

# Planning Statement

to

Vary condition no.4 of NYM/2012/0453/FL

## Whitby Holiday Park

Whitby

North Yorkshire

YO22 4JX



Lambe Planning & Design Ltd

**Client :-**

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

**1.00. Planning Application Description :-**

**Variation of Condition Planning Application to :-**

**Vary condition no.4 of NYM/2012/0453/FL which stipulates:-**

***“No Caravans occupying one of the touring pitches referred to in Condition 3 above shall be on the caravan site for more than 28 consecutive days. The touring pitches shall only be used for holiday purposes and no seasonal caravans or static caravans shall occupy any of the designated touring pitches at any time”.***

**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.

**2.04.** Whitby Holiday Park as part of their existing operation has 30 Seasonal Touring Pitches within the existing Touring Field. Historically there have been 40 Seasonal Pitches at the Park. Over the last few years, this has been scaled back to 30 Seasonal Pitches, and the intention is to reduce this further as time and market forces allow.





**2.05.** Planning consent was Granted on 30<sup>th</sup> August 2012 (NYM/2012/0453/FL) for the significant upgrading and Restructuring of the Holiday Park comprising the following elements :-

- 1). Re-siting of 5 static holiday caravans to give improvements in layout and landscaping.
- 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

**2.06.** Condition no. 4 of this Approval, specifically precludes any Touring Caravan being on site for in excess of 28 days and also prevents any Seasonal Touring Pitches.

It is essential to the existing operation of Whitby Holiday Park that it is able to react to market forces and continue to operate a small proportion of its pitches as 30 Seasonal Pitches – all as it currently does.

**2.07.** The Location of these 30 Seasonal Touring Pitches is identified on the attached reduced scale layout plan Drg No: WHP/TL1. This plan is a copy of the Layout Plan WHP/TL1 approved under NYM/2012/0453/FL which illustrates the “approved” Touring Field Layout.

It should be noted that these 30 Seasonal Touring Pitches are the pitches located at the back of the touring field in the least visibly intrusive position and are also on slightly lower ground. They are not located in a cliff top location or at the front of the headland.

**2.08. Suggested alternative Wording for Condition 4.**

***“The touring pitches shall only be used for holiday purposes only and up to 30 no. seasonal caravans shall only occupy the designated Seasonal Pitches”.***

### **3.00. Pre-Application Consultation / Advice Involvement**

A verbal pre Application consultation was undertaken with a Senior Planning Officer on 3<sup>rd</sup> September 2012 regarding this Variation of Condition Planning Application. We were advised that as the Park already had the benefit of, and operated Seasonal Pitches as part of its existing operation there were no issues with such an Application, and that it would be helpful to identify the specific Seasonal Pitches upon a layout plan and to submit a Variation of Condition Planning Application.

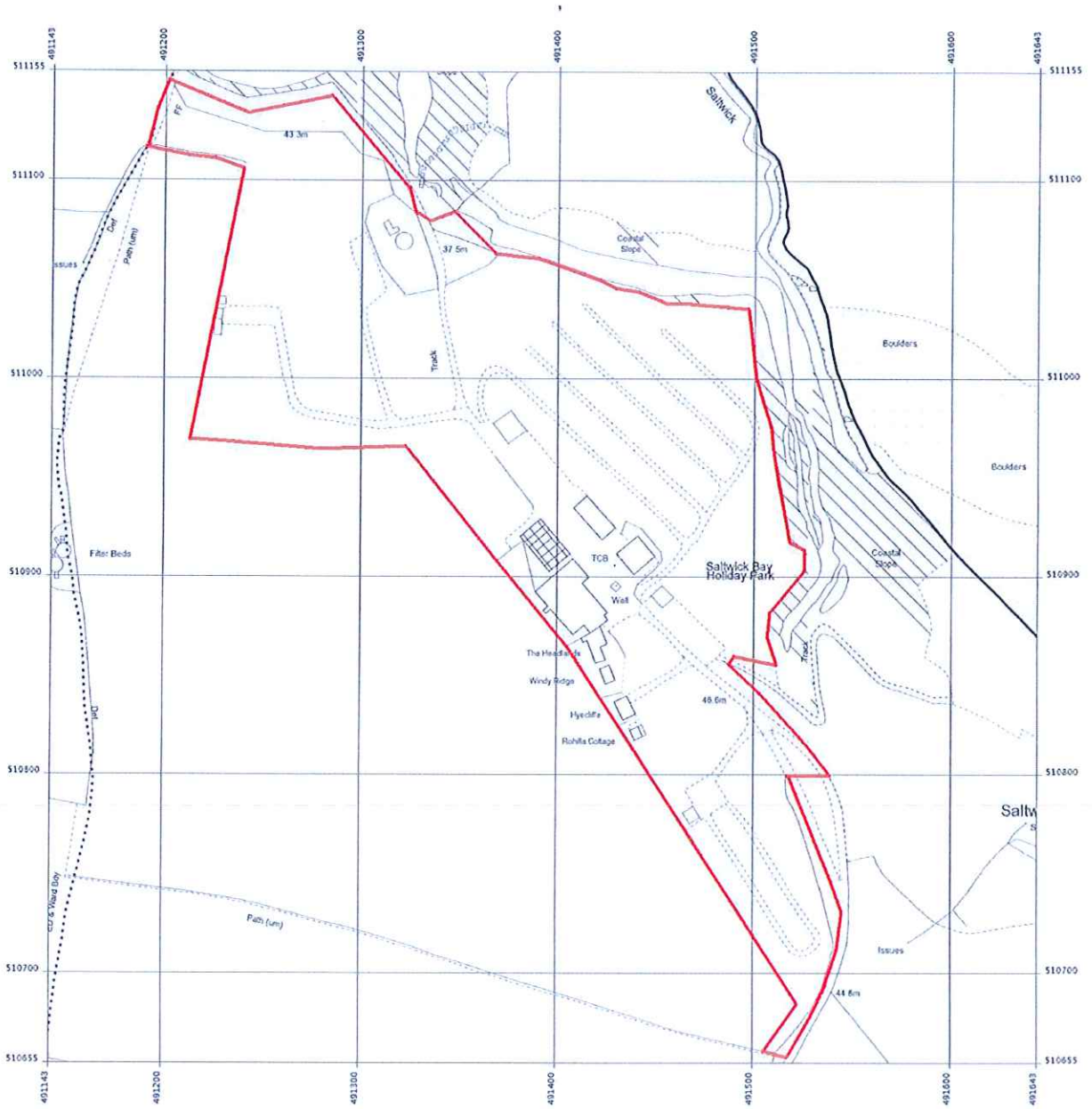


Figure 1. Location Plan illustrating the Parks Location in relation to the wider area.



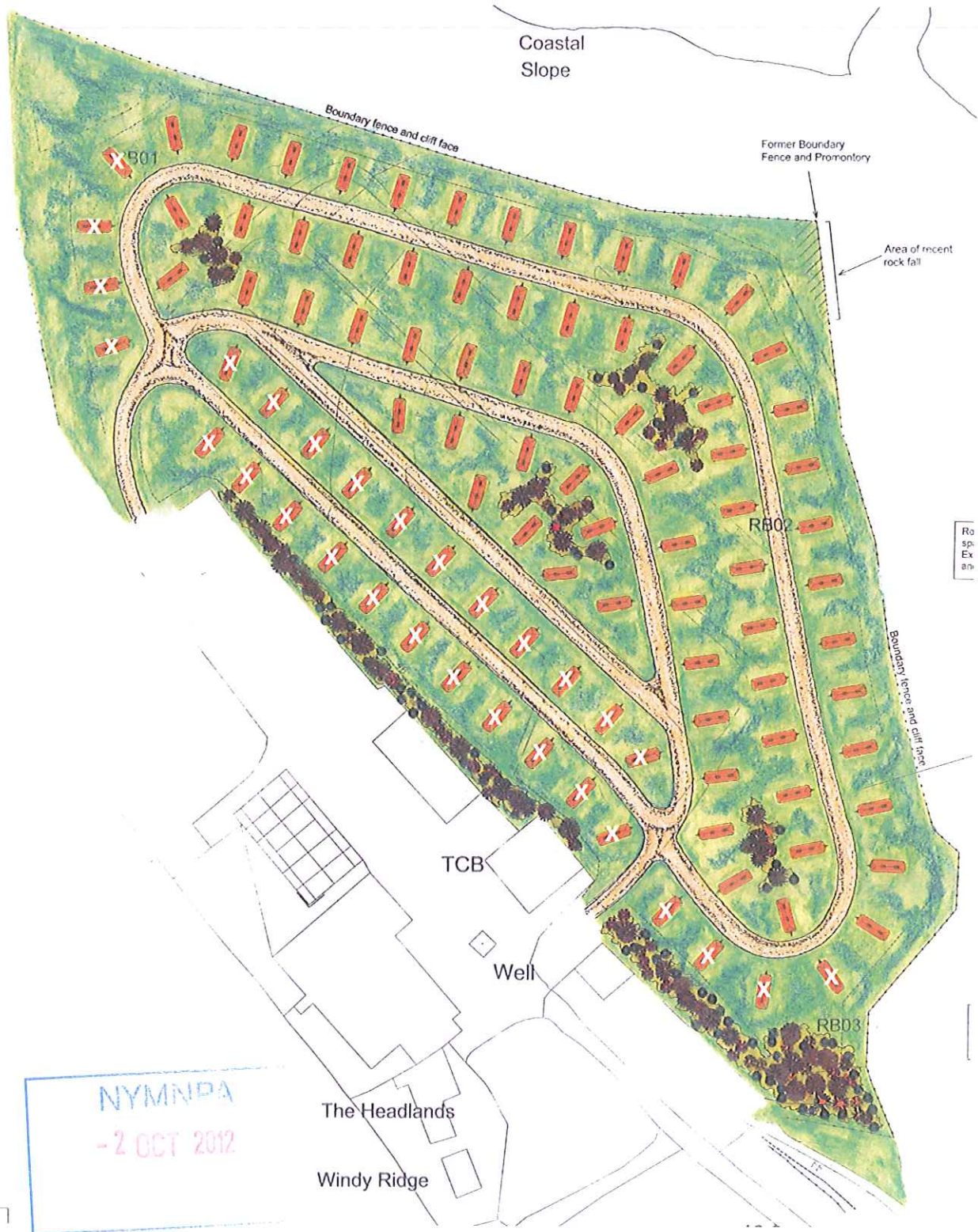


Figure 2. extract Location Plan illustrating the Application Site



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**Figure 11.** Below extract of Plan no WHP/TL1 illustrating the proposed re-layout of the existing Touring Field, the 30 Seasonal Pitches are identified by a white "X"





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

- 1). The Park already has the benefit and operates Seasonal Touring Pitches, the ability to continue this use is essential to the continued operation of the Park and also to the upgrading proposals granted in August 2012 under NYM/2012/0453/FL which 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 overall scheme is of significant economic benefit to the area and local economy. Other tourist attractions in the area would also benefit from the proposals. This will therefore continue the creation of a quality tourism product.
- 6). Schemes of this nature and in this location need to be encouraged, and the overall 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 proposal. The overall scheme originally approved being in line with Local Plan Policy as well as Central Government and Tourist Board Policies.

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

Jonathan Moore Lambe  
24<sup>th</sup> September 2012

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