



PLANNING STATEMENT

Ruelow Cottage



JUNE 1, 2025

Ruelow Cottage

Site Address: -

Ruelow Cottage
The Hermitage
Froghall Road
Froghall
Staffordshire
ST10 2HQ

Applicant: -

Mr Christopher Cooke

Details of the application

Application for Removal or Variation of Condition 3 in relation to application SM92-1066

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1. The Site

1.1 The application site comprises a grade two listed traditional stone barn conversion and is in the open countryside between Froghall to the south and Ipstones to the north and is on the west side of B5053 main road (Froghall Road). It comprises A grade 2 listed farmhouse, an agricultural workers dwelling, a row of holiday cottages on a former farm complex accessed off Froghall Road. The farmhouse to the south, is also listed. The farm buildings, including storage buildings, lie to the north. The site is surrounded by open land and is within the Churnet Valley.

1.2 The site has the following planning history of relevance to the proposal: -

- SMD/1999/0201 – Change of use of redundant listed agricultural building to residential use. Approved.
- SMD/1999/0241 – Listed building consent for change of use of redundant agricultural building to residential use. Approved.
- SMD/1999/0255 – Listed building consent in respect of change of use / conversion of redundant agricultural building to form dwelling. Approved.
- SMD/1999/0944 (formerly SM99-0224) – Conversion of barn to holiday accommodation. Approved.
- SMD/1999/0945 – Listed building consent in respect of conversion of barn to form holiday accommodation. Approved.
- SMD/2004/0970 – Removal of condition 2 of planning permission SM99-0224 and replaced by “Premises to be used for short stay holiday accommodation during March to September and for extended periods during October to March. Approved.
- SMD/2019/0390 – Listed building consent for the insertion of six doorways on the rear (north) elevation, including reinstatement of three former (blocked up) openings; removal and/or re-positioning of internal partition walls on ground floor. Refused.
- SMD/2019/0391 – Application to remove condition 1 of 04/01361/FUL (SMD/2004/0970). Refused.
- SMD/2022/0312 – Listed building consent for replacement windows with historically accurate wooden double-glazed units. Approved.
- SMD/2022/0469 – Demolition of a poultry unit and the erection of a holiday unit ancillary to Hermitage Farm. Refused.
- SMD/2024/0321 – Application for removal or variation of condition 3 in relation to application SM92-1066. Triage

2. Purpose of the application

- 2.1 The application seeks to remove Condition 3 in relation to application SM92-1066. This being an agricultural occupancy clause attached to the property

3. Introduction and context

This application follows a previous application (SMD/2024/0321) which went to planning committee in on the 17th of October 2024.

[Video of planning committee](#)

Although there was some broad agreement from the committee Mr Haywood stated that **“the shortcoming in the application before us today was lack of marketing”** and this was the primary reason for refusal to remove the condition.

We have therefore conducted the appropriate marketing exercise and have submitted this new application with this supporting evidence.

Again, we have sought pre-planning advice from the planning team the council (submitted as “planning advice.txt”), and we will address all areas of that guidance in this document and with the supporting evidence.

4. General Guidance

The general guidance provided by the planning office was:

“It is difficult to be prescriptive about the definition of a marketing exercise as each case will be different depending on the site and the proposed development. The object of the exercise is to satisfy the Council that at the end of the marketing period genuine attempts have been made to both firstly actively market the building/site; and secondly market the building/site at a reasonable price for an agricultural worker”.

We believe this is exactly what we have done, and the submitted evidence will hopefully prove this

5. Specific Guidance on term of marketing

The officer's guidance on this matter was:

1. A minimum of 6 continual months (but ideally 12) marketing, however an acceptable and reasonable period will depend on the individual merits of each case the period for marketing will also be affected by the financial climate, ie recession periods may suggest shorter periods (of at least 6 months)

Ruelow was listed for sale with Purplebricks on the 13th of November 2024 and remains on the market. We have specifically marketed the property individually for six months (although the farm has been on the market for 24 months without sale) this is because.

1. At the planning meeting this was the indicated timescale required
2. The current housing market is in recession
3. We are unable to let the property with the current clause, The council's new policy on empty houses means that we have a maximum of 12 months to sell the property before we would pay double council tax (Approx £3400). Therefore, we need to complete the process in under 12 months

6. Specific Guidance on Agent

The officer's guidance on this matter was:

The building/site should be marketed through a recognised, independent property agent

We listed the property through "Purplebricks" a well-known and established national estate agent.

7. Specific Guidance on Advertising

The officer's guidance on this matter was:

Advertising on the internet: The agent should ensure that sales particulars appear on their website continually online for the period covered by the marketing under (1) above. These should prominently display the interest in land in question (ie building, part of building, piece of land); the tenures available; and asking price/rental. Plus the Council will also expect inclusion on a national website such as Rightmove (or equivalent) for wider audience.

I can confirm that the property was indeed (and remains) marketed on the internet on Rightmove and Purplebricks own site with all the relevant details as per the submitted marketing information

8. Specific Guidance on Physical Advertising

The officer's guidance on this matter was:

Where the agent has a physical High Street office, 'Sales particulars' should be produced and displayed in the Agents Office(s) [if applicable] continually for the period covered by the marketing under (1) above. These should prominently display the interest in land in question (ie building, part of building, piece of land); the tenures available; and asking price/rental

Like many new online estate agents Purplebricks does not have physical locations but the property was advertised through their website

9. Specific Guidance on For Sale board

The officer's guidance on this matter was:

"A 'for sale' (or to let) board should be erected on the building/site in a prominent position for the public to view continually for the whole period of the marketing campaign."

Please see submitted "Marketing advertisement board picture" in the evidence a photo showing the agents for sale board prominently displayed at the entrance drive to the property

10. Specific Guidance on evidence

The officer's guidance on this was:

When an application is submitted, the following information should be provided:

Requirement: "a Property Agents Report summarising the marketing exercise carried out, i.e. Type of property; how, where and when marketed; tenure offered, general / specific level of enquiry shown."

Response: This is submitted as Property Performance Report

Requirement: “a copy of the sales particulars including explanation of where displayed and for how long.”

This is submitted as Ruelow Marketing Brochure and purple brick invoice.

Requirement: “photograph(s) of the building/site (clearly showing the ‘sale /to let board and that this was clearly visible to the public)”

This is submitted as “Marketing advertisement board picture”

Requirement: “reference to the relevant website(s) showing full details of information posted”

Response: This is submitted as Proof of property on Rightmove

This is the link to the website

2 bedroom semi-detached house for sale in Ipstones Bank, Stoke-on-Trent, ST10

“Requirement: a schedule of the numbers of enquiries received, including any firm offers, whether they are conditional or unconditional, with the relevant evidence where necessary. (This should include, if possible, reasons why initial interest not proceeded with);”

Response: This is submitted as Property Performance Report

11. Summary

We have tried to follow the advice and guidance as closely as is humanly possible, The extensive marketing evidence shows that the unique nature and location of this property means that it is impractical and unattractive as a stand-alone property for an agricultural worker from another farm.

It shows the property had 13500 Views of the advert yet only one person requested a viewing in the 6 months it was on the Market, they did not wish to proceed when they realised the location of the property was adjacent to the main farmhouse and had no independent access

Hopefully this proves we have met all the requirements and ask that in light of this the agricultural occupancy condition is removed

Regards

Chris and nancy Cooke