PLANNING, DESIGN & ACCESS STATEMENT

PROPOSAL

Erection of first-floor extension and enhancements to existing leisure building.

LOCATION

Beacon Fell View Leisure Park, 110 Higher Road, Longridge, PR3 2TF

AUG 2026

GRAHAM ANTHONY ASSOCIATES

GA planning • architecture • design ASSOCIATES

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OVERVIEW	
PROJECT TITLE:	Beacon Fell View Leisure Building
PROPOSAL:	Erection of first-floor extension and enhancements to existing leisure building.
CLIENT:	Mr Tom Hill
DOCUMENT REFERENCE:	GA3572 - PS02 - Planning Statement

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1.0 INTRODUCTION

1.1 Background

1.1.1 This Planning Statement has been prepared by Graham Anthony Associates ("GA Associates") on behalf of the Applicant to support an application seeking the: "Erection of first-floor extension and enhancements to existing leisure building" at Beacon Fell View Leisure Park, 110 Higher Road, Longridge, PR3 2TF.

1.1.2 Beacon Fell View Leisure Park is an extensive and established holiday park, which makes an important contribution to the local visitor economy within Longridge. Due to the land levels, caravans and other structures are sited on smaller parcels of land of varying heights within the site.

1.1.3 The Applicant has recently acquired the park and is committed to investing in its long-term future. In a competitive leisure and tourism market, it is essential that established sites continue to modernise and improve their facilities to meet changing visitor expectations. The proposed development therefore seeks to enhance the quality, functionality and visitor experience associated with the existing leisure building through the erection of a first-floor extension and associated improvements.

1.2 Pre-Application Engagement

1.2.1 Prior to the submission of this application, the Applicant engaged in pre-application discussions with Ribble Valley Borough Council under Ref. RV/2026/ENQ/00017. A site meeting was held on 21 April 2026 between Maya Cullen, Senior Planning Officer at Ribble Valley Borough Council, and Jake Salisbury, Planning Director at Graham Anthony Associates. The Council's subsequent written response confirmed support for the principle of enhancing and extending the existing leisure facilities in association with the established holiday park and acknowledged the proposal's potential to contribute positively to the visitor economy. Whilst concerns were raised regarding the scale and visual prominence of the originally proposed first-floor extension, the Council advised that the scheme could be made acceptable through amendments to reduce its overall visual impact. The current application has been informed by, and responds positively to, the advice provided through the pre-application process.

2.0 THE SITE DESCRIPTION

2.1 Site Location and Context

2.1.1 The application site comprises the main clubhouse and amenity building located centrally within Beacon Fell View Leisure Park, situated at 110 Higher Road, Longridge, PR3 2TF. The wider leisure park is a long-established holiday caravan and lodge destination positioned approximately 1.5 miles northeast of Longridge town centre. It sits within a transitional landscape character area on the fringe of the town.

2.1.2 The specific focus of this application is the principal club building, which currently serves as the central operational and social hub for the holiday park. The building houses a variety of guest amenities, entertainment facilities, and associated administrative spaces. In terms of scale and built form, it features a substantial physical footprint, presenting a design that responds to the sloping topography of the park. Primary vehicular and pedestrian access to the building is achieved via the established internal estate roads, which connect directly to the public highway at Higher Road to the north.



Figure 1: *Site Location Plan*

2.2 Surrounding Character and Boundary Treatments

2.2.1 The immediate surroundings are heavily characterised by the park's operational layout, with the building flanked to the east, west, and immediate south by well-ordered arrangements of static holiday caravans and lodges. These are interspersed with internal tarmacked access tracks, communal parking bays, and managed parcels of soft landscaping.

2.2.2 To the north, beyond the internal access roads and Higher Road, lies Dilworth Upper Reservoir, a prominent open water body. To the wider south and south-east, open agricultural fields and structural woodland blocks provide a high degree of natural containment and screen the building from wider panoramic views within the landscape.

2.3 Planning Designation

2.3.1 From a policy perspective, the site is located outside of the defined settlement boundary of Longridge and is designated as Open Countryside. However, it benefits from its position within a well-contained, established commercial tourism use.

2.4 Flood Zone

2.4.1 A Flood Risk Assessment (Ref. 26618-FRA-001 Rev A) has been prepared by DART Engineers in support of the proposal. The assessment confirms that the site lies entirely within Flood Zone 1, where the probability of fluvial flooding is low and the proposed commercial development is appropriate in flood risk terms. The FRA considers all potential sources of flooding, including fluvial, groundwater, reservoir, sewer and surface water flooding, together with the potential impact of the development on the wider catchment. Whilst the site lies within the mapped extent of a highly unlikely reservoir failure event and a small area is identified as being susceptible to surface water flooding, the assessment concludes that these represent only residual risks.

3.0 THE PROPOSAL

3.1 Development Description

3.1.1 The proposed development is as follows: “Erection of first-floor extension and enhancements to existing leisure building” at Beacon Fell View Leisure Park, 110 Higher Road, Longridge, PR3 2TF.

3.1.2 The overarching objective of the scheme is to modernise and significantly upgrade the park's primary hub, transforming it into a high-quality, multi-functional facility. The proposed layout reorganises the building into three distinct operational zones: Leisure & Wellbeing, Entertainment & Hospitality, and Sales.

3.1.3 Architecturally, the principal intervention involves the introduction of a contemporary first-floor extension sitting above the central Entertainment & Hospitality zone. As demonstrated on the proposed South Elevation, this modern volume features extensive floor-to-ceiling glazing designed to maximize natural light and capture panoramic views across the park. Notably, a portion of this central hospitality space incorporates an innovative retractable roof system, which introduces a high degree of seasonal flexibility to the venue. This elevated central massing is flanked by a low-profile Leisure & Wellbeing suite to the west and a dedicated Sales suite to the east, creating a well-balanced, stepped aesthetic across the southern frontage.

3.1.4 When viewed from the north, the building presents a clean, welcoming active frontage. The Sales suite is anchored by large glazing panels and a distinct entrance lobby designed to act as a clear, legible arrival point for park visitors. The central Entertainment & Hospitality extension steps up elegantly behind the existing roofline, breaking up the building's overall massing and introducing contrasting dark, contemporary cladding materials that offset the traditional render below.

3.1.5 The development has been designed to sit comfortably within its localised context. The West Elevation highlights the elongated Health & Wellbeing wing, featuring regularised fenestration and clean render treatments that culminate where the building steps up into the central hub. The East Elevation showcases the side profile of the Entertainment & Hospitality extension, demonstrating how the new first-floor element rests directly over the existing footprint with minimal physical protrusion or lateral encroachment.

4.0 OPERATIONAL & BUSINESS NEED

4.1 Need for Modernisation

4.1.1 Beacon Fell View Holiday Park is a long-established holiday destination that has successfully operated for many years and continues to invest in the quality of its visitor accommodation and facilities. However, whilst investment has taken place across the wider park, the principal leisure building has remained largely unchanged, and its internal arrangement now reflects an outdated style of operation. The building has evolved incrementally over time, resulting in a fragmented and inefficient layout that no longer meets the operational requirements of a modern holiday park or the expectations of contemporary visitors.

4.1.2 As shown in Figure 2, the existing dining area is dark, enclosed and inward-looking, with limited natural daylight and an outdated internal environment that falls significantly below the standard expected by modern holidaymakers. The existing layout lacks flexibility, restricting the building's ability to accommodate changing visitor expectations and evolving operational requirements. Modern holiday parks increasingly require bright, adaptable and multi-functional spaces capable of accommodating dining, entertainment, leisure, private functions and hospitality uses throughout the day and evening. The existing building is no longer capable of responding efficiently to these changing operational demands. The proposal therefore responds directly to a clear business need and aligns with ***paragraph 85*** of the National Planning Policy Framework, which requires planning decisions to help create the conditions in which businesses can invest, expand and adapt.

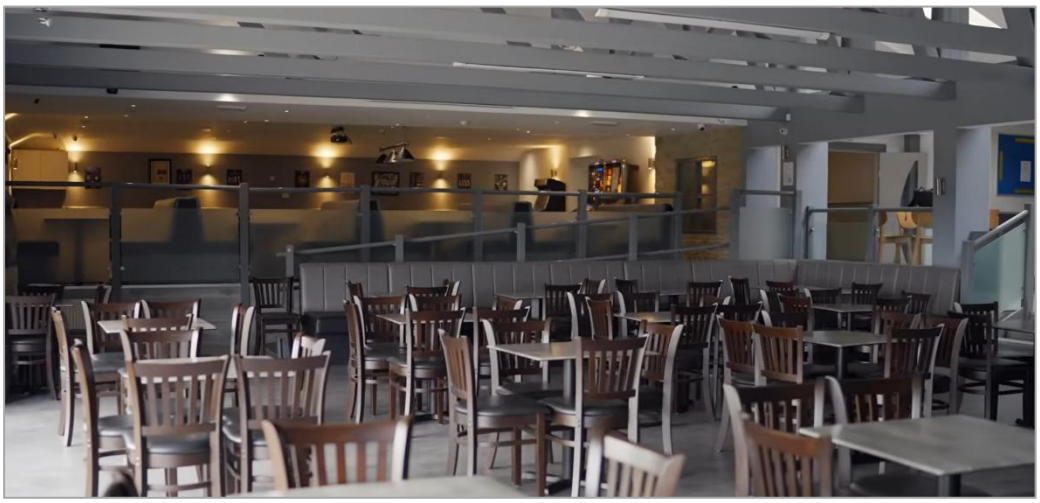


Figure 2: *Existing Dining Area*

4.2 Operational Improvements

4.2.1 The proposed development has been carefully designed to comprehensively modernise the existing leisure building through a combination of internal reconfiguration and a sensitively designed first-floor extension. The revised layout introduces clearly defined customer, leisure, hospitality, sales and staff areas, significantly improving circulation, operational efficiency and the day-to-day management of the facility. The building will become considerably more adaptable, allowing different areas to operate independently or collectively depending upon seasonal demand, visitor numbers and operational requirements.

4.2.2 A key component of the proposal is the creation of a new first-floor bar, restaurant and function space. This additional accommodation provides the flexibility to host dining,

entertainment, and other hospitality activities whilst allowing the existing ground floor facilities to continue operating independently. This increased flexibility will enable the business to diversify its offer, improve resilience throughout the year and maximise the efficient use of the building.

4.3 Visitor Experience and Business Benefits

4.3.1 The proposal also delivers a significant enhancement to the overall visitor experience. Increasingly, successful holiday parks are expected to provide high-quality leisure and hospitality facilities alongside visitor accommodation. The proposed extension and internal remodelling will create modern, attractive and adaptable facilities that reflect current industry standards, encouraging longer stays, repeat visits and increased visitor expenditure whilst strengthening the park's competitiveness within the regional tourism market.

The investment will safeguard the long-term future of Beacon Fell View Holiday Park by improving operational efficiency, enhancing customer experience and ensuring the business remains capable of adapting to changing market conditions. The development will also support existing employment, create opportunities for additional jobs associated with the expanded leisure and hospitality offer, and generate increased visitor expenditure within the local economy.

5.0 LOCAL ECONOMIC BENEFIT

5.1 Pitching the Value 2024 Economic Impact Report

5.1.1 The proposal would also generate economic benefits through visitor expenditure. The *Pitching the Value 2024 Economic Impact Report* identifies that visitors who own a holiday caravan spend an average of £102 per day, comprising approximately £44 on-site expenditure and £58 spent within the wider local economy.

5.1.2 Applying these figures to Beacon Fell View Holiday Park, which comprises circa 200 holiday caravans, demonstrates the significant contribution the park already makes to the local economy. Assuming a conservative average occupancy of two persons per caravan and 60 days' occupation per annum, the park would generate approximately £1.392 million of off-site visitor expenditure each year within the wider local economy, supporting businesses in Longridge and the surrounding area.

5.1.3 The proposal will help safeguard and enhance this existing economic contribution by improving the quality and attractiveness of the park's leisure facilities, encouraging continued visitor spending and supporting local shops, restaurants, attractions and tourism-related businesses, in accordance with the NPPF's objective of supporting sustainable economic growth and tourism.

6.0 PLANNING POLICY

6.1 Planning and Compulsory Purchase Act [2004]

6.1.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 sets out the duties of decision makers in the determination of planning applications and states:

6.1.2 *"If regard is to be had to the Development Plan for the purpose of any determination to be made under the Planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise".*

6.2 Ribble Valley Core Strategy [2008-2028]

6.2.1 The relevant Development Plan in this instance consists of the Ribble Valley Core Strategy [2008-2028] with key policies including:

- EC1: Business and Economic Development
- EC3: Visitor Economy
- DMG1: General Considerations
- DMG2: Strategic Considerations
- DMG3: Transport and Mobility
- DMB1: Supporting Business Growth and the Local Economy
- DMB3: Tourism Development
- DME2: Landscape and Townscape Protection
- DME3: Site and Species Protection and Conservation
- DME6: Water Management

6.3 National Planning Policy Framework [2025]

6.3.1 Parallel to the local development plan policies, the National Planning Policy Framework (NPPF) constitutes a highly significant material consideration in the determination of this application. The specific chapters of the Framework considered directly relevant to the assessment of this proposal include:

- Section 6: Building a Strong, Competitive Economy
- Section 12: Achieving Well-Designed Places
- Section 14: Meeting the Challenge of Climate Change, Flooding and Coastal Change

7.0 PRINCIPLE OF DEVELOPMENT

Core Strategy

7.1 EC1: Business and Economic Development

7.1.1 The proposal accords with ***EC1*** by supporting the expansion of an existing rural business, making effective use of an existing commercial building on previously developed land, and strengthening the rural economy through investment in an established tourism destination. The development will enhance the park's leisure facilities, supporting its long-term viability, competitiveness, employment and visitor expenditure.

7.2 EC3: Visitor Economy

7.2.1 The application site comprises the main clubhouse and amenity building located centrally within Beacon Fell View Leisure Park, which is an extensive, established holiday caravan and lodge destination. The proposal delivers enhanced tourism and leisure facilities directly associated with an existing, long-established visitor attraction.

7.3 DMG2: Strategic Considerations

7.3.1 The proposal explicitly relies on the first alternative limb of ***DMG2***: "the development should be essential to the local economy or social well being of the area." Beacon Fell View Leisure Park is an extensive, long-established commercial holiday park that makes an important contribution to the local visitor economy. Modernising the central amenities hub to meet changing visitor expectations in a competitive leisure market is essential to securing the long-term economic investment and viability of this tourism asset.

7.3.2 The proposal also complies with ***DMG2*** via the fourth alternative limb: "the development is for small scale tourism or recreational developments appropriate to a rural area." The scheme introduces a first-floor extension and modernisation completely contained within the footprint of an existing ancillary clubhouse building. The scale is proportionate, localised, and directly relates to the existing leisure use of the site.

7.4 DMG3: Transport and Mobility

7.4.1 The application site forms part of the established Beacon Fell View Holiday Park and benefits from direct vehicular access from Higher Road. The site is located approximately 1.5 miles north-east of Longridge town centre and is served by the Longridge Caravan Park bus stop, located approximately 70 metres south of the site entrance, which provides access to the No. 46 bus service (Preston - Longridge). The proposal retains the existing access arrangements and introduces a clear and legible principal entrance to the enhanced leisure building. It is anticipated that approximately 90% of visitors will be existing holiday park guests, reflecting the site's private operational nature and the absence of any significant attraction for members of the general public. The development provides 20 on-site parking spaces and retains servicing within the existing operational area. Accordingly, the proposal provides safe and suitable access for all users and accords with ***DMG3***.

7.5 DMB1: Supporting Business Growth and the Local Economy

7.5.1 The proposal upgrades and expands an existing leisure building within an established holiday park, representing investment in a successful tourism enterprise that supports business growth and the local visitor economy.

7.5.2 The scheme delivers a high-quality contemporary design that replaces the existing dated building with modern materials, extensive glazing and a well-balanced stepped form. The restrained first-floor extension reduces the perceived bulk of the building, integrates successfully within the existing park and enhances the visual quality, character and landscape setting of the site

7.6 DMB3: Recreation and Tourism Development

7.6.1 The proposal satisfies ***Criterion 2*** as it is physically well related to an existing group of buildings, being located wholly within the established Beacon Fell View Holiday Park where it forms a natural extension to the existing leisure facilities. It also complies with ***Criterion 3***, as the extension is contained entirely within the existing built envelope and has been designed using high-quality contemporary materials that complement and enhance the existing building. ***Criterion 4*** is met through the site's direct access from Higher Road, its proximity to a bus stop providing opportunities for travel by sustainable modes, and the fact that the clubhouse is an ancillary facility intended primarily for existing residents and visitors of the holiday park rather than attracting significant numbers of visitors from outside the site. Finally, the proposal satisfies ***Criterion 5***, as adequate parking provision is maintained, with each static caravan benefiting from dedicated parking and a further 20 spaces provided adjacent to the clubhouse.

7.7 DME3: Site and Species Protection and Conservation

7.7.1 A Preliminary Roost Assessment (Ref. 10261-PRA-A) has been prepared in July 2026 by PR Ecology in support of the application. The assessment included a desk study together with a comprehensive internal and external inspection of the existing leisure building to establish its suitability for roosting bats and to identify any evidence of bat activity, in accordance with current Bat Conservation Trust best practice guidance.

7.7.2 The survey confirmed that the building is in very good condition, with tightly fitted roof tiles, sealed soffits, well-maintained brickwork and no gaps, crevices or other Potential Roost Features (PRFs) capable of supporting bats. A thorough inspection of the building internally and externally identified no evidence of bat activity, including droppings, feeding remains, staining or access points. Accordingly, the building has been assessed as having negligible bat roosting potential.

7.7.3 On this basis, PR Ecology concludes that there is no reasonably foreseeable likelihood of roosting bats being present, no further bat surveys or assessment are required, and the proposed development can proceed without the need for a Natural England licence, subject to the standard precaution that works cease and an ecologist is consulted should bats be encountered unexpectedly during construction. The assessment also confirms that the proposal will not result in the loss or fragmentation of bat foraging or commuting habitat.

7.7.4 The assessment also considered nesting birds. No evidence of nesting birds was identified during the survey and no unmitigated impacts are anticipated. As a precautionary measure, any vegetation clearance or works affecting potential nesting habitat should be undertaken outside the main bird breeding season (March to August inclusive), or alternatively be preceded by a check undertaken by a suitably qualified ecologist within 48 hours of the works commencing where this is not possible.

7.7.5 Overall, the Preliminary Roost Assessment demonstrates that the proposed development would not adversely affect protected species and that, subject to the recommended precautionary measures relating to nesting birds, the proposal raises no ecological constraints in respect of bats or nesting birds.

NPPF

7.8 Discussion

7.8.1 The proposal accords with the relevant provisions of the National Planning Policy Framework. It complies with ***Chapter 6: Building a Strong, Competitive Economy***, which requires significant weight to be given to economic growth and supports the sustainable expansion of rural businesses and tourism through well-designed development. The proposal modernises and expands the principal leisure building within an established holiday park, enhancing its operational capacity and visitor offer without giving rise to unacceptable impacts on the surrounding countryside or highway network. It also complies with ***Chapter 12: Achieving Well-Designed Places,*** delivering a high-quality contemporary extension that improves the architectural appearance of the building, functions efficiently, enhances accessibility, and responds positively to local character through the use of appropriate materials and design. Furthermore, the proposal accords with ***Chapter 14: Meeting the Challenge of Climate Change, Flooding and Coastal Change*** by reusing and upgrading an existing building, supporting improved energy performance, remaining confined to an established developed footprint, and being located within Flood Zone 1, where no increase in flood risk will arise.

8.0 CONCLUSION & BALANCE

8.1.1 The proposal has been assessed against the Development Plan and the National Planning Policy Framework. The scheme delivers clear and measurable planning benefits, with limited and manageable adverse effects. In applying the statutory test under Section 38(6), the positive material considerations outweigh the limited negatives, and the proposal represents sustainable development.

8.2 Material Considerations Weighing in Favour

8.2.1 The proposal attracts significant weight from national policy. NPPF Section 6 supports investment, expansion and modernisation of rural businesses, and the development clearly strengthens the long-term viability and competitiveness of an established tourism enterprise. NPPF Section 14 supports the reuse and enhancement of existing buildings, efficient use of land and development that avoids flood risk; the proposal aligns fully with these expectations.

8.2.2 The Council's pre-application response (Ref. RV/2026/ENQ/00017) is a material consideration of considerable weight. The principle of enhancing the leisure facilities was supported, and the Applicant has responded positively to the advice to reduce scale and visual impact. The submitted scheme reflects that collaborative process and demonstrates that the design concerns raised have been addressed.

8.2.3 The economic benefits of the development are substantial. The proposal represents meaningful investment in an established rural tourism business, securing the long-term viability of the holiday park and supporting existing employment. It will also encourage additional visitor expenditure within the local economy, strengthening the wider visitor offer of the Ribble Valley. Tourism benefits are equally clear: the upgraded facilities will improve the quality, attractiveness and competitiveness of a long-established visitor destination.

8.2.4 The scheme makes efficient use of existing infrastructure by reusing and enhancing an existing building rather than extending development into undeveloped countryside. This approach aligns with both local and national expectations for sustainable land use. The planning history further supports the proposal; the previous appeal decision allowing proportionate upgrades at the park demonstrates that investment and enhancement have been accepted in principle where sensitively designed.

8.2.5 The development is fully contained within the established operational area of the holiday park. The extension sits wholly within the existing footprint, avoiding encroachment into open countryside and minimising landscape effects.

8.3 Limited Impacts

8.3.1 The only limited effect relates to the increased visual prominence of the first-floor extension, a matter identified at pre-application stage. The Applicant has addressed this through improved massing and the introduction of natural stone to strengthen contextual integration. As amended, the visual impact is limited and does not result in landscape harm.

8.4 The Balance

8.4.1 When considered in the round, the proposal delivers modernised, high-quality leisure facilities; substantial economic and tourism benefits; a clear design uplift aligned with DMG1 and national policy; reuse and enhancement of an existing building; and full compliance with the Development Plan. The limited adverse impacts are minor,

manageable and significantly outweighed by the strong economic, functional and design-quality benefits.

8.4.2 For these reasons, the proposal represents a sustainable and acceptable form of development, and it is respectfully requested that planning permission is granted.

8.4.3 Taking all matters into consideration, it is considered that sufficient information has been provided to enable officers to reach an informed view on the principle of the development. Furthermore, Graham Anthony Associates are not aware of any local policy considerations that would preclude the development of the site. On this basis, it is respectfully requested that officers approve the application without delay.

GRAHAM ANTHONY ASSOCIATES