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Mr. C. Johnston
Development Services
Staffordshire Moorlands District Council
Stockwell Street
Leek
Staffordshire
ST13 6HQ

8th September 2023

Dear Chris

PROPOSED ERECTION OF BEEF REARING UNIT – BRADLEY HALL FARM, BRADLEY-IN-THE-MOORS

On behalf of my client Mr. J. Bloor I would be grateful if you would find enclosed a planning application proposing the erection of an agricultural building at the above site to be used as a beef rearing unit.

The proposed agricultural building will occupy a floor area of 586 square metres and stand to a ridge height of 8.4 metres. It is to be used as a beef rearing unit, accommodating between 200 – 350 head of cattle. The building will have a portal framed construction, and be open sided on its northeastern elevation, and part open sided to its end gables which will also have sliding doors. Concrete panels and vertical Yorkshire boarding will cover the remainder. The roof will be finished in fibre cement sheeting. The building will be surrounded by a new area of hardstanding, with access connecting through to the existing farmyard. A new area of tree planting and wildflower meadow is proposed to the west of the building to provide biodiversity enhancement.

There are a number of existing agricultural buildings located on the site in the form of traditional masonry buildings which have their long axis running north / south, with a large portal framed building projecting to the west of them. The masonry buildings are wholly unsuited to modern day agricultural practices, and the existing portal framed building does not meet modern day farm assurance standards, having been constructed in the 1970s. A new building is consequently proposed, which will be located to the south of the existing silage clamp on the site.

Policy SS10 of the Local Plan confirms that the rural areas will provide only for development which has an essential need to be located in the countryside, supports rural diversification and sustainability of the rural areas, promotes sustainable tourism or enhances the countryside. This will be achieved by, amongst other measures, enabling the limited expansion or development of business for

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employment uses where a rural location can be justified. The applicant's agricultural holding extends to some 177 acres (71.6 hectares) which is sufficient to support the size of the proposed enterprise. The proposed beef rearing unit constitutes an appropriate agricultural activity within the rural area and is therefore acceptable in the context of policy SS10 of the Local Plan.

In terms of visual impact considerations, the design and appearance of the proposed building is typical of this type of development, and its open sided nature will help to reduce is visual impact. Its proposed palette of palette of materials is also wholly appropriate for this type of development, as reflected by the adopted Design Guide SPD.

Views of the proposed development will be afforded from the public highway to the southeast of the site (Gallows Green) and to a lesser extent from the northeast (Bradley Hall Lane). Both highways are flanked by mature indigenous hedgerows which provide a good degree of natural screening of the site, but there are occasional field entrances / gaps from where the building will be seen. In such views the building will appear as part of the existing complex of agricultural buildings on the site, and will not appear as an isolated, alien or incongruous form of development within the landscape.

It is commonplace within the Staffordshire Moorlands to have agricultural buildings occupying elevated positions within the landscape, and the existing complex of buildings already does so. The proposed new building will relate well to the existing surrounding buildings in both a physical and spatial sense, and will be viewed in the context of them, rather than appearing as a standalone, isolated form of development.

Having regard to the considerations set out above it is concluded that the proposal is in full accordance with policies SS1, SS10, DC1 and DC3 of the Local Plan and that consequently there is a compelling case for planning permission to be granted for the proposed development.

I trust this proposal will be of interest and should you have any queries or concerns with the application then please do not hesitate to contact me.

Yours sincerely



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