

3 March 2014
14 03 03 Proposed Plan Representation

savills

Scottish Borders Council
Forward Planning
Council Headquarters
Newtown St Boswells
Melrose
TD6 0SA

Patrick Dunne



163 West George Street
Glasgow G2 2JJ



savills.com

Sent by email: localplan@scotborders.gov.uk

Dear Sirs

Scottish Borders Local Development Plan – Proposed Plan Consultation

We write on behalf of our clients Aberdeen Asset Management and welcome the opportunity to participate in the preparation of the Scottish Borders Local Development Plan.

Aberdeen Asset Management has recently purchased the Rosetta Caravan Park in Peebles which is an established holiday destination in this area of the Borders.

The new owners are keen to improve the existing facilities in order to maximise the park's full potential.

The Proposed Plan (PP) recognises that tourism is one of the main employment sectors in the Borders and that the Borders environment has a special quality which should be sought to be protected in order to improve its legacy for future generations and tourism.

Peebles falls within the Western Strategic Development Area as identified in the PP. The PP recognises that this area acts as a secondary development area reflecting its administrative and employment roles and that there are good links to Edinburgh in the northern part of the area. The northern part of the area including Peebles benefits from a local development market and the tourism sector.

The new owners of Rosetta Caravan Park have recognised the need to appeal to a more varied customer base and improve the parks core central facilities to cater for all ages, needs and seasons.

A representation was prepared to the Main Issues Report on behalf of my client, this included a report highlighting the suitability of part of the holiday park for housing development. My client wishes to reiterate this suitability, and the role which housing on the site would have in contributing to the Local Development Plan aims and aspirations. Given this, I enclose the report for further consideration as an alternative site for housing within Peebles.

Yours sincerely



Patrick Dunne
Planner
Encs.



Rosetta Holiday Park | Scottish Borders Local Development Plan
Main Issues Report Consultation
June 2012

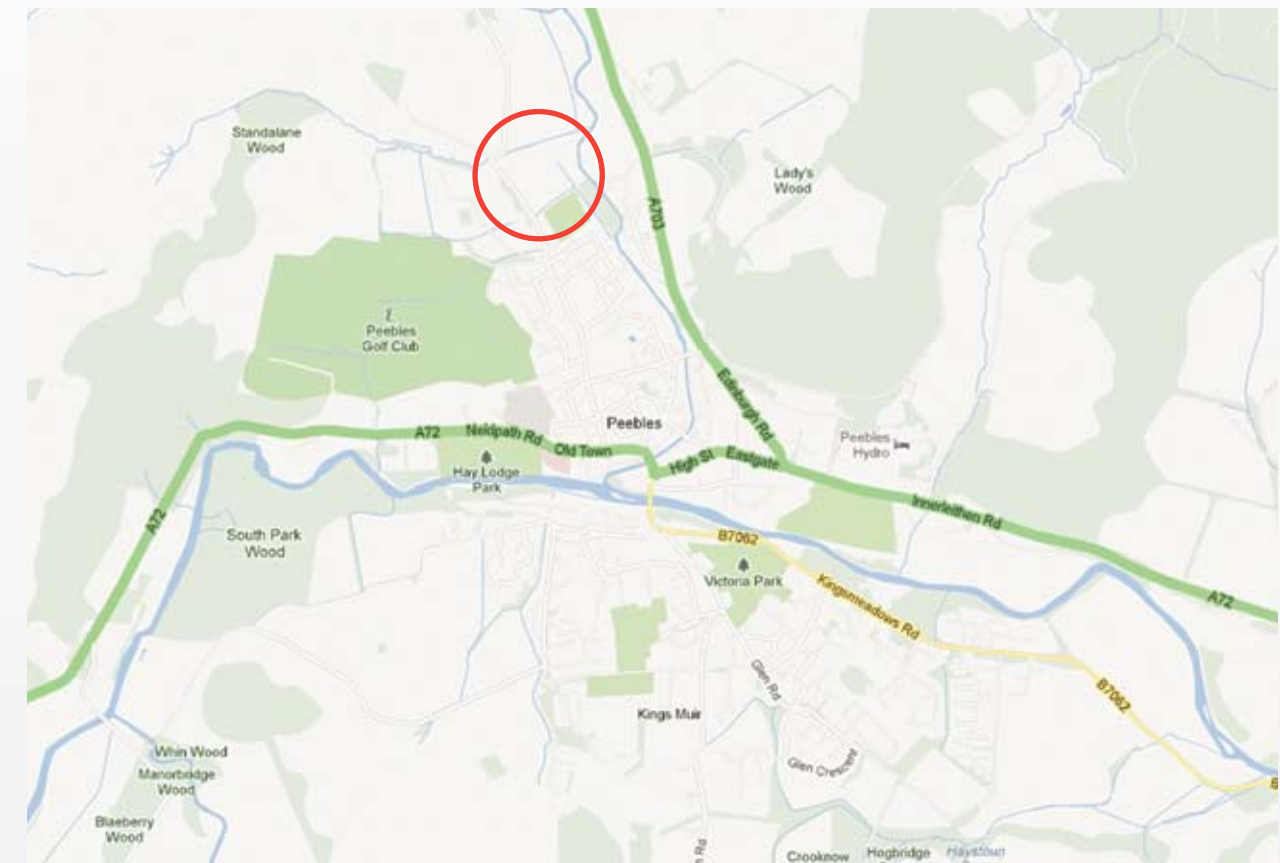


Introduction

This submission has been prepared by Savills on behalf of our clients Nottinghamshire County Council Pension Fund advised by Aberdeen Asset Management and we welcome the opportunity to participate in the preparation of the Scottish Borders Local Development Plan.

Nottinghamshire County Council Pension Fund has recently purchased the Rosetta Holiday Park in Peebles which is an established destination for holiday makers in the Scottish Borders. The park has suffered from under investment for many years but is now managed by Bridge Leisure Management who run successful holiday parks across the UK. (as shown in Appendix 1).

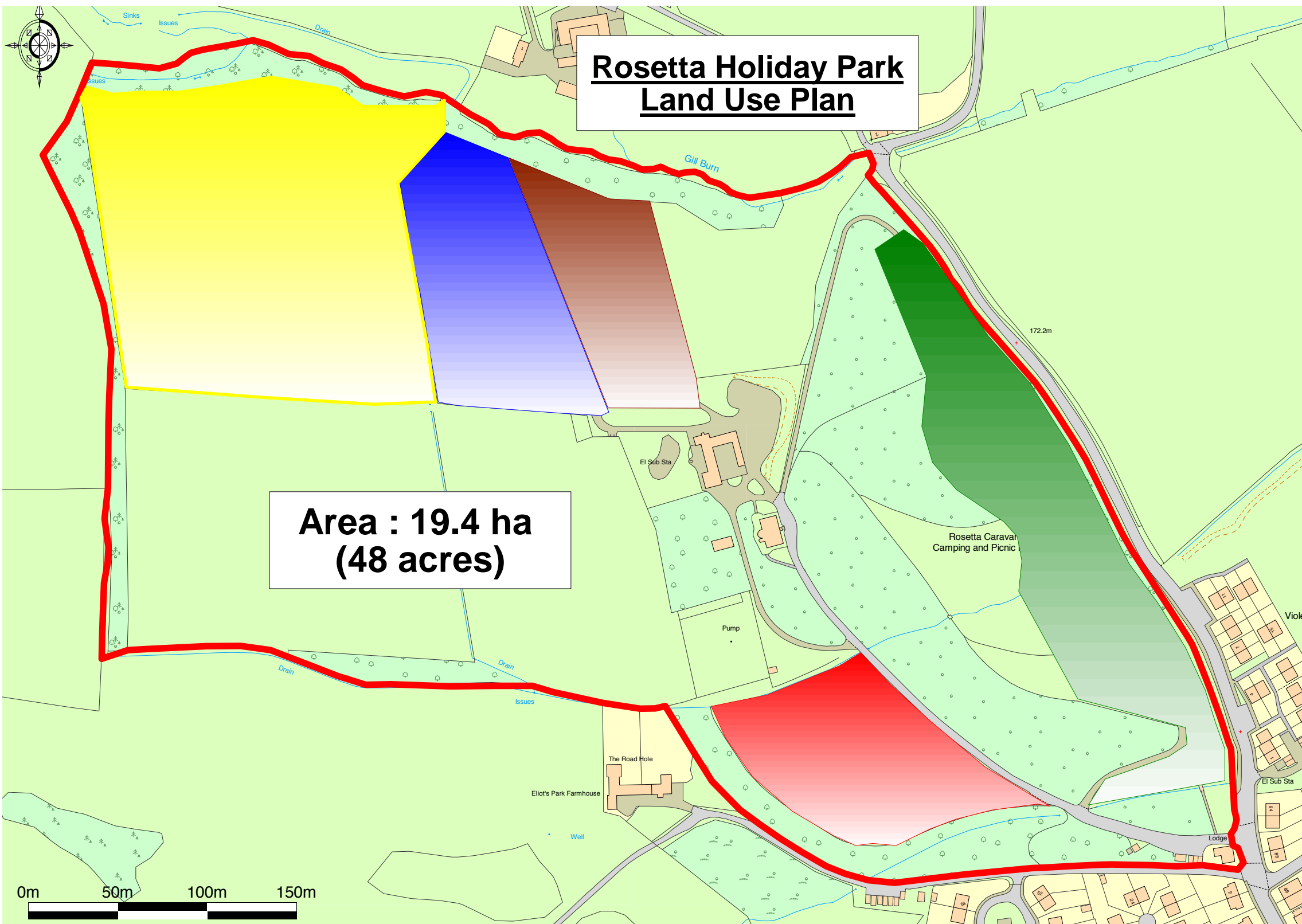
Rosetta Holiday Park is located to the north of Peebles and is within walking distance of Peebles Town Centre. The site extends to 19.4 hectares (48 acres) and currently benefits from static caravan pitches, touring pitches and grass pitches for camping. The park also has planning permission for 60 holiday lodges of which 7 pitches are occupied to date.



Site location plan



Rosetta Holiday Park - Land use



- This area is developed with 30 static caravan pitches and has been subject to an ongoing phased pitch redevelopment whereby 10' pitches are being expanded to 12' pitches as owners upgrade their caravans. Around 50% of the pitches have been upgraded including new electrical switch gear and meter boxes. At present, 25 are occupied by privately owned caravans, the remaining 5 are vacant.
- This area is developed with approximately 80 touring pitches, most with an electric hook-up point. The area is usually occupied by around 20 seasonal touring caravans.
- The field is marked out with 59 grass pitches, 14 of which have electric hook ups, and is served by a circular hardstanding roadway. This area is used for short stay visitors i.e. not seasonal tourers.
- This area is developed with 35 static caravan pitches of which 34 are occupied by privately owned caravans and 1 is vacant. This area is of a more modern layout whereby only one 10' wide unit is sited thereon.
- This area has planning permission for 60 holiday lodges / static caravans. At present, 34 twin concrete bases have been laid with individual service connections and the area is generally served by a partially developed roadway. At present 7 pitches are occupied by privately owned lodges (5 twin, 2 single).

Consent was also granted for use on an area of 0.54 hectares (1.35 acres) for tenting

Rosetta Holiday Park - Vital tourism accommodation for Peebles and wider region

The previous Government's ambition was to grow tourism revenues by 50% by 2015. Whilst we are awaiting the publication of a new national tourism strategy, there is a clear indication that this drive to increase investment into tourism is supported in the Scottish Borders. The Council is keen to focus on the Activity and Adventure Tourism sector in Peebles and the wider Tweed Valley.

The Scottish Borders Tourism Strategy & Action Plan 2009-2012 Key Priorities sets out the following quote from the Industry Strategy Scottish Tourism – Tourism Framework for Change, The Next Decade: *"We need to stay ahead of the game, keep on top of market trends and be quick to respond with development and enhancement of our own products and services. Only then can we ensure that we're always ready to exceed our customers expectations and so build our reputation as a must visit, must return destination."*

This is reflected in the National Planning Framework 2 which sets out that Scotland should be the best place in Europe to do business and should be promoted as the country with the ideal location for investment and tourism. Tourism plays a key part in strengthening the economy.

The Main Issues Report (MIR) recognises that tourism is one of the main employment sectors in the Borders and that the Borders environment has a special quality which should be sought to be protected in order to improve its legacy for future generations and tourism.

Peebles falls within the Western Strategic Development Area as identified in the MIR. The MIR recognises that this area acts as a secondary development area reflecting its administrative and employment roles and good links to Edinburgh in the northern part of the area. The northern part of the Western Strategic Development Area including Peebles benefits from a local development market and the tourism sector.

Given the national support to improve tourism as a key sector in the economy, we would welcome further support for tourism related developments in the forthcoming Local Development Plan including a tourism policy that links to the emerging Scottish Borders Tourism Strategy.



Rosetta Holiday Park - Development opportunities and funding

The park has the potential to be one of the best parks in the Scottish Borders but it is currently tired, poorly laid out and unattractive in appearance with inefficient and dated facilities.

In order to realise the park's potential a 'holistic' approach will need to be adopted for the whole site area. The new owners have recognised the need to appeal to a more varied customer base and improve the park's core central facilities to cater for all ages, needs and seasons. There is a considerable lack in provision of holiday parks in this area of the Borders.

In order to commit to the level of investment required to achieve these aims and create a significant positive tourism facility which is not currently available in Peebles, it has been identified that an element of housing which would include a range of housing sizes/tenures and affordable housing could be incorporated with this ownership which will then be able to fund improvements to holiday park attracting more visitors and expenditure to the wider Peebles area. This additional investment would also provide the required funding to repair and upgrade the existing listed building and stable blocks on the park.

We have undertaken an initial assessment of access, landscaping, topography and utilities within the site and have concluded that an element of the site would have the potential to accommodate up to 200 residential units as well as additional accommodation facilities for the holiday park and improved facilities. We would welcome the opportunity to work with the Council on this proposal to identify how the site could be successfully delivered in order to generate the provision of quality housing, jobs and improved tourism facilities.



Main Issues Report – answers to consultation questions

This section sets out our response to the consultation questions listed in Section 7 of the Main Issues Report:

Question 1: Do you agree with the Vision for the LDP?

As stated in our submission we would like the LDP to place more emphasis on the role of tourism in the Borders and linkages with the emerging tourism strategy. We know that tourism plays a vital part in the Scottish Borders economy and any proposals to improve or facilitate the current tourism offer should be supported.

Question 7: Do you agree with the preferred option for the scale of additional housing Land in the LDP? Do you agree with the alternative option? Or do you have another alternative option?

We support the Council's alternative option which states that the scale of additional housing land should be increased from that set out in the SDP. The SDP states that 100 units (over and above existing allocations) are required for the Western SDA between 2019-2024. The SDA is similar to the Northern Housing Market Area which the Council has based their most recent housing assessment on. We consider that this estimate is too low given that the Council's Housing Land Audit shows that almost half of the sites with planning permission and/or allocated in the adopted Local Plan will not come forward in the next 5 years, i.e. are not effective. SPP sets out that a supply of effective land for at least 5 years should be maintained in order to ensure continuous supply of land at

Main Issues Report – answers to consultation questions cont: /



Question 8: Do you agree with the preferred option for additional housing sites in the Appendix A? Do you agree with any of the alternative options? Or do you have other alternative options?

We hereby ask the Council to consider an element of the Rosetta Holiday Park as a potential housing site for up to 200 units. The site is a deliverable site in terms of Planning Advice Note 2/2010. Paragraph 55 of this document sets out seven criteria for the assessment of the effectiveness of housing sites. We have assessed each of the criteria in the table below:

Criteria	SPP Definition	Savills Assessment
Ownership	The site is in the ownership or control of a party which can be expected to develop it or release it for development	The site is under one single ownership, owned by a pension fund willing to invest into improving the existing holiday park, and the delivery of new housing to facilitate this.
Physical	The site, or relevant part of it, is free from constraints related to slope, aspect, flood risk, ground stability or vehicular access which would preclude its development. Where there is a solid commitment to removing the constraints in time to allow development in the period under consideration, or the market is strong enough to fund the remedial work required, the site should be included in the effective land supply	The current site accommodates caravans and holiday lodges and a survey of the site has demonstrated that the site can physically accommodate new development.
Contamination	Previous use has not resulted in contamination of the site or, if it has, commitments have been made which would allow it to be developed to provide marketable housing;	The site does not have any known contamination issues.
Deficit Funding	Any public funding required to make residential development economically viable is committed by the public bodies concerned;	No public funding would be required to make residential development economically viable
Marketability	The site, or a relevant part of it, can be developed in the period under consideration.	The site can be delivered with the period of the new Local Development Plan.
Infrastructure	The site is either free of infrastructure constraints, or any required infrastructure can be provided realistically by the developer or another party to allow development;	Required Infrastructure can be delivered to accommodate the proposals at Rosetta Caravan Park.
Land Use	Housing is the sole preferred use of the land in planning terms, or if housing is one of a range of possible uses other factors such as ownership and marketability point to housing being a realistic option.	The majority of the holiday park is located within the settlement boundary of Peebles within walking distance of the town centre. Housing would be preferred use for the lower areas with the holiday park for the upper areas.

Question 18: Do you agree with the preferred option to prepare the LDP on the basis of the recommendations in Appendix C?

Our comments relate to Policy BE8 Caravan and Camping Sites. We would welcome the opportunity to liaise with Scottish Borders Council when the update policy text to make reference to new proposals is drafted. We would like the Council to consider Rosetta Holiday Park as an exiting proposal to improve the holiday park accommodation and associated facilities in Peebles.

Rosetta Holiday Park - Next Steps

We would like to work with Scottish Borders Council to take forward the proposals at Rosetta Holiday Park during the preparation of the Local Development Plan.

The rationale behind the strategy is that by providing some additional housing (including an element of affordable housing in line with the Council's standards and to be added to the Council's effective housing land supply), the Council will be able to secure significant investment to improve existing tourism facilities and to provide additional required facilities which are all in line with the overall ambition to improve the Activity and Adventure Tourism offer in Peebles.

We hope that we can work closely with the Council, key interest groups and local community to establish how the proposals at Rosetta Holiday Park can be taken forward. We are happy to provide further details at any stage during the preparation of the new Scottish Borders Local Development Plan.

We reserve the right to withdraw our representation at any stage of the preparation of the Scottish Borders Local Development Plan.



Appendix 1: Other schemes in the UK by HPW architects

1.00 Sandy Balls Holiday Centre

Redevelopment of the existing central facilities buildings including new build elements & major infrastructure works.

Bistro Restaurant (30% of floor area was high spec kitchen to serve both the restaurant & a much larger adjoining outside piazza area)	€2,200 / sq m
Management offices conversion	€715 / sq m
Guest Services building including gift retail, cycle / hire centre	€1,700 / sq m
Arrival building including Accounts & Booking offices	€2,000 / sq m
Health & Beauty suite conversion	€1,400 / sq m

Factors which affected the build costs were the high quality of building design & specification of external materials required by The New Forest National Park in order to obtain Planning Approval, the need to undertake the works in several phases in order to reduce the impact on guests, the extent of tree protection measures & new landscaping due to the sensitive heavily wooded setting, the complex phasing of the work due to all elements of the project being directly inter-related & the limited 'construction site' space available to the building contractor.





2.00 Freshwater Beach Holiday Park

New build central facilities building in highly sensitive Jurassic Coast World Heritage location

New build

£1,700 sq / m

Factors which affected the build costs were the high quality of building design & specification of external materials required by the Local Authority in order to obtain Planning Approval in a highly sensitive location, including wild flower roof, locally sourced & cut stone cladding to elevations, large pool complex & six lane AMF ten-pin bowling on mezzanine floor.





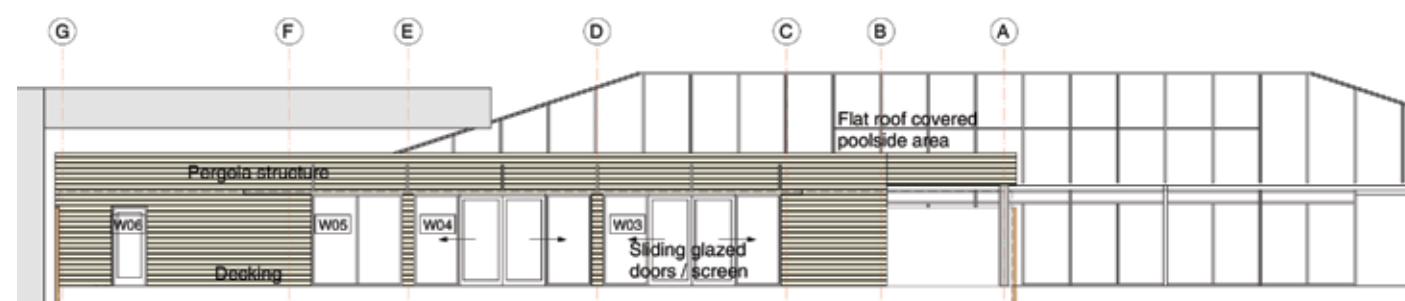
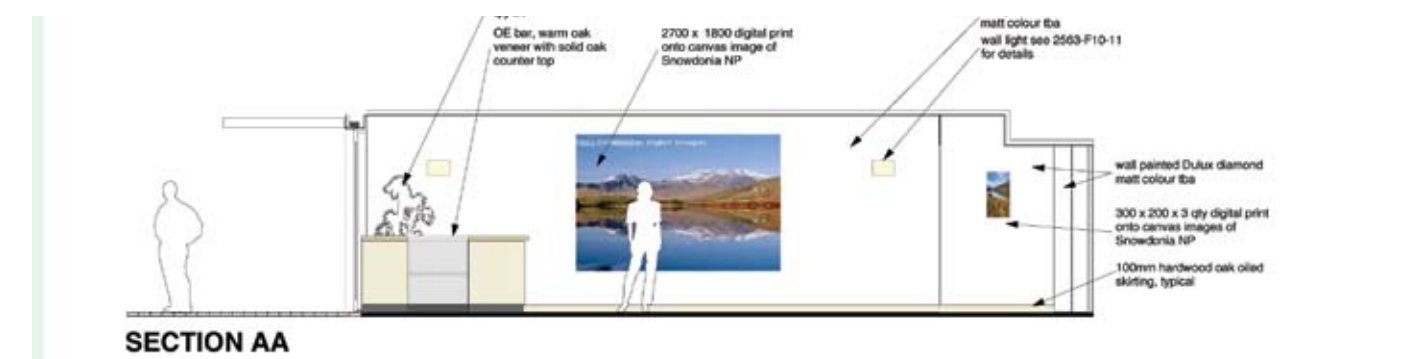
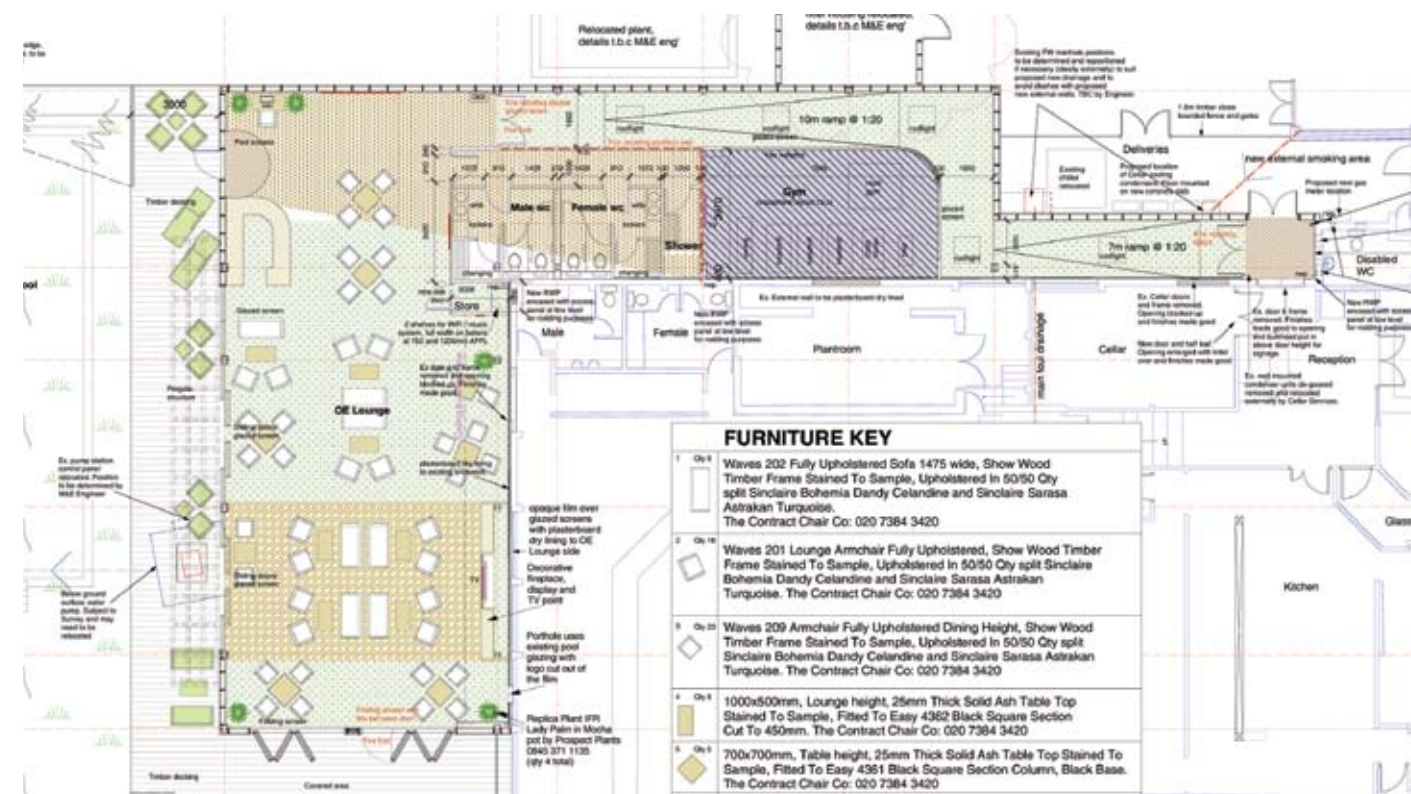
3.00 Greenacres Holiday Park

New build 'Owners Exclusive' facilities building on a Haven Holidays park in the Snowdonia National Park

New build

£1,800 sq / m

Factors which affected the build costs were fast-track programme during winter shut-down & an element of enabling works for external swimming pool & plant room, which was completed as part of phase two during the following winter.





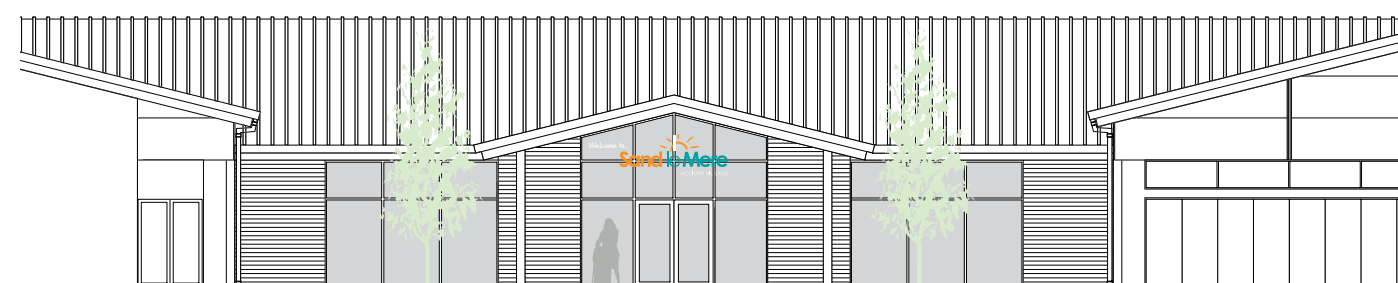
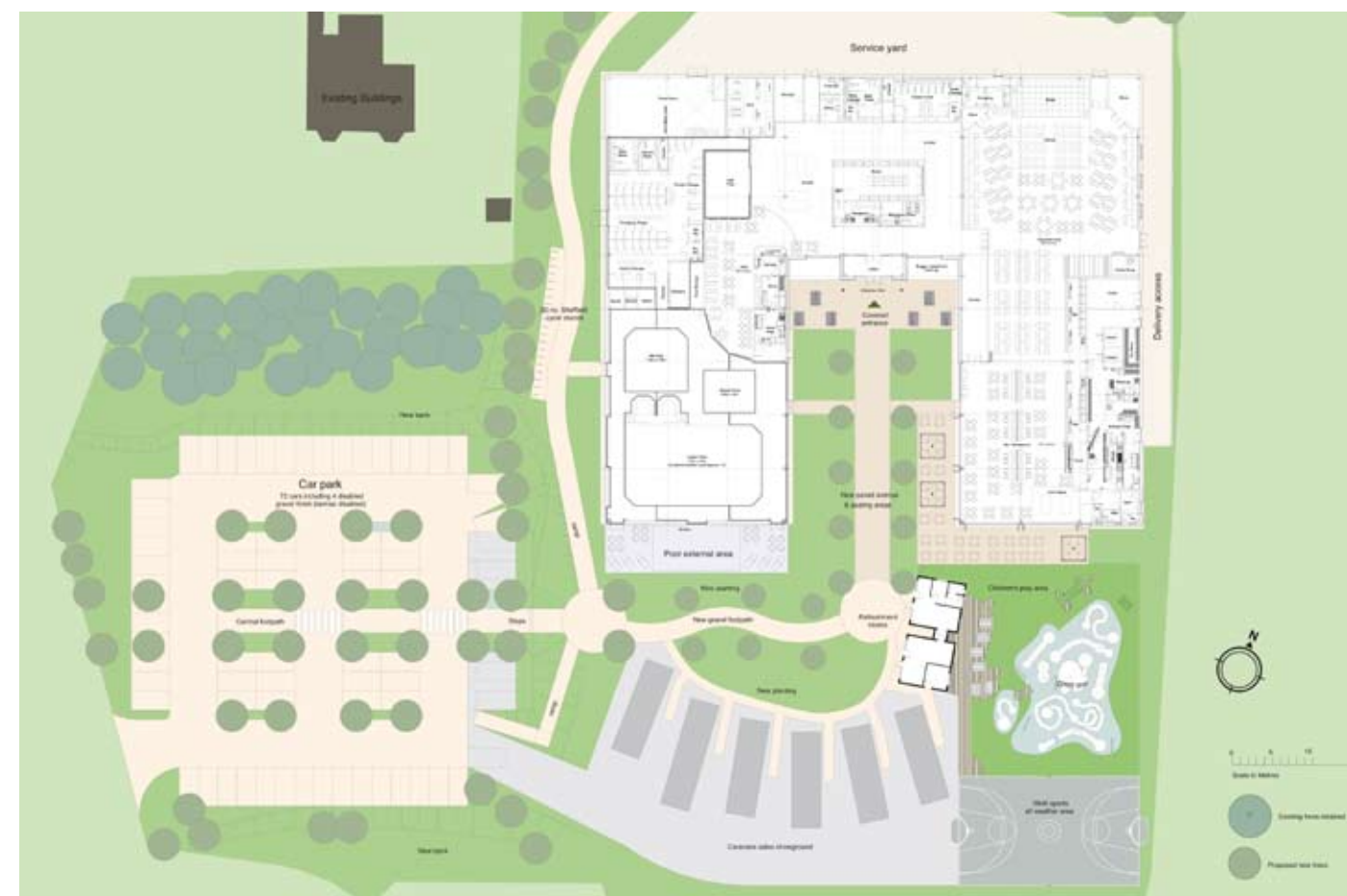
4.00 Sand Le Mere Holiday Park managed by Bridge Leisure Management

New build central facilities building near Hull, Yorkshire

New build

£1,500 sq / m

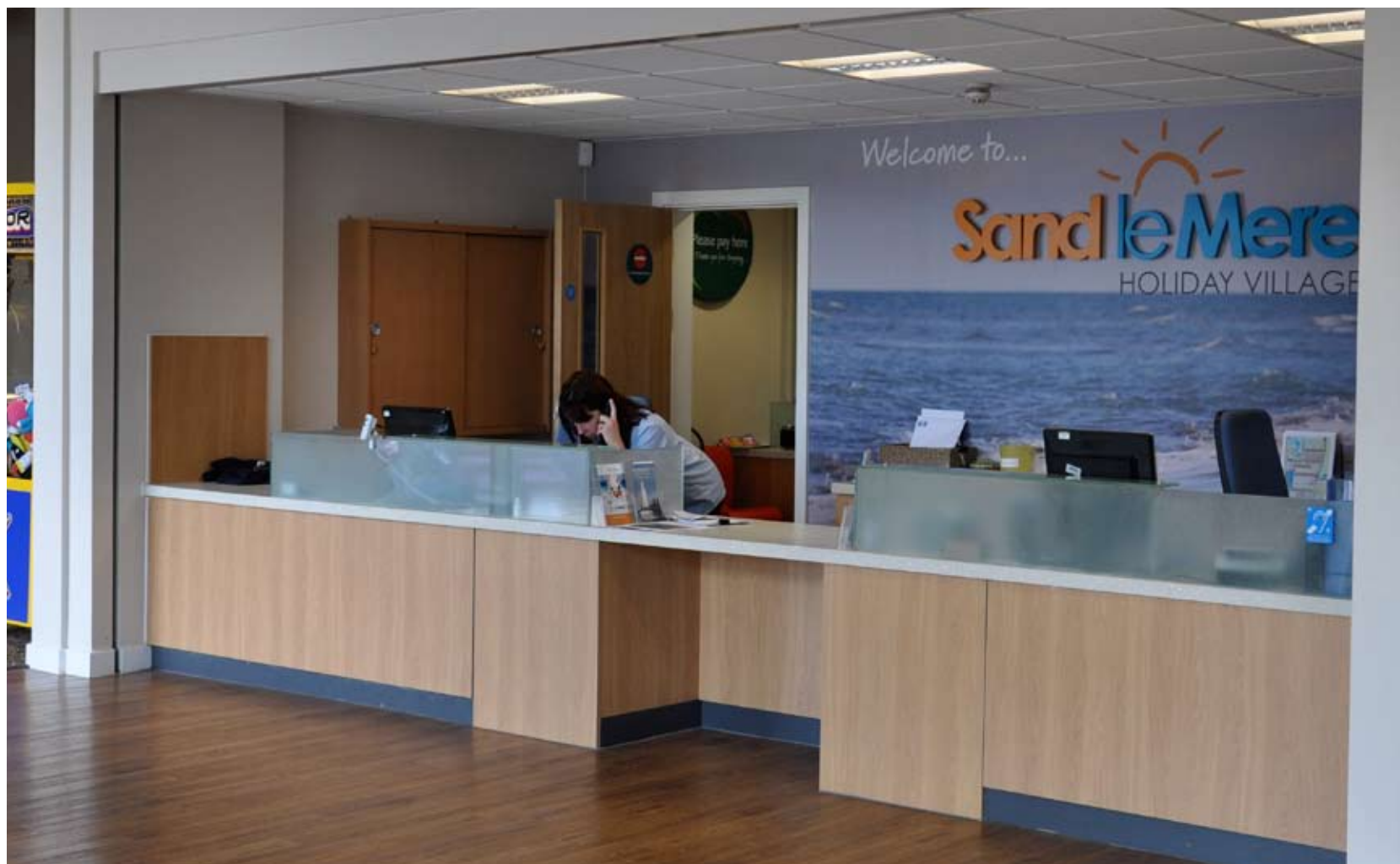
Building includes swimming pool, wet play & splash zone, changing village, plant room, office, small convenience store, take-away, indoor soft play, cafe, arcade, bar/restaurant with associated kitchens / stores & main show bar. The building solution was cost effective due to the use of a simple portal frame structure, simple cladding & relatively low level of internal specification. Also, Planners were relatively unconcerned about the building design & external materials.



Proposed entrance elevation



Proposed bar elevation





Integrated
Sustainable
Design

HPW Partnership Ltd

Wade Park Farm Salisbury Road Ower SO51 6AG United Kingdom

T +44 (0)2380 811 808 F +44 (0)2380 812 953 E alan@hpw.co.uk www.hpw.co.uk

Contact Alan Powell Managing Director



bridge leisure management

Bridge Leisure Management Ltd

106 Milton Keynes Business Centre Foxhunter Drive
Linford Wood Milton Keynes MK14 6GD

Tel: +44(0)1908 686601

Website: www.bridgeleisure.com

email: andrew.howe@bridgeleisure.com

Contact: Andrew Howe Chief Executive



Savills

163 West George Street Glasgow G2 2JJ

Tel: +44 (0) 141 222 4104

Mobile: +44 (0) 7967 555 717

Email: mhengesch@savills.com

Website: www.savills.co.uk

Contact Myriam Hengesch Associate Planning