# Tourism Development

at Blakehall Fisheries, Brookhouse Road, Cheadle, Staffs.

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## Proposed development of a campsite and Caravan Park at land adjacent to Blake Hall Fisheries.

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Design & Access statement



# CONTENT

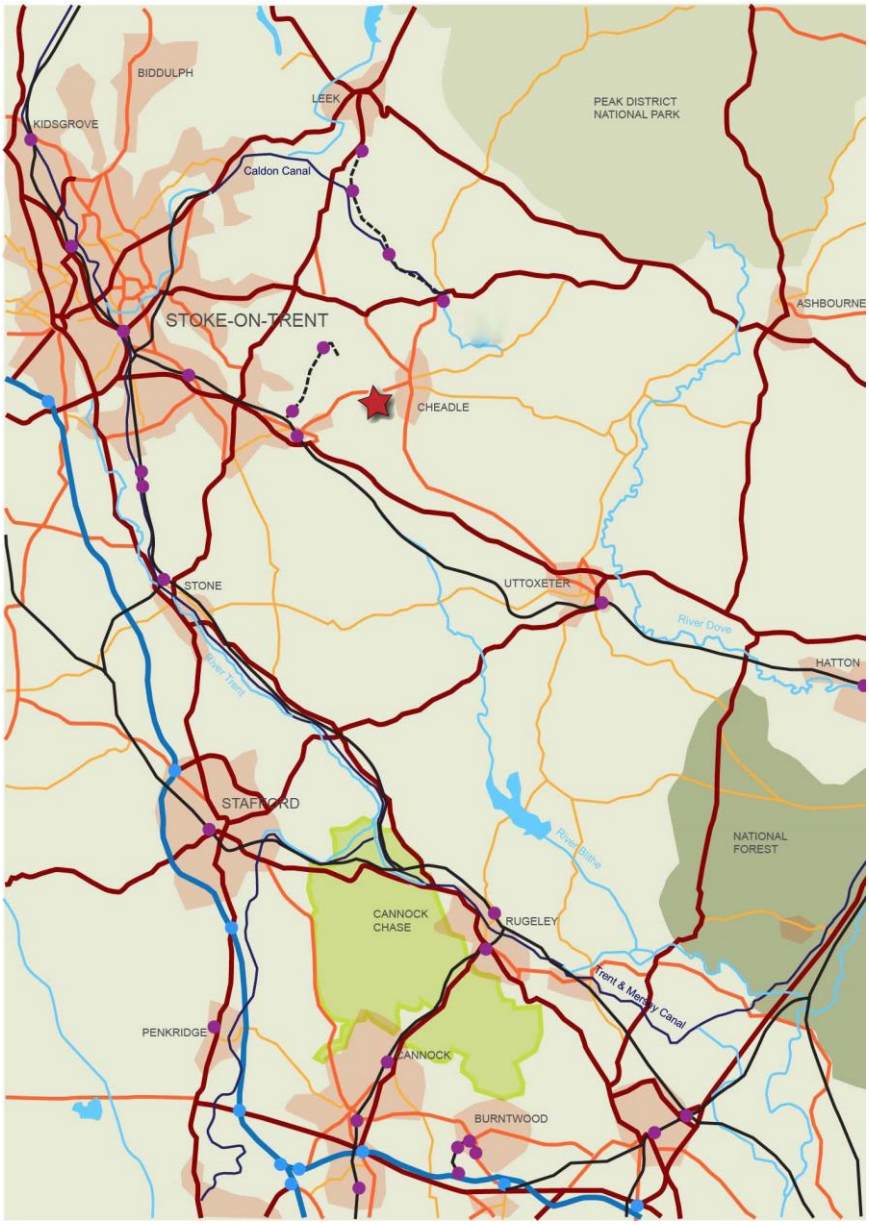
1.0 Introduction
2.0 Location
3.0 The Site
4.0 Context
5.0 Sustainability
6.0 Conclusion

# INTRODUCTION

**Scope and Purpose**

THIS DESIGN AND ACCESS STATEMENT SETS OUT THE CORE PRINCIPLES RELATING TO THE PROPOSALS AT BLAKEHALL FISHERIES AND SUPPORTS THE OUTLINE PLANNING APPLICATION. THE STATEMENT HAS BEEN PREPARED BY BYATT OLISER ASSOCIATES FOR MR. J HEATH

**BLAKE HALL FISHERIES** Blake Hall fisheries is located on the outskirts of Cheadle Staffordshire, approximately 11 miles West from Stoke on Trent and 12 miles South of the Peak District National Park. Cheadle is the nearest large settlement and is located approximately 1.2 miles to the West of the site.



**THE SITE**

The site in relation to the local context is shown on the Site Location diagram below:

**EXISTING USE & SETTING**

Blake Hall Fishery began in the 1990's, once boggy ground which was fed by natural springs from the local uplands is now an integral part of the Cheadle landscape. As one of Cheadle's leading visitor attractions, keen coarse anglers and novice anglers' are all welcome with visitors traveling from far and wide to try their hand at the sport.

The Fishery has 5 main fishing pools, which can accommodate over 180 anglers at any one time. There is a clubhouse which provides hot and cold food for the anglers and visitors who want to enjoy the peace and tranquility of Blake Hall.

As a keen environmentalist and local land owner the applicant has invested heavily in the area and its surrounding. By planting new trees, forming woodland areas, planting areas, reed beds and other types of habitats for all types of wildlife. The applicant has greatly improved the area of the last 2 decades and is eager to continue for future generations to enjoy.

The wider landscape and topography surrounding the site is dramatic with considerable level changes. The Low-lying pools form at the basin of a valley. The site lies at a relatively low/intermediate level in the wider topography and is well screened form the surrounding road and infrastructure. The impact of the proposed development will be minimal, careful consideration has been given to the siting of the development to ensure that there are no negative impacts on the open countryside.



**PLANNING POLICY**

This statement has been prepared with reference to the local and national planning policy guidance.

**CORE STRATEGY**

One of the fundamental challenges within the Core Strategy Policy is ***Tackling social exclusion and economic decline in the rural areas,***

Services and facilities in many villages have declined resulting in the loss of community facilities such as Post Offices, shops and public houses due to national economic trends, but also the changing population structure of many villages.

Economic development needs to recognise the contribution which the rural areas can make to the District's economy with a major role for tourism in terms of providing opportunities for jobs, attracting investment and bringing in wealth.

Whilst continuing to protect, manage and enhance the quality of the District's physical, natural and historic environment including its biodiversity is crucial, there is also opportunity to capitalise on the built and natural assets of the District and its heritage to maximise the quality of life for local residents, attract new investment and achieve economic benefits through tourism.

Tourism will be a key element in the diversification of the District's economy and will also contribute significantly to raising the environmental quality and the regeneration of the District. Its market towns will each have their own unique selling point for attracting visitors. The diversity and quality of the District's natural and historic assets will have improved and greater use will be made of the opportunities they provide for recreation and tourism, particularly around the Churnet Valley which together with AltonTowers will be a significant tourist attraction.

Core Strategy policy SS1 'Development Principles' seeks to ensure that development contributes to the social, economic and environmental improvement of the District including development which secures high quality, sustainable environments, efficient and effective use of resources and contributes effectively to tackling climate change and reduced carbon emissions.

**LAYOUT**

The primary focus for the proposed development is to support and enhance the existing fishing use therefore the layout of the proposed development is defined by the existing pools and clubhouse, the arrival spaces and associated parking spaces remain in the current location, with the main camping and caravan areas facilitated within close proximity to the clubhouse, which will act at the Hub building.

The main entrance, access and egress points and internal services roads will remain. Because the development will initially support the existing use of the site, there will be a limited increase to the traffic flows to and from site and therefore limited works are required to the existing infrastructure.

The campsite and caravan sites will be within close proximity to the clubhouse so that the development of the site is concentrated in one area which will the limit the impact on the open countryside.

The proposed development will also include some minor alterations and extensions to the existing club house. The purpose of which will to house additional WC's and showers and to provide suitable catering accommodation for hot and cold food.

**SUSTAINABILITY PRINCIPLES**

The development at Blake Hall fisheries will be based on the following principles:

- Ensure consistency with the government's policies on sustainability, as detailed in the National Planning Policy Framework
- Ensure that the development responds to the needs of the local area by providing an appropriate mix of uses, including jobs and attracting new tourists to the Staffordshire Moorlands area.
- Minimize the impacts on the environmental conditions and the health and wellbeing of occupants
- Provide a high quality, include public realm that meets the need of all of the users
- Improved ecological biodiversity

**RESOURCES**

Within the proposals, consideration will be given to the use of recycled materials on site. Ie the re use of topsoil for landscaping works. In addition, if required locally sourced materials will be promoted within the use of the external spaces, which will reduce transportation, promote local business and help ensure that the facility fits within the local context.

A site waste management plan will be implemented to monitor, report and target reductions in the quantities of water generated on site, and also identify opportunities for recycling waste.

**COMMUNITY**

The proposed development will integrate with surrounding communities and seek to create an attraction facility for tourists and the local community alike.

Around 5 new full time equivalent jobs will be created at the site, plus new jobs during construction and indirectly within the local area.. The development will also help to diversify the range of jobs on offer in the local community.

# CONCLUSION

The proposals at Blake Hall Fisheries will achieve one of SMDC's strategic aims for the region, by delivering a high-quality tourist destination, boosting the local economy and providing new facilities for the local area.

The development will support an existing leisure facility which in turn will support and enhance the existing on site and neighbouring activities. Not only will the development be open to anglers but they will be accessible to all, delivering a whole new set of facilities and recreational routes for the local community.

The proposals will seamlessly integrate with the landscape and respect the ecological habitats which have emerged since the development of Blake Hall.

Blake Hall will be a unique, sustainable, high quality holiday destination. The development includes inherently sustainable features. The proposals aim to adopt high sustainable standards, in the design, construction and management of the masterplan.