JUDITH DOUGLAS TOWN PLANNING LIMITED

Land to the North East of Standen Hey Bungalow, Whalley Road, Pendleton BB7 1PP



Source Google earth 2025

Construction of five short-term let holiday pods, facilities store, parking and access.

Planning Design and Access Statement. JTPL0581 October 2026

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STATEMENT IN SUPPORT OF A PLANNING APPLICATION FOR THE CONSTRUCTION OF FIVE SHORT-TERM LET HOLIDAY PODS, FACILITIES STORE, PARKING AND ACCESS ON LAND TO THE NORTH EAST OF STANDEN HEY BUNGALOW, WHALLEY ROAD, PENDLETON BB7 1PP

1 INTRODUCTION

1.1 This planning statement has been prepared by Judith Douglas Town Planning Ltd in support of a full planning application for short-term let holiday pods on land adjacent to Standen Hey Bungalow, Pendleton.

1.2 This statement provides a description of the site and the proposed development, its compliance with the National Planning Policy Framework, the development plan and an assessment of other material considerations. It should be read in conjunction with the accompanying information:

183 Location plan 1:1250 rev C
183 01 Proposed Site and Existing Site Plan rev H
183 02 Proposed Plans and Elevations rev B
183 -Visibility splays
Noise Impact Assessment
Tree survey and Arboricultural Impact Assessment
Flood Risk Assessment and Drainage Strategy
Biodiversity Net Gain Assessment

2.0 THE APPLICATION SITE AND SURROUNDING AREA

2.1 The application site is part of a field to the north east of Standen Hey Bungalow and south west of Long Acre. The field is used for grazing sheep and taking a grass crop off in summer. The field has defined boundaries. To the north west is a hedge with trees adjacent to the private road, to the north east is a beech hedge along the garden boundary of Long Acre. The eastern boundary and the south west boundary are defined by hedges with trees. The garden to Long Acre has large, mature trees within it and there are groups of large trees along field boundaries in the wider landscape as can be seen from the aerial photograph on page 1. The land rises gently to the south west. There are no existing structures in the field. The site of the proposed holiday lets is a roughly square piece of land, approximately 0.36 hectares in size. The application site including the access to the adopted highway and biodiversity net gain provision is 0.8 hectares.

2.2 A public footpath FP0332011 runs through the adjacent field and following the southwest field boundary. The access road is also a public footpath FP0332010. A network of public footpaths radiates from Higher Standen Hey Farm connecting to the southern end of Clitheroe, Great Mitton and beyond. Clitheroe Golf Course is to the south.

2.3 Access to the site is along a private road off Whalley Road. The access road serves Higher Standen Hey Farm, Lower Standen Hey Farm and other properties. Approximately 12 properties have access off this access road, together with farm buildings. Between the proposed site entrance and Whalley Road there are three passing places. See location plan. The surface of the access is tarmac and is in good condition. At the junction onto Whalley Road the access is wide enough for two cars to pass. The Lancashire County Council mapping service 'mariomaps' does not record any traffic collisions near to the site.

2.4 Whalley Road at the junction with the access road has a speed limit of 40mph. There are footways on both sides of the road and street lighting. There is a bus stop near to Limehouse Farm which is approximately 675m on foot from the site. The bus stop has services 22 (Clitheroe Shadsworth Blackburn), 280 (Preston Skipton) and M2 (Burnley Clitheroe) which give access to the wider area and links to the railway station at Clitheroe which has services to Manchester.

2.5 The applicants own and run an existing holiday let nearby which is The Granary, 5 Standen Hey. This unit accommodates up to 6 people. The also own Standen Hey Bungalow to the south west of the site.

2.6 The site is within an area designated as open countryside on the adopted Housing and Economic Development, Development Plan Document (HEDDPD).

2.7 The site is within flood zone 1 (least likely to flood). The edge of the site next to the access road is shown as being affected by surface water flooding on GOV.UK Flood map for Planning. See Flood Risk Assessment. None of the buildings nearby are listed buildings, the site is not in a Conservation Area. "A Landscape Strategy for Lancashire: Landscape Character Assessment" categorises this site as being within, Landscape Character type "undulating lowland farmland 5e, Lower Ribblesdale Clitheroe to Gisburn"

3.0 SITE HISTORY

3.1 The Council's on-line planning history does not indicate any past planning applications on the site. The planning permission granted for the applicants' existing holiday let is 3/2012/0272.

4.0 THE PROPOSED DEVELOPMENT

4.1 The proposal seeks permission to construct five holiday lets on the site with ancillary storage facilities, access and parking. Each unit can accommodate two people and has a double bed with an open-plan kitchen, living, dining area and a separate shower room. Each pod is provided with a stone flag patio and a hot tub. Two of the units are provided with a sauna. Parking for one car is provided for each pod towards the centre of the site with a joint access and turning area. The parking areas adjacent to the pods are to be finished in gravel and the access and turning area will be finished in tarmac. A building will be provided to store maintenance equipment, refuse bins, cycle storage and a display of goods to purchase. Electric vehicle charging points will be provided, and biodiversity net gain planting is provided as part of the landscaping of the site.

4.2 Each pod will measure 9m by 3.3m with a height to the ridge of 2.924m. They will be constructed out of timber with Britmet roof tiles. The patio area will be constructed out of stone paving. Screening between the units will be provided by informal landscaping and timber fencing. The site will be separated from the rest of the field by a post and wire fence and native species hedgerow.

4.3 The applicant has provided a business plan. See appendix 1. The aim is to expand upon the successful holiday accommodation business that they run at The Granary close by. Their experience of running this holiday business indicates that there is demand for holiday accommodation in the area from people who enjoy outdoor activities such as walking and cycling. There is also demand for accommodation from people attending weddings and visiting relatives in the area.

4.4 The aim is to provide a luxury glamping experience for couples offering rural tranquillity and exceptional views of the countryside whilst being relatively close to amenities in Clitheroe. A facilities building is proposed to provide maintenance storage, cycle storage and an ‘honesty shed’ where guests can purchase items for breakfast and fuel for the saunas.

4.5 The intention is to use social media platforms to advertise the property and on-line booking platforms.

4.6 A Noise Management Plan is included in this submission see appendix 2. This sets out how the site will be manage and the requirements that guests will be requested to adhere to and includes measures suggested in appendix 3 of the Noise Impact Assessment. This is to ensure that guests and neighbours are not inconvenienced or adversely affected by excessive noise. It also sets out contact details

4.7 A large area of land to the north east of the site is proposed to provide biodiversity net gain.

5 PRE-APPLICATION ADVICE

5.1 Pre-application advice was sought from the Council and received on the 26/06/2026 see appendix 3. The advice was supportive of the proposal and confirmed that in principle the development conforms with the development plan. Suggestions were made to reduce the size of the proposed patios, reduce the parking space for each pod from two to one car space and to provide a hedgerow around the perimeter of the site. These suggestions have been included in the submitted scheme.

5.2 The National Planning Policy Framework has been substantially updated since the pre-application advice was issued. The effect of this will be discussed in the evaluation section of this statement.

6 DEVELOPMENT PLAN POLICY

6.1 The Development Plan for the purposes of this application comprises the Ribble Valley Core Strategy (adopted 2014) and the National Planning Policy Framework (NPPF) (2026).

Core Strategy (2014)

6.2 The following policies are of relevance to the proposal:

Key Statement DS1: Development Strategy
Key Statement DS2: Sustainable Development
Key Statement EN2: Landscape
Key Statement EC3: Visitor Economy
Key Statement DMI2: Transport Considerations
Policy DMG1: General Considerations
Policy DMG2: Strategic Considerations
Policy DMG3: Transport and Mobility
Policy DME2: Landscape and Townscape Protection
Policy DME3: Site and Species Protection and Conservation
Policy DMB3: Recreation and Tourism Development
Policy DMB5: Footpaths and Bridleways

6.3 National Planning Policy Framework. Annex A states that:
"The policies in this Framework are material considerations which must be taken into account in decision-making from the day of its publication". Paragraph 3 of Chapter 1 states *"Planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. The national decision-making policies in this Framework are a material consideration in making these decisions and should be read alongside the policies in the development plan".* Annex 3 paragraph 2

states "*Development plan policies (or parts of those policies) which are materially inconsistent with national decision-making policies in this Framework should be given very limited weight. The only exception to this is where they have been examined and adopted or made against this Framework. Other development plan policies should not be given reduced weight simply because they were adopted prior to the publication of this Framework.*"

6.4 The following National Development Management Policies in the Framework are relevant to this proposal.

S3: Presumption in favour of sustainable development
S5: Principle of development outside settlements
E2: Meeting the need for business land and premises
E4: Rural business development
DP3: Key principles for well-designed places
TR3: Locating development in sustainable locations
TR4: Street design, access and parking
P3: Living conditions and pollution

7 EVALUATION

7.1 The main planning considerations are:
Principle of development
Landscape and Visual Impact
Impact Upon Residential Amenity
Highways and Parking
Ecology and trees
Flood risk

Principle of Development

7.2 Core Strategy Key Statement EC3 relates specifically to the visitor economy stating that proposals that contribute to and strengthen the visitor economy of Ribble Valley will be encouraged. The proposed development would contribute to the tourism economy and accords with the general intentions of Key Statement EC3.

7.3 The Framework supports development needs through sustainable patterns of development including enabling development which will support the rural economy and rural communities. Framework Policy S3 states decisions on development proposals should apply a presumption in favour of sustainable development. Framework S3 1.c states *"In all locations, development*

proposals that accord with both an up-to-date development plan and the decision-making policies in this Framework should be approved without delay".

7.4 The site is outside a settlement boundary. Framework S5: Principle of development outside settlements applies. It lists forms of development which should be approved outside settlements. This includes S5 1b *"Development for rural businesses and services, including tourism, where a location outside settlements is shown to be necessary".* In this case the rural location of the site makes it attractive for tourism accommodation meaning that the location is necessary for the proposed use.

7.5 The Framework policies relating to the economy include Framework E2: Meeting the need for business land and premises, which supports business growth. Substantial weight should be given to the economic benefits of proposals for commercial development which allow business to invest especially where this would support the economic vision of the area. The economic vision for the area is expressed in Core Strategy Key Statement EC3. The Development accords with CS EC3 and Framework E2.

7.6 Framework Policy E4: Rural business development, states, *"1. In applying policy E2, the sustainable growth of businesses in rural areas should be supported, including through:*
c) Facilities to support rural leisure and tourism and measures to retain and expand accessible local shops and services." and
"2 The development proposals to meet business needs in rural areas may need to be located outside settlements and in locations that are not well serviced by public transport. In these circumstances
a) Development proposals should take opportunities where they exist to use previously developed land and sites that are physically well related to existing development: and

b) The sighting and design of development should be appropriate having a regard to the character of its surroundings. "

The proposal is for facilities that support tourism, and as was confirmed in the pre-application advice, the development is physically well related to existing development at Standen Hey. The proposal accords with Framework Policy E4.

7.7 The applicants already run an existing successful holiday let nearby. Policy DMG2: Strategic Considerations states that outside the defined settlement areas development must meet at least one of a set of six criteria which include (4) *"the development is for small scale tourism or recreational developments appropriate to a rural area".* As the development is for five units

of holiday accommodation the proposal is small scale, meets the requirements of policy DMG2 and is in principle acceptable.

7.8 The Council's planning policies are supportive of tourism development as it provides employment and contributes positively to the local economy. In this case the applicants have a proven track record of running successful holiday accommodation nearby and have a good understanding of the demands for holiday accommodation in the area. Their current accommodation achieves over 300 nights per year occupancy. Their market research has suggested that there will be demand for the type of accommodation proposed and that a premium rate can be expected as well as year-round occupancy. They expect that the proposed development can achieve at least a 50% occupancy rate.

7.9 The Ribble Valley Tourism Destination Management Plan 2024-29 approved at the June13th 2024 Economic Development Committee and published July 2026, recorded the latest figures (2024) for tourism in the Ribble Valley which shows a total of £304.7 million was generated within the local economy through visitor and tourism business expenditure, 4.67 million visitor days and nights were generated by visitors in 2024, in total staying visitors generate a total economic impact of £134.43 million for the businesses and communities of the Ribble Valley. Visitors to the Ribble Valley Support 300 active full-time equivalent jobs. This shows that visitor spend, and tourism is undeniably a significant contributor to the Ribble Valley's economy. See Appendix 4. Ribble Valley Tourism Destination Management Plan 2024-29.

7.10 The provision of short term let accommodation specifically supports the tourism economy of the Ribble Valley. The property is well connected to walking routes but also close to Clitheroe. The applicants are aware from guests that have stayed at The Granary that they enjoy being able to walk along footpaths to the Aspinall Arms at Mitton or to Clitheroe town centre. In addition, The Granary has been used by guests enjoying a cycling holiday. It is envisaged that the proposed pods would also appeal to guests wishing to take advantage of the local walking and cycling routes.

7.11 The site is ideally located in relation to local wedding venues. Google maps give the distance by car to the following venues as Holmes Mill 1.1miles, Whalley Abbey 2.7 miles, Bashall Barn 3.9 miles, Calf's Head, Worston 3.4 miles, Eaves Hall, West Bradford 3.9 miles, Mitton Hall, Great Mitton 4.5 miles, Mytton Fold, Langho 4.6 miles, Foxfields, Billington 4.8 miles, Out Barn Clough Bottom 5.6 miles, Tithe Barn Browsholme 6.3 miles, Spread Eagle Sawley 8.5 miles. The proposed accommodation is also close to nearby restaurants and pubs in Clitheroe, Wiswell, Pendleton and Whalley.

7.12 It is envisaged that the proposed holiday accommodation would appeal to couples visiting the area for a holiday, to attend a wedding or other local events. The siting of the holiday accommodation means that it is likely to appeal to visitors who enjoy walking in the countryside and there is an extensive network of footpaths in the area. The site is connected to the long-distance footpath the Ribble Way (70 miles) at Fishes and Peggy Hill Farm by footpaths FP0332009 and FP 0327001 (0.7miles) and could potentially be an overnight stop for people walking this long-distance path. The proposed units have been designed for visitors to be able to enjoy being close to nature and to enjoy views of the surrounding landscape.

7.13 The business plan submitted with the application demonstrates that the proposed accommodation is designed to appeal to a specific market which will serve and support the tourism and visitor economy of the Borough. The development is supported by Key Statements EC3 and policy DMB3.

7.14 Policy DMB3 requires additional criteria to be met with regards to the provision of tourism and visitor facilities:

"Planning permission will be granted for development proposals that extend the range of tourism and visitor facilities in the borough. This is subject to the following criteria being met:

1. The proposal must not conflict with other policies of this plan;

2. The proposal must be physically well related to an existing main settlement or village or to an existing group of buildings,

3. The development should not undermine the character, quality or visual amenities of the plan area by virtue of its scale, siting, materials or design;

4. The proposals should be well related to the existing highway network. It should not generate additional traffic movements of a scale and type likely to cause undue problems or disturbance. Where possible the proposals should be well related to the public transport network;

5. The site should be large enough to accommodate the necessary car parking, service areas and appropriate landscaped areas; and

6. The proposal must take into account any nature conservation impacts using suitable survey information and where possible seek to incorporate any important existing associations within the development. Failing this then adequate mitigation will be sought.

7.15 The proposal meets the tests in DMB3 (2) in that the site is well related to an existing group of buildings at Standen Hey. The group of properties at Standen Hey comprise 1-6 Higher Standen Hey Farm, Higher Standen Hey Farmhouse, Standen Hey Bungalow, Starlings, Swallows Barn, and Lower Standen Hey. To the north east of the site is Long Acre. The proposed holiday accommodation will be seen as forming part of this existing group of buildings.

7.16 The proposed units are single storey, constructed in timber and of a modest scale. This will not undermine the character, quality or visual amenities of the area as required by DMB3(3).

7.17 The access from Whalley Road is along a well surfaced private road. There are three passing places along its length to the proposed site. See images 1-4. The access is wide enough for two cars to pass at the junction with Whalley Road See image 4. There are bus services along Whalley Road and bus stops near to the access off Whalley Road. The proposal is compliant with criteria 4 of policy DMB3. In regard to public transport NDMP E4:Rural business development paragraph 2 states *"Development proposals to meet business needs in rural areas may need to be located outside settlements and in locations that are not well served by public transport".* Access to public transport is therefore not a determining factor in the acceptability of the scheme. This was also confirmed in the pre-application advice. However, the site does have some access to public transport and this is a positive factor. Department of Transport Manual for Streets Section 4.4 Walkable Neighbourhoods refers to having facilities within a 10 minute walking distance or about 800m. The site is approximately 700m from the bus stops on Whalley Road which can be considered a walkable distance. The proposal can be considered to satisfy Policy DMB3 and policy DMG3 in that it is in walking distance of the bus stops.

7.18 The units are provided with parking which conforms to the Lancashire County Council car parking standards. The requirements of Policy DMB3(5) are met. A tree survey, arboricultural impact assessment and biodiversity net gain assessment have been provided. The biodiversity net gain strategy proposes a substantial number of new trees, both within the holiday let site and on a parcel of neighbouring land to the north-east of the holiday let site, in order to achieve 10% BNG and suitably compensate for the development-related tree and hedge loss. New hedging is also proposed around the perimeter of the holiday let site and to

infill missing sections at the road frontage. The relevant nature conservation impacts of the development have be taken into account so the proposal accords with policy DMB3 (6).



1 Passing place looking south west near Long Acre access on left of photograph



2 Passing place looking north east. Access to barn 217m west of Whalley Road



3 Passing place looking north east. Adjacent to building 50m east of Whalley Road



4 Access onto Whalley Road



5 Visibility at the junction with Whalley Road looking towards Clitheroe



6 Visibility at the junction with Whalley Road looking towards Whalley.

Landscape and visual impact

7.19 The proposed development is well-grouped with existing buildings at Standen Hey. The development benefits from existing screening provided by the hedging and trees along the boundaries of the field in particular between the proposed site and the public footpath to the south-west and along the access road to the northwest. See images 7-10. As can be seen in the aerial image on page one there are mature hedges and trees around the site, which provide good screening of the proposed development from the wider landscape. The pods are constructed in timber which is an appropriate material which would not appear incongruous with their surroundings and conforms to the requirements of Policy DMG1, DMG2 and Framework DP3. 1 and DP4.1.

7.20 The development includes tree and shrub planting on the site and hedge planting on the perimeter to provide appropriate landscaping. A large area of tree planting is also proposed to the north east of the site to meet biodiversity net gain requirements. The landscaping and BNG requirements will ensure that the development will assimilate into the landscape. This accords with Policy DMG1, DME2 and Framework policy N2.a.

Impact upon Residential amenity

7.21 The proposed holiday accommodation is small scale with each unit accommodating 2 people. The nearest unit is about 9m from the field boundary giving a distance of approximately 22m to the garden boundary of Standen Hey Bungalow. The units are set within their own grounds and a sufficient distance away from neighbouring properties for there to be no undue issue of noise from people staying at the property or using the outdoor hot tubs and saunas. A noise assessment has been carried out which concludes that the development is unlikely to result in nose levels that would disturb the occupiers of nearby properties. The applicant has submitted a Management Plan see appendix 2 which will prevent music being played in cars or outside the pods and Manager contact details to be provided to guests and residents should issues arise. This is compliant with Policy DMG1 and Framework policy P3.b.



7 On the site looking north towards Long Acre



8 On the access road looking east across the site



9 On the access road looking towards hedge and trees which form the southern boundary of the site. The building is Standen Hey Bungalow,



10 On the site looking west towards the access road.

Highways and Parking

7.22 The development will use the existing surfaced road from Whalley Road. The level of traffic associated with the development is not likely to lead to any highway safety issues in that the access already serves a number of properties and there are a number of passing places along its length. Each unit is provided with a parking space, and the site has a communal cycle store and bin storage. Electric vehicle charging points will be provided. The proposal is compliant with Key Statement DMI2 and policy DMG1. The site is also within walking distance of a bus stop on Whalley Road. Visitors can access the site by other means than the private car in accordance with policy DMG3. It accords with Framework Policy TR3. b. and TR4. e.

Ecology and Trees.

7.23 A tree survey and arboricultural impact assessment has been carried out. The development will require the removal of one moderate-quality individual tree, a length of low-quality hedge, and one individual tree that is considered unsuitable for retention regardless of the development proposals. There is not projected to be any requirement for facilitation pruning works to retained trees. The proposal includes substantial tree and shrub planting on the site and hedge planting on the perimeter to provide appropriate landscaping. A substantial area of tree planting is also proposed to the north east of the site to meet biodiversity net gain requirements which compensates for the tree losses. The proposal accords with CS policy DME2.

Flood Risk

7.24 A flood risk assessment (FRA) has been carried out. The report notes that flood mapping shows the site is within flood zone 1 and is at a low risk of flooding. In relation to surface water, the area susceptible to this is confined to the northern boundary of the site, northerly of any proposed buildings. The flood depths are 150mm or less and the pods will be set a minimum of 150mm above existing ground levels. The assessment shows that the site is at a very low risk from surface water flooding. The report concludes at 2.11 *"It is therefore concluded, in terms of flood risk, the site is appropriate for development and will be suitably safe from flood risk during its lifetime"*. This complies with policy DME6 -Water Management and Framework policy F4.

7.25 The submitted drainage strategy has provided a suitable SuDS solution. Foul drainage will be dealt with via a suitably sized sewage treatment plant with outfall direct to watercourse. Surface water attenuation measures are provided. This meets the requirements of policy DME6 and Framework F8. 1 and 2.

8 CONCLUSION

8.1 The proposed holiday pods and parking will provide high-quality self-catering holiday accommodation for couples/adults which will boost the local economy through the provision of additional tourism accommodation. We have demonstrated that the proposal can be carried out without harm to the landscape, the amenity of neighbouring properties or highway safety. The proposal complies with the policies of the Core Strategy and the NPPF.

8.2 The provision of the holiday accommodation will provide employment during the construction phase and afterwards to run and service the accommodation.

APPENDICES

Appendix 1. Business Plan
Appendix 2. Management Plan
Appendix 3. Pre-application advice
Appendix 4 Tourism Destination Management Plan 2024-2029 extract

Appendix 1

BUSINESS PLAN FOR GLAMPING PODS NEAR CLITHEROE

Summary

The name of the proposed glamping site would be "Standen Hey Luxury Glamping".

The aim is to deliver a luxury glamping experience for primarily couples/adults only in a choice of five glamping pods.

Proposal

To create a site of five glamping pods on owned land at Higher Standen Hey, Whalley Rd, Pendleton. This would be an extension of our existing business which is "The Granary" holiday cottage which we run at Higher Standen Hey. Each of the pods would have a decked/flagged area with a hot tub and the plan is also to offer two of the pods with a sauna also cited on the decked/flagged area. Associated car parking with electric charging points will be provided with each pod and there will also be cycle storage and maintenance storage/ honesty shop facilities on site.

Background and Aims

We (David and Rachel) have run "The Granary" holiday cottage at 5 Higher Standen Hey for the last 10 years. Which has been successful constantly achieving over 300 nights per year occupancy.

The majority of the guests are families as we have 3 bedrooms and can sleep 6 people. We do however sometimes get just couples and sometimes small groups (2 - 4) of cyclists who are visiting the Ribble Valley for cycling.

We have good feedback for the cottage which is let through Cottages.com and have qualified for their customer choice award for each of the 10 years that we have been running the business. We think location as well as the quality of the cottage plays a large part in its popularity as the guests love the quiet location surrounded by fields but also appreciate its closeness to Clitheroe town centre and all its amenities being only a mile walk (in good weather with a footpath all the way) or a couple of minutes' drive, or a quick walk to the end of the lane and a short bus ride.

We also get a lot of guests booking "The Granary" for family get togethers or weddings as there are a lot of wedding venues in the Ribble Valley.

We still get most of our bookings well in advance. For this year the majority of the summer up until the end of August is booked out.

We have been dairy farmers and run "The Granary" alongside the dairy farm up until last August when we sold the herd. We have been thinking about this venture for some time and now we are no longer dairy farming, we have the time to devote to expanding our existing holiday business at Higher Standen Hey and offer luxury accommodation in five glamping pods.

Based on conversations and studies we have done by existing holiday booking companies we aim to offer luxury accommodation for couples/adults (but excluding large groups) to provide quality relaxing and quiet breaks for guests. We feel this will deliver high all year-round occupancy rates. The advice we have been given is to offer high end luxury pods with our own USP's such as hot tubs and saunas (wood fired), peaceful location with stunning views yet close to Clitheroe, cycle storage and honesty shop to command a strong nightly rate, and to attract the target market we are aiming for.

<u>Marketing</u>

We plan to commission a professional website with a channel manager to maximise bookings and give "Standen Hey Luxury Glamping" its own platform on Facebook and Instagram to get maximum engagement with potential guests. We would employ a digital expert to do this for us and would pay a monthly marketing fee. We would also use online travel agencies like Airbnb and Booking.com

<u>Employment</u>

We currently employ a local cleaning company to assist us with changeovers at "The Granary". This would be expanded to the five glamping pods if the application is successful. Also, local butchers/shops etc will be used to buy any breakfasts meat packs/continental breakfasts which will be offered to guests as optional extras along with firewood packs (all locally sourced).

Occupancy

By offering luxury accommodation primarily for couples and being adult only, with the right amount of focused marketing, the proposed new site should deliver strong all year-round demand offering short breaks or weeklong breaks for guests. A conservative figure of 50% occupancy for each pod should be achievable.

David Staveley April 2026

Appendix 2

Noise Management Plan Standen Hey Luxury Glamping

The Noise Policy for the site will be built into the digital welcome pack which will be emailed to guests prior to their arrival. We will also have a sign on-site requesting guests to respect their fellow guests and neighbours at all times. In the welcome pack will be the site rules for maintaining a peaceful and respectful environment at all times.

Quiet Hours Policy

Quiet hours will be strictly enforced from 10.30pm to 8.00am.
During these hours please avoid any activities that could cause disturbance.
No amplified music or loudspeakers are permitted at any time across the site.
Any form of party gatherings that could generate significant noise will be discouraged inside these hours.

Vehicle Noise Control

No playing of loud music from vehicles at any time on site.
Guests are requested to switch off engines immediately on parking to prevent any unnecessary engine noise.
No engine revving is allowed on site. Guests with motorbikes or sports cars are asked to respect this policy

Outdoor Areas

Guests using the patio areas, hot-tubs and saunas must respect fellow guests and neighbouring properties especially during evening hours and avoid loud group conversations or gatherings around these areas during quiet hours.

Monitoring and Enforcement

An on-call member of the team will be available at all times to respond to any noise complaints or concerns from guests or neighbours.
Regular site checks will be carried out during peak periods.
A Noise Complaints Log will be kept recording any incidents and actions taken.
Contact information will be provided to neighbouring properties to report any concerns directly to the site owners.

Guest Awareness and Agreement

All Guests will be required to agree to this Noise Policy as part of their booking terms and conditions.
The Noise Policy will be included again in the digital welcome pack which will be emailed to guests prior to their arrival.

Managing Non-Compliance

A three-strike policy will be in place for noise disturbance:

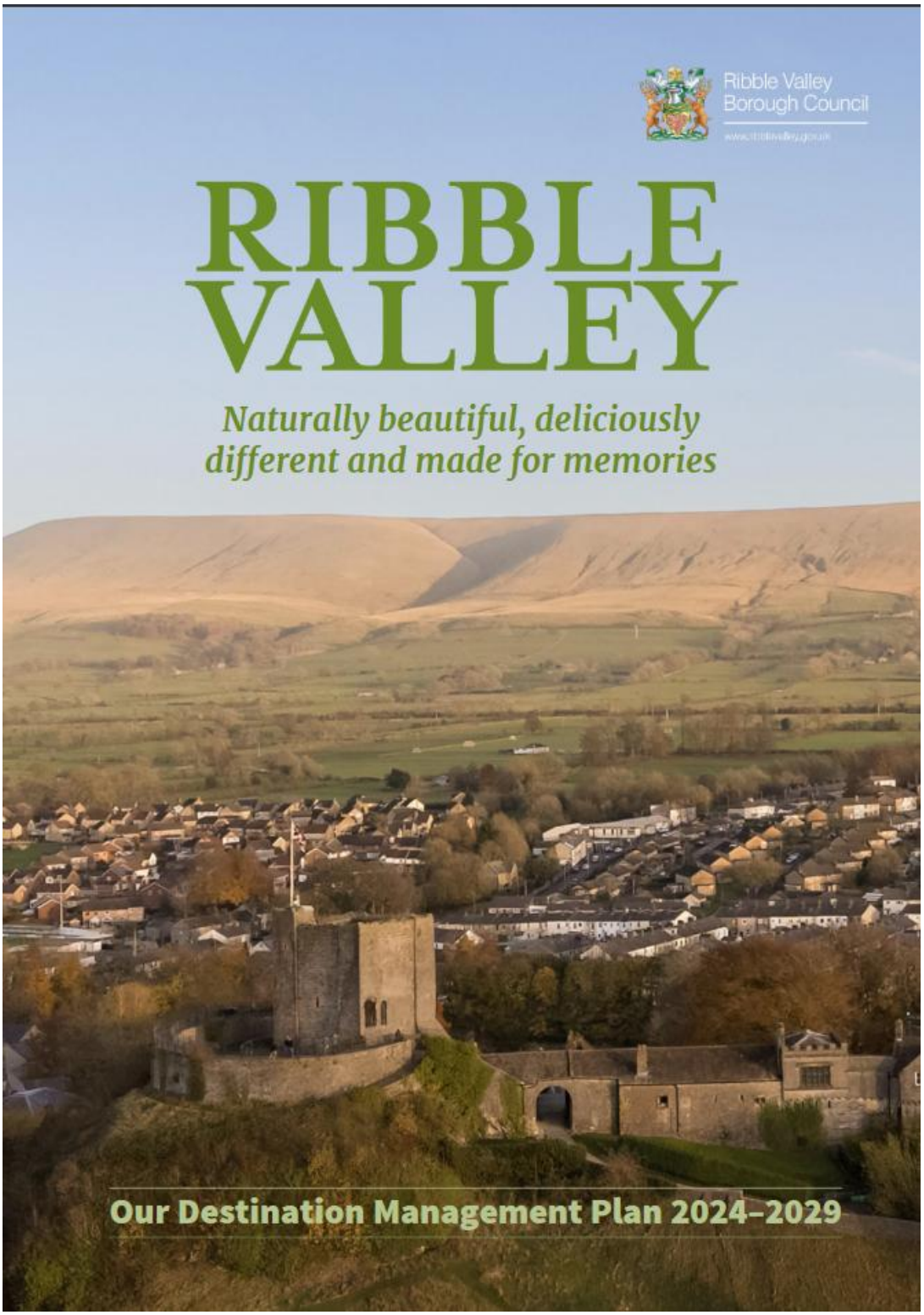
1. First instance-verbal warning and reminding of site policy.
2. Second instance-formal written notice.
3. Third instance-guest removal from site without refund.

Severe breaches (e.g., persistent loud parties or reckless behaviour) may result in immediate removal from site.

Continuous Improvement

Noise management procedures will be reviewed annually.
Feedback from guests will be reviewed to assess their views and the effectiveness of the policy.
Any additional measures will be considered (e.g., increased checks) if needed.

Appendix 4 Tourism Destination Management Plan 2024-2029 extract



THE VALUE OF RIBBLE VALLEY TOURISM (LATEST SURVEY 2024)

The true value of tourism to any tourism destination is particularly hard to measure; not least as tourism itself is challenging to define. Taking for example, Ribble Valley's amazing food offer, just how far does someone need to travel to be classed a tourist or visitor.

The recognised model for measuring tourism performance adopted in Lancashire is called STEAM and the latest figures, collected by Marketing Lancashire are summarised below. They are considered to be an underestimate of the true picture, not least given recent developments in the area and the growth of the wedding market, but they do nonetheless create a year-on-year benchmark, and even as an underestimate, they reveal that tourism is a very large and important sector of the Ribble Valley economy.

The illustration below shows the importance of tourism to the economy in terms of employment, stay and values.



8