

Cannock Chase District Council

Planning Control Committee

6 April 2022

Officer Update Sheet

Application No: CH/22/0052

Received: 10-Feb-2022

Location: Silver Trees Caravan And Chalet Park, Stafford Brook Road, Rugeley, WS15 2TX

Parish: Brindley Heath CP

Description: The re-layout of Silver Trees Holiday Park to accommodate 103 static caravans instead of 100 static caravans in lieu of 40 touring caravans (retrospective) and an extension to the park to accommodate a further 12 static holiday caravans -

Application Type: Full Planning Application

Following compilation of the report for the Committee agenda, the following additional representation was received from Salop Leisure:

'We write in support of the above planning application at Silver Trees Holiday Park which has been in operation since 1949 and witnessed how much customer expectations and demands have grown and risen especially in recent years with a huge requirement for staycations rather than the uncertainty of foreign travel.

The Holiday Home and campsite industry in the UK supports Over 170,000 Jobs, generating £9.3 Bn in visitor expenditure, equivalent to £5.3Bn GVA. *

A park (as with Silver Trees) supports their local communities through:

- Expenditure – Capital expenditure, Operating expenditure, Wages, and salaries, with shops, pubs, restaurants often relying on the rural spend supporting the wider community
- Local Community Engagement - Hosting events, fund raising
- Environmental Activities – including support for wildlife, recycling and conservation, and participation in conservation David Bellamy Awards

- Health and Wellbeing - Including, cycling, walking and encouragement of outdoor activity

As one of the largest holiday home retailers in the UK we constantly monitor consumer behaviour.

The Holiday Park industry has changed dramatically over the last 10 years, with consumer demand for bigger and better, behaviour has seen an increase in demand for larger more luxury Holiday homes, and simultaneously the decline in demand for smaller pitches and units. There has been an 80% reduction in the manufacture of shorter holiday homes in the last decade. It is vital for the applicant to stay in line with consumer demand, which is to provide a larger, better-quality offer to meet the expectations of a higher socio economic group and retain a 5 star level on park by having big enough pitches to accommodate new larger caravans.

We are seeing that one of the changes from the Covid-19 Pandemic is the desire for additional space, for both larger Holiday homes and space around the unit.

As an industry we continue to believe and see that domestic tourism is an important tool to re start the economy as customers continue to decide on holidays in the UK.'

Officer Response

The information provided does not alter the officer's view and recommendation to refuse.