The Cottage (Peck)
Main Road
Common End
Hollington
Stoke On Trent
ST10 4HS

Ms L Jackson
Case Officer
Staffordshire Moorlands District Council
Moorlands House
Stockwell Street
Leek
Staffordshire Moorlands
ST13 6HQ

2/10/2018

Dear Ms Jackson,

SMD/2018/0575
Land off Main Road, Hollington Staffs ST10 4HX

With reference to the above planning application for change of use, please note our formal objection for the following reasons.

- This application is not in keeping with SMDC's core strategy, which influences how and where the area develops. The core strategy's primary objective is to make provision for the overall land-use requirements for the District, consistent with national and regional policy, local evidence, the role of Staffordshire Moorlands within North Staffordshire and the role of each settlement. Hollington's residents have made clear resolutions regarding land use in the village and these have been incorporated into the Neighbourhood plan and policies which the core strategy is obliged to take into account. Similarly the Neighbourhood Plan has taken into account national and regional policy in terms of sustainable development to ensure consistency. This application is not sustainable and the concept of sustainability will be developed below.
- This application is not in keeping with Hollington residents' resolution to keep future developments in the village to brown field sites and provision of accommodation on existing homesteads. It is a change of use application which is unsustainable due to its location. Hollington's resolution is now contained in Checkley Neighbourhood Plan and its accompanying policies.
- The proposed development is remote from existing tourist facilities and would require substantial travelling to access them e.g. Alton Towers. Such a development in its first phase could attract 30 cars and more if it went into a second phase. Whilst the applicant is proposing to attract visitors who will be walking or cycling it is important to note that there is a very limited bus service (one bus per week) to access the larger towns for shopping, dining, entertainment etc unless they use their cars. The nearest shops are in Tean village. Whilst they can be accessed by walking and cycling it is important to note that Main Road and the roads leading out of the

village are used as 'rat runs' by motorists and this makes them extremely dangerous, especially at peak times in the day and early evening. There is a concern about sustainability in terms of this project as there are no shops and facilities close to the proposed site and it is presumptuous to assume that visitors will always want to walk and cycle, especially in the evenings when Hollington roads, which are narrow and without footpaths, are not safe. The application is not in keeping with Development Plan policies T1, SS1a, SS6b, SS7, E3, R1 and the Churnet Valley Masterplan. In addition, the proposals do not follow the sustainability commitment which is contained in NPPF or Section 4 of the NPPF which aims to promote sustainable transport. Whilst the applicant states visitors will cycle or walk, the fact remains that the village is remote from key facilities, with all the issues described above, and he cannot guarantee that visitors will not use their cars during their holidays.

- Main Road, at the point of the proposed plan, is governed by the national speed limit and considered dangerous by local residents and 'The Level', as it is locally named, often has drivers speeding along it in excess of the national speed limit. Families would have to walk or cycle along this road (without footpaths) in order to access any tracks to which the applicant refers and safety is a point of consideration as there is only one egress point on the plan which leads into this dangerous road.
- Environmental factors also make this proposal unsustainable.
    - There could be potentially 60+ adults and children and the consideration of noise pollution is important with families having barbeques, parties outside etc. This is a quiet village and noise travels a long way. Although the site is isolated in terms of facilities, it is close to other domestic properties which will be exposed to such noise levels.
    - There are no proposed toilets and wash facilities for phase 1 other than provision for emptying chemical toilets and collection of waste and could result in health and safety / public health concerns for tourists and local residents.
    - Although the applicant refers to landscaping etc., the site will be visually intrusive for those who are adjacent to the site and living on higher ground.
- The site is referred to as Paradise Farm but it is not a working farm. Therefore, such change of use cannot be regarded as diversification.

In conclusion, this is a speculative project which in its first phase has no provision for proper toilet and washing facilities. It states that if phase 1 is successful these will be put in place for phase 2, thus confirming it is speculative in nature and not taken from an identified need or demand for such facilities. We formally object to the change of use plans.

Yours sincerely,

Mr and Mrs R Peck