



Planning Services  
Wychavon District Council  
Civic Centre  
Queen Elizabeth Drive  
Pershore WR10 1PT

7 May 2021

FAO Nicola Robinson

Dear Nicola

**Planning Application Ref 21/00157/CU Land south of Broadway Brook, Evesham**

We wish to register an objection to this application by Keder Greenhouse Ltd.

We are very concerned about the location of this development for a number of reasons:

1. It is in open countryside on greenfield land, having no relationship to any existing settlement or related leisure development. In this circumstance, to comply with the Adopted Plan Policy SWDP35 – Visitor Accommodation, the development must form part of a farm diversification scheme. No justification on this criterion has been offered in the submitted Planning Statement, therefore, the development is contrary to the Adopted Local Plan.
2. The access of the A46 is dangerous and should ONLY be used for essential agricultural traffic movements that cannot access the land in any other way. Existing accesses off the A46 Evesham by-pass all were allowed as they were already in use when the by-pass was constructed and needed to be retained to allow owners continued access to their properties. It is claimed in the submitted Planning Statement that the development will not lead to significant additional vehicle movements. No justification has been submitted for this statement. Indeed, it is obvious that there will be a very significant increase in traffic movements, as visitors to the site will come by car, bringing with them all of their holiday provisions for a self-catering stay. Appendix 1 to this letter sets out a rough calculation of likely traffic movements throughout the year; it concludes that at present there is likely to be 20 movements (10 in and 10 out) for agricultural purposes but 884 for holiday visits.
3. The development is not sustainable with respect to transport. The ONLY safe access to public transport from the site is by means of a public footpath to Offenham, via the Shakespeare's Avon Way; access along the same footpath into Evesham requires crossing the A46. At present there is no safe access out of the site for cyclists. Although there is a railway station in Evesham, it would require a walk of over 2 miles or a taxi ride of a similar distance. The justification that this development will contribute to tourism provision in the area is acknowledged, but to access any of the local tourist facilities will require use of a car. Even the Country Park at The Valley could not be accessed on foot or by bicycle without needing to travel along the very busy A46.
4. The siting of the holiday units is in two separate parcels, one each in a different field. This layout has not been justified in the Planning Statement submitted with the application.



Therefore, it suggests that the landowner is intending to intensify the development, by extending each parcel further into the field, in the event that this scheme is allowed and proves to be successful. Either a comprehensive scheme should be submitted at this stage, for a full consideration of all environmental impacts, or the landowner should be required to enter into a legal agreement to restrict the development on the remainder of the land in his ownership, in the event that permission is granted.

5. The proposed landscaping arrangement is not typical of the local landscape. Adopted Plan Policy 25 – Landscape Character requires the following:

*Development proposals and their associated landscaping schemes must demonstrate the following:*

- a. *That they take into account the latest Landscape Character Assessment and its guidelines; and*
- b. *That they are appropriate to, and integrate with, the character of the landscape setting; and*
- c. *That they conserve, and where appropriate, enhance the primary characteristics defined in character assessments and important features of the Land Cover Parcel, and have taken any available opportunity to enhance the landscape.*

The application site is located within Landscape Unit VE20.2 – Village Farmlands with Orchards. In the Landscape Type Information Sheet for this landscape has the following guidelines:

- *conserve and restore traditional orchards, with emphasis placed upon the fruit type and varieties associated with different localities*
- *conserve and restore lines of hedgerow fruit trees*
- *retain pattern of strongly nucleated villages with associated low dispersal of settlement in between*
- *conserve and restore hedgerow structure with emphasis upon the primary hedgelines*
- *conserve and enhance tree cover along watercourses*
- *encourage opportunities for tree planting in and around villages*
- *promote development of wide field margins for wildlife benefit*
- *promote management of roadside verges for wildlife benefit*

The submitted scheme has none of the above elements, thus is contrary to Policy 25.

6. It is argued in the submitted Planning Statement that the development will provide local employment. It is acknowledged that increasing visitor numbers to the area will help existing businesses. However, no direct employment will result from this scheme due to its very small size.
7. It is argued in the submitted Planning Statement that the scheme will broaden the range of short break and holiday accommodation available locally. The town and Vale of Evesham already boasts a huge amount of caravan/chalet accommodation available for visitors; 11 additional units will be an insignificant increase in the area.



In conclusion, the scheme is contrary to policies of the Adopted Local Plan, is unsustainable in transport terms but most importantly will significantly increase the traffic movements onto and off the very busy A46 Evesham by-pass.

The Local Planning Authority should be aware that the development has commenced, with the construction of soil mounds both alongside the access track and at least in the west field. Presumably these mounds have been made using stripped soils from the development area. In the event that this application is refused, the developer must be required to re-instate the soil levels.

I can be contacted on 07801 846049 or [vecs1972@gmail.com](mailto:vecs1972@gmail.com) if any further information is required.

Yours sincerely

A handwritten signature in black ink that reads 'gill Pawson'.

Gill Pawson  
Chair, Vale of Evesham Civic Society



## APPENDIX 1 TRAFFIC GENERATION

Existing use by farm vehicles to 8 hectares of arable land (land within the ownership of the applicant):

Two movements (in and out) each for ploughing, preparation of seed bed, seed sowing, fertiliser application, weed spraying and harvest (combine harvester plus tractor and grain trailers)

Maximum 20 movements spread throughout the year.

Proposed 11 holiday chalets:

Assuming 70% occupancy with average length of stay as one week (ie 36 weeks).

Allowing for the fact that there is no proposed provision for any guest entertainment on site e.g no children's play area.

Allowing for the fact that visitors will need to bring suitcases and provisions for self-catering stays, which is very difficult by public transport.

Guests arrival and departure	72
Guests trips out (visiting, shopping etc) 5 days per week	360
Cleaners and maintenance visits, weekly	72
Out of season visits for unit and landscape maintenance	20
<b>Total</b>	<b>884</b>

These movements will be concentrated during the Spring, Summer, Autumn and winter school holidays.