

JMS PLANNING & DEVELOPMENT

TOURISM IMPACT ASSESSMENT
SUPPORTING AN APPLICATION

BY

PENRHOS PARK

FOR THE PROPOSED RETENTION OF THE
RE-POSITIONING OF LODGES AND STATIC
CARAVANS

AT

PENRHOS PARK

LLANRHYSTUD

ABERAERON

CEREDIGION

SY23 5AY

Project: Penrhos Park, Llanrhystud, Aberaeron
Client: Penrhos Park
Date: February 2025

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SECTION 1: INTRODUCTION

- 1.1 This Tourism Needs and Development Impact Assessment has been prepared on behalf of Penrhos Park and is submitted in support of an application for the retention of the re-positioning of 15 lodges and 36 static caravans.

SECTION 2: SITE AND SURROUNDING AREA

- 2.1 The application site – Penrhos Park – is located on the outskirts of Llanrhytsud which is designated as a Rural Service Centre under the Ceredigion Local Development Plan and within walking distance of this site. Penrhos site provides holiday accommodation, golfing experiences, hotel, restaurant, bar and leisure facilities. The site is easily accessible from the A487 trunk road. The site is well-screened and nestled into the valley – the only view point of the site is for a short distance along the B4337.
- 2.2 Penrhos Park has developed to become a prime holiday destination and contributes extensively to the local economy in terms of employment and disposal income. As previously stated the 36 static caravans were granted planning permission under application reference A190622 and the 15 lodges under application reference A140092. The plan below shows the static caravans permission in pink and the lodges caravan application in yellow, as approved by the local planning authority. As you can see from their location on the ground, the applications layout overlap each other, therefore they could have never been implemented in accordance with both permissions.

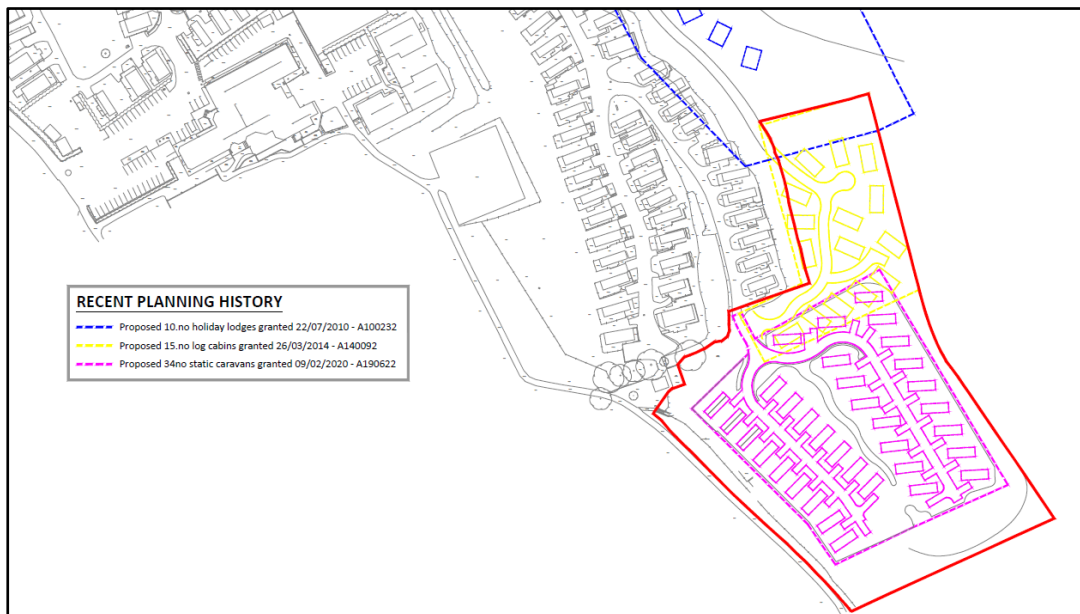
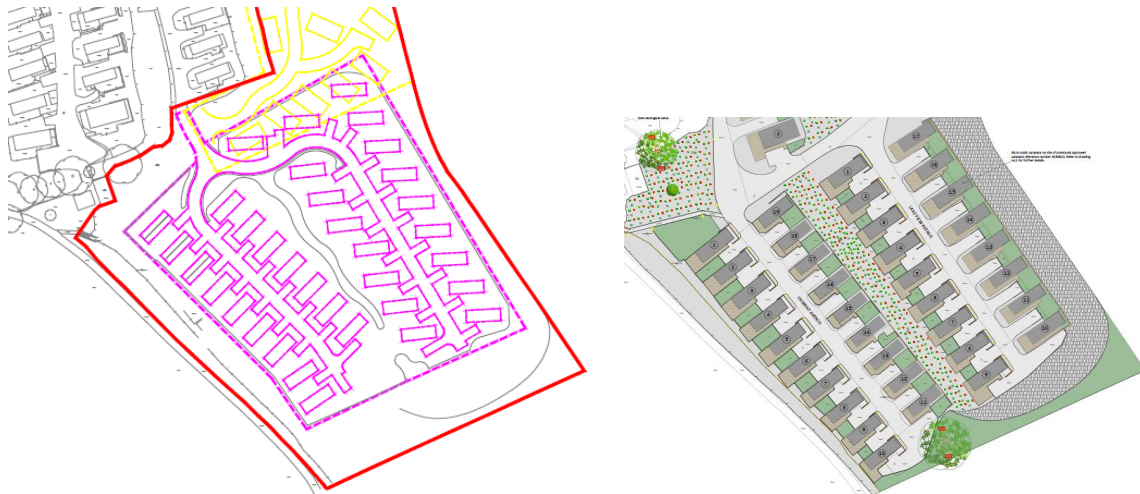


Figure 1: Layout of approved permissions

- 2.3 Llanrhystud offers a comprehensive range of services, including a church, petrol station, post office, primary school, public house, pizzeria and convenience store. This renders the application site highly sustainable, fostering safe pedestrian connections and reducing reliance on private transport. A regular bus service also runs through Llanrhystud.
- 2.4 As per the Flood Risk Map from Natural Resources Wales, the application site sits entirely outside of the flood zone. Therefore there is no risk of flooding in this case.
- 2.5 There are no public rights of way running through the site, but there is a footpath which adjoins the park - no. 28/8 which leads through the Pitch and Putt Course, across Afon Wyre and down past Maes Carrog which then leads safely into the services in Llanrhystud. This footpath will remain unaffected by the development.

SECTION 3: THE PROPOSAL

- 3.1 The proposal seeks retrospective planning permission for the resitting of 36 static caravans and 15 lodges located within the confines of Penrhos Park.
- 3.2 The 36 static caravans were originally sited in four rows with two spine roads servicing them as defined in pink on the first plan below. In comparison, the static caravans have been positioned perpendicular to each other along two spine roads. The changes are not so much in relation to their location but more so to do with the way they are orientated. 17 are located along Lakeview Avenue and 19 are located along Fairview Avenue.



- 3.3 The second element of the proposal seeks retrospective permission for the relocation of 15 lodges granted under planning permission A140092, the plans below yet again demonstrate where the original approval was granted (yellow) and then a plan showing their exact location on site.



- 3.4 The most notable changes here are the orientation and layout of the lodges, being in a linear form, following the layout of the caravans beneath. The site has also encroached slightly to the Northern end. The layout is uniform and the access road is smaller and it links up with the lodges granted to the Northern area of the site.

SECTION 4: PLANNING POLICY

- 4.1 This Section sets out an overview of Local Development Plan policy relevant to the proposal. The development plan for Ceredigion consists the Ceredigion Local Development Plan (LDP), no Strategic Development Plan (SDP) has been adopted for Mid Wales to date.
- 4.2 Policy SO4, Criterion 3 of the Local Development Plan states that:
- 3. In the case of economic development it is:
 - a. proposed on an allocated site as set out in the Settlement Group Statement and shown on the Proposals Map; or
 - b. A site that has not been allocated and either:
 - i. of a 'small scale' meeting a specific local need; or
 - ii. accords with the TAN 6 requirements in terms of a rural enterprise.
- 4.3 Policy LU14 (Countywide Tourism Accommodation Sites: Static and Touring Caravans, Camping pitches, Cabins and Chalets) states that for developments outside of the Coastal Area (as the application site is), extension to existing sites will be permitted providing that a "Tourism Needs and Development Impact Assessment" is submitted; and that any new facilities required due to the extension does not affect the vitality of facilities already offered within the nearest settlement.
- 4.4 Supporting paragraph 7.89 identifies that, in general, there is a deficiency of tourism accommodation outside of the coastal area, and needs strengthening.
- 4.5 In this instance, the proposal comprises a tourism development that accords with the requirements of policies SO4 and LU14, in that it comprises an extension to an existing caravan site outside of the coastal area.

4.6 In terms of visual impact, the application site lies immediately adjacent to the existing park and is retrospective in nature having previously been granted planning permission for the same number of holiday accommodation buildings only in a slightly different location and layout. It is considered that any visual impact would be negligible.

SECTION 5: TOURISM NEEDS AND DEVELOPMENT IMPACT ASSESSMENT

- 5.1 A requirement of Policy LUI4 of the LDP in areas outside of the coastal area where new holiday accommodation will be permitted is to provide a Tourism Needs and Development Impact Assessment (TNDIA).
- 5.2 The information contained within a TNDIA should be proportionate to the nature of the proposal, its scale and location as stated within paragraph 7.91 of the LDP. It states, “As a general overview the types of information required would be:
- Proposed size of development;
 - Evidence to support why a development of this type is needed, e.g. no sites within the locality, waiting list of people wishing to sue the existing site etc.
 - Evidence to show that the proposal is viable/sustainable in relation to estimated project costs i.e. capital outlay, expected occupancy rates/turnover/overheads, projected net return etc;
 - Impact on the local community – how will the development support them e.g. more revenue for the local shop, job creation.”

5.3 Development Proposal and Scale

This application seeks retrospective consent for 15-holiday lodges and 36 static caravans. The scale and principle of the proposals have been accepted under previous consents. The expansion of the site has been deemed acceptable, with a proven need for the holiday accommodations as they have all been sold to owner-occupiers on a long term lease.

The accommodations are for holiday use only located on an existing, successful and sought after holiday park.

Guests often use local facilities, amenities and attractions, thus supporting the local economy.

5.4 Evidence to Support Development

Following the Covid-19 pandemic and cost of living crisis, 'Staycations' have become popular with people wanting to escape from the urban hustle and bustle to reach a quieter pace of life in the countryside.

There are similar static caravan sites in the area, including in Llanrhystud itself, however they don't offer the facilities that Penrhos do, and they are not located outside of the coastal zone.

There are limited lodges available within Ceredigion on established parks too. Penrhos has a clubhouse, swimming pool, driving range, golf course etc. It is a sought after site within a good location to public transport links and wider amenities. The lodges and static caravans the subject to this application are also available to purchase, and therefore offer a further option for tourists.

5.5 Evidence to show proposal is viable

All lodges and static caravans have been bought, are on site, connected and completed. They are then bought by their owners who also pay ground rent to Penrhos on an annual basis. Caravans currently for sale start at £37,000.00 and the annual site fees start from £4,461 inc VAT per annum. Included within this is a golf and leisure membership for the immediate family. This area of the park is open 12 months of the year.

5.6 Impact on the local community

The impact of the development on the immediate neighbours within Cwm Mabws and along the B4337 will be minimal as the development has already occurred, albeit in a slightly different location as per the approved plans. With the additional screening proposed and the

distance of the site from the highway there will be minimal additional impact on the landscape above and beyond what was approved.

In terms of supporting the local economy, the company provide employment opportunities throughout the park from waitressing, cleaning, grounds working, marketing, sales etc. It also uses local companies wherever possible in supplies and services. It encourages people to use local facilities, amenities and attractions.

SECTION 6: CONCLUSIONS

- 6.1 The application is a medium-scale economic tourism development for 15 lodges and 36 static caravans located at Penrhos Park. The application accords with the requirements of Policies S01, S04, LU14, DM06 and DM07 of the Local Development Plan.