



# NEXT PHASE

## PLANNING & DEVELOPMENT

Planning Application

To Staffordshire Moorlands District Council

For the erection of four holiday chalets, the redevelopment of the redundant building  
to a holiday let and the relocation of the utility building at The Ramshorn Estate,  
Ramshorn Road, Oakamoor, Staffordshire Moorlands, ST10 3BZ

On behalf of Ramshorn Investments Ltd

SOCIO-ECONOMIC STATEMENT

May 2018



**RICS**<sup>®</sup>

## SOCIO-ECONOMIC STATEMENT

**For the erection of four holiday chalets, the redevelopment of the redundant building to a holiday let and the relocation of the utility building at The Ramshorn Estate, Ramshorn Road, Oakamoor, Staffordshire Moorlands, ST10 3BZ**

On behalf of Ramshorn Investments Ltd

May 2018

Author	<b>Louise Hinsley MRTPI MA BSc (Hons)</b> Chartered Town Planner
Reviewed By	<b>Christopher Whitehouse MRICS BSc (Hons)</b> RICS Accredited Expert Witness Chartered Planning and Development Surveyor

Report Status	Final
Date of Issue	May 2018
<b>DISTRIBUTION</b>	
Date	Issued To:
May 2018	<b>Staffordshire Moorlands District Council</b>
May 2018	<b>NextPhase Development Ltd</b>
May 2018	<b>Ramshorn Investments Ltd</b>
<b>N.B</b>	This report has been produced by NextPhase Development Ltd within the terms of the contract with the client and taking account of the resources devoted to it by agreement with the clients representatives. We disclaim any responsibility to the client and others in respect of matters outside the scope of the above. We accept no responsibility of whatsoever nature to third parties to who this report, or part thereof, is made known. NextPhase Development Limited Registered in England and Wales No: 7525574.

## CONTENTS

Item	Description
1.0	Socio-Economic Statement Context & Methodology
2.0	Methodology
3.0	Description of Baseline Conditions
4.0	Assessment of Potential Socio-Economic Impacts
5.0	Evaluation & Predicted Impacts

## 1.0 SOCIO-ECONOMIC STATEMENT CONTEXT & METHODOLOGY

### 1.1 Introduction

The forthcoming report will assess the potential economic and social effects that may arise in the area surrounding and within the local proximity of the site as a result of the construction activities and operation of the five additional lodges proposed at The Ramshorn Estate.

- 1.2 The applicant's website describes the Ramshorn Estate Woodland Lodge Park as "*a collection of impressive two and three storey lodges within 3 miles of Alton Towers and popular all year-round with families and groups of friends looking to enjoy the wealth of attractions right on the doorstep and further afield in this beautiful part of the country. Each lodge has been hand crafted and refurbished throughout to a very high standard. Boasting modern and stylish interiors Ramshorn Woodland Lodges are perfect for those seeking something extra special.*"

### 1.3 Locational Context

The Ramshorn Estate is located within the Staffordshire Moorlands which is bordered by the local authority areas of Cheshire East to the north-west; High Peak to the north; Derbyshire Dales to the east; East Staffordshire to the south east; and, Stafford, Stoke-on-Trent and Newcastle-under Lyme to the south-west. The main settlements in Staffordshire Moorlands are Leek, Biddulph and Cheadle. The application site is centrally located within the UK and has a very large catchment area within 2-hour travel time of the major contributors of the North West, Midlands and East Midlands.



Google Image showing the location of The Ramshorn Estate

#### 1.4 Proposed Context

The proposal looks to deliver an additional five lodges at the already established holiday park, by delivering four new units and redeveloping the redundant building on the site. The site is located within a wooded area in an Area of Special Landscape. Given the nature of the proposal and its location within an already permitted holiday park, the character of the proposed development has been influenced by the design and character of the existing holiday lodges and the natural landscape in which it is located. The proposal looks to deliver an additional four lodges of a similar design as the recently permitted lodges, the fifth holiday unit looks to reutilise the currently redundant cottage on the site with a timber framed structure. The proposed units consist of 1x14 person unit, 2x four-person units, 1x 5person unit and 1x 2person unit. The units proposed are smaller than those on the site to accommodate for a wider catchment. The existing lodge park has been designed sympathetically to create an exclusive holiday

development which does not impact detrimentally on the most sensitive receptors in the local vicinity.

- 1.5 A development of this nature may potentially give rise to a range of effects on the local community in terms of creating local employment effects and effects on local tourism, construction and manufacturing industries. These effects are explored within this report.

## 2.1 METHODOLOGY

### 2.2 Type of Potential Affects

There is a strong interconnected relationship between the different socio-economic effects, and direct effects are almost always accompanied by wider indirect effects. An example can be found in the generation of new employment in an area; this will usually also generate additional expenditure on local services.

### 2.3 Spatial Extent of Effects

Socio-Economic impacts may affect local residents or individuals within the local or wider regional employment sector. The predominant areas of consideration for the construction of the lodges relates to the Staffordshire Moorland District.

### 2.4 Scope of Study

The assessment will examine the impacts of the additional lodges at The Ramshorn Estate associated with the issues as stated below:

- Effects on the local economy and employment
- Effects on tourism, construction and manufacturing
- Community and social effects

2.5 The impacts of the issues will be assessed during both the construction and operational phases of the additional chalets.

### 2.6 Data Gathering

The information used to make the assessments have been gathered from the following sources:

- The Staffordshire Moorland Core Strategy and Supplementary Planning Guidance;
- The Staffordshire Moorlands Tourism Study 2011



- Visit Britain Visitor Economy Facts, November 2013
- The Tourism Alliance

## 2.7 Impacts Requiring Further Consideration

The following impacts have been identified based on the methodology already noted:

- **Potential effects on the local economy and job creation caused by construction and operation of the holiday park.**
  - There is a potential for local firms, suppliers, consultants and workers to be contracted for the construction activities;
  - There is the potential for direct or indirect local employment by the site and its facilities;
  - The local economy, firms and workforce could potentially benefit from direct expenditure by the holiday park;
  - The local economy, firms and workforce could potentially benefit from the expenditure of visitors to the holiday park in the wider economy;
  - Local firms and the workforce benefiting from the activities of the holiday park could potentially in turn increase their expenditure to the benefits of local firms and employment.
- **Potential effects on the local tourism, construction and manufacturing industries caused by construction and operation of the proposed additional lodges at the holiday park.**
  - Potential effects on tourism could vary from holiday makers having the opportunity to base their leisure activities in the area due to the implementation of the facilities;
  - The high quality and modern nature of the facilities may attract more affluent holiday makers with stronger spending power;



- The site is currently restricted in its potential by only having permission for 10 lodges, the further five lodges have the potential to expand and increase leisure and tourism opportunities for the area;
- The site may have a beneficial impact on the wider economy and its employment sector with the holiday makers visiting local attractions and spending at local business premises.

## 2.8 Assessment and Evaluation of Methodologies

There is no prescribed methodology or standard guidance for this type of report and therefore the method adopted is one identifying the existing circumstances to provide the baseline, predominantly through desk-based analysis by drawing on a range of statistical information from regional and local representative bodies.

2.9 The potential effects of the additional lodges at the site are set against a baseline that is assessed using relevant applicable information gained from other projects, the data sources listed above and professional judgement.

2.10 To measure employment effects the concept of Full Time Equivalent (FTE) jobs is used as per the standards of economic employment analysis. An FTE job of 1.0 would indicate a full-time job. An FTE job of 0.5 would indicate a part time job which for simplicity of study will be assessed as 50% of normal hours. This enables full time, part time and proportions of jobs to be combined at pro-rata and expressed as a single employment figure.

2.11 To measure the economic effects the concept of Gross Value Added (GVA) is used. For a Company Value Added is the difference between the sale price of goods and services and the cost of “*outside purchases*” (materials and services) required to produce or provide them. Value Added generally allows for labour cost and operating profit. GVA

is a measure of the value of goods and services produced in an area, the value added of an area. It is, therefore, a measure of economic prosperity of an area.

2.12 Four criteria have been used in the evaluation of the significance of predicted effects on the proposed expansion works at the holiday lodge site:

- The effect type (such as beneficial, adverse or unknown);
- A scale of certain, likely, unlikely or uncertain to determine the probability of the effects occurring;
- The identification of the level of socio-economic impact relevant, the levels of which are:
  - National (UK)
  - Regional (Central Midlands)
  - District (Staffordshire Moorlands Council)
  - Local (Within 10km of the site)
- To incorporate the scale of quantifiable impact the use of major, moderate, minor, negligible or no effect of magnitude is used in the assessment.

### 3.0 DESCRIPTION OF BASELINE CONDITIONS

3.1 This chapter identifies the key social and economic indicators relating to the study area.

#### 3.2 Local Economy and Employment

The site is currently used for a tourism use of which there are currently 10 lodges on the site. The lodges are very popular and are booked all year round. The price to let a lodge out for a week ranges from £800 to £3000 depending on the size of the lodge and the season. It is considered that the additional units allow for the current economy and employment gains generated from the site to expand.

#### 3.3 Tourism Economics

#### 3.4 UK

3.5 Since 2010 tourism has been the fastest growing sector in the UK in employment terms. Britain is forecasted to have a tourism industry worth over £257 billion by 2025.<sup>1</sup> The Deloitte Tourism: jobs and growth report found that the marginal revenue required to create a job in UK tourism is estimated to be around £54,000. For every 1% increase in total expenditure in UK tourism, it might be expected that full time equivalent employment will increase by 0.89%.<sup>2</sup>

3.6 The sector is predicted to grow at an annual rate of 3.8% through to 2025 - significantly faster than the overall UK economy (with a predicted annual rate of 3% per annum) and much faster than sectors such as manufacturing, construction and retail.<sup>3</sup>

---

<sup>1</sup>

[https://www.visitbritain.org/sites/default/files/vbcorporate/DocumentsLibrary/documents/Tourism\\_Jobs\\_and\\_Growth\\_2013.pdf](https://www.visitbritain.org/sites/default/files/vbcorporate/DocumentsLibrary/documents/Tourism_Jobs_and_Growth_2013.pdf)

<sup>2</sup>

[https://www.visitbritain.org/sites/default/files/vbcorporate/DocumentsLibrary/documents/Tourism\\_Jobs\\_and\\_Growth\\_2013.pdf](https://www.visitbritain.org/sites/default/files/vbcorporate/DocumentsLibrary/documents/Tourism_Jobs_and_Growth_2013.pdf)

<sup>3</sup> <https://www.visitbritain.org/sites/default/files/vb>

---

- 3.7 Britain will have a tourism industry worth over £257 billion by 2025 – just under 10% of UK GDP and supporting almost 3.8 million jobs, which is around 11% of the total UK number.
- 3.8 Tourism's impact is amplified through the economy, so its impact is much wider than just the direct spending levels. Deloitte estimates the tourism GVA multiplier to be 2.8 – meaning that for every £1,000 generated in direct tourism GVA there is a further £1,800 that is supported elsewhere in the economy through the supply chain and consumer spending.
- 3.9 Expenditure on Attractions
- 3.10 According to Visit Attraction Trends in England 2009,<sup>4</sup> visitor attractions reported a +5% increase in visitor admissions overall in 2009. The trend towards domestic overnight stays and away from overseas trips is likely to have contributed toward this strong increase.
- 3.11 With regards to admission charges the average charge has risen from £5.22 to £5.38 for gardens, from £4.73 to £4.88 for heritage centres and from £6.38 to £7.11 for steam/heritage railways.
- 3.12 Expenditure on Self-catering accommodation
- 3.13 Information has been retained from the UKTS data in regard to self-catering accommodation. The table shows that the sector has increased by 2.4% between 2006-2009.

---

corporate/DocumentsLibrary/documents/Tourism\_Jobs\_and\_Growth\_2013.pdf

<sup>4</sup> Enjoy England

---

Year	Total no trips in sector in England	Total number of trips in England	Sector as % of total
2006	4163	101834	4.1
2007	4801	100181	4.8
2008	4257	95533	4.5
2009	5364	102958	5.2
% Growth 2006 - 2009	22.4	1.1	

Source: UKTS

N.B. Figures shown in thousands

3.14 The above research demonstrates that UK based tourism and self-catering accommodation is becoming more popular and that there is an identified demand for high quality self-catering accommodation in the UK in convenient and accessible locations to local tourist attractions.

### 3.15 **Staffordshire Moorlands Tourism**

3.16 In recent years Staffordshire Moorlands has benefited from a number of regeneration programmes and initiatives to the value of approximately £10m to help develop its business and tourism economy. A third of the District lies in the Peak District National Park.<sup>5</sup> Approximately 11% of Peak District National Park residents live in the Staffordshire Moorlands authority boundary.<sup>6</sup>

3.17 The wider area is known to attract tourists for both its natural landscapes such as the Peak Distract, Churntet Valley, the inland water bodies of Rudyard Lake and Tittesworth Reservoir, as well as man-made amusements parks most notably Alton Towers. A range of more modest, but nevertheless important, attractors including the pleasant market town of Leek, the industrial and natural history interest of the Churnet valley, the Churnet Valley heritage railway and the Caldon canal. There are specific

<sup>5</sup> Staffordshire Moorlands Adopted Core Strategy (March 2014)

<sup>6</sup> Living in the Peak District National Park, Peak District National Park Authority

policies within the Core Strategy which seek to manage and enhance the Churnet Valley in a sustainable manner.

3.18 In December 2010, TEAM Tourism Consulting was commissioned by Staffordshire Moorlands District Council to undertake a Tourism Study of the District<sup>7</sup>. The overall aim of the study is to provide an appraisal of the role and impact of the visitor economy, and the opportunities for its economic growth across the District and in particular in the Churnet Valley corridor. The study has been used to form the basis of the trends expenditure generated by tourism within the Staffordshire Moorlands District. The following trends have been identified;

- The Staffordshire Moorlands has over 300 accommodation operators; accounting for over an estimated 5,500 bed-spaces and caravan pitches
- Tourism is estimated to generate £158m of expenditure directly into the local economy.
- Supporting (directly and indirectly) nearly 3,500 jobs. NOMIS data, relating to employment, indicates that tourism related industries account for over 10% of Staffordshire Moorlands employment. As such, it represents a significant part of the local economy.
- Tourism generated £158m of expenditure directly to the local economy in 2009
- There were an estimated 3.35m trips to the Staffordshire Moorlands in 2009, of which 39,500 were overnight trips.

3.19 Delivering Holiday-lets in Staffordshire Moorlands

3.20 The Staffordshire Moorlands Tourism Study reports that the existing markets are unlikely to support the Districts major expansion plans for tourism development. It recognises that while there will always be scope for well-run quality businesses in the

---

<sup>7</sup> Staffordshire Moorlands Tourism Study

right locations, further accommodation development is likely. The report is in favour or further smaller serviced and self-catering accommodation of varying qualities and price such as that proposed at the Ramshorn Estate.

- 3.21 The existing business at the Ramshorn Estate has been operating at full capacity since the original permission in 1994. The business has expanded and evolved over-time to meet the requirements expected from a holiday maker for a holiday park of this type. Demonstrating its success over 13 years, the holiday park is currently seeking potential opportunities to further increase the number of lodges at the site to accommodate for the high level of interest at The Ramshorn Estate.
- 3.22 The reports advises that it is not only about the quantity of the accommodation but rather about the type, standard and quality. The report advises on general principles which should be observed in the development of accommodation;
- National Accessible Scheme (NAS)
  - Welcome Pets
  - Welcome Families
  - Welcome Cyclists
  - Welcome Walkers
- 3.23 The self-catering accommodation provided at The Ramshorn Estate meets all the above desired criteria, providing flexible accommodation for a variety of party sizes, to meet the council's desired type and standard of accommodation to be provided within the Staffordshire Moorlands. The standard and quality of the additional lodges is to be of the same exceptional high-quality self-catering accommodation that is currently provided on the site to contribute positively towards the districts tourism economy.



3.24 Staffordshire Moorlands Employment

In Staffordshire Moorlands the economy is well represented in the public administration, education & health sectors, which represent a larger proportion than regional and national rates. Other key sectors of employment are distribution, hotels & restaurants and manufacturing. As with elsewhere across the country, Staffordshire Moorlands has been experiencing rapid economic change, moving away from the traditional industries of agriculture, textiles/manufacturing, and coal mining towards service sector business such as finance, retailing, tourism, leisure and the knowledge economy.

- 3.25 The construction and operation of the Holiday Lodge Park will provide direct employment opportunities in the tourism, construction and manufacturing sections. Further employment opportunities in the local economy will arise from the businesses supported by the expenditure of the holiday park, its visitors and its employees.

#### **4.0 ASSESSMENT OF POTENTIAL SOCIO-ECONOMIC IMPACTS**

##### **4.1 Assessment of Potential Effects on Local Economy and Employment**

##### **4.2 Construction Phase**

The construction of the additional lodges will be a small sized construction project within the district, especially within the Oakamoor area.

4.3 The construction investment will take around 2 to 3 months. Facilities will involve investment in the local area and will, therefore, create an opportunity for direct and indirect economic benefits. Opportunities will be taken to maximise the use of local labour sources which will provide a positive effect on the local economy and employment.

4.4 There will be opportunities for local businesses to benefit either by directly supplying plant and materials to the project or indirectly from the spending of its workforce on the local economy.

4.5 The construction of the lodges will create employment opportunities. Based on professional knowledge and experience of holiday let accommodation and construction the build will employ between 4 and 5 FTE.

4.6 Given the scale of the proposals and the associated construction activities and employment opportunities this effect is assessed as beneficial and material.

##### **4.7 Operational Phase**

4.8 The total turnover of the site with the additional lodges will be reasonably significant in the local economy and could be expected to turnover in excess of £659,000 when fully

occupied (15 lodges). The proposed 5 lodges will generate an additional turnover of approximately £220,000 p/y. The turnover figure is an approximation taking into consideration the currently advertised weekly prices on the HOSEASONS website of £845- £3149<sup>8</sup>. The turnover figure has been worked on the average costing for a 4 bedroomed lodge that is rent out for 52 weeks of the year. This would equate to each lodge generating a turnover figure of £44,000 p/y. The costing has not taken into consideration any additional maintenance or overheads and should only be provided as a guidance for the projected turnover.

4.9 The Tourism Alliance considered in its 2007 report that each £1 of turnover generates £0.50 of GVA. Using the ratio of £0.50 of GVA per £1 turnover, the additional lodges are projected to generate £110,000 GVA to the general economy 50% of this, £55,000.00 GVA is then anticipated to be the holiday parks additional contribution to the local economy following the completion and operation of the additional chalets.

4.10 2 additional full time jobs are anticipated to be directly supported by the holiday park namely:

- Cleaner – 1 x FTE
- Maintenance- 1 x FTE

4.11 The holiday park effects can be summarised as such:

- GVA – £55,000.00
- FTE Jobs – 2

4.12 While these numbers may seem relatively low they need to be taken into consideration alongside the existing jobs generated by the site and the income already generated by the fully operational site. The additional jobs and income should be considered as an

---

<sup>8</sup> <http://www.hoseasons.co.uk/lodges/ramshorn-estate-woodland-lodges-ramh?page=1&sortorder=4>

additional benefit to the districts economy and overall seen as a positive expansion of an existing successful self-catering holiday park.

4.13 Operational Phase – Local Suppliers

4.14 The holiday's parks GVA represents turnover less "outside" purchases of goods and services. The holiday park can, therefore, be expected to purchase £110,000 of goods and services from the wider economy. A substantial proportion of these will be purchased from local firms. Such expenditure with local firms will in turn enable them to generate additional GVA and employment.

4.15 The Federation's report and case studies of 2007 estimate that an average of 55% of such purchased goods and services are bought locally. In this instance therefore, it can be estimated that £60,000 of goods and services will be purchased by the holiday park within the Staffordshire Moorlands District. The turnover of local firms within the Staffordshire Moorlands will therefore be increased by £60,000. Using the GVA ratios of the Federation report this will increase the GVA of these firms by £60,000 and support 1 FTE jobs.

4.16 The local supplier effects can be summarised as such:

- GVA – £60,000
- FTE jobs – 1

4.17 Once again these figures need to be taken into consideration alongside the existing business and that the local supplier effects will be impacted upon positively overall through the permitted proposal for the holiday park expansion.

4.18 Operational Phase – Wider Economy

4.19 Visitors using the site will also spend money away from the holiday park in local pubs, shops and restaurants close by as the site does not incorporate any of these facilities.

4.20 It is understood from local economic figures that the average expenditure per person per day of a tourism visitor is £11.01 and it would be expected that the additional five chalets, over the course of the year identifies an approximate total of 10,585 additional user visitor days per year.

4.21 It is therefore considered that the total expenditure that could be expected from tourism spending per user visitor days generated from the site is £117,000.

4.22 The Federation report advises that for every £1 of such expenditure local businesses gain £0.30 of GVA.

4.23 The wider economy effects can be summarised as such:

- GVA – £59,000

4.24 Operational Phase – Indirect Effects

Additional local jobs and income are supported by the further purchase of goods and services by supplier businesses (indirect effects) and employees of the Holiday Lodge Park,, contractor and supplier businesses (which are induced effect). The Federation report advises that the effects of these can be estimated by applying the typical multipliers of £0.30 of local GVA for every £1 of GVA generated by the site and local suppliers and 0.3 FTE local jobs for every holiday park and local supplier job.

4.25 The indirect effects can be summarised as such:

- GVA – £ 40,000

#### 4.26 Summary of Effects of the Proposed Holiday Lodge Park on the Local Economy

<b>Holiday Lodge Park</b>	<b>GVA</b>	<b>FTE Jobs</b>
Local Suppliers	£60,000	1
Wider Economy	£59,000	-
Indirect Effects	£40,000	-

4.27 The scale of the impact of the local GVA generated and local jobs supported by the operational holiday park is assessed as both material and beneficial.

#### 4.28 Assessment of the Potential Impacts on Tourism, Construction and Manufacturing

##### 4.29 **Construction Phase – Tourism**

Due to the location of the site in consideration with this relatively low key aspect and views it is considered that the proposal would have a negligible impact on immediate receptors during the construction phase. The existing chalets on the Ramshorn Estate will be unaffected during the construction phase and will continue to operate as its existing full capacity. Where required barriers will be erected on the site to protect the holiday makers from the construction area.

##### 4.30 **Construction Phase – Construction**

The construction will be a small construction project for the local area and will employ between 3 and 4 construction workers as well as professional consultants.

##### 4.31 **Construction Phase – Manufacturing**

A number of elements of the construction will be prefabricated off site. Elements will be sourced from specialist suppliers and manufacturers. While local and regional manufacturers are expected to benefit from the need for other materials needed for construction.

#### 4.32 **Operational Phase – Tourism**

4.33 The new Core Strategy that has been adopted in the Staffordshire Moorlands District together with the National Planning Policy Framework provides emphasis on sustainable development and looks to ensure that areas for potential tourism growth identify priorities as maximising economic benefit and minimising adverse impacts on the environment and local receptors. It is considered that the expansion of the established holiday park provides tourism elements representing a significant opportunity to capitalise on the existing tourism use of the site as well as spending in the area and will add to the significant opportunity for local tourism spend with the Staffordshire Moorlands.

#### 4.34 Assessment of Potential Community and Social Effects

#### 4.35 **Construction Phase**

During the construction phase there is a potential for local receptors to be affected by construction activities; predominantly relating to transport, noise and air quality and it is therefore considered that these potential affects have been assessed as part of the planning application the result of which consider the affects to be negligible.

#### 4.36 **Operational Phase**

The additional chalets will provide the local community with increased access to the countryside as well as sources of recreation and leisure activity.

#### 4.37 Mitigation and Enhancement Incorporated into the Lodge Park

##### **Construction – Local Economy**

The sourcing, where possible, of local contractors, suppliers, materials and labour will contribute to the local economy and generate local jobs.



**4.38 Construction – Local Receptors**

It is considered that the construction impacts on the proposal will have a negligible impact on receptors and this has been identified within the accompanying planning reports that form part of the application.

**4.39 Operational – Local Economy**

Use, where possible, of local labour and suppliers in the day to day running of the holiday park.

**4.40 Operational – Tourism, Construction and Manufacturing**

Tourism: Highest quality of facilities and environment for visitors to the holiday park.

**4.41 Operational – Community and Social**

The additional chalets will provide the local community with increased access to the countryside and opportunities to use and take advantage of increased overnight accommodation to partake in local recreational and leisure activities.

**4.42 The proposed holiday lodge site will create a positive boost for the economy from land which is currently designated for a leisure and tourism use. The proposal will create a positive GVA and employment opportunities and support the districts tourism industry.**

## **5.0 EVALUATION & PREDICTED IMPACTS**

### **5.1 Construction Phase**

The construction of the additional lodges at the site will be a positive construction project for the local area and create between 3 and 4 FTE construction jobs over a period of 3/4 months as well as employing professional consultants. Local and regional suppliers and support firms will also benefit from the build. Local businesses will benefit from the short-term expenditure in the local economy from people employed on the project. These effects are likely to occur within regional and district economies. A significant number of people are employed in the construction industry within the Staffordshire Moorlands regional area and the significance of the construction employment opportunities as assessed therefore are minor beneficial.

5.2 Significant elements of the build are anticipated to be prefabricated and purchased off site, and many finished components purchased. These effects are likely to occur at national, regional, district and local level. The effect on the manufacturing industry is therefore considered to be minor beneficial.

5.3 Due to the scale of the woodland site and the position of the proposed chalets within the holiday park the existing chalets can continue to be fully let out while the construction work is carried out. Appropriate measures will be put in place to seclude the existing chalets from the construction site. As such the significance of the effect on tourism during the construction phase is assessed to be negligible

5.4 Environmental impacts that could impact upon local receptors during the construction phase have been assessed within the planning application and are negligible.

5.5 Operational Phase

The operation of the site and its effects on local suppliers and the wider economy is anticipated to contribute £40,000 GVA to the local economy. The effects are likely to occur at regional, district and local levels, with the majority at local level. When this is considered on top of the existing contribution the local economy generation from the site, the economic significance is therefore assessed as minor beneficial.

5.6 Self-catering visitors can be expected to spend around 10,585 visitor days at the site per year. The expenditure of overnight visitors is expected to exceed £116,000 per annum. These effects are likely to occur at district and local level with the majority at local level. The significance in terms of the tourism industry therefore is assessed as minor beneficial.

5.7 The holiday park expansion will also provide much improved access and amenity for recreational and leisure enjoyment of the area for the benefit of public enjoyment. The social effects of the site are therefore assessed as minor beneficial.

5.8 Conclusion

5.9 It is concluded that the Staffordshire Moorlands District already creates 2,500 jobs supported by the visitor economy and has the potential and capacity to attract more visitors and to create jobs in this sector. The acknowledged potential and capacity for more visitors to the district shows support for the expansion of the existing holiday lodge park.

5.10 The council are currently looking at 'transformational' projects being the Churnet Valley Railway and the development of Cornhill at Leek. The councils drive and support for increasing tourism in the District enhancing accommodation stock as well

as attractions is clearly demonstrated within this report and reflected through the nature of the proposal.

- 5.11 The overall significance of effects of the holiday lodge park are therefore summarised as such:

Predicted Effect	Significance
<b><u>Construction</u></b>	
Local Economy and Employment	Minor Beneficial
Tourism	Negligible
Construction	Minor Beneficial
Manufacturing	Minor Beneficial
Community and Social	Negligible
<b><u>Operational:</u></b>	
Local Economy and Employment	Minor Beneficial
Tourism	Minor Beneficial
Construction	Negligible
Manufacturing	Minor Beneficial
Community and Social	Negligible

(This page is intentionally blank)



[www.nextphasedevelopment.co.uk](http://www.nextphasedevelopment.co.uk)

Head Office: Vantage Suite, Virage Point, Green Lane, Cannock, Staffs, WS11 0NH  
Tel: 01543 571718 | Mob: 07857 376090

London Office: 16 Upper Woburn Place, London, WC1H 0BS

---

Tel: 0203 741 8225 | Mob: 07857 376090

Manchester Office: Peter House, Oxford Street, Manchester, M1 5AN  
Tel: 0161 209 3750

Company No: 7525574. | VAT No: 156185595 | Registered in England and Wales



#### HEAD OFFICE:

---

NextPhase Development Ltd  
Vantage Suite, Virage Point  
Green Lane, Cannock  
Staffs, WS11 0NH  
tel: 01543 571718

#### LONDON OFFICE:

---

NextPhase Development Ltd  
16 Upper Woburn Place  
London  
WC1H 0BS  
tel: 0203 741 8225

#### MANCHESTER OFFICE:

---

NextPhase Development Ltd  
Peter House  
Oxford Street  
Manchester, M1 5AN  
tel: 0161 222 0750

