



Vesta Planning Ltd

Planning Statement

**Planning application for siting of two cabins for use as
Bowen therapy treatment room and dog grooming
salon, together with ancillary works.**

at

land opposite 21 Manchester Square, New Holland

On behalf of

Mr and Mrs. A. CHEYNE

January 2026



1. Introduction

- 1.1 This planning statement has been produced by Vesta Planning Ltd on behalf of My & Mrs Cheyne to support a planning application for the siting of two cabins and ancillary works, to be used as a Bowen therapy treatment room and dog grooming salon, on land opposite 21 Manchester Square, New Holland.

2. Site & Surroundings

- 2.1 The application site comprises of an area of scrubland located on the corner of Oxmarsh Lane and Manchester Square. There is currently a 1m high timber fence along the Oxmarsh Lane boundary of the site, with temporary Heras fencing along all of the boundaries.
- 2.2 There are dwellings to the south, east and west, with the strip of land running north along Manchester Square being largely undeveloped, with many temporary buildings including storage containers and caravans being sited within this area.
- 2.3 The site is within the development boundary for New Holland and within Flood Zone 2/3a. The site is not within a conservation area and there are no listed buildings within the vicinity.

3. History

- 3.1 Ref No: PA/2015/0370 - Proposal: Planning permission to retain a static caravan, wooden fence and raised decking, and change the use of land to a dog grooming salon. Decision: Approve with Conditions. 01/07/2015
- 3.2 Ref No: PA/2017/1142 - Proposal: Planning permission for the retention of a caravan and associated decking, parking and fencing in connection with existing dog grooming business. Decision: Approve with Conditions. 22/09/2017. Appeal to remove time limit condition dismissed at appeal on grounds of adverse impact on the character and appearance of the area.

4. Proposals

- 4.1 Planning permission is being sought to site two timber cabins for commercial use. One to be used as a Bowen therapy treatment room and one as a dog grooming salon, both of which will be operated by the applicants. There will be two off-road parking spaces provided for clients which will be surfaced with permeable paving and a permeable footpath from Oxmarsh Lane linking to both of the cabins and the parking area. The remainder of the site will be grassed and two new trees will be planted to meet BNG requirements. A timber picket fence will be erected to the perimeter of the site.



- 4.2 The Bowen therapy treatment room is proposed to be operated 9am-5pm Monday to Saturday and have approximately 3 clients per day. These will be one at a time and by appointment only. The dog grooming salon is proposed to be operated 8am-4pm Monday to Saturday, with approximately 5 clients per day and will also operate on an appointment only basis.

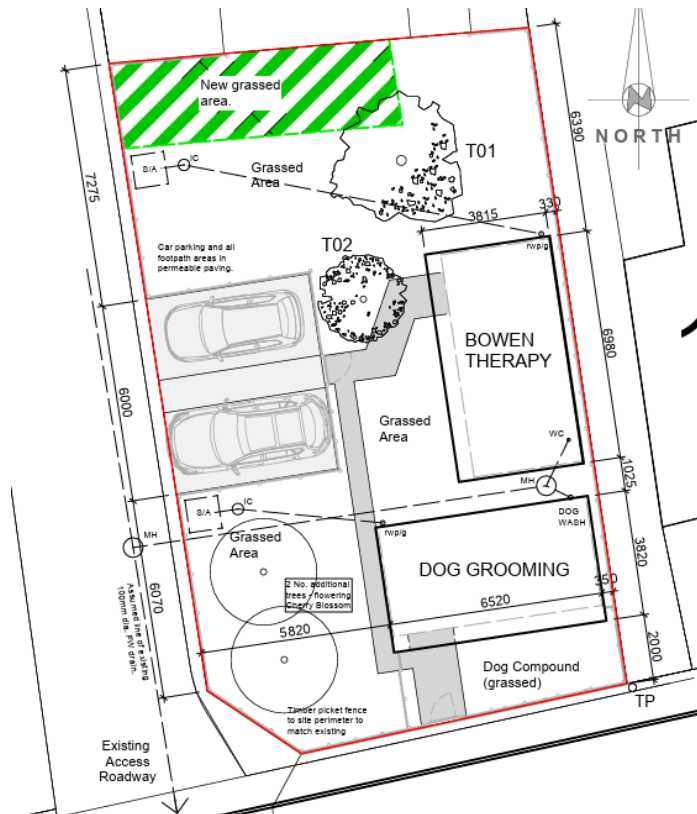


Figure 1: proposed block plan



Figure 2: CGI images of proposed development

5. Planning Policy Context

5.1 Planning law requires that planning applications are determined in accordance with the development plan unless material considerations indicate otherwise. The development plan is, therefore, the starting point for the assessment of all planning proposals. Development plan policies of relevance to this application are summarised in the paragraphs below.

5.2 The Government's planning policies, as set out in the National Planning Policy Framework (NPPF) and the National Planning Practice Guidance (NPPG), are also a significant material consideration in deciding planning applications. National planning policies which are considered relevant to this application are summarised below.

5.3 The policies below are the most relevant to this proposal:

North Lincolnshire Local Plan:

- DS1 – General Requirements

North Lincolnshire Core Strategy

- CS2 – Delivering More Sustainable Development



- CS3 – Development Limits
- CS5 – Delivering Quality Design in North Lincolnshire
- CS17 – Biodiversity

- 5.4 Policy DS1 (General Requirements) is considered to be the most relevant to this proposal. This policy states that a high standard of design is expected in all developments in both built up areas and the countryside, and proposals for poorly designed developments will be refused. All proposals will be considered against the following criteria: Quality of Design, Amenity, Conservation, Resources, Utilities and Services. Quality of Design and Amenity are the most relevant and will be covered in the assessment section below.
- 5.5 The NPPF has a presumption in favour of sustainable development which at paragraph 11 for decision-taking means: "*c) approving development proposals that accord with an up-to-date development plan without delay; or d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless: i. the application of policies in this Framework that protect areas or assets of particular importance provides a strong reason for refusing the development proposed; or ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole, having particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination*". It is considered that the proposed development, for a commercial enterprise within the development boundary, would be sustainable development and an effective use of land.
- 5.6 NPPF paragraph 85 states "*Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development...*" The proposed development would comply with this policy and support local economic growth.
- 5.7 NPPF paragraph 88 states: "*Planning policies and decisions should enable: a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed, new buildings; b) the development and diversification of agricultural and other land-based rural businesses; c) sustainable rural tourism and leisure developments which respect the character of the countryside; and d) the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship.*" It is considered that the development would support



the sustainable growth of two small business in this rural settlement in the form of two small well-designed new buildings. The business would support local residents and would also improve the amenity of the area.

6. Assessment

- 6.1 Planning permission is being sought to site two timber cabins for use as a Bowen therapy treatment room and a dog grooming salon. The development will also include ancillary works including fencing, parking area and footpath. Landscaping including grassed areas and additional tree planting is also proposed.
- 6.2 The site is located within the development boundary for New Holland and is within a primarily residential area. There is a bus stop close to the site and off-street parking is proposed for two visitor/client vehicles. The dog grooming salon would not require visitors to park for any long periods, with drop off and collection only being required. It is anticipated that residents of the village will also use the facility. The development will be operated by the applicants, who live adjacent to the site and therefore parking will not be required for staff.
- 6.3 The site has previously had temporary planning permission for the siting of a caravan to be used for a dog grooming salon. Permission was granted for a two-year temporary period in 2015, and a further one year in 2017. An appeal was made against the one-year time limit on the 2017 permission, however this was dismissed on the grounds of adverse impact on the character and appearance of the area, by virtue of the premises being a caravan and not a more substantial building. The temporary permissions and the inspector's findings raise no issues with the principle of such of a development in this location and gave time for the applicant to establish an enterprise which would warrant a permanent building on the site. The siting of a timber cabin is considered to be an appropriate form of development which would not have any adverse visual impact on the character and appearance of the area. The buildings are well designed and with the proposed boundary treatments and landscaping would enhance the appearance of the site.
- 6.4 The application site is located within Flood Zone 2/3a, however the proposed use is a 'less vulnerable use' under the NPPF (2024) Annex 3 'Flood risk vulnerability classification'. The site is not at risk from surface water flooding for a 1:1000 event. The proposed footpath and parking area will be constructed with permeable materials. Surface water from the proposed buildings will likely be directed to water butts/soakaways and the proposed development will not therefore be considered to increase flood risk elsewhere.

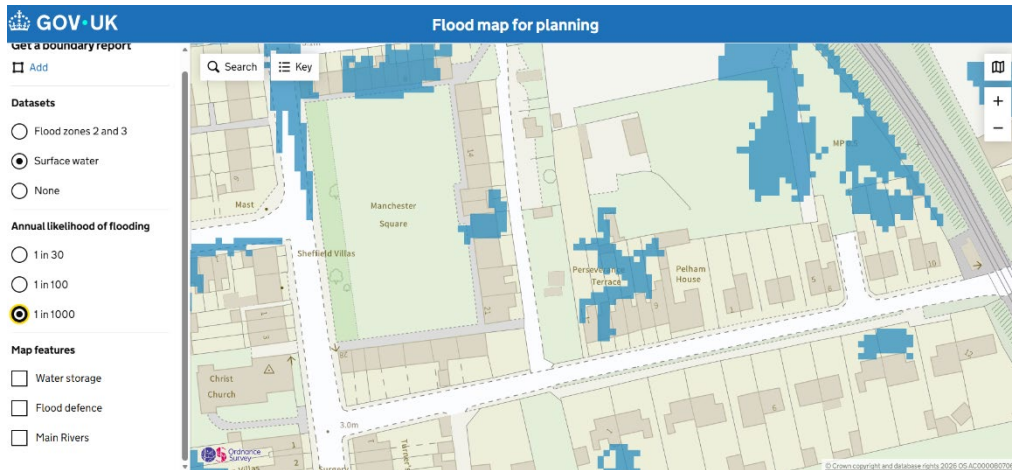


Figure 3: Gov.uk surface water flood map

- 6.5 With regards to Biodiversity Net Gain (BNG), a BNG small sites metric has been carried out, and it has been determined that with provision of further grassed areas and the planting of additional trees, the minimum 10% net gain can be achieved. The BNG assessments have been submitted with this application.
- 6.6 The development would facilitate two local businesses, which would serve residents of New Holland and surrounding areas. The dog grooming business has previously operated successfully for a number of years and the applicant is now in a position to continue the business in a more permanent building. Mr Cheyne is a registered Bowen therapist and is looking to operate within the village. The proposed buildings would allow for these businesses to operate long term and without detracting from the character of the area. It is considered that the development would improve the appearance of the site and would also improve the biodiversity of the site. Whilst the buildings are permanent in planning terms and intended for long term use, they would be able to be removed from the site if the businesses were to cease, which would ensure that there would be no long-term visual impact.

7. Conclusion

- 7.1 The proposed development comprising of two timber cabins for commercial use; a Bowen therapy treatment room and a dog grooming salon, is considered to be an acceptable use within a primarily residential area within New Holland. The principle of the dog grooming salon has previously been established by the previous planning approvals, which were given temporary approval for the reason of visual amenity and the character of the area, as the building previously used was a caravan and therefore not considered appropriate for long term siting. The proposed buildings would be appropriate in this location,



of an appropriate design and siting and would enhance the visual amenity of the area. The proposed operating hours are appropriate for a residential setting. Environmental Health have not previously raised concerns regarding noise, and any future noise issue can be addressed via this channel. The establishment of two small rural businesses would comply with local and national planning policies and should therefore be supported.

8. Site Photos



Figure 4: Application site from Oxmarsh Lane



Figure 5: Application site from corner of Oxmarsh Lane and Manchester Square



Figure 6: Application site from Manchester Square



Figure 7: Application site looking along Manchester Square