



PROPOSAL DETAILS AND JUSTIFICATION STATEMENT

**Extension Of Holiday Season To Allow Site To Operate
For 12 Month (All Year Round) Holiday Use**

**Clifton Fields Caravan Park
Peel Road, Westby with Plumpton, Blackpool FY4 5JU**

**Prepared
11 September 2013**

1. Background to Longer Holiday Seasons

With milder winters and the increased use of long weekend and mini break vacations, operators of holiday parks want to offer their customers the chance to occupy caravans during parts of the winter months.

However, traditionally, holiday parks are subject to planning conditions limiting the occupation of caravans to 8 or 9 months in each year. The purpose of these planning conditions is to ensure that holiday caravans are not used for residential occupation.

Following recent national planning guidance particularly the Good Practice Guide on Planning for Tourism relating to the changing nature of caravan holiday homes, caravan parks have been able to extend the season they can offer to customers. The Good Practice Guide sets out the advantages to the businesses which provide the accommodation and to those host communities which are supported by the spending that an extended holiday season can generate.

This principle has now been widely accepted and adopted across the North West of England and recently other parks in Fylde have been approved for 12 month holiday use.

2. Proposal Summary

Clifton Fields Caravan Park is a well established caravan park situated on the eastern fringe of Blackpool. The caravan park provides pitches for static caravan holiday homes and touring caravans.

The business makes an important contribution to the local economy bringing tourists to the area who use other local businesses during their stay.

In order to continue to meet the demands of customers this application seeks to extend the holiday season to allow visitors to use the site all year round.

3. Highways and Road Access

The proposal does create any highway issue as there is no change to the access arrangements. There will be no increase in the number of caravans allowed on the park so the number of potential traffic movements to and from the site will not be affected under the proposal.

4. Landscape Issues

As mentioned above, the holiday static caravans are already sited all year round there are no visual or landscape issues arising from this proposal.

5. Regional Precedent

We understand that many parks in the North West of England have now been allowed to offer all year round holiday use. At Barrs & Co we have handled many such applications which are now routinely approved.

There is still a need to prevent permanent residential occupancy of the caravans but this can be achieved following the standard occupancy condition set out in the Appendix to the Practice guide. This is adopted as standard usually by Fylde Borough Council.

6. National Planning Policy

National Planning policy is set out within PPS7 and also within The Good Practice Guide on Planning for Tourism published by the Department for Communities and Local Government. These documents set out a range of policies regarding caravan parks, their contribution to the local rural economy and the issue of occupancy restrictions.

We specifically refer to Annex B of The Good Practice Guide on Planning for Tourism which specifically discusses holiday caravan park occupancy conditions.

It is clear that the national guidance acknowledges a need to continue to prevent residential occupancy of caravans but finds that overly restricting the duration of the holiday season is not a reasonable method of achieving this control as it greatly restricts the economic potential of the business in contributing to the local economy.

7. Summary

This holiday caravan park is a major asset to the local economy and can help support many complementary business within the community. The caravan park currently employs many full time staff. The park wants to offer customers a longer holiday season so they can visit the area throughout a longer season. The application will allow the business to reach it's potential and contribute further to the local economy.

In our view the application is in accordance with the relevant local plan policies and national policies particularly PPS7 and also The Good Practice Guide on Planning for Tourism published by the Department for Communities and Local Government.

We trust this application can be approved by delegated powers.

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