



PLANNING STATEMENT

Holiday let at 69 Jersey Hill, Crockerton BA12 8AA

1.0 The Application

- 1.1 Planning permission is sought for the change of use to the existing annexe at 69 Jersey Hill, Crockerton to become mixed use as a holiday let, as well as for ancillary purposes.

2.0 Planning history

- 2.1 **20/01510/FUL** Planning permission for proposed single storey extension and alterations together with detached garage/annexe was approved: 08/04/2020.

3.0 Setting and location

- 3.1 69 Jersey Hill is an end of terrace house with an annexe and drive, located at the eastern corner of Crockerton, close to Shearwater.
- 3.2 Crockerton is defined as a Small Village within the Settlement Strategy for Wiltshire.
- 3.3 The annexe is located at the far end of the garden with access off Jersey Hill. There is ample parking on the drive. See Fig 1

4.0 Background

- 4.1 Currently, the annexe provides storage and ancillary accommodation for the present owners (the applicants). The annexe is single storey with a room in the roof space and downstairs w.c with shower. The garage is not overlooked by neighbouring properties.

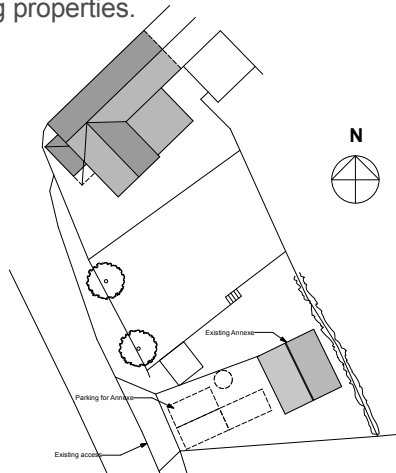


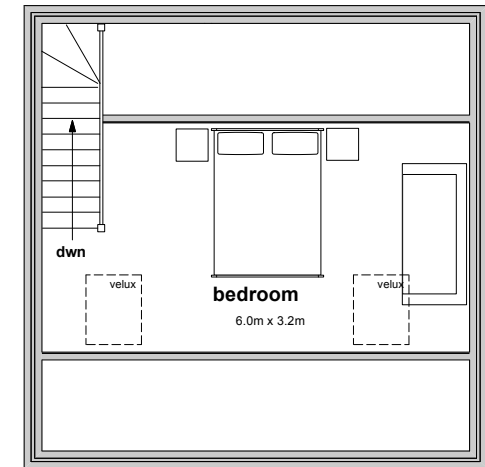
Fig 1 Site plan at 69 Jersey Hill

5.0 Proposal

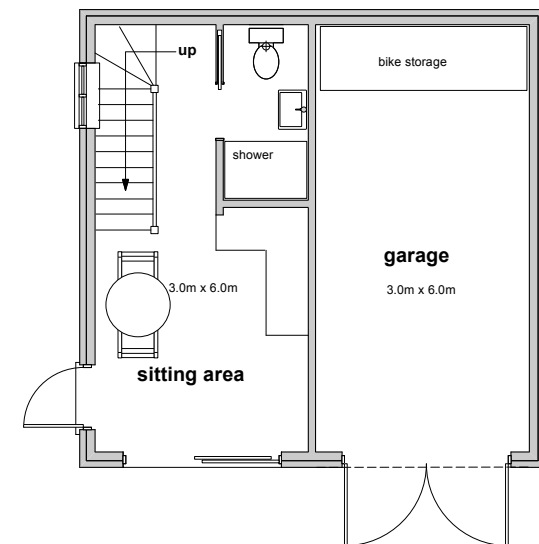
- 5.1 The proposal seeks to change the use which is currently ancillary accommodation to mixed use, allowing short-term holiday letting plus ancillary accommodation. This proposal requires no external or internal alterations. 69 Jersey Hill has significant off road parking and sufficient for an allocated space for the proposed holiday let.
- 5.2 **The applicants have no intention to sever the ownership of the holiday let from the title of 69 Jersey Hill.** The holiday let is reliant on 69 Jersey Hill for services. The existing annexe will still be used by the applicants. The change of use to the annexe for mixed use will allow the owners to continue to use the annexe as ancillary accommodation and additionally, for short-term lets such as through 'Airbnb'. The owners will control the letting and it will be used for short-term holiday lets, up to a maximum of 28 days.
- 5.3 The applicants suggest a planning condition may be appropriate to ensure the holiday let and 69 Jersey Hill remain permanently linked so that they may not be sold or used as a separate dwelling.



Fig 2 Satellite image showing the site location



First Floor Plan



Ground Floor Plan

7.0 Proposal

- 71 The applicants plan to promote the use of the property for cycling vacations – both as a base for local touring as well as a stopping point for longer distance journeys. The accommodation is within easy reach of the junction of two key long-distance national cycling route (24 and 25 – see map) as well as being at the heart of miles of byways and forest trails. In addition, the popular Wind Hill mountain bike centre can be reached within 15 minutes by bicycle.

The garage part of the property will be made available as secure bicycle storage and tools will be made available for any running repairs.

As such, this application supports the activities of Wiltshire Council to promote cycling tourism as evidenced through its tourism partners (Visit Wiltshire, local visitor economy activity) and in strategic infrastructure plans (LCWIPs).

- **Tourism-facing route & holiday information:** Visit Wiltshire runs a prominent cycling section (route guides, the 160-mile Wiltshire Cycleway, hire-a-bike info and downloadable routes) aimed clearly at visitors. Visit Wiltshire
- **Strategic recognition in LCWIP:** The Wiltshire Local Cycling & Walking Infrastructure Plan (LCWIP) explicitly recognises cycle tourists and tourism as part of the case for investing in longer-distance and leisure routes and makes the following points:
 - o The economic benefits from tourism are particularly relevant to Wiltshire with its many protected landscapes and archaeological features offering huge potential for improved cycle and e-cycle touring. Sustrans estimates that £650 million is contributed to the UK economy each year by leisure and tourism cycling on the National Cycle Network

- o A study by DfT showed that cycle tourists spend around 9% more per trip than the average visitor: cyclists can carry a limited amount so they shop more locally and frequently.
- o Visit Britain forecasts that the cycle tourism sector is set to grow
- **Local route maps & route promotion by council partners:** Connecting Wiltshire (the council transport/active travel site) publishes cycle maps, routes and local consultations to improve those routes
- **Funding and delivery:** Wiltshire Council has attracted active-travel funding (e.g., over £1m announced in 2025) for walking and cycling schemes.

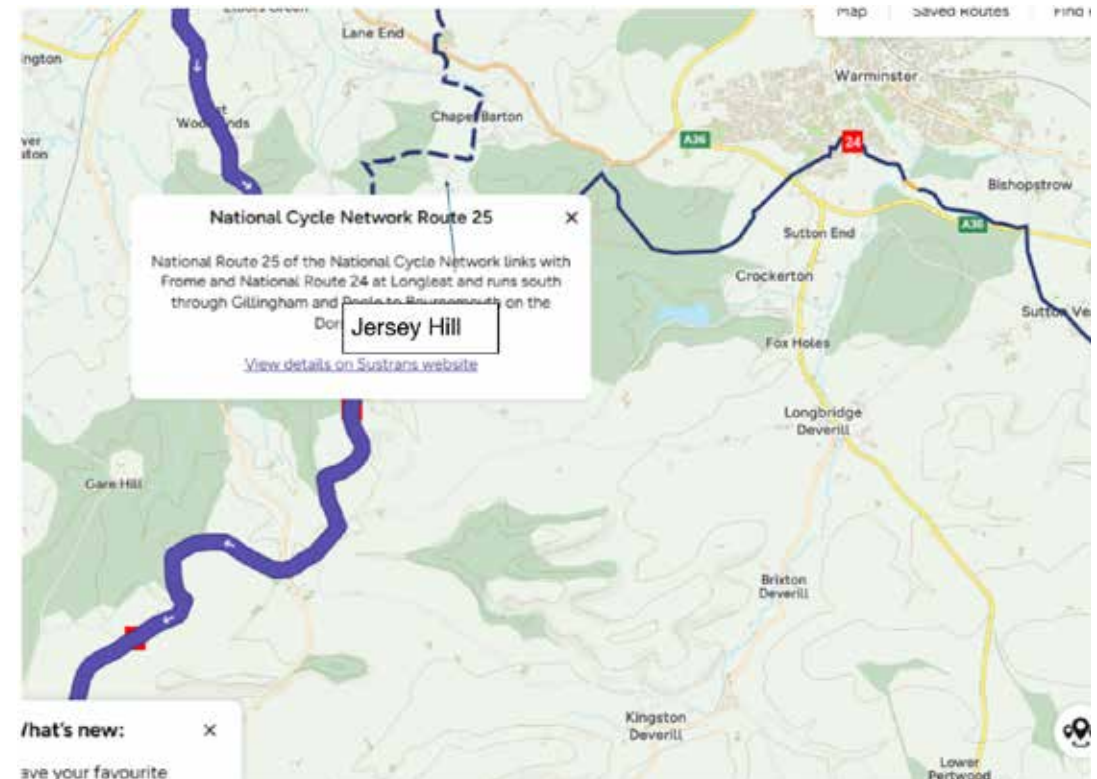


Fig 4 Map of local National Cycle Networks

8.0 Supporting Policies

- 8.1 Research shows that local planning authorities are required to determine planning applications in accordance with the Development Plan unless material considerations indicate otherwise (see Section 38(6) of the Planning and Compulsory Purchase Act dated 2004 and Section 70(2) of the Town and Country Planning Act dated 1990). The Wiltshire Council Core Strategy Development Plan (adopted in 2015) is relevant to this application as it is part of the Development Plan for Wiltshire. National policy documents such as the National Planning Policy Framework 2021 are also relevant and apply in this case.

Wiltshire Core Strategy

The key points of relevance from the Wiltshire Core Strategy Development Plan are:

- a. **Policy CP1.** This covers the Wiltshire Spatial Strategy. It allows for limited forms of development in Small Villages to respond to local needs and to contribute to the vitality or rural communities. Crockerton is defined as a Small Village for the purposes of the Wiltshire Core Strategy.
- b. **Policy CP39.** This advises that within Small Villages such as Crockerton, tourist development including accommodation will be supported and where practicable will be located within existing buildings.
- c. **CP40.** This points out that there is a 'lack of both budget and high-quality leisure accommodation within parts of Wiltshire, particularly in the south'. CP40 supports visitor accommodation provision within Small Villages such as Crockerton 'where proposals are of the appropriate scale and character within the context of the immediate surroundings and the settlement as a whole'.
- d. **CP64 and LTP3.** CP64 covers demand management and LTP3 covers the Car Parking Strategy which was adopted by Wiltshire Council in 2011. It includes the minimum

standards for car parking. This application satisfies the minimum standards.

National Planning Policy Framework 2024

The NPPF provides policy support to this application:

- a. Paragraph 10 states that 'so that sustainable development is pursued in a positive way, at the heart of the Framework is a presumption in favour of sustainable development'.
- b. Paragraph 11 outlines how the presumption in favour of sustainable development, all plans should promote a sustainable pattern of development that seeks to: meet the development needs of their area; align growth and infrastructure; improve the environment; mitigate climate change. For decision-taking this means 'approving development proposals which accord with an up-to-date Development Plan without delay.' This proposal accords with the Development Plan for Wiltshire.
- c. Paragraph 39 states that Local Planning Authorities (LPA) should 'approach decision-making on proposed development in a positive and creative way... and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision makers at every level should seek to approve applications for sustainable development where possible.'
- d. Paragraph 88 states that planning policies and decisions should enable
 - 1) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed, new buildings;
 - 2) the development and diversification of agricultural and other land-based rural businesses;
 - 3) sustainable rural tourism and leisure developments which respect the character of the countryside.

Paragraph 89 states that to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport). The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist.

Additional policy documents supporting this application

The Wiltshire and Swindon Visitor Accommodation Futures Report 2014 provides most comprehensive research on tourist accommodation. It was prepared for Visit Wiltshire and the Swindon and Wiltshire Local Enterprise Partnership (LEP). The report states: 'there are frequent shortages of all forms of visitor accommodation... there is clear potential for future growth... Wiltshire is lagging behind other destinations in the development of... B&B and self-catering accommodation.'

The Wiltshire and Swindon Destination Management and Development Plan 2015-2020

states that 'existing small providers should be supported to expand and upgrade their provision.'

Topic Paper 7 of the Wiltshire Core Strategy evidence base highlights that tourism is worth £779M a year to Wiltshire and that most is generated in South Wiltshire. It recommends 'Wiltshire should promote potential economic growth sectors such as tourism... supporting sustainable rural tourism and leisure developments.'

9.0 Case for Granting Approval

- 9.1 The application is in line with National and Council policies. The mixed use planning application does not seek to sever the annexe from 69 Jersey Hill. It will mainly be used for ancillary accommodation and short-term holiday lets, such as Airbnb.
- 9.2 The Core Strategy overtly supports the use of existing buildings for tourist accommodation. This applies to buildings in Small Villages, as is the case here, and for those outside Small Village settlement boundaries. CP39 states 'visitor facilities should be located in or close to local service centres or large and small villages and, where practicable, be located in existing or replacement buildings'. The application site is located within the Small Village of Crockerton.
- 9.3 There is room in the market for tourist accommodation. Crockerton is close to attractions such as the Longleat Estate, Centre Parcs and Shearwater Lake (which attracts anglers), and further afield, Bath, Stonehenge and Frome. Sustrans route 24 is located nearby. 69 Jersey Hill is within walking distance of The Bath Arms Shearwater public house and Shearwater Cabin café.
- 9.4 The application does not require any alterations. The principle of additional holiday let use for the holiday let finds support in the Wiltshire Development Plan and the National Planning Policy Framework.
- 9.5 We note that the site is in Cranborne Chase National Park. As there are no changes to the exterior of the building, the impact on local character is nil. There is no appreciable impact on the character of the surrounding area as a result of this application.
- 9.6 There is very low impact to residential amenities. The existing annexe is well suited to holiday letting and requires no alterations. The holiday let shares the access point and driveway to 69 Jersey

Hill. The holiday let will be provided with its own parking space, entrance and outdoor patio area which will protect the privacy of the occupiers. The expected occupancy of the holiday let is two adults (as it has just a single double bedroom) and so this naturally limits the amount of traffic or noise that could occur. Any comings and goings associated with the holiday let would be very similar to its current use as ancillary accommodation. The route into and out of the annexe is not overlooked by neighbouring properties. The only slight impact to privacy would affect the occupants of 69 Jersey Hill but as they would be fully in control of any letting, they can limit them as they see fit. Therefore, the application would not lead to any harmful impact to the residential amenity of the existing or future occupiers either through the loss of privacy, noise, or any other nuisance.

10.0 Access statement

- 10.1 The annexe at 69 Jersey Hill has a well established entrance with good visibility, in both ways, up and down Jersey Hill. The parking area can easily accommodate three vehicles. The applicants routinely use two car parking spaces leaving ample spare capacity. Given the maximum adult occupancy of the annexe is two, it is likely that they would have a single vehicle. Therefore, parking provision meets the minimum standard as outlined in the Wiltshire Local Transport Plan 2011-2028. Finally, the proposal would not significantly alter the number of movements into and out of the property.

11.0 Conclusion

- 11.1 This application does not harm the living conditions of neighbours, nor does it impact on the visual amenity of the local area. Off street parking is provided and is compliant with extant policy. Section 38(6) of the Planning and Compulsory Purchase Act states that 'if regard is to be had to the development plan for the purposes of any determination to be made under the Planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise.' There are no material considerations that relate to this application and so we believe this should be approved as it aligns with the Wiltshire Core Strategy Development Plan of 2015. Furthermore, the presumption in favour of sustainable development (contained within the National Planning Policy Framework of 2024) applies in this case and there are no identified areas of policy conflict or harm which would be capable of significantly and demonstrably outweighing the benefits of the application.
- 11.2 The Council are therefore respectfully asked to approve this application with the suggested caveat that the holiday let is not to be severed from the title of 69 Jersey Hill.