



FLAXBY PARK
MAKING LIFE COMPLETE

A Sustainable Eco-Lodge Resort
A new tourism concept for Harrogate

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A new tourism concept for Harrogate

LICHFIELDS

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Designed by Lichfields 2020.

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Chapter 1 : **Introduction**



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Chapter 1 : Introduction

This document has been prepared by Lichfields, in association with POD, to provide a Vision for the Flaxby Park Site. It sets out a proposal for a sustainable eco-lodge complex on the former Flaxby Golf Course.

Given its previous use, the Site has clear capacity to accommodate sensitively planned tourism development. Indeed, in 2013 prior to the closure of the Golf Course, the Council granted planning permission (LPA Ref: 09/01788/FUL) for the “erection of hotel and golf club house with access road, car park and installation of reed bed system with alterations to the A59 Public Highway.” The permitted hotel building was substantial in scale, extending to 298 bedrooms over 5 storeys and 26,419 sqm of floor space. Thus, demonstrating the appropriateness of the Site as a tourist destination and that the Site is able to accommodate further development.

Harrogate and the wider North Yorkshire area is already an increasingly popular tourism destination with the area boasting a wealth of natural and historic attractions.

The Flaxby Site, located just off the A1, is strategically positioned to take advantage of increasing tourist numbers.

The development of this unique, environmentally conscious eco-lodge holiday complex would generate significant benefits for the local economy and that of the wider region. The ideas presented in this document have been developed following a detailed review of the Site, its context, the relevant planning history and the client’s brief.

The structure of the Vision document is as follows:

- **Chapter 2:** Analysis of Recent Tourism Trends
- **Chapter 3:** National and Local Planning Policy Context
- **Chapter 4:** Vision
- **Chapter 5:** Policy Compliance
- **Chapter 6:** Economic Benefits
- **Chapter 7:** Next Steps





CONEYTHORPE

ALLERTON PARK

○ A1(M)

○ A168

○ Temple of Victory

○ Allerton Castle

○ The Site

FLAXBY

○
A59



Chapter 2 : **Analysis of Recent Tourism Trends**



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Chapter 2 : Analysis of Recent Tourism Trends

National Tourism Industry

At the national level, tourism makes an important contribution to the economy. Analysis published by Visit England¹ suggests that tourism trips generated £91.3 billion of expenditure in 2017. This was broken down as shown in Figure 1:

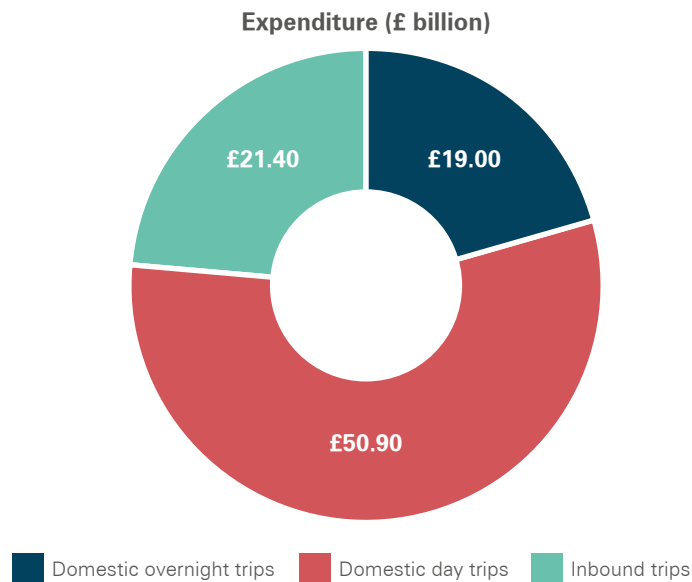


Figure 1: Breakdown of Tourism Expenditure (2017)
Source: Visit England Key Facts and Trends

¹ Visit England Key Facts and Trends 2017
² ONS Workforce Jobs by Industry (2019)

Past Trends

It is not possible to compare time series data regarding domestic visitor flows and expenditure on a consistent basis, due to recent changes in the methodology adopted by Visit England. An analysis of 2019 ONS data² can be used to understand change in the 'Accommodation and Food Service Activities' sector as a proxy for the industry. This shows that UK employment in the sector has increased by 6.9% over the last five years – outstripping the all sector average (6.6%) – and currently stands at an estimated 2.47 million workforce jobs.

In addition, the latest available data from ONS estimates that the Gross Value Added (GVA) generated by 'Accommodation and Food Service Activities' grew by 9.1% between 2012 and 2017. This is lower than the all sector average of 11.6% growth observed over the same period.

Harrogate/North Yorkshire

Visitor Numbers and Expenditure

The GB Tourist 2018 Annual Report (published by Visit Britain) provides an overview of domestic tourism data. This indicates that Harrogate recorded 1.9 million visitor nights in 2018 across 648,000 trips. This corresponds to an average length of stay equivalent to 2.9 nights – marginally lower than the England average of 3.0 nights.

In seeking to achieve parity with the national position – and generate additional tourism expenditure and employment – there is a need to increase the average length of stay within Harrogate. This could be pursued by delivering more self-catering accommodation stock (which recorded an average length of day equivalent to 4.5 nights at the national level in 2018 – 55% higher than the figure of 2.9 nights across all accommodation types).

Chapter 2 : Analysis of Recent Tourism Trends

The need to develop the visitor accommodation stock is recognised within the Harrogate District Visitor Accommodation Study (2015) which states that:

“there is a strong focus on consolidating and developing the tourist and leisure economy in the district. There is also the recognition that in order to attract more visitors to the district...the availability of visitor accommodation in sufficient volume and quality will also be key.”

Within the North Yorkshire context, a total of 1.9 million visitor nights in 2018 positioned the District as the third most visited area, behind Scarborough and York (Table 1).

Local Authority	Visitor Nights	Visitor Expenditure
Scarborough	4.7 million	£292 million
York	3.4 million	£250 million
Harrogate	1.9 million	£112 million
Craven	1.3 million	£74 million
Ryedale	1.0 million	£51 million
Richmondshire	0.9 million	£52 million
Hambleton	0.7 million	£37 million
Selby	0.2 million	£7 million

Table 1: Domestic Visitor Nights by LA (2018)
Source: The GB Tourist 2018 Annual Report

It is estimated that visitors to Harrogate generated £112 million in expenditure during 2018. Based upon 1.9 million visitor nights, this translates to an average expenditure figure of £59.25 per person per night. This is lower than the national average (£64.43) as well as the corresponding figures for Scarborough (£61.74) and York (£73.83) but higher than the level recorded across all other parts of North Yorkshire. This suggests that further scope exists to increase levels of visitor expenditure within Harrogate. Increasing the District’s stock of good quality accommodation has a role to play in helping to achieve this.



Chapter 2 : Analysis of Recent Tourism Trends

Tourism by Type

Data from The GB Tourist 2018 Annual Report can also be disaggregated by purpose of visit (Figure 2). This shows that 'holidays' account for 66% of visitor nights in Harrogate. This is significantly higher than the England average (52%) demonstrating the appeal of the District as a visitor location.

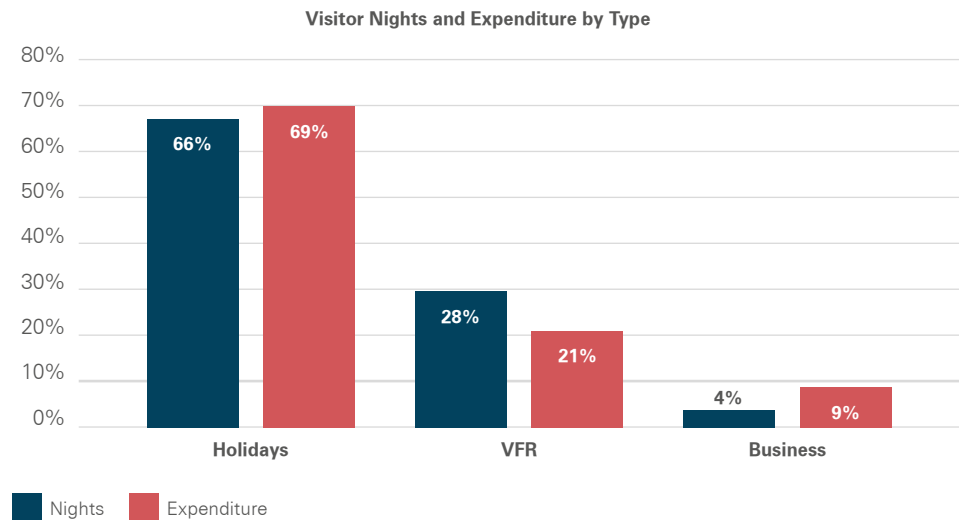


Figure 2: Visitor Nights and Expenditure by Type, Harrogate (2018)
Source: The GB Tourist 2018 Annual Report

Additionally, it can be seen that whilst 66% of visitor nights are attributable to 'holidays', this translates to 69% of expenditure. This indicates that the sub-sector is comparatively high value with respect to the expenditure per night that it generates.





The background of the slide features a close-up photograph of several green leaves on a dark branch, set against a light, slightly blurred background. The leaves are of various sizes and orientations, creating a natural, organic feel.

Chapter 3 : **National and Local Planning Policy Context**



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Chapter 3 : National and Local Planning Policy Context

National Planning Policy Framework (NPPF) (2019)

The Government's key planning objective is to deliver sustainable development. One of the ways in which the National Planning Policy Framework (NPPF) sets out to deliver sustainable development is through supporting a prosperous rural economy.

In order to promote a prosperous rural economy, the NPPF requires that planning policies and decisions should enable:



“sustainable rural tourism and leisure developments which respect the character of the countryside.”
(NPPF, Paragraph 83)



“Tourism is important to the Harrogate district, making a significant contribution to the local economy, creating employment opportunities and assisting in attracting investment. Tourism also helps to support rural areas and rural diversification.”
(Harrogate District Local Plan, Paragraph 4.46)

Development Plan

The Harrogate District Local Plan 2014 - 2035 was adopted at Full Council on 4 March 2020. Flaxby Park is located on unallocated 'white land' in the Local Plan. Policy EC7 (Sustainable Rural Tourism) is supportive of new tourism development (or extensions to existing) subject to a number of policy criteria.

Policy EC7: Sustainable Rural Tourism

Proposals involving the development of new, or extension of existing, tourist and leisure attractions or visitor accommodation in the countryside will be permitted provided that:

- It can be demonstrated that proposals for new attractions or accommodation require a rural location and cannot be accommodated elsewhere;
- The scale, layout and design of development is appropriate to its location and there is no unacceptable adverse impact on the district's built, natural or historic environment;
- They would not cause unacceptable adverse impacts on the amenities of neighbouring occupiers;
- Appropriately located existing buildings are re-used where possible;
- They result in an improvement to the range and quality of attractions and/or visitor accommodation in the area;
- They will benefit the local economy and help to protect local services; and
- They would not generate levels of traffic that would have an adverse impact upon the operation of the highway network or on highway safety or on air quality.

Other relevant policies:

- Policy GS5: Supporting the District's Economy
- Policy T11: Sustainable Transport
- Policy HP2: Heritage Assets
- Policy HP3: Local Distinctiveness
- Policy HP4: Protecting Amenity
- Policy HP8: New Sports, Open Space and Recreation Development
- Policy NE3: Protecting the Natural Environment
- Policy NE4: Landscape Character





Chapter 4 : **Vision**



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Chapter 4 : Vision

Location

Flaxby Park is ideally located to provide access to a wide range of tourism attractions in this part of North Yorkshire. It is located on the Harrogate-side of Junction 47 of the A1(M) (the District's principal north to south connection) and the A59 (the District's principal east to west connection). The nearest stations on the Harrogate to York railway line are Cattal and Knaresborough, providing connections to Harrogate.

There is an existing bus service available from Flaxby village which provides a connection to Harrogate and Knaresborough (including St James Retail Park), therefore providing the Site with access to a wide range of local shopping and other service facilities.

Tourism plays an important role within the local and regional economy and Harrogate District has key assets including its historic settlements, its countryside and various attractions and activities. Further afield lie York, Leeds, Wetherby and other popular visitor destinations in the region. Paragraph 4.49 of the Local Plan highlights how visitors seek to spend time in the District whilst staying in rural areas.

Tourism is therefore a key driver in the local economy and Flaxby Park represents an exciting opportunity to deliver a luxury eco-friendly holiday village capable of bringing substantial additional tourism expenditure to the local area.

The Site

When siting leisure proposals there is a need for balance between achieving a sense of isolation and tranquillity for the guests when within the site and a reasonable degree of accessibility. The Flaxby Site provides the ideal location for the proposal being sufficiently close to existing destinations whilst providing a sense of rural seclusion.

In terms of topography, virtually all of the Site lies within a 'bowl' in the land. Ground levels gently rise from the centre of the Site towards its northern and western boundaries, and a number of man-made mounds are located along its eastern and southern boundaries, which adjoin the A1(M) and A59 respectively.

Access to the Site is from the A59 via an existing roundabout.

The Site also benefits from three neighbouring heritage assets on the eastern side of the A1(M): Allerton Park, a Grade II Registered Park and Garden; Allerton Castle, a Grade I listed building; and The Temple of Victory, a Grade II* listed building, which allegedly was the inspiration for the nursery rhyme 'The Grand Old Duke of York'.



















Local Services and Facilities Plan

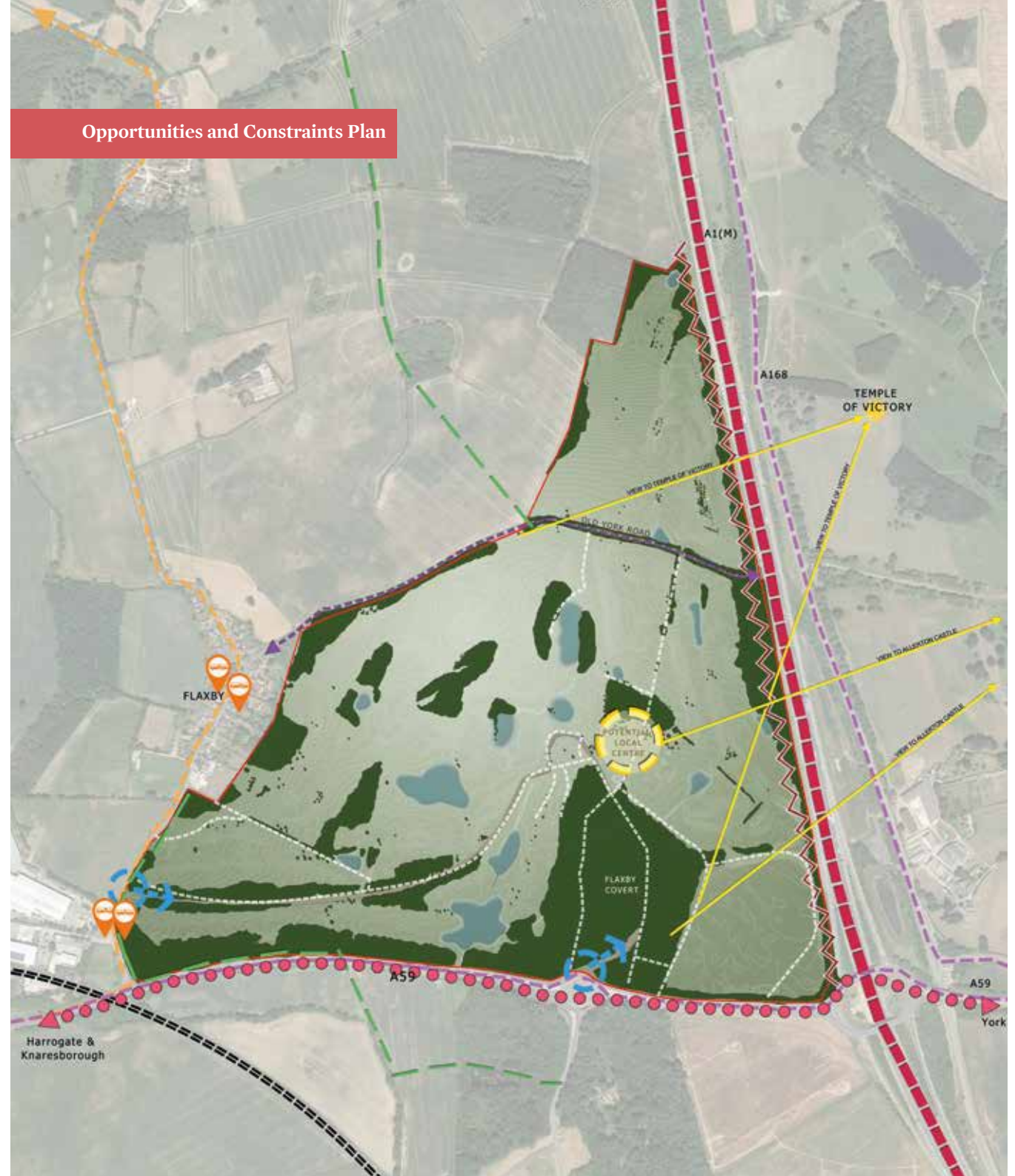


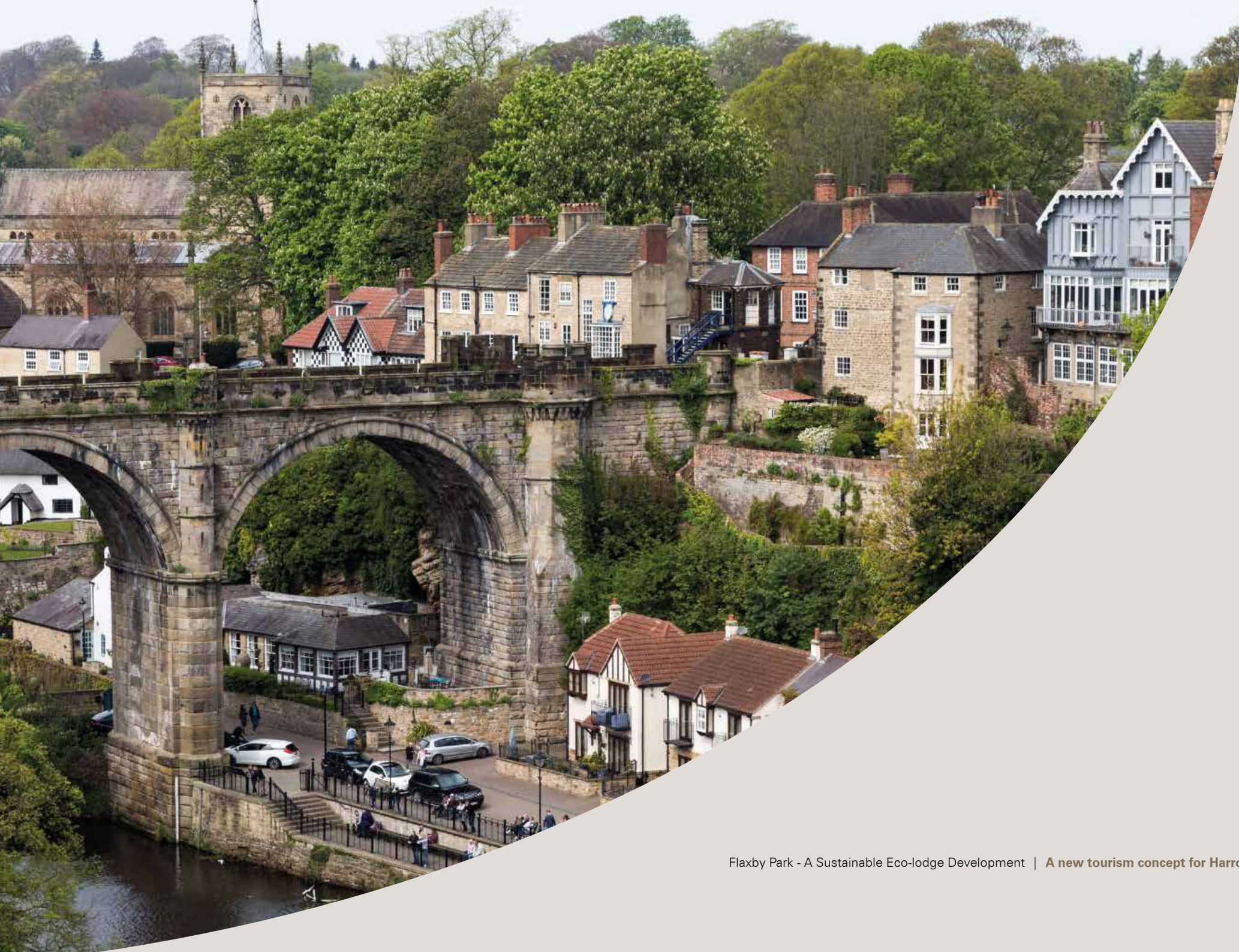
KEY	
	The Site
	Station
	Ripon Cathedral
	Fountains Abbey (National Trust)
	Newby Hall
	Ripley Castle
	RHS Harlow Carr Gardens
	Mother Shipton's Cave (National Trust)
	Knaresborough Castle
	Saint Hames Retail Park
	Allerton Castle & Park
	Beningbrough Hall (National Trust)
	York Racecourse
	York Minster

Chapter 4 : Vision

Opportunities and Constraints

- KEY**
-  Site
 -  Motorway
 -  Roads
 -  Old York Road
 -  Ponds
 -  Vegetation
 -  Contours
 -  Sensitive Edge (Noise)
 -  Heritage Assets
 -  Bridleways
 -  Existing Site Footpaths
 -  Existing Bus Stops
 -  Existing Bus Route (Boroughbridge - Harrogate via Flaxby)
 -  Existing Bus Route (Boroughbridge - Harrogate via Goldborough)
 -  Potential Local Centre
 -  View Corridors
 -  Access Points
 -  Railway





Chapter 4 : Vision

The Vision

The Vision is to develop a sustainable eco-lodge complex on the Site which sits comfortably within the environment, providing a 'getaway destination' that is rural in feel but with easy access from main urban areas.

The driving principle of the resort is to allow families to reconnect with nature, providing an ecologically rich environment. The use of the latest renewable technology will be a key element, minimising the resort's carbon footprint. Along with this, the facilities on Site will champion local produce and minimise the travel distance of goods.

The proposals are modelled on 'The Lakes by yoo' concept, an exclusive eco-resort in the Cotswolds (<https://thelakesbyyoo.com/>). This facility provides truly exceptional contemporary holiday homes, intended to attract the most discerning visitors. In this respect, the Site would be targeting a very different market to existing lodge facilities in the area, or indeed the Yorkshire region (Note: the Flaxby proposals will focus on holiday let properties rather than units for purchase promoted by Lakes by yoo). The indicative Site masterplan promotes a sequestered setting which utilises the 120 hectare Site's existing natural features.

The Vision incorporates generous additional planting, particularly at the margins of the Site, and the creation of new water bodies, helping to form a visually attractive setting and one that is well-shielded within the area's surrounding landscape. Trails and cycle routes will weave through the resort and connect into the wider environment. Key views of Allerton Park and The Temple of Victory will be celebrated and this forms an integral part of the design.

The masterplan indicates a variety of lodges and apartments surrounding a conveniently placed leisure hub and village centre. The masterplan proposes an array of lodges (1, 2, 3 and 4 bed units) along with a boutique hotel. In total, the masterplan indicates a yield for the Site in excess of 400 units whilst promoting a high quality natural environment.

To support the lodges, a variety of employment-generating retail and leisure uses are proposed, including:

- Village centre with associated small retail offer, principally a farm shop;
- Indoor sports area;
- Outdoor activity area;
- Indoor swimming pool; and
- Spa.

Within the wider landscape, additional facilities such as an Outdoor Trim trail, Go Ape Play areas, vegetable garden and arboretum will be provided.

The complex would be principally accessed from the A59 via an existing roundabout with a secondary access provided onto York Road. Apart from on arrival and departure days, the Site itself will be car free in line with the overall environmental principles.

Whilst noise from the A1(M) may be audible in certain areas of the Site, the set back of the lodges from the A1(M) and a significant tree belt will help to minimise the impact.

Overall, the Vision proposed will promote a sustainable tourism and leisure development that will considerably strengthen the offer within the District.



Chapter 4 : Vision



Area Plan A



Area Plan B



Lodge Types with floor plans



Artist Impression - View from across the lake



Artist Impression - Aerial view





Chapter 5 : **Policy Compliance**



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Chapter 5 : Policy Compliance

As outlined earlier in the Vision, the key policy relating to the development of new tourist facilities is Policy EC7 (Sustainable Rural Tourism). This is supportive of new or the extension of existing tourist and leisure attractions and visitor accommodation provided that the following seven criteria are met:

- A. It can be demonstrated that proposals for new attractions or accommodation require a rural location and cannot be accommodated elsewhere;
- B. The scale, layout and design of development is appropriate to its location and there is no unacceptable adverse impact on the District's built, natural or historic environment;
- C. They would not cause unacceptable adverse impacts on the amenities of neighbouring occupiers;
- D. Appropriately located existing buildings are re-used where possible;
- E. They result in an improvement to the range and quality of attractions and/or visitor accommodation in the area;
- F. They will benefit the local economy and help to protect local services; and
- G. They would not generate levels of traffic that would have an adverse impact upon the operation of the highway network or on highway safety or on air quality.

In addition to the above criteria, Policy EC7 notes that proposals for caravan, holiday chalets and camping development (either new or extensions to existing sites) should be accessible to existing local services and connections to public utilities but should not adversely affect them.

The extent to which the emerging Flaxby Park proposals meet these criteria are outlined as follows.

Requirement for Rural Location

The development proposed at Flaxby Park represents sustainable rural eco-tourism in the form of a high quality leisure complex development including luxury lodge accommodation, 'village' centre facilities such as a restaurant and farm shop and leisure facilities including an indoor pool, spa, Go Ape, paddle boarding and boating facilities as well as children's play areas. The proposal has been designed to utilise the Site's existing natural features as well as maximising the more recent landscaping introduced as part of the golf course development. The Vision also incorporates generous additional planting, particularly at the margins of the Site, and the creation of new water bodies, helping to create a visually attractive setting and one that is well-shielded within the area's surrounding agricultural landscape. A development of this nature clearly requires a rural location and the former Flaxby Park Golf Course site is ideally suited to sympathetically absorb a development of this nature.

Impact on the built, natural or historic environment

Up until the early 1990's the Site was in agricultural use. In 1992, outline planning permission (LPA Ref: 90/01021/OUT) was granted for the "*development of golf course and country house hotel, incorporating leisure and conference facilities.*" Following the approval of reserved matters, the golf course planning permission was implemented and this part of the Site operated as a golf course up until 2014, since which time it has laid vacant. Whilst the hotel itself was never constructed, the permission remains extant and could still result in the delivery of a sizeable leisure destination.

The golf course is a man-made and engineered environment laid out to provide a golfing facility and associated infrastructure, buildings and mature landscaping. Existing built development across the Site includes:

- 27 golfing holes and driving range;
- A driving range structure and permanent clubhouse building at the south-eastern corner of the Site together with a greenkeeper's portal frame structure and a traditionally constructed pump house;

Chapter 5 : Policy Compliance

- Floodlighting columns situated around the driving range;
- A centrally located area of concrete hardstanding used for car parking with clubhouse building;
- A network of internal permanent concrete roadways and footpaths;
- Engineered earthworks which create golf course features including mounding, bunkers and steep embankments which provide visual screening, particularly along the southern boundary to the A59 and eastern boundary to the A1(M);
- Man-made water features (numerous ponds with reeds and streams) as part of the golf course; and
- Existing services and utilities connections to water, gas, electricity and telecommunications.

In this context it is clear that much of the Site is previously developed and has the capacity to accommodate further sensitively planned development. Indeed, in 2013, the Council granted planning permission (LPA Ref: 09/01788/FUL) for the “erection of hotel and golf club house with access road, car park and installation of reed bed system with alterations to the A59 Public Highway.” The permitted hotel building was substantial in scale, extending to 298 bedrooms across 5 storeys and 26,419 sqm of floor space.

The permitted car park is within Flaxby Covert. The permitted access route created a new roadway through Flaxby Covert to the hotel and car park located to the north. The planning permission was lawfully implemented through the construction of a new £4m roundabout and the widening of the A59. The new A59 roundabout essentially ‘opens up’ the Site for major development in the form of ‘up-front’ infrastructure. Whilst the hotel and car park have not yet been constructed, they nevertheless remain extant setting a precedent for further significant tourist accommodation at this Site.

In terms of impacts on the natural and historic environment, the Site:

- is not designated locally for its geological nor biological importance (i.e. it is not a site of Nature Conservation Importance or Regionally Important Geological site);
 - is not located within the Green Belt or Area of Outstanding Natural Beauty;
 - is not covered by any landscape designations;
- with the exception of a Grade II Listed Mile Post on York Road, the Site does not contain any locally or nationally listed buildings, nor does the Site lie within a Conservation Area;
 - is not subject to any nationally significant designations such as a National Park, Scheduled Ancient Monument or World Heritage site.

Whilst particular regard will need to be given to the potential impact of any development on the Temple of Victory (Grade II* Listed Building), Allerton Castle (Grade I Listed Building) and Allerton Park (Grade II Registered Parkland), it is considered that with careful masterplanning a leisure development of a suitable scale, layout and design can be developed with no adverse impact on the District’s built, natural or historic environment.

Impact on the amenities of neighbours

The closest neighbouring occupiers to the Site would be the residents of Flaxby and Coneythorpe. Due to the scale of the Site, the landscaped framework and the position of the main site access on the A59, we are confident that the Site could be developed as a leisure village with no adverse impacts upon the residents of these villages.

The holiday lodges are intended to appeal to the discerning visitor looking for a peaceful rural base. The development will not permit rentals to stag and hen parties and the Site will be carefully managed to ensure that there is no external amplified music. There should be no disturbance to existing residential occupiers and activities taking place on the Site will not be audible to local residents.

Chapter 5 : Policy Compliance

Re use of existing buildings

There are a limited number of existing buildings on the Site comprising a driving range structure, clubhouse, greenkeeper's portal frame structure and a traditionally constructed pump house. Full consideration will be given to the appropriateness of re-using these structures as part of the masterplanning of the Site but it is unlikely that any buildings, other than the pump house, will be suitable for reuse.

Range and quality of visitor accommodation

The proposal will provide a unique, high quality holiday eco-village, modelled on 'The Lakes by yoo', an exclusive eco-resort in the Cotswolds (<https://thelakesbyyoo.com/>). This facility provides truly exceptional contemporary holiday homes, intended to attract the most discerning visitors. In this respect, the Site would be targeting a very different market to existing lodge facilities in the area, or indeed the Yorkshire region (Note: the Flaxby proposals will focus on holiday let properties rather than units for purchase promoted by Lakes by yoo) It would not only extend the range of holiday accommodation available in the District, but would introduce a new product as yet missing from the north of England.

The quality of accommodation and other facilities will be designed to offer the highest standard of luxury and will be built and operated in the most sustainable and eco-friendly manner possible.

In addition to the lodge accommodation, the Site would provide a full suite of facilities intended to appeal to both family groups and couples. The facilities being planned include:

- A restaurant, supplied by its own on-Site kitchen garden
- Small Boutique Hotel to cater for visitors who prefer a 'hotel' rather than self-catering experience or who are looking for a short stay

- Farm shop, selling local produce sourced from farms and other small local food producers
- Swimming pool and Spa where guests can relax and recharge with leading health and beauty treatments
- Gym, with access to the latest equipment as well as a wide range of classes and one on one P.T. and yoga sessions
- Wide range of outdoor activities including trim trail, Go Ape, zip lining, archery as well as cycle and walking routes
- Children's play areas including dedicated family pool and kids club

This range and combination of facilities are not currently associated with self-catering accommodation in Harrogate District or the surrounding area. In this context, Flaxby Park should attract visitors from across the north of England and in doing so, benefit the local economy and help to protect and support local services.

In general terms, the tourism industry has performed well in recent years. The number of jobs in the sector³ increased by 6.9% across the UK in the 5 years to 2019 – a rate of growth above the all sector average – to stand at 2.47 million.

Pre- Covid-19, Brexit and the devaluation of sterling had created opportunities for the UK tourist industry, with the weaker pound increasing the UK's appeal to foreign visitors and supporting continued growth in the popularity of the staycation amongst UK residents. Analysis published by Visit England identifies a range of economic, social and consumer-led trends which will shape the evolution of the tourism industry over the period to 2023. The analysis, which pre-dates the Covid-19 pandemic, suggests that:

- The appetite for domestic leisure experiences is increasing and the appetite for staycations is likely to be maintained. As social distancing restrictions continue to be lifted, this demand could arguably be strengthened in the short term by a reduced appetite for international travel;
- Rising perceptions of time pressure and blurring distinctions between work and leisure are expected to increase consumer demand for short breaks and "treats".

³ Based upon the 'accommodation and food service' sector as a proxy, due to data limitations

This – combined with increasing numbers of health conscious older people – will drive demand for spa breaks and other forms of “Health Tourism”;

- The next retired generation will be heavily comprised of ‘baby boomers’ who are generally more affluent and far more leisure focussed than previous generations of older people; and
- An ageing society and changes in the shape and composition of families – with grandparents and great grandparents becoming increasingly involved in family life and childcare – will increase demand for intergenerational family holidays. Such holidays will often be on a short break basis. We acknowledge that this will be challenging in the immediate-short term but a return to trends seems reasonable once social distance restrictions are relaxed.

The above factors suggest that the development of luxury holiday villages supported by a high quality home produced food and drink offer and leisure facilities would align well with anticipated future trends in consumer demand. It is considered that a development of this nature would be of benefit to the District’s tourism sector generally, and is likely to attract more visitors from outside the Region and likewise inward investment to the District. In this regard, the development of a leisure complex at Flaxby Park has the potential to support a range of significant economic benefits both during the construction and operational phases. As well as permanent direct jobs, this will include support construction jobs and create indirect/induced jobs in the supply chain and related services. The development would also generate substantial additional expenditure in the local area, including ongoing expenditure by visitors which would be primarily retained within the local area, thus supporting further new jobs.



Chapter 5 : Policy Compliance

Impact on operation of the highway network, highway safety and air quality

Flaxby Park is ideally located to provide access to a wide range of tourism attractions in this part of North Yorkshire. It is located on the Harrogate-side of Junction 47 of the A1(M) (the District's principal north to south connection) and the A59 (the District's principal east to west connection); close to the Harrogate to York railway line and in close proximity to the District's main towns of Harrogate (6 miles) and Knaresborough (3 miles).

Junction 47 is currently a grade-separated roundabout providing connections between the A1(M) and the A59. The roundabout is currently priority-controlled and comprises four approaches with two circulating lanes. A shared-use pedestrian and cycle route is provided around the circulating carriageway. Approximately 250m east of Junction 47, an additional priority-controlled junction provides access between the A59 and the A168 via a short link road, which runs parallel to the A1(M).

In partnership, NYCC, Highways England and the York, North Yorkshire and East Riding Local Enterprise Partnership (LEP) are developing proposals to upgrade Junction 47 of the A1(M). An improvement scheme has been identified to provide additional capacity for delivery in the short term. This scheme involves widening all approaches and sections of the circulatory carriageway, installation of traffic signal controls at the roundabout and signalisation of the A59 / A168 junction; this scheme is known as 'the LEP scheme'.

Highway modelling has previously been undertaken by Fore Consulting to support the promotion of the Flaxby Park Site as a new settlement in the Local Plan. This modelling concluded that the LEP scheme, and changes committed to accommodate the Flaxby Green Park employment development, would be sufficient to ensure that Junction 47 could satisfactorily accommodate the first phase of the proposed new settlement (modelled on 400 units), as well as relevant existing traffic and future growth to 2024.

On this basis, it can be concluded that the traffic associated with the development of up to 400 holiday lodges on this Site will be easily absorbed by the existing highway network with no adverse effects on traffic flows or safety.

In conclusion, there is recent highway modelling work available which demonstrates that the level of traffic which would be generated by a new leisure development at Flaxby Park could be satisfactorily accommodated on both the local and strategic networks with no adverse impact on safety or air quality.

Accessibility to existing local services and connections to public utilities

Flaxby Park is located just 6 miles east of Harrogate and 3 miles east of Knaresborough, both of which are defined as Main Settlements in the Local Plan settlement hierarchy, recognising that they provide the greatest range of jobs, shops, services and community facilities in the District. St James Retail Park is located just 2.5 miles west, along the A59, providing a wide range of retail and employment services and facilities including Marks and Spencer and Boots. There is an existing bus stop at Flaxby village which provides a regular connection to Harrogate and Knaresborough (including St James Retail Park which is only around 6 minutes' drive away). Consequently, visitors to the Flaxby Park Site would have access to a wide range of local shopping and other service facilities without the need for long car journeys.

In terms of foul sewage, a new pumping station may need to be created with a rising main to connect to the public sewer. Yorkshire Water is looking at the most appropriate location for connection to the public sewer and this can feed into the next stage of the masterplanning exercise. Some reinforcement of foul sewage infrastructure may be required and this can be secured through a planning obligation. Detailed foul water drainage design can be secured through a planning condition on any planning permission.

For surface water drainage, a form of Sustainable Drainage Systems (SuDS) can be developed utilising the existing drainage system and water features associated with the golf course wherever possible, along with the creation of additional attenuation areas so that no surface water will leave the Site in an uncontrolled manner. One of the features of the Site will be the creation of attractive water bodies which can be used for recreational purposes and also to provide a pleasant setting for the holiday lodges. This approach lends itself well to delivering a sustainable drainage system and early discussions with Yorkshire Water will ensure that the necessary surface water attenuation volumes can be achieved.

In terms of other utilities including electricity, gas and telecommunications, the scheme will be able to capitalise on connections already present from the former golf course use, with these being reinforced in the future if necessary. The scheme also offers excellent opportunities for on-Site power generation through the sensitive incorporation of modern solar technology within the new buildings. Opportunities will also be investigated for other renewable technologies.

Summary

Flaxby Park offers an outstanding opportunity for the delivery of a well-designed eco-friendly holiday village. The principle of leisure use on the Flaxby Park Site is well established through the previous golf course and hotel permissions granted in 1992 and 2013.

The delivery of the new masterplan proposal will result in significant economic benefits for the area, and at the same time will achieve a development which successfully manages the landscape for both amenity and biodiversity gain. The final design will be fine-tuned to avoid visibility of the holiday homes from the Temple of Victory, Allerton Castle and Allerton Park. No lodges are proposed in the view cone of these heritage assets and a landscape scheme will be designed which provides both amenity benefits and biodiversity enhancements to the Site. The proposal offers the opportunity to enhance the range of habitats provided across the Site through the preparation of a landscape and ecological management plan which can be secured via a planning condition. There will be no adverse effects on protected landscapes or species.

No change in relation to the highway network is needed and it is not predicted that there will be any discernible queuing on the A1 or A59 as a result of this proposal. The existing Site access will be used and it has been confirmed as suitable, with ample capacity.

In all these respects, the masterplan proposals are entirely consistent with Local Plan policy EC7 as well as paragraph 28 of the NPPF which supports sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the countryside.



Chapter 6 : **Economic Benefits**



FLAXBY PARK

MAKING LIFE COMPLETE

Chapter 6 : Economic Benefits

The proposed development has the potential to support significant economic benefits during construction and once completed and operational.

Construction benefits



£85m

total capital expenditure of approximately £85 million



405 direct jobs

support approximately 405 direct construction jobs per annum during a 3 year build period



470 indirect jobs

470 indirect jobs supported in the supply chain (with further induced jobs supported by wage expenditure) during the construction period



£47m GVA

deliver approximately £47 million of Gross Value Added (GVA) (economic output) per annum throughout the construction period

Operational benefits



600 direct jobs

create approximately 600 direct Full-Time Equivalent jobs across a range of occupations



£16m GVA

support an uplift in direct operational Gross Value Added in the order of £16 million per annum



230 indirect/induced jobs

create 230 indirect/induced Full-Time Equivalent jobs in Harrogate, within the supply chain and related services



£35m of visitor expenditure p.a.

generate £35 million of visitor expenditure per annum, with a large proportion retained in the local area





Chapter 7 : **Next Steps**



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Chapter 7 : Next Steps

This document has highlighted the recent tourism trends in North Yorkshire and Harrogate and how Flaxby Park is ideally placed to take advantage of these through the development of a unique eco-lodge development.

We have demonstrated that the proposal fully complies with Policy EC7 Sustainable Rural Tourism and that a development of this kind has the ability to promote a sustainable rural economy, both in economic terms and environmentally.

Further detailed technical work is on-going and will be shared with the Council in due course but based on the work undertaken to date we are confident that the proposals are acceptable in principle and very much look forward to working with the Council on the detailed matters during the pre-application process.

Following the pre-application process our client intends to submit a planning application to realise this exciting Vision which would contribute significantly to the tourist economy in Harrogate and the wider North Yorkshire region.







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