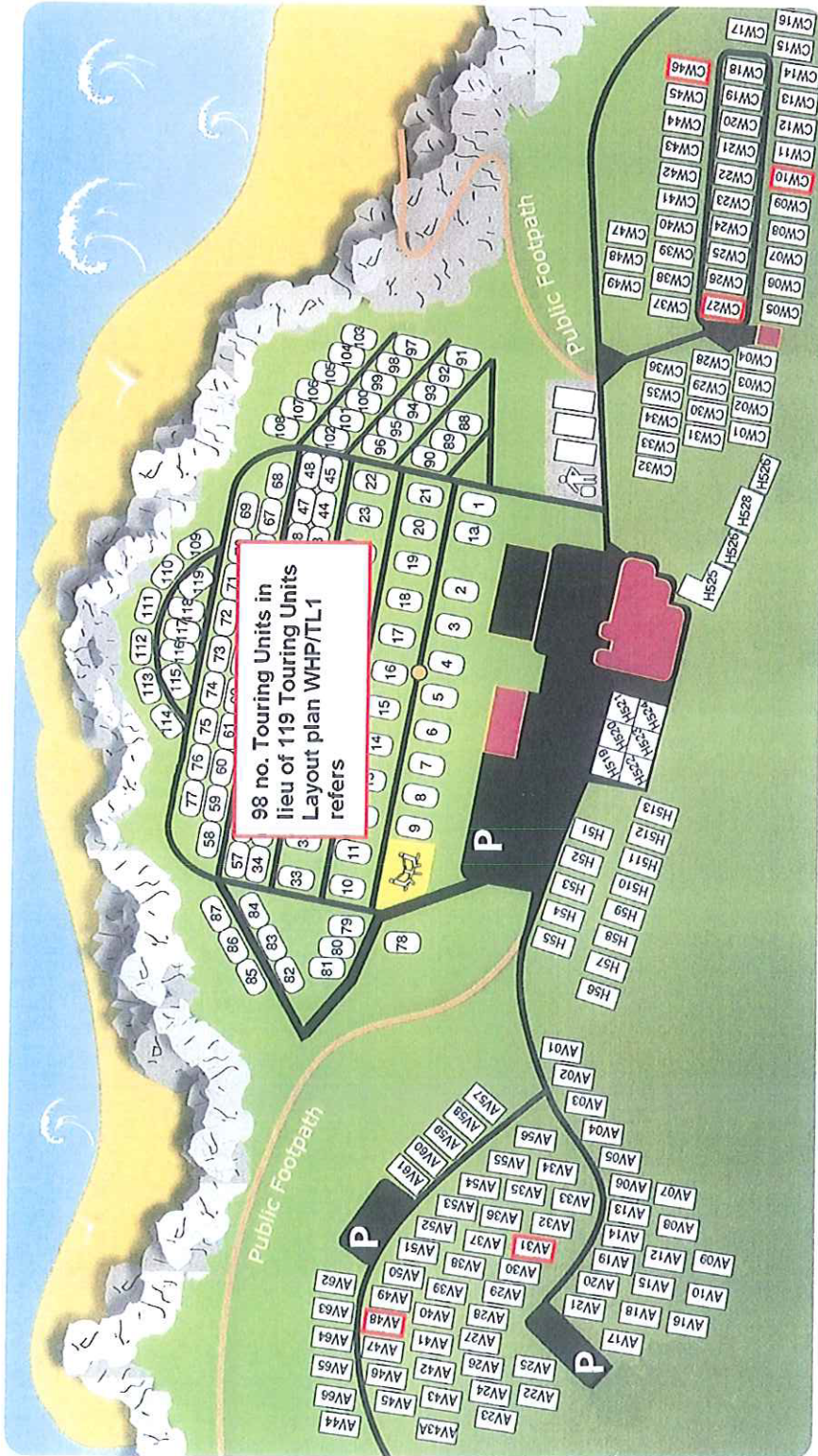
Figures 6 and 7. Photographs below illustrating typical view of Cleveland Way pitches - an area where units are to be removed and re-sited to give improvements in layout and landscaping



Figure 7. Photograph below illustrating Cleveland Way pitches within the Park, an area where units are to be removed and re-sited to give improvements in layout and landscaping



Figure 8. Drawing illustrating the location of the 5 Static Holiday Caravans to be re-sited and the 119 Touring Unit Pitches to be replaced with 98 pitches.



98 no. Touring Units in lieu of 119 Touring Units Layout plan WHP/TL1 refers

Existing Site Plan illustrating 5 Static Caravans :-
 CW10 CW27 CW46 AV31 & AV48 to be relocated and 21 Touring Caravans / Units to be lost as part of these upgrading proposals
 Drg no. WHP/UL1 (Not to Scale)

NYMNPA
 22 JUN 2012

Whitty Holiday Park

NYMNP
22 JUN 2012

Figure 9. Photograph below illustration the proposed location of the re-sited static holiday caravans.



Figure 10. Below extract of Plan no WHP/AV2 illustrating the proposed location of the re-sited 5 static holiday caravans.



5.04. The re-layout of the Touring Field is illustrated upon 1:500 scale Drawing no: WHP/TL1. This plan is based upon a Topographical Survey undertaken 15/11/2011 by Wardell Armstrong.

5.05. The North Yorkshire and Cleveland Heritage Coast Management Plan 2008-2013 (3rd review) advocates under the section "Landscape Conservation" - the creation of a strip of grassland or semi natural vegetation along heritage coasts behind the beach or cliff edge. This scheme incorporates such a feature as a 5 metre standoff within the revised Touring Field layout.

PTO



Figure 11. Below extract of Plan no WHP/TL1 illustrating the proposed re-layout of the existing Touring Field.



5.06. The "Touring Field" layout is of an improved lower density giving a reduction in numbers of 18% from 119 pitches to 98. The pitches occupy an area of 10.00m deep x 8.50m wide with an average spacing between caravans of 9.00 metres. This is in excess of the 6.00 metres required by Model Standards / Site Licencing. A Typical Touring Unit Pitch is illustrated on 1:100 scale Drawing no:WHP/TP1.1

Figure 12. Below extract of Plan no WHP/TP1.1 illustrating a Typical Touring Unit Pitch

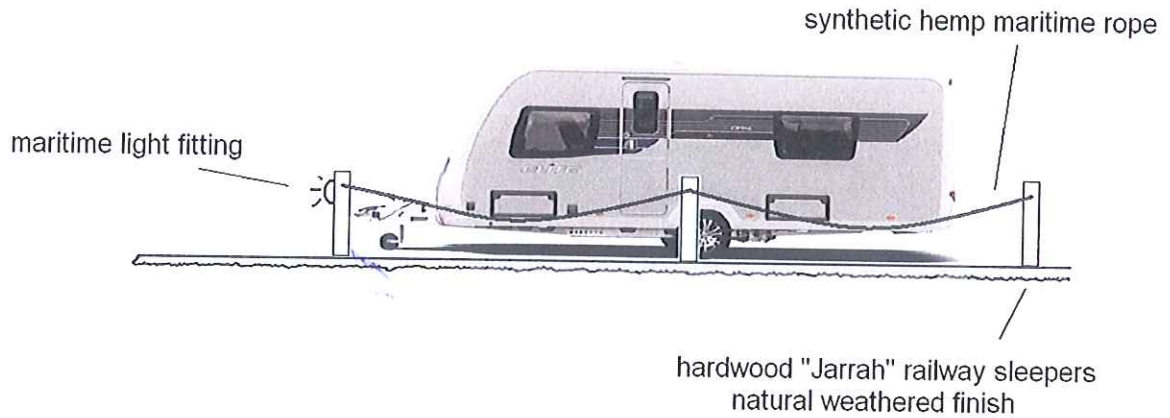
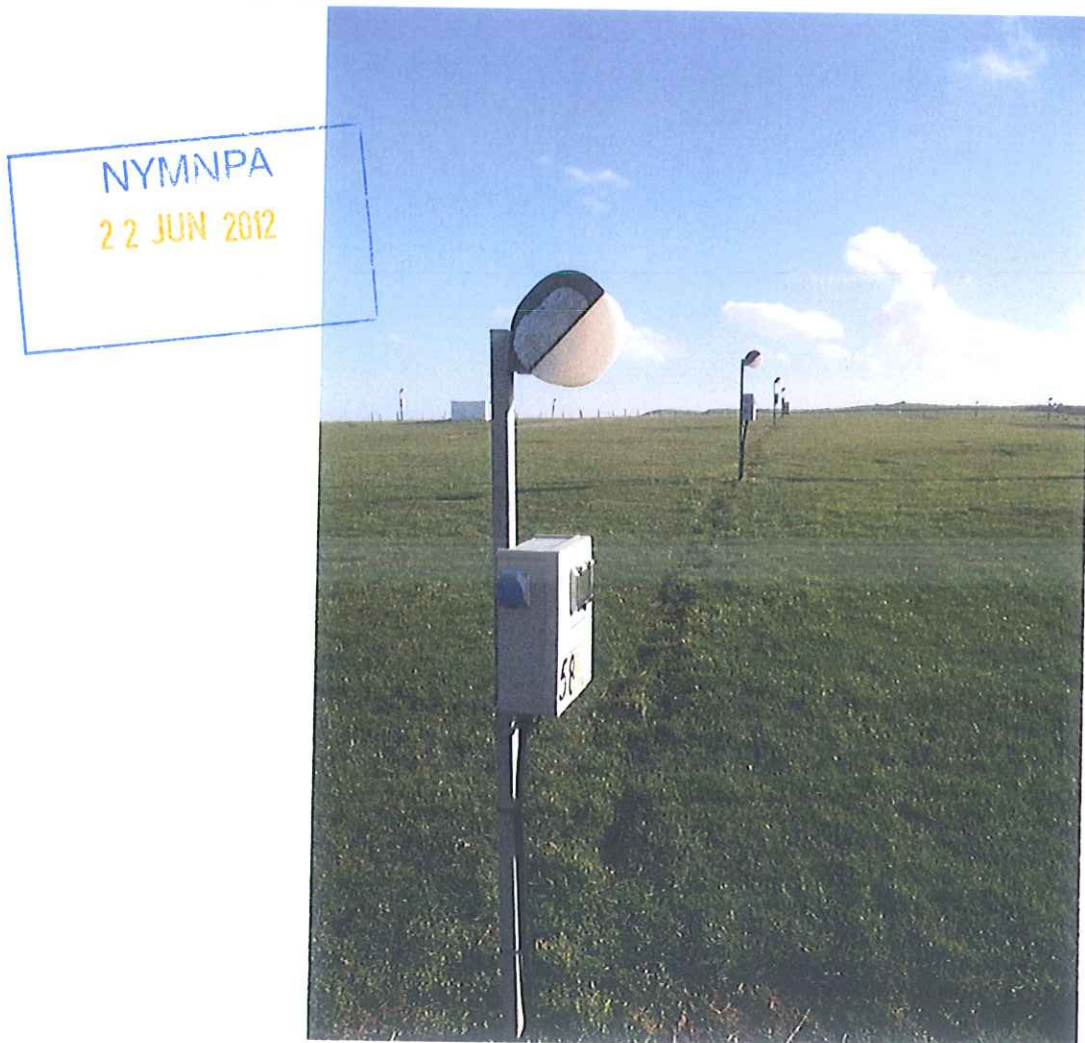


Figure 13. Photograph below illustrates the existing pitch bollard lighting (and electric hook-up points) proposed for replacement with hardwood railway sleepers in a natural weathered finish to blend into the environment.



5.07. The existing entrance is functional and does not create a “sense of arrival”. The proposal is to create a new feature entrance utilising local stone and Tegula Drive Setts. New entrance signage is also proposed, but this will form part of a separate Advertisement Consent Application. The purpose of the new entrance is to significantly improve the tourism product, setting of the park and create a sense of arrival.

Figure 14 and 15. photographs below taken looking north illustrating the existing entrance

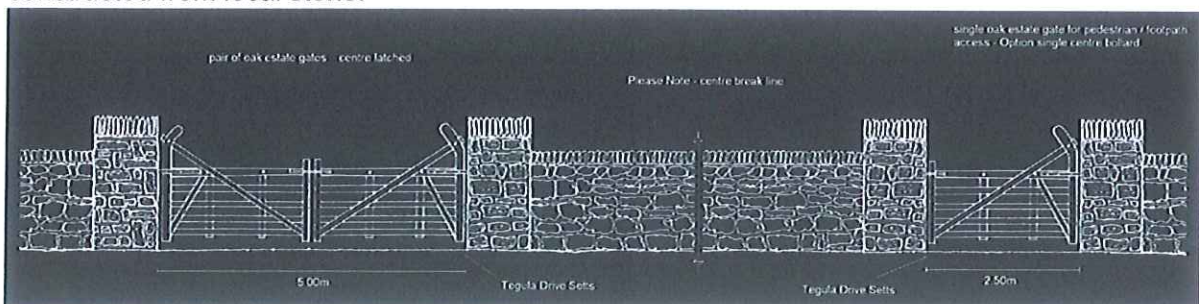


Figure 15.



5.08. The new “Feature Entrance” proposed for the existing park entrance is illustrated on Drawing no’s WHP/ent1, WHP/ent2 and WHP/D1.

Figure 16. Below extract of drawing no. WHP/ent1 illustrating the proposed new entrance constructed from local stone.



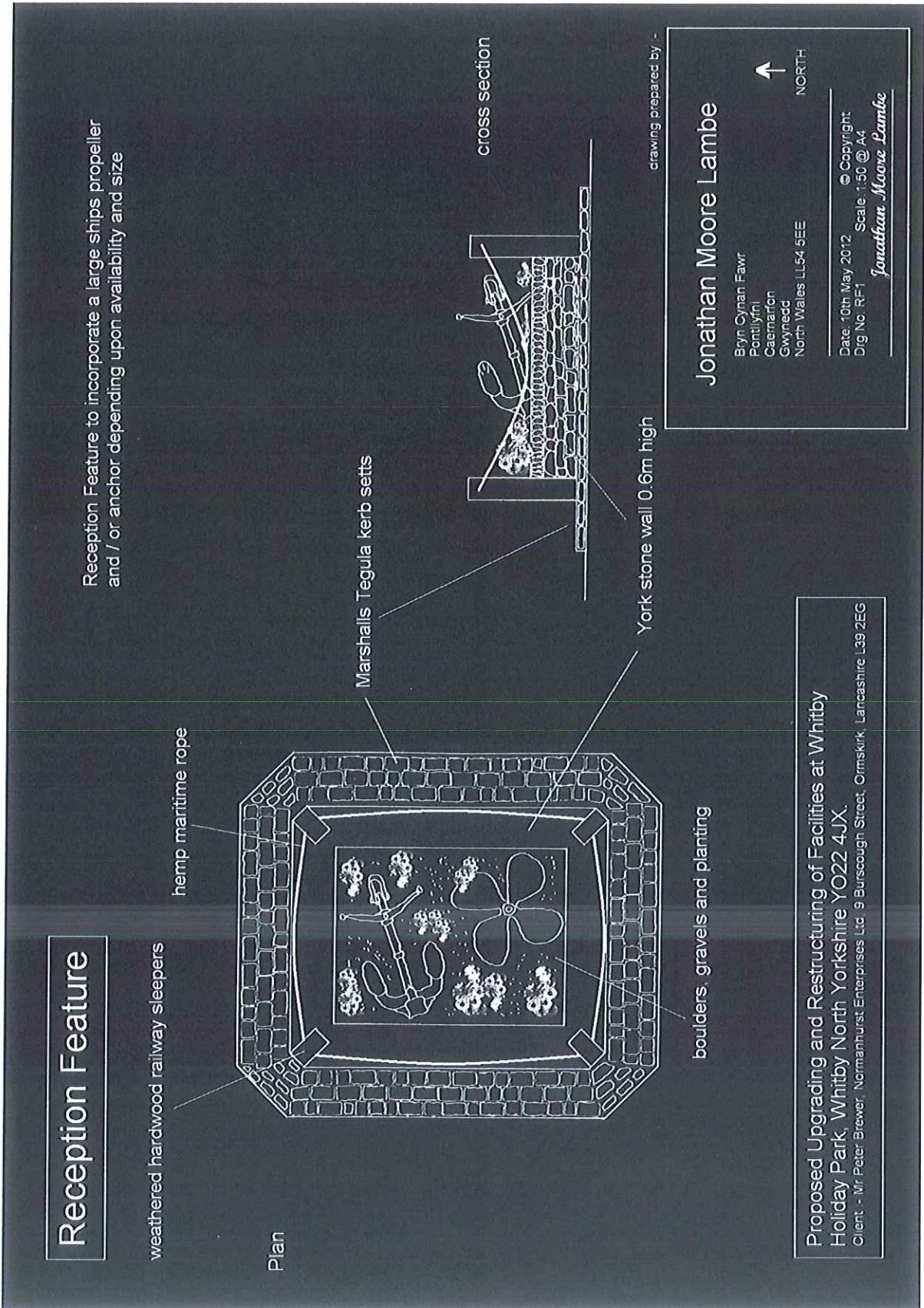
5.09. Part of these proposals is to replace the existing structure adjacent to main reception with a new Landscaped Maritime Design Feature.

Figure 17. The existing structure proposed for replacement is illustrated below



NYM/101A
22 JUN 2012

Figure 18. The proposed new Reception Landscaped Design Feature is illustrated below. Constructed from local "York" stone on a rustic maritime theme.



6.00. Scale

Consistent with the remainder of Whitby Holiday Park, the relocated 5 static holiday caravans will be single unit caravans. They are being removed and sited in a new lower density layout to enable improvements to layout and landscape to be achieved.

The Touring Field Layout gives a new improved layout which also enables improvements in layout and landscaping to be achieved.

Both the Static Holiday caravans and Touring Units will be sited significantly in excess of the minimum spacing requirements required by Site Licencing and Model Standards.

The new "feature entrance" has been designed to incorporate locally sourced stone and incorporate materials, colours and textures prevalent in the locality.

7.00. Landscaping

Proposed new planting of indigenous species of trees and shrubs is proposed and indicative landscaping belts are illustrated upon the layout plans. Detailed consultations and discussions have been undertaken with Mrs Hilary Saunders (Planning Team Leader – South – NYMNP) regarding this element and the advice received was to illustrate indicative landscaping which could then be Conditioned subsequent to any Approval being granted.

8.00. Appearance

The relocated 5 static holiday homes and "Touring Units" will retain the same appearance as existing. However, the improvements in layout and landscaping, reduced density of pitches and reduction in numbers of the Touring Units will give a significant improvement to Visual Amenity and also significantly raise the holiday product offered.

The new "Feature Entrance" will also create a positive effect and impact upon the appearance of the holiday park and enhance the setting and environment of the park.

9.00 Access

Inclusive Access

9.01. Whilst Touring Unit Pitches and privately owned Tents, Caravans and Motor-homes do not fall within the same criteria as conventional buildings for disabled access - every consideration is given towards holidaymakers with disabilities.

9.02. Policies relating to access by people with disabilities have been fully considered for this scheme. Holiday Caravans due to their height above ground and their conventional design and construction can make disabled access difficult. However, should an easy access unit or even a fully disabled caravan be required by a customer then these could be specified at the time of ordering to ensure it meets with their exact needs. This could include the following features, access ramps, wheelchair access, sling hoists and custom wet-rooms etc. Should wheelchair / easy access be required to other units by visitors then this could be readily provided by a ramp. The replacement units proposed will be fully compliant with current legislation.

The revised Park entrance has been designed to allow full access to both pedestrian, vehicular and wheelchair access.

9.03. Access General

The existing point of access to the Park remains unchanged, the proposal incorporates an upgraded feature entrance.

9.04. Whitby Holiday Park is ideally located in a popular tourist region, with the coastal resorts of Whitby, Scarborough, Filey and Bridlington being within short travelling distance. A good road network provides fast, ready access to the A1 / A1M, M1 and the motorway networks with the main conurbations of York, Leeds, Sheffield, Manchester and Hull being within approximately 1.5 to 2.00 hours drive.

The Park has one point of Highway Access which leads directly off Hawsker Lane from the main A171 Whitby / Scarborough route.

Figure 19. photograph taken looking north down Hawsker Lane towards Whitby. Park entrance can be seen on the right, photograph illustrates the park entrance, visibility splays and signage. This signage is proposed for upgrading and is the subject of a separate Advertisement Consent Planning Application.



NYMNPA
22 JUN 2012

Figure 20. Photograph taken looking south down Hawsker Lane towards Scarborough. Park entrance can be seen on right, photograph illustrates the entrance, visibility splays and existing Park signage.



Figure 21. Photograph below illustrating the approach to the Park and existing main entrance.





10.00. Environmental Sustainability / Sustainable Development

The proposal is environmentally sustainable, makes the best use of resources and meets with Policies which relate to Sustainability in that the proposal :-

- 1). Re-uses an existing developed site.
- 2). The site is an existing Holiday Park / Tourism Facility.
- 3). The existing site is appropriately located in a holiday area, with easy access, and has the benefit of public transport being readily available. Day to day facilities and attractions are located within a short distance.
- 4). No land is being utilised which has been allocated for other land uses.

11.00. Policy Context

11.01. North York Moors National Park Authority Local Development Framework.

Development Plan Policy 16 Chalet and Caravan Sites is relevant to this proposal.

Within the context of Policy 16, it should be noted that this scheme does not constitute a new caravan site or an expansion of an existing site – both of these elements being allowed under this policy.

This scheme is for the relocation of 5 existing units, a re-layout and reduction in numbers on the Touring Field and an improved upgraded entrance, all within the confines of the existing holiday park. The scheme therefore fully complies with the criteria that apply to this development under Policy 16.

At a National Level, this scheme is in full accordance with the advice and guidance contained within the relevant policies.

11.02. 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

11.03 Government Policies and Guidance in support.

The National Planning Policy Framework

The policies and guidance contained within this document all contain significant advice which advocates support for schemes of this nature which are related to Tourism and Leisure and the Diversification of the Local Rural Economy.

11.04. Good Planning Guide on Planning For Tourism, 2006

This guidance replaces PPG21 (Tourism). The guidance states that the revenue generated by tourism can help to support and enhance local services and facilities, particularly in rural areas, secure the retention or upgrading of public services such as public transport and community facilities, aid diversification within the rural economy, and underpin the quality of the local environment and facilitate further enjoyment of it by residents and visitors.

Annex A of the Guide deals specifically with tourist accommodation and advises that generally new accommodation should be located in sustainable locations, but recognising that accommodation catering for those seeking to enjoy the natural environment through walking and outdoor recreation may be better located in a rural area, in or at the edge of the centre of a village or small town, rather than in a major service centre some distance away from the attractions it serves.

The Good practice Guide further advises that in the UK as a whole, the parks industry accounts for tourist spend of some £3.23 billion each year, and advises that planners should examine the scope for the relocation away from sites prone to flooding or coastal erosion.

11.06. In September 2009 the BH&HPA 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."

In 2008 the Parks Industry accounted for :-

- 19.7% of the total UK Tourist Bed Nights which equates to 74.41 million nights.
- 12.3% of total tourist spend in the UK equating to £2.6 billion



- Let Caravan / Lodge Holiday Homes equated to £692 million and 15.95 million tourist bed nights
- Owned Caravan / Lodge Holiday Homes equated to £446 million and 16.64 million tourist bed nights

The remainder of the £2.6 billion generated being made up of Touring Caravans, Camping and Holiday Camps.

Other key relevant facts are :-

- Every two caravan holiday home pitches account for one tourism job *(source BH&HPA Journal, March – April 2001)*
- Each caravan holiday home generates spending of between £6305 and £17,952 each year to the local economy *(source "Caravan Holiday Homes in Wales", The Tourism Company 2003, Wales Tourist Board and BH&HPA. RPI applied to these figures to give 2009 economic contribution)*

11.07. 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"

12.00. Summary of specific Special Reasons / Significant Benefits :-

- 1). The proposals would assist in the upgrading and improvement of an existing enterprise, secure existing employment and help create further full and part time employment opportunities, within the local area.
- 3). There is a significant demand for quality, modern, tourism accommodation and touring unit pitches in the locality and nationally - the proposal contributes to the lengthening of the tourist season.
- 4). The scheme would be of significant economic benefit to the area and local economy. Other tourist attractions in the area would also benefit from the proposals.
- 5). The landscaping, planting and the type of pitch proposed, will significantly improve and enhance the appearance of the existing holiday park. This will therefore continue the creation of a quality tourism product and compliment the local environment and considerably enhance the landscape and wildlife diversity.
- 6). Schemes of this nature and in this location need to be encouraged.
- 7). The proposal will be a major boost to Tourism Regeneration in the area.
- 8). The Parks proximity to the main road network, footpaths and available public transport, encourages alternative modes of transport.
- 9). The above are very significant site specific circumstances which justify the proposed scheme. The proposals are in line with Local Plan Policy as well as Central Government and Tourist Board Policies.



We therefore feel that given the benefits proposed, the scheme does deserve to be considered for Approval.

Jonathan Moore Lambe
20th June 2012

Copyright

