

Supporting planning statement

Land at Hollingworth Fold, Hollingworth Lake

The applicant proposes to erect 6 prefabricated glamping pods on land adjacent to an existing camping space at Hollingworth Fold, close to Hollingworth lake. The proposal will expand an existing tourist facility. The location at Hollingworth Lake will assist and support tourism in the local area and the growing visitor economy.

Community Focus:

It is intended that the glamping site will provide more opportunities than of just for the onsite glamping guests. The development is not just focused on the important visitor economy but will also support the local community through a number of engagements and initiatives; these will include the site providing:

- A dedicated meeting point for walks
- Discounted accommodation for carers on respite
- Mental health chats in the BBQ hut
- A meeting point for Mountain Bike rides and provision of a cycle tool hub and stock of spares for cyclists.
- Starting point for the provision of heritage walks
- The Green Volunteers will upkeep the site and focus on providing new vegetable patches and fruit trees for visitors.
- An Interpretation panel will be placed near the cottage outlining the heritage of the cottage and area, which will provide an interesting diversion to passing cyclist and walkers on the bridleway.
- It is important to note that one pod will be accessible and will link in with the country parks underlying goal of becoming a fully accessible area.

The site will collaborate with the local leisure provider and health wellbeing partners to provide this unique offer.

The newly opened RSPCA Wildlife centre is also working closely with Lancaster University and there is a proposal to offer secondment opportunities at the RSPCA centre. The centre has already indicated that accommodation close by would be required and the glamping site would be an ideal location to be able to support such a partnership.

Wider Benefits of Growing the Visitor Economy in Rochdale:

The glamping pods will provide a much-needed boost to the accommodation offered in the borough and will provide additional stimulus to grow the visitor economy. Of course, Rochdale's visitor economy impacts not only visitors, but it has wide-ranging implications for the quality of life of residents and for the wider local economy:

- **Business growth**
By strengthening the visitor economy, services enjoyed by local people, such as restaurants, attractions, arts, and entertainment will improve and grow as businesses.
- **Enhancing the place**
Making the Borough a more appealing place to visit will also make it a better place to live and work.
- **Increased investment & economic prosperity**
Strengthening and promoting the image and awareness of the Borough's visitor offer can be important in attracting new business and investment across all sectors.
- **Job creation and support**
The visitor economy has demonstrated its ability to stimulate growth in jobs and is a relatively accessible sector in which to start a new business. It can also strengthen and improve the quality of existing jobs.
- **Sustaining businesses**
The health of visitor economy related businesses can impact on other parts of the local economy that supply them, such as food producers, maintenance services, marketing support etc.
- **Support the conservation of the Borough's natural and cultural heritage**
Through visitor patronage and spend.
- **Support community wellbeing and provide social value**
Rochdale's diverse community can enjoy equal access to visitor experiences, cultural assets and green spaces which support and enhance physical and mental health benefits.

Current Picture in Rochdale:

Of the 4.9million visitors to Rochdale, the vast majority are day visitors. Of the staying visitors, the majority are in the 'staying with friends and relatives' category. With serviced accommodation following closely behind and a small proportion staying in non-serviced accommodation.

Retail is likely to be the largest beneficiary of visitor spend, followed by food and drink, transport, and accommodation.

Compared to neighbouring Boroughs, Rochdale is underachieving in this sector. There are several reasons that may contribute to this relating to:

- limited awareness and outdated perceptions of the destination
- limited investment in visitor attractions
- limited accommodation provision
- a lack of coordinated visitor-focused marketing activity
- lack of local leadership in the shape of dedicated resource and team

The proposed glamping site and other recreation developments planned in the Country Park will improve opportunities for visitors.

Visitor Accommodation:

Marketing Manchester's record show that there are 33 visitor accommodation properties in the borough, providing 631 rooms and 1379 bed spaces. The table below sets out the details. The majority of the accommodation provision is in mid-range hotels and guest accommodation (B&Bs, guest houses).

Rochdale's serviced accommodation grew by just 2% between 2015 and 2019. The new Hampton by Hilton Hotel, currently under construction at Riverside, will add a further 147 rooms to the borough's offer.

Rochdale's non-serviced accommodation showed no change between 2015 and 2019, whereas there was huge growth in Wigan, good growth in Oldham and Bury, and some growth in Bolton.

Visitor Accommodation in Rochdale:

Accreditation level or equivalent	Name	Total No. of rooms	Total No. of units
(Guest Accommodation)	Assheton Arms Hotel	10	
(Guest Accommodation)	Fernhill Bed & Breakfast	7	
(Guest Accommodation)	Flying Horse Hotel	10	
(Guest Accommodation)	Hollingworth Lake B&B	4	
(Guest Accommodation)	Moorcock Inn	7	
(Guest Accommodation)	Moss Lodge	14	
(Guest Accommodation)	Royal Toby Hotel	53	
(Guest Accommodation)	The Albany Hotel	5	
(Guest Accommodation)	The Rake	4	
(Guest Accommodation)	The Red Lion	8	
(Guest Accommodation)	Three Gates Farm B&B	5	
3 star	Birch Hotel	31	
3 star	Broadfield Park Hotel (formerly Best Western)	29	
3 star	Premier Inn Rochdale	79	
3 star	The Village Hotel	128	
4 star	Mercure Norton Grange Hotel & Spa	81	
Budget	Travelodge Manchester Birch M62 Eastbound Hotel	55	
Budget	Travelodge Manchester Birch M62 Westbound Hotel	35	
Budget	Travelodge Rochdale	66	
(Self-catering)	72 Egremont Road		1
(Self-catering)	Cottongrass Cottage		1
(Self-catering)	Far Wicken Hall Farm		1
(Self-catering)	Fielden Farm Cottages		2
(Self-catering)	Lake Lounge		4
(Self-catering)	Lane Foot Lodge		1
(Self-catering)	Oakdene		1
(Self-catering)	Oriel's Retreat		1
(Self-catering)	Pennine Cottage		1
(Self-catering)	Rydings		1
(Self-catering)	Stormer Hill		1
(Self-catering)	The Cart Shed		1
(Self-catering)	The Oak Cottage		1
(Self-catering)	Valley View Lodges		2
Total		631	19

Access and connectivity:

Rochdale has excellent access by both train and car and as a result, has a large catchment of day visitors. On the Trans Pennine Express, trains from Manchester Victoria to Rochdale take 12-22 minutes and other routes that go through Rochdale include: -

- Kirkby (Merseyside) – Blackburn
- Leeds – Chester
- Leeds - Wigan
- Rochdale – Clitheroe

The Calder Valley Railway runs from Halifax to Rochdale and takes just 32 minutes. The stations on the route include Mills Hill, Castleton, Rochdale, Smithy Bridge, Littleborough, Walsden, Todmorden, Hebden Bridge, Mytholmroyd, Sowerby Bridge, Halifax, and Brighouse. A station at Elland is planned to open by 2023.

East Lancs Railway runs from Rawtenstall to Heywood and is 12 miles long. The stations are: Rawtenstall, Irwell Vale, Ramsbottom, Summerseat, Burrs Country Park, Bury Bolton Street, Heywood.

Easily accessible by car via the motorway, it is possible to get from Liverpool to Rochdale within 1 hour. Approximate journey times from various towns/cities in the north of England are as follows: -

Town	Miles (driving)	Journey time (approx.) Minutes	Resident population
Marple	20	37	
Burnley	16	38	
Halifax	21	38	
Huddersfield	19	39	
Altrincham	25	40	
Warrington	28	40	
Blackburn	22	42	
Preston	38	48	
Leeds	33	50	
Wakefield	26	51	
Liverpool	43	58	
Chester	56	67	
Stoke on Trent	60	68	
York	60	100	
Sheffield	49	100	

Rochdale is therefore well located to benefit from a large catchment population and easy transport linkages.