



AT/LWJ/2659-10 LPA

17 December, 2015

Please reply to our office in: **Kendal**

Transmission by email only to: developmentplans@southlakeland.gov.uk

Development Plans Manager
South Lakeland District Council
South Lakeland House
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Dear Sirs

Consultation Response
Arnside & Silverdale Area of Outstanding Natural Beauty (AONB) Development Plan Document (DPD) Issues & Options Discussion Paper November 2015

I am writing in connection with the above document that is currently out for consultation.

My client, Holgates Caravan Parks, has significant economic assets in the area including:

- Silverridge;
- Hollins Farm;
- Far Arnside; and
- the main site at Silverdale.

I note that a section within the DPD relates to caravans/camp site and similar accommodation. The reference at paragraph 5.22 that tourism and leisure play an important role in the economy of the AONB and opportunities to enjoy the AONB are welcomed. It is further noted that the number of caravan and camp sites provide a valuable source of visitor accommodation and contribute to the local visitor economy.

Paragraph 5.22 goes on to note that many of the sites have impacts on the local amenity of the area through traffic creation or their intrusion into the natural landscape. I would point out in response to this that my client's sites are well landscaped with significant native tree planting.

It is important that the development plan document pays due recognition to the importance of my client's sites as employment sites, given the large number of people from the area that they employ. Holgates employs between 120 and 130 people depending on the time of year and we believe that they are the largest employer within the AONB.

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Paragraph 5.22 recognises that policy DM14 of the Lancaster District Development Management DPD will not permit proposals for new caravan sites or the expansion of existing sites that have an adverse impact on the landscape. This in a sense outdates South Lakeland's saved Local Plan approach contained in policies T5 and T7 and it is our view that any DPD for the AONB should apply a consistent and up to date approach, such as that provided by policy DM14 on the Lancaster side of the boundary.

I would also draw attention to policy CS7.6, Tourism Development, of South Lakeland's Core Strategy which is a much more recent document than the saved Local Plan. This notes that particular emphasis is placed upon improving the quality of existing visitor accommodation as well as the need to broaden the range of accommodation provided. It is our view that this statement holds good for the AONB as it does for anywhere else in the South Lakeland or Lancaster District.

Overall, given the importance of my client's sites to the economy of the AONB, we would strongly suggest that there is a recognition in the policy to support the redevelopment of existing sites to improve the quality and range of accommodation provided at any particular site. In addition, while we perhaps understand the need to state that there should be no brand new sites within the area, the ability of businesses to expand is crucial and there should be a recognition that, subject to an appropriate assessment of landscape and visual impact, extensions to caravan and camping sites can be acceptable in principle.

I hope this representation is of some assistance but if I can provide any clarification or further assistance please do not hesitate to contact me.

Yours sincerely



Andrew Tait

Email:

