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Lee Bagnall
C/o Agent

Application no: SMD/2026/0045

Determined on: 23/03/2026

**Town and Country Planning Act 1990
Town and Country Planning (Development Management Procedure) (England) Order 2015**

REFUSAL OF PLANNING PERMISSION

Location of Development:

Bracks Farm School Lane Freehay Cheadle Staffordshire ST10 1TR

Description of Development:

New dwelling

Staffordshire Moorlands District Council in pursuance of powers under the above mentioned Act hereby **REFUSE** to permit the development described above in accordance with plans ref:

01507PL001
01507PL002
01507PL003
01507PL004
01507PL005A
01507PL006
01507SK01A
01507SK02A
01507SK03A
01507 SK04A

for the reasons specified below:-

1. Due to the prominent, exposed location of the site, a dwelling of this size and scale would be wholly inappropriate in the rural character of the countryside landscape. The existing outbuildings at the site are all single storey and therefore sit unobtrusively amongst the landscape. There can be no doubt that the proposed replacement dwelling would have a significantly greater detrimental impact on the existing character of the rural area than the original dwelling, resulting in a prominent intrusion into the countryside. For these reasons there is conflict with Policies SS1, SS2, SS10, H1 and DC3 of the Staffordshire Moorlands Local Plan and the NPPF.

2. The proposed demolition of the farmhouse would result in the total loss of significance of a non-designated heritage asset, which is illustrative of rural vernacular construction in the locality. There would be no heritage-related public benefits which would outweigh the total loss of the non-designated heritage asset. Therefore, the proposal cannot be supported from a conservation perspective as it would conflict with policy DC2 of the Council's Local Plan and section 16 of the NPPF.
3. The proposed dwelling is of a considerably larger size and scale to the existing farmhouse, reading completely differently to the simple, small farmhouse and collection of associated outbuildings. The proportion of roof to elevation is too top heavy, which is considered off-balance and disproportionate. Furthermore, the proposed dwelling incorporates an excessively large amount of glazing. The glazing would illuminate the surrounding countryside and the dwelling would incongruously stand out amongst the isolated, rural landscape. For these reasons combined, the design of the proposed dwelling is considered inappropriate, contrary to policies DC1 and DC3 of the Council's Local Plan and section 12 of the NPPF.
4. Insufficient information has been provided which definitively demonstrates that the proposed development would deliver mandatory biodiversity net gains, and that any net gain would be secured long term. The development is therefore contrary to Policies SS1, NE1 and DC1 of the Staffordshire Moorlands Local Plan.

Informatives

1. The Local Planning Authority (LPA), in reaching this decision, has followed the guidance in paragraph 39 of the National Planning Policy Framework. The Framework advises that the LPA should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area. However no amendments could be suggested to overcome the overriding concerns of the Council.

X 

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council

NOTES

1. If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.
1. If the decision to refuse planning permission is for a householder application, and you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.
2. If this is a decision to refuse planning permission for a minor commercial application, and you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.
3. If this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.
4. If you want to appeal against your local planning authority's decision for any other type of development, including listed building consents then you must do so within 6 months of the date of this notice. Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at <https://acp.planninginspectorate.gov.uk>
5. The Secretary of State can allow a longer period for giving notice of an appeal, but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.
6. If either the local planning authority or the Secretary of State refuses permission to develop land or grants it subject to conditions, the owner may claim that he can neither put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted. In these circumstances, the owner may serve a purchase notice on the Council (District Council, London Borough Council or Common Council of the City of London) in whose area the land is situated. This notice will require the Council to purchase his interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.