

Design & Access Statement / Planning Statement

V1.0

Whitby Holiday Park

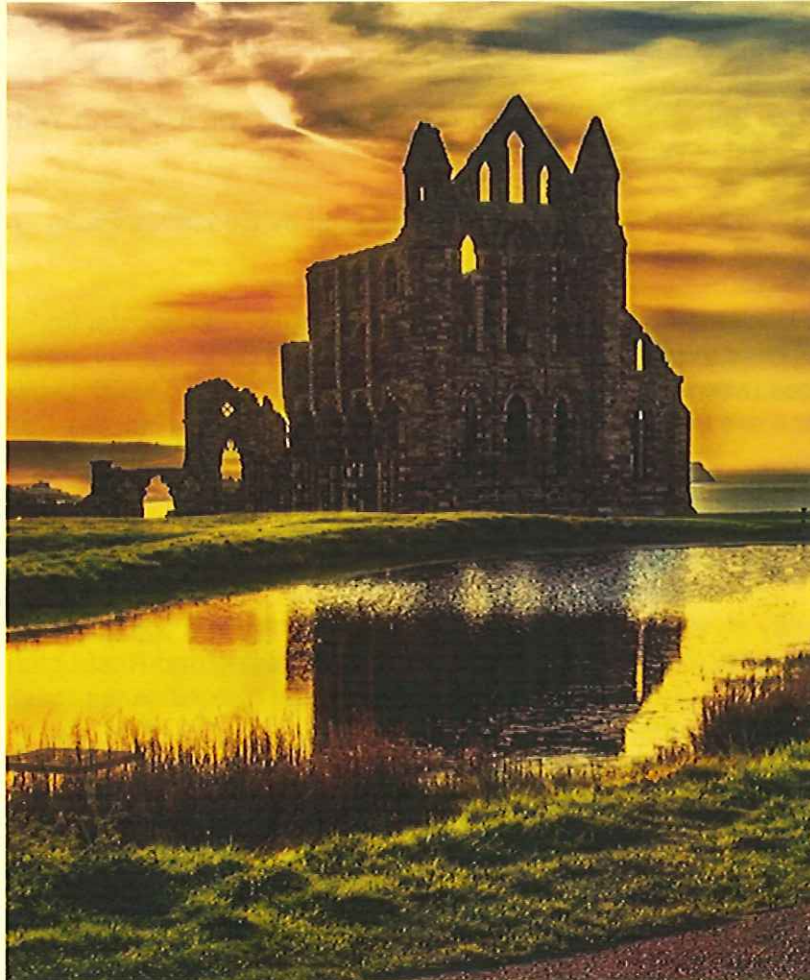
Whitby

North Yorkshire

YO22 4JX

NYMNPA

20 AUG 2013



Lambe Planning & Design
Consultants for Planning, Design and Landscape

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 :-

- 1). Refurbishment and makeover of the existing Reception Building.
- 2). Re-location of the existing Caravan "Sales Area".
- 3). Re-structure of the existing car park to provide an upgraded car parking area and a re-located Caravan Sales Area for up to 6 units.
- 4). Re-siting of 5 Touring Pitches in lieu of 15 consented pitches from "the Green"
- 5). Demolish the existing bin compound and replace with a new compound constructed from York stone and Yorkshire boarding.

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.

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.

The Park is currently involved in the upgrading process, Planning consent was Granted on 30th August 2012 (NYM/2012/0453/FL) for the significant upgrading and Restructuring of the Holiday Park, this upgrading has commenced and has already had a significant impact on the improved setting and appearance of the park.

The owners and operators of the Park wish to continue with this upgrading process, these additional elements being the subject of this planning application.

2.03. The Park creates employment and contributes a significant amount to the local rural economy which is heavily dependent 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 proposals will help to 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.

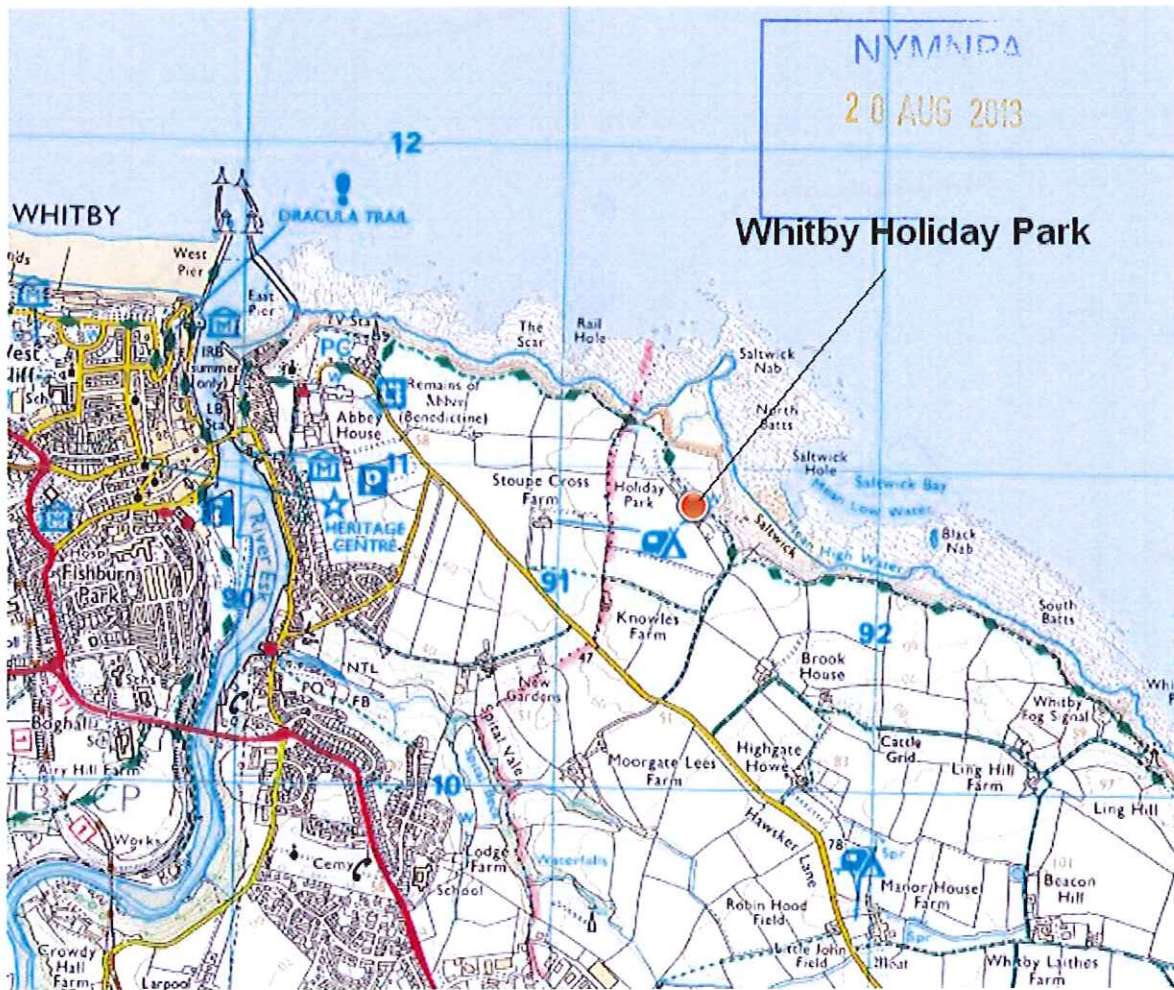


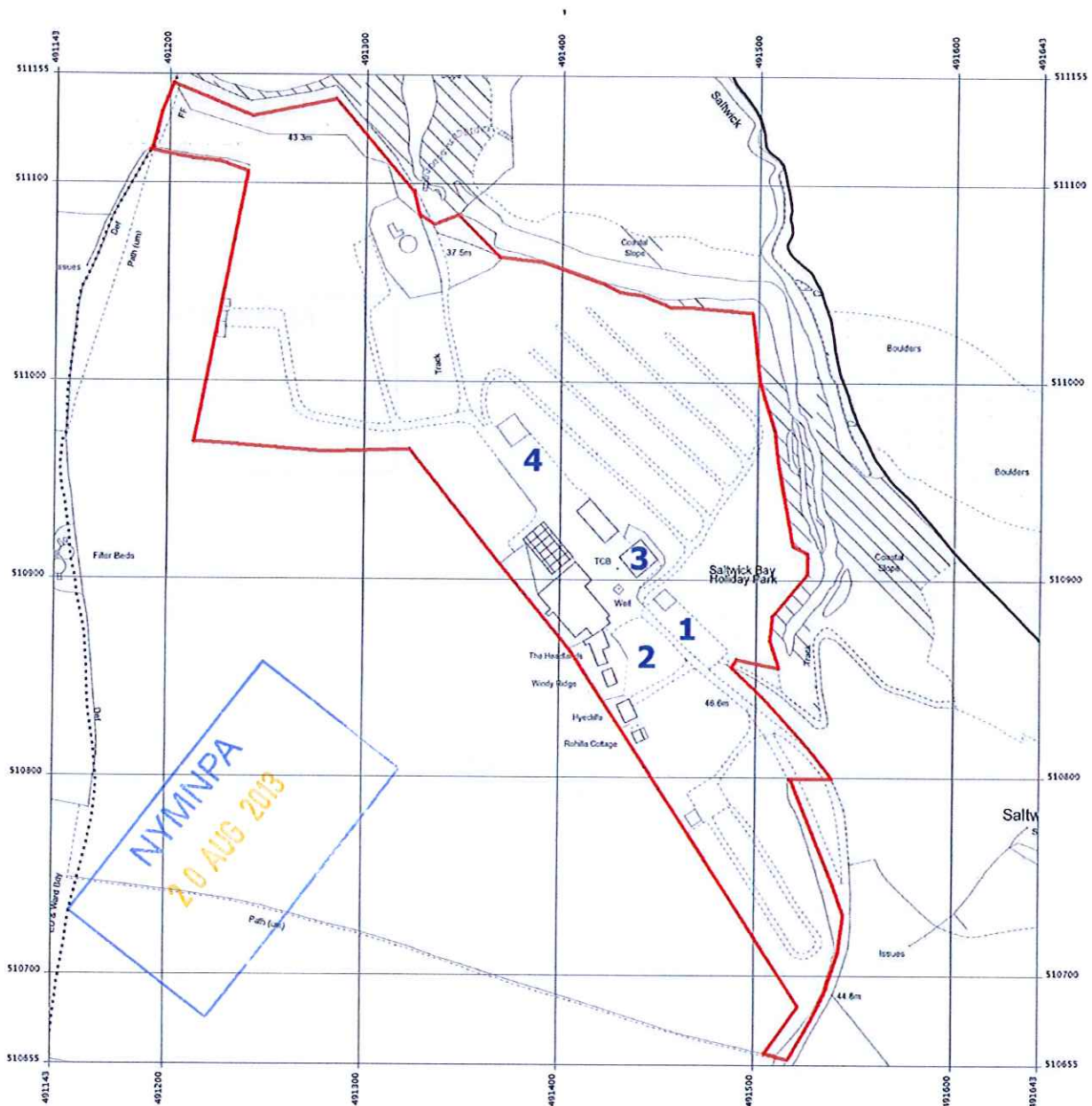
Figure 2. Extract Plan illustrating the extent of Whitby Holiday Park :-

Area 1. is the existing Caravan Sales Area proposed for the Re-siting of 5 Touring Pitches in lieu of 15 consented pitches from “the Green”

Area 2. is the Green which has the benefit of Planning Consent for 15 Pitches

Area 3. is the existing Reception building proposed for refurbishment

Area 4. is the existing Car Park proposed for re-structure to provide an upgraded car parking area and a re-located Caravan Sales Area for up to 6 units.



2.07. The Cleveland Way footpath passes through Whitby Holiday Park. The Park also has the benefit of direct public access to the beach.

2.08. The areas coastline geology is in the 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.

2.09. 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 a survey and Report into the stability of the Sea Cliff was undertaken. 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, as a result of this Pitches have been lost. However, this is an on-going issue and there is therefore an additional need to restructure and address this loss of pitches to maintain viability.

Figure 3. Historic aerial photograph illustrating the areas referred to.

- Area 1.** is the existing Caravan Sales Area proposed for the Re-siting of 5 Touring Pitches in lieu of 15 consented pitches from “the Green”
- Area 2.** is the Green which has the benefit of Planning Consent for 15 Pitches
- Area 3.** is the existing Reception building proposed for refurbishment
- Area 4.** is the existing Car Park proposed for re-structure to provide an upgraded car parking area and a re-located Caravan Sales Area for up to 6 units.

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3.00. Involvement

3.01. Prior to the conception of the upgrading proposals at Whitby Holiday Park 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. 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. The general upgrading proposals (NYM/2012/0453/FL) at Whitby Holiday Park formed the subject of long standing pre Application discussions and site meetings with senior planning officers at North York Moors National Park Authority. The long term upgrading of the Park has therefore formed part of a progressive consultation process with NYMNP.

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

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 comprises of the following elements :-

- 1). The Refurbishment and “makeover” of the existing Reception Building, into a modern architecturally and aesthetically pleasing building befitting a modern holiday park and the parks location within the National Park.**
- 2). The relocation of the existing Caravan “Sales Area” from its highly prominent location on the main access drive within the Park.**
- 3). To re-structure the existing car park area to provide an upgraded car parking facility and a re-located Caravan Sales Area for up to 6 units.**
- 4). Re-siting of 6 Touring Pitches from the Green to the old Sales Area. These pitches are in lieu of 15 consented pitches from “the Green”**
- 5). Demolish the existing bin compound and replace with a new compound constructed from York stone and Yorkshire boarding.**

5.00 Layout

5.01. The Refurbishment of the Reception Building is detailed on Ellis Williams Architects Drawings Drg No.1786/01 and Drg No.1786/02. The existing Reception building is dated in appearance and contributes little to the appearance of the Park and locality, there is therefore a need to refurbish the existing building and bring it up to modern standards.



Figure 4. Photograph below illustrates the existing Reception building proposed for Refurbishment

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Figure 5. Photograph below illustrates the existing Reception building proposed for Refurbishment – side elevation.





Figure 6 & 7.

3D Architectural images below illustrate how the building would appear post Refurbishment.

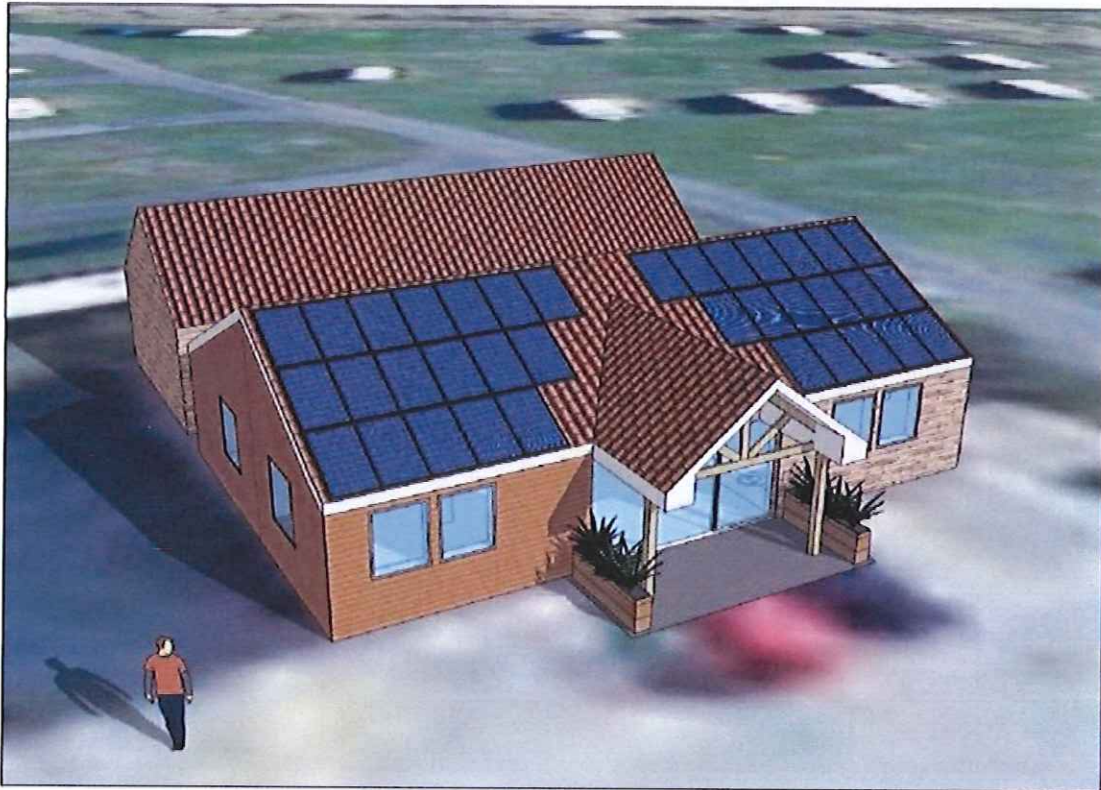


Figure 7.

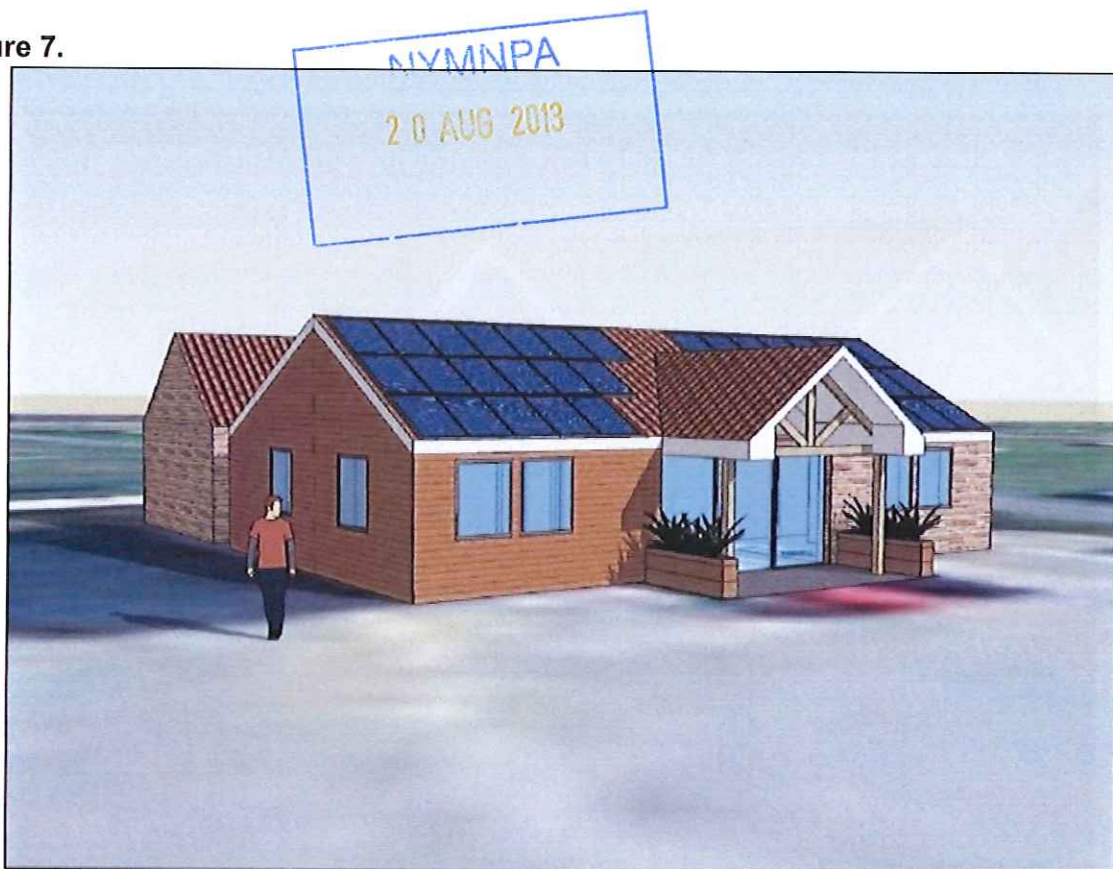


Figure 8. extract of Ellis Williams Architects Elevational Drawings Drg No.1786/02

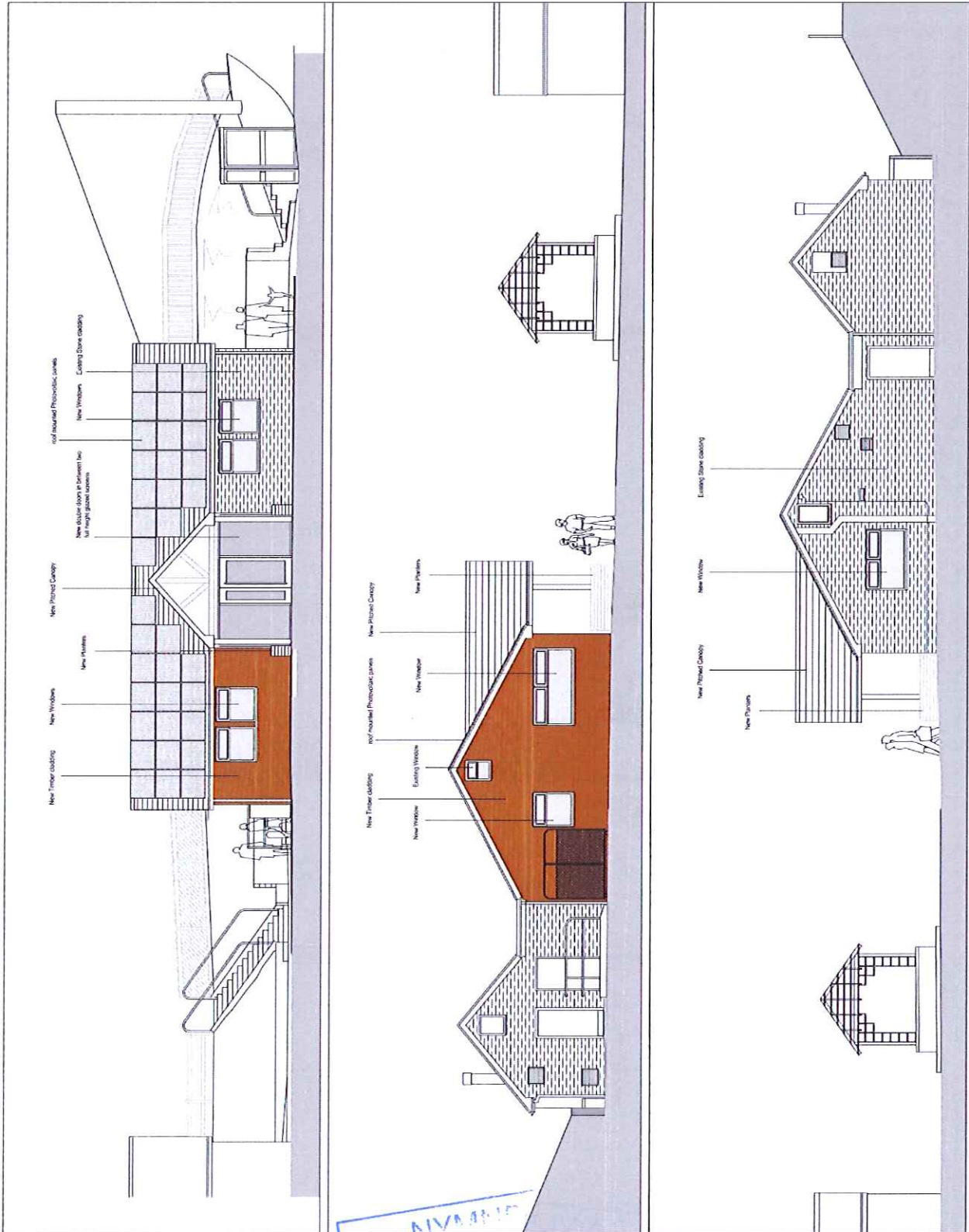
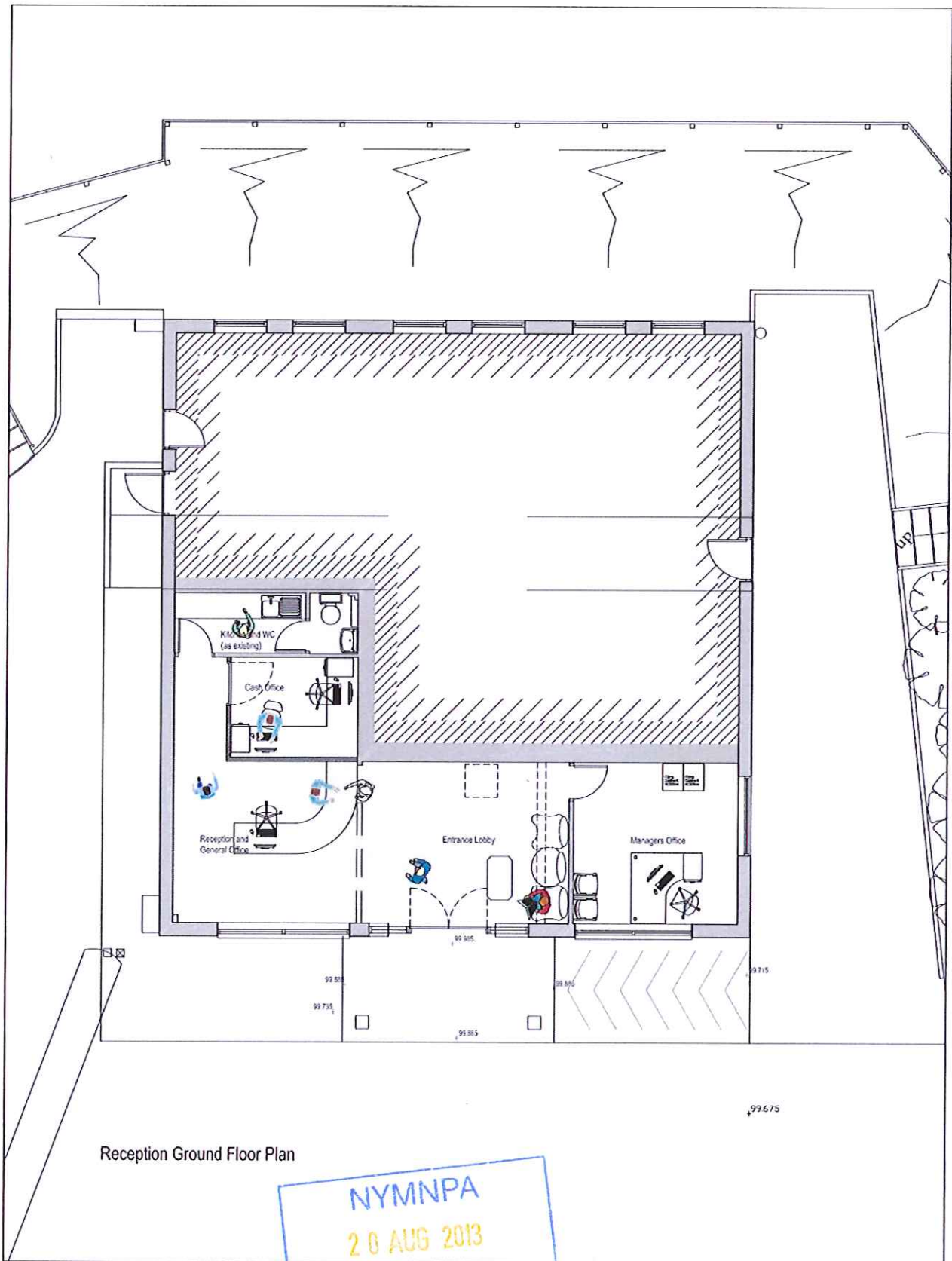


Figure 9. Extract of Ellis Williams Architects Floor Plan Drawing Drg No.1786/01



5.02. The Reception Buildings existing walls will remain in existing stone with the exception of some additional timber cladding, please see Figures 6,7 & 8.

5.03. The existing clay roof tiles are to remain in place. The porch roof canopy will be constructed in roof tiles to match the existing. New windows and doors will be to match existing. If it is necessary to replace units due to degradation, as the reception building is subject to repeated traffic, the Architects Advocate polyester powder coated aluminium (colour & material to be confirmed).

5.04. These proposals also involve the re-location of the Sales Area, restructured car park and re-siting of 5 consented touring pitches - this enables an improvement in layout and landscaping to be achieved.

Figure 10. Photograph below illustrates the existing Caravan Sales Area proposed for relocation to a less visually intrusive location further within the confines of the park – sited on part of the existing car park and adjacent to the Park shop.



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Figure 11. Photograph below illustrates the existing Caravan Sales Area proposed for relocation adjacent to the Park shop and the existing Bin Compound to be demolished and rebuilt utilising York Stone Pillars and Yorkshire Boarding panels.



Figure 12. Photograph below illustrates the existing Bin Compound to be demolished and rebuilt utilising York Stone Pillars and Yorkshire Boarding panels.



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Figure 13. Reduced scale Drg No. WHP/5ST below illustrates the 5 relocated pitches to replace the existing Sales Area. These pitches are in lieu of the 15 Pitches consented on the “Green”. The pitches are of a low density, in an informal layout and sited in accordance with, and to exceed the specifications set out within Model Standards and Site Licence Conditions.

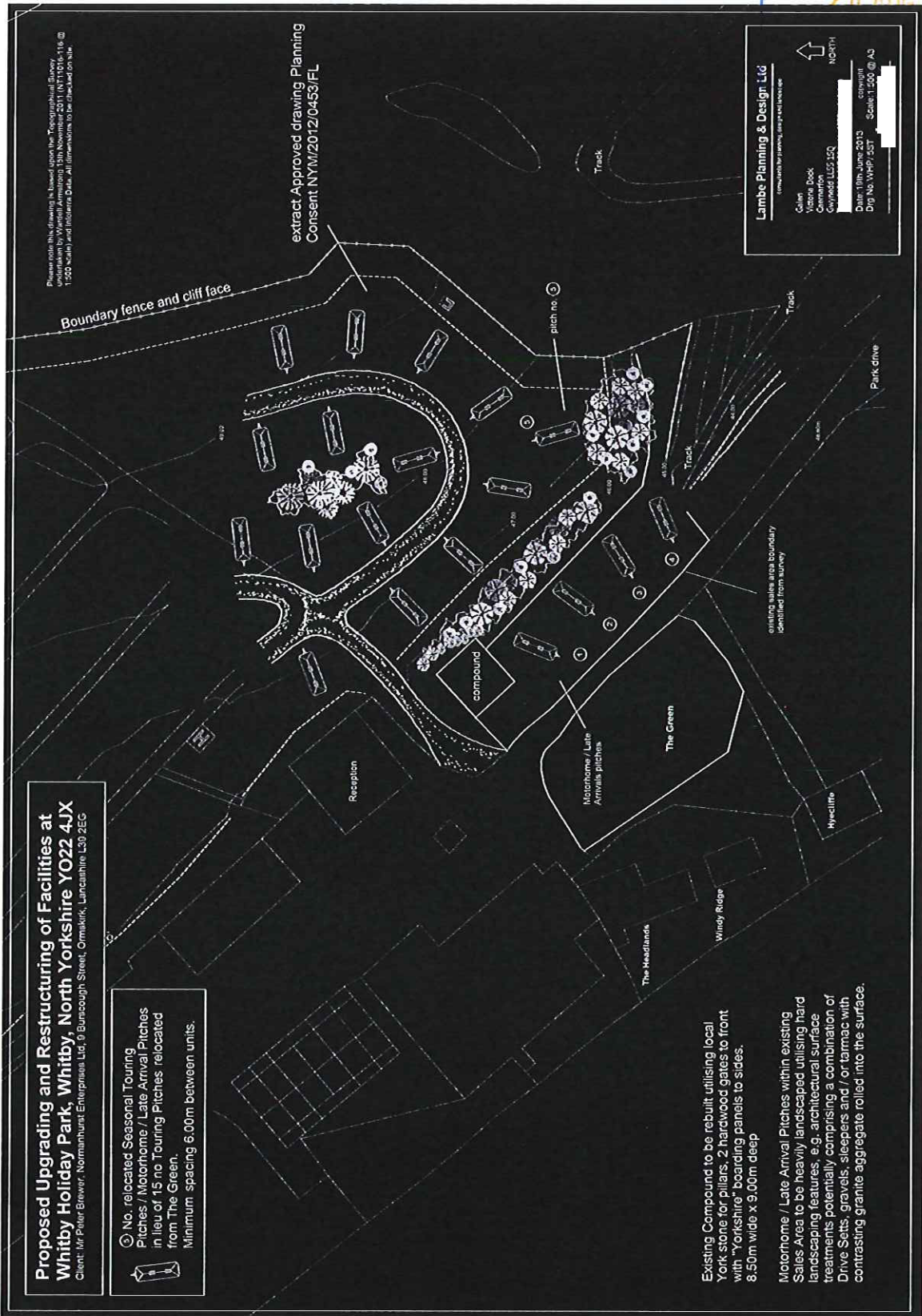


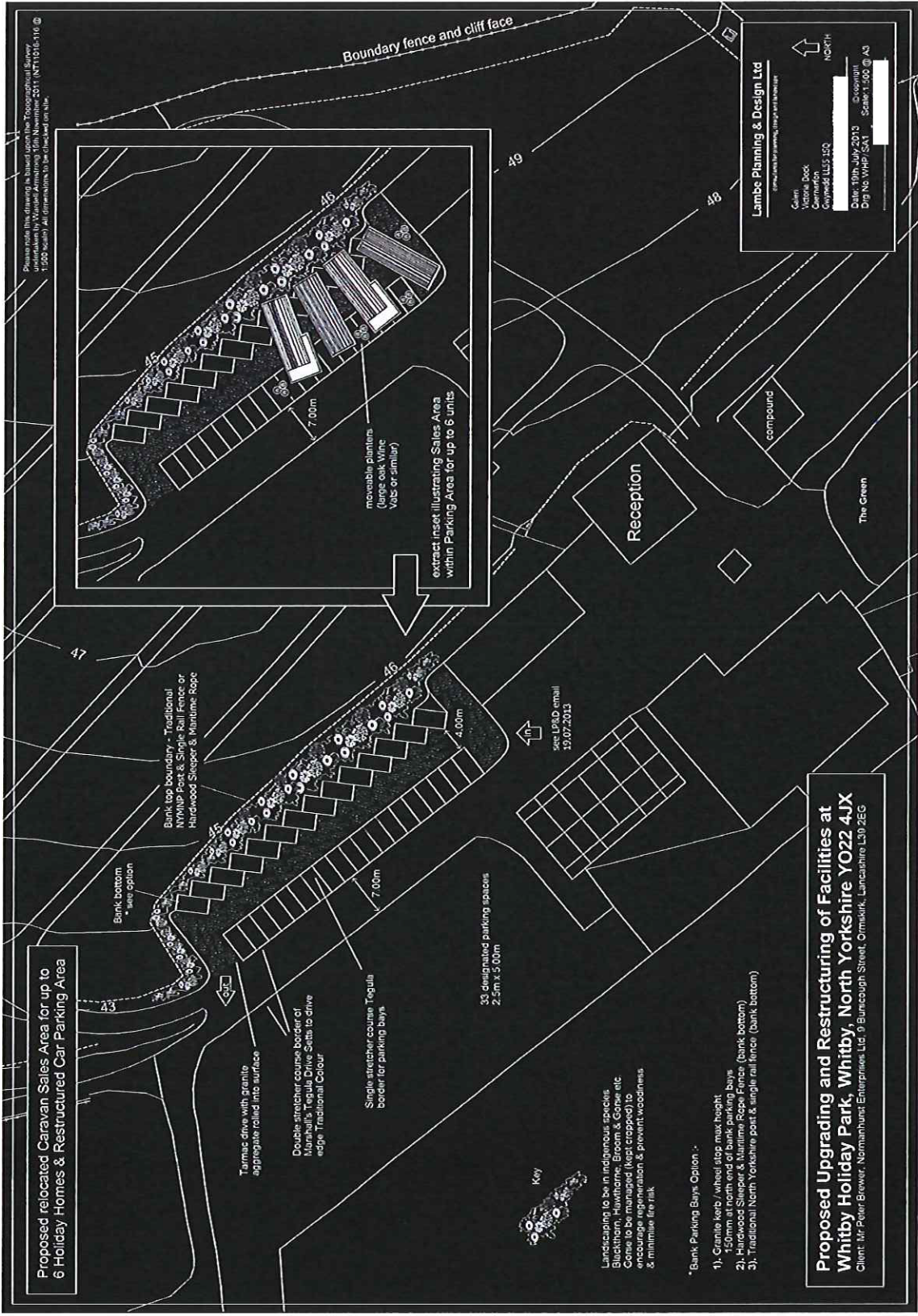
Figure 14. Photograph below illustrates the existing Car Park Area to be upgraded and landscaped to provide an improved and restructured parking area and re-located Caravan Sales Area.



Figure 15. Photograph below illustrates the existing Car Park Area to be upgraded and landscaped to provide an improved and restructured parking area and re-located Caravan Sales Area.



Figure 16. Reduced scale Drg No. WHP/SA1 below illustrates the upgraded car parking facility and re-sited Sales Area. The improvement in the design of the upgraded Car Park area and new sales area gives 33 spacious parking bays 2.5m wide x 5.00m deep. These are constructed utilising stretcher course borders / edging created by Marshalls Tegula Drive Sets and Landscaping in Indigenous species of Blackthorn, Hawthorne, Broom & Gorse etc.



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6.00. Scale

6.01. The Footprint, size and scale of the refurbished Reception building remains as existing, with the exception of the new Porch. The materials and design are befitting of a modern holiday park and blend into the parks coastal location and the National Park. Please see plans accompanying this application.

6.02. Consistent with the remainder of Whitby Holiday Park and the existing “Sales Area”, the relocated Sales Area will be for up to 6 conventional static holiday caravans. In reality this is a maximum number and the numbers at any one time are likely to be significantly less. This facility is being re-located to a new significantly less obtrusive location within the confines of the existing park adjacent to the Park shop. This will enable improvements to layout and landscape to be achieved.

6.03. The upgraded car parking facility is for 33 designated spaces 2.5m x 5.00m – this gives a new improved layout which will also enable vehicles to be parked in a more controlled environment and also gives improvements in layout and landscaping .

6.04. The 5 Touring Units will be sited significantly in excess of the minimum spacing requirements required by Site Licencing and Model Standards. These pitches would also be utilised by Motorhomes and “Late Arrivals” to avoid disturbance to other holidaymakers.

6.05. The replacement “Bin Compound” is to be constructed from locally sourced “York” stone pillars and incorporate Yorkshire Boarding Panels i.e. materials, colours and textures which are 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 utilising indigenous species comprising Blackthorn, Hawthorn, Broom & Gorse etc. The Gorse being kept managed to encourage regeneration, prevent “woodiness” and minimise fire risk. A site visit and advice has been obtained from The David Bellamy Holiday Parks Conservation Award Scheme regarding appropriate landscaping species.

8.00. Appearance

The refurbished Main Reception Building, relocated Sales Area, relocated Touring Unit Pitches and rebuilt compound will enable significant improvements in visual amenity, layout and landscaping to be achieved and will also significantly raise the standard of the holiday product offered.

Overall this will create a positive effect and impact upon the appearance of the holiday park and enhance the setting and environment of the park.

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9.00 Access

Inclusive Access

9.01. The Access to Reception will be all inclusive and accessible to all, and will comply with all current legislation.

9.02. 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.

9.03. 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 or viewing a "show / sales unit" - 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.

9.04. Access General

The existing point of access to the Park remains unchanged.

9.05. 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.

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.

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11.00. Upgrading and Restructuring Undertaken

Below are images of upgrading already undertaken by the Parks owners and management which demonstrate the long term undertaking to the improvement of the park, its setting, The National Park and the Holiday product. This upgrading was the subject of NYM/2012/0453/FL.

Figure 17. existing entrance prior to upgrading.

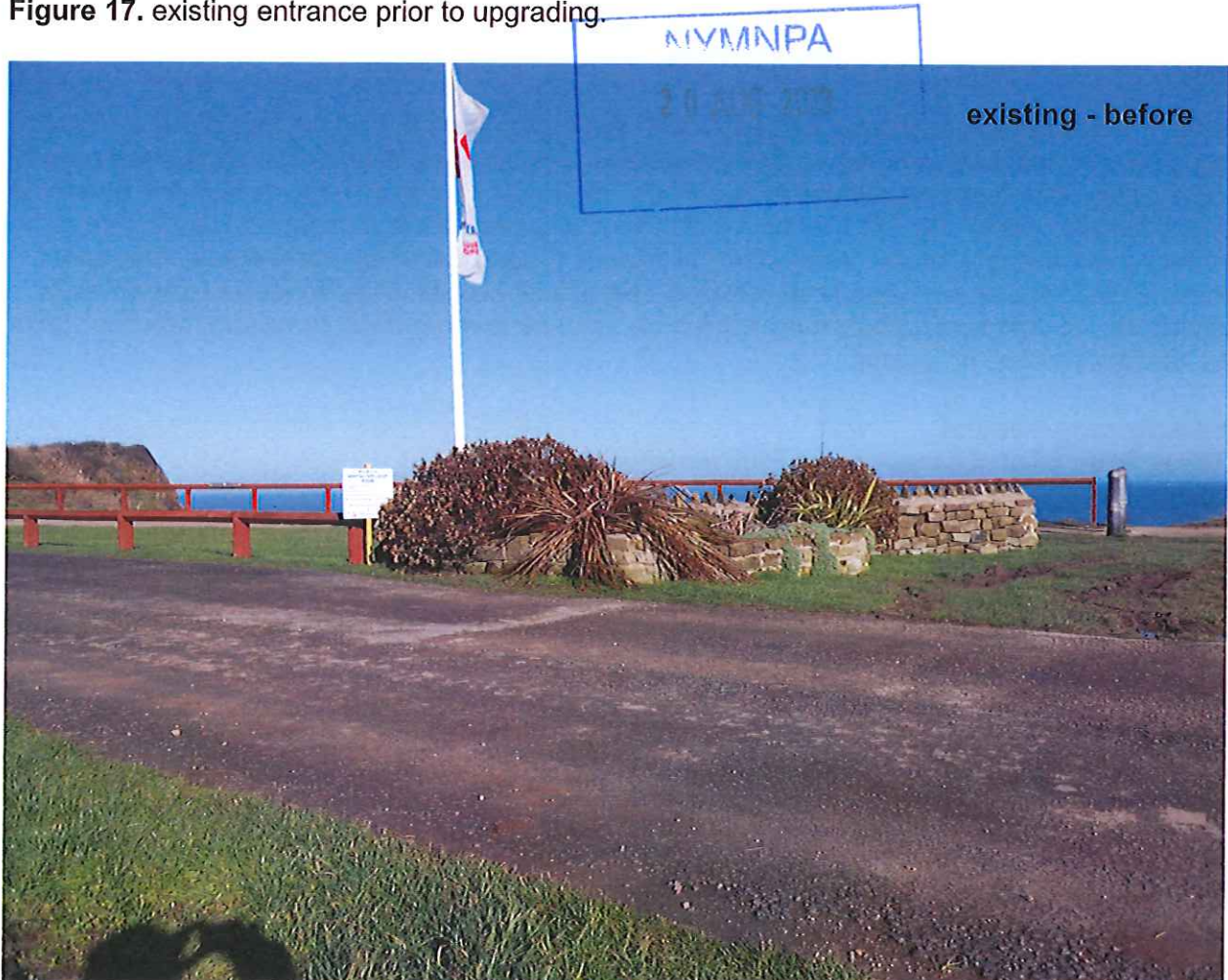


Figure 18. New entrance post construction, landscaping & planting to be completed.



Figure 19. New entrance post construction, landscaping & planting to be completed.



Figure 20. New entrance post construction, landscaping & planting to be completed.





Figure 21. New entrance post construction, landscaping & planting to be completed.



12.00. Policy Context

12.01. 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 a refurbished Reception Building, the relocation of 5 Touring Pitches, (incorporating a reduction in numbers from the “Green”) an improved Car Parking Facility, re-located Sales Area and re-constructed Bin Compound. All these elements are 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.



12.02. 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

12.03 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.

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12.04. 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.

12.05. 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.

12.06. 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)*
- 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)*

12.07. 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"



13.00. 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.
- 2). There is a significant demand for quality, modern, touring unit pitches in the locality and nationally - the proposal contributes to the lengthening of the tourist season.
- 3). 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.
- 4). The landscaping, planting and design of the scheme, 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.
- 5). Schemes of this nature and in this location need to be encouraged.
- 6). The proposal will be a boost to Tourism Regeneration in the area.
- 7). The Parks proximity to the main road network, footpaths and available public transport, encourages alternative modes of transport.
- 8). 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 12th August 2013

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