

Our Ref: MM/KN0143/24

24 December 2024

Kirklees Metropolitan Council
Planning Service
PO Box 1720
Huddersfield
HD1 9EL

via the Planning Portal

Dear Sir/Madam,

Application for Full Planning Permission
Premier Inn Hotel and the Hunsworth Brewers Fayre, Bradford South, Whitehall Road,
Dyehouse Drive, Cleckheaton, BD19 6HG
Planning Portal Reference: PP-13649704

We are instructed by Whitbread PLC, to submit an application for full planning permission at its existing Premier Inn Hotel and the Hunsworth Brewers Fayre, Bradford South, Whitehall Road, Dyehouse Drive, Cleckheaton. Specifically, the application proposes:

'Demolition of dormers and miniature clock tower, conversion of an existing hotel restaurant and a first-floor extension to provide additional hotel bedrooms and other associated work.'

This application has been submitted and paid in full to the Planning Portal via the aforementioned reference. In addition to the completed application forms and certificate, this application is accompanied by the following:

- Site Location Plan;
- Existing Site Plan (Dwg no. AP01);
- Existing Floor and Roof Plans (Dwg no. AP02);
- Proposed Site Plan (Dwg no. AP03 - Rev A);
- Proposed Floor and Roof Plans (Dwg no. AP04);
- Existing Elevations (Dwg no. AP05);
- Proposed Elevations (Dwg no. AP06);
- Flood Risk Assessment (prepared by Booth King);
- Transport Statement (prepared by RGP).

This letter comprises the planning justification and should be considered alongside other submitted information when determining the application.



The Site and its Surroundings

The site is divided into two plots: the northern plot, which houses the Premier Inn hotel with its associated parking, and the southern plot, which contains a restaurant known as the Hunsworth Brewers Fayre and a Premier Inn meetings room building, both with their own parking facilities. The plots are both separated by the Hunsworth beck running through the site.

The restaurant building is double storey, featuring architectural elements such as dormers, a hipped roof, and a miniature clock tower. The hotel, located to the rear, is also double storey (comprising of 60 bedrooms), as is the adjacent meetings room building. It is important to note that operations at the Hunsworth Brewers Fayre have ceased, leaving the building vacant.

The site is located off Dyehouse Drive, which connects to Stubs Beck Lane and Whitehall Road (A58), and the site also benefits from excellent access to the M62 motorway. Parking facilities are extensive, with the site offering 111 parking spaces within the two plots of land, of which 5 are allocated as disabled bays. Dyehouse Drive links the two plots and also features parking spaces, further enhancing accessibility.

In terms of public transport, the closest bus stop is approximately 0.3km away from the site on Bradford Road (A638), and is serviced by bus number 268, (Bradford and Wakefield). Another bus stop on Hunsworth Lane (B6121), approximately 0. km east of the site, is serviced by buses 256 (Brighouse - Cleckheaton - Bradford) and 259 (Brighouse - Scholes, Cleckheaton & Hunsworth - East Bierley), offering both southbound and northbound services.

Additionally, the site is located outside the town centre boundary, with the nearest town centre being Cleckheaton, which is approximately 1.25km to the south. The closest local centre is Moored, situated approximately 0.64km to the south also.

According to the councils Development Plan Policies Map, the areas to the east, north, and west of the site are allocated for employment purposes. The wider area to the north is known as the West 26 Industrial Estate, home to several industrial units. The site is also situated within a Strategic Green Infrastructure network known as the 'Spen Valley Corridor.'

To the north and west of the site are the Hunsworth Beck and Stubs Beck, respectively. The Environment Agency's flood map for planning confirms that the majority of the site is in Flood Zone 2, indicating a medium risk of flooding from rivers and the sea; however, a small part of the access road falls within Flood Zone 3. Additionally, the site is at high risk of surface water flooding. To address these concerns, a Flood Risk Assessment has been prepared as part of this planning application.

Importantly, the site does not contain any heritage assets, nor does it fall under any specific designations or conservation areas, making it more flexible for development. Given its strategic location, robust infrastructure, and well-defined planning context, the site presents significant potential for future development that aligns with both economic and community goals.



Planning History

A review of Kirklees Metropolitan Council's planning application portal has indicated that the site has been subject to several planning applications in the past, relating to the original consents for the buildings on site, extensions and several advertisement consents. The table below shows the most relevant applications in order:

Table 1: Table showing list of relevant planning history

Application Ref.	Description	Decision and Date
2009/62/92519/EI	Erection of 2 storey extension to create 20 bedrooms with parking & landscaping.	Approved 27/10/2009
2006/62/95256/EI	Erection of Extensions and Alterations to Front and Side Entrances, Landscaping and Repositioning Car Parking Spaces.	Approved 12/02/2007
2003/62/91637/E3	Erection of Meeting and Business Centre.	Approved 03/07/2003
98/62/91972/E3	Erection of Extension to Pub/Restaurant.	Approved 21/08/1998
95/62/90527/E3	Erection of Brewers Fayre Public House and Restaurant and Travel Inn Hotel with Associated Access and Parking.	Approved 12/07/1995
94/62/94116/E3	Erection of Public House/Restaurant and Associated Access and Car Parking.	Withdrawn 17/03/1995

Proposed Development

Whitbread has identified a demand for the provision of additional budget hotel accommodation in this location, having regard to the proximity of the site to significant transport infrastructure. This application, therefore, seeks full planning permission for the following:

'Demolition of dormers and miniature clock tower, conversion of an existing hotel restaurant and a first-floor extension to provide additional hotel bedrooms and other associated work.'

The applicant has identified a specific need to deliver additional bedrooms at this site, as well as to modify how the onsite restaurant provision is to operate.

This application seeks permission to convert the existing vacant restaurant building within the southern plot into bedrooms across both floors. This proposal also seeks a first-floor extension expanding the Premier Inn hotel operation, which would provide 20 additional bedrooms. This would increase the total bedroom capacity to 80.



Several alterations and areas of demolition to the restaurant's elevations will be made to facilitate the conversion of the building. The alterations would be minor and would constitute the following:

- a) The demolition of dormers;
- b) The removal of all associated windows of the dormers along the southern, northern and eastern elevations;
- c) The removal of a miniature clock tower, located towards the central reservation of the building;
- d) The removal of plant equipment on the roofs of the building;
- e) The removal of windows whilst relating the canopy towards the west of the building;
- f) The removal of the outdoor seating area and greening of the area towards the west of the site;
- g) The conversion of the building into hotel bedrooms;
- h) The installation of a hipped roof at first floor level;
- i) The installation of several windows along the northern, western and southern elevations;
- j) The installation of a door at ground floor level along the eastern elevations.

The restaurant conversion into additional bedrooms in its extended form would also incorporate a restaurant facility on site which will ensure that the site retains a facility to provide hotel guests with food offering.

Parking figures on site would not change as a result of the conversion and extension because it would not create additional external floorspace on site.

Relevant Planning Policy

At the time of writing, the Development Plan for the site comprises the Kirklees Local Plan, which was adopted in February 2019, covering the plan period between 2013 and 2031. It is important to note that Kirklees Metropolitan Council is the relevant Local Planning Authority.

The Local Plan is divided into two parts: Part 1, 'Strategy and Policies', which contains the spatial strategy and development management policies, and Part 2, 'Allocations and Designations', detailing site allocations and designations.

The policies aim to achieve strategic development goals and determine the amount and location of new developments within the district, excluding the Peak District National Park. The plan includes a



vision and strategic objectives for development, a spatial strategy for accommodating development across the district, and objectively assessed needs for housing and employment.

The Local Plan provides clear policies to guide planning application decisions, site allocations for various uses identified on a Policies Map, and designations for land protection and other policies within the plan. Additionally, it addresses infrastructure provision to support proposed developments, outlines how policies will be implemented and delivered, and sets a monitoring framework to assess the plan's success over time.

Part I - Kirklees Local Plan

The Local Plan begins by establishing its purpose and preparation context, emphasising the presumption in favour of sustainable development aligned with the National Planning Policy Framework. It provides a spatial portrait of Kirklees, detailing geography, demography, and key challenges. The plan outlines long-term vision and growth objectives, the role of place shaping, and the council's spatial strategy with policies to implement it. Development management policies guide planning decisions, supported by justifications, delivery and implementation details, strategic objective links, and supporting evidence.

Relevant policies from the Strategy and Policies include the following:

- **Policy LPI** - Presumption in favour of sustainable development
- **Policy LP2** - Place shaping
- **Policy LP7** - Efficient and effective use of land and buildings
- **Policy LP21** - Highway safety
- **Policy LP22** - Parking
- **Policy LP24** - Design
- **Policy LP48** - Community facilities and services
- **Policy LP51** - Protection and improvement of air quality
- **Policy LP52** - Protection and improvement of environmental quality

The council have not established specific local parking standards for residential and non-residential development. Additionally, it is considered appropriate to provide one visitor space per four dwellings and one cycle space per unit. The council can, however, offer advice on parking provisions for other uses, and further guidance is available.

Other Material Considerations

National Planning Policy Framework

The National Planning Policy Framework is the overarching guidance document that helps local planning authorities in England make decisions. The purpose of the planning system is to contribute to achieving sustainable development. The Framework carries a presumption in favour of sustainable development, which is defined as having a social, economic and environmental role.



The guidance was first introduced into the planning system in March 2012. However, since the publication was made, there have been several revisions, the most recent update being in December 2024. It is important to note that the NPPF is a material planning consideration that must be considered when determining planning proposals.

Chapter 6 relates to building strong, competitive economies to maintain and enhance the growth of local areas and businesses. Paragraph 85 emphasises the importance of prioritising supporting local businesses' economic development and productivity and the wider community. Additionally, paragraph 87 addresses the importance of meeting the locational requirements of different sectors.

Chapter 9 refers to the transport aspect of development proposals and what factors should be considered as part of the decision-making process. Paragraph 116 states that development should only be prevented on highway grounds where there would be an unacceptable impact on highway safety as a direct result of development.

Chapter 11 discusses the importance of making effective use of land. Paragraph 124 outlines the importance of promoting effective use of land in helping to meet the need for homes and other uses whilst also safeguarding and improving the natural environment.

Chapter 12 relates to achieving well-designed, sustainable, beautiful, safe, attractive, and healthy places for everyone. Paragraph 131 outlines the importance of creating such places and how it can create better places for people to live and work. Paragraph 135 ensures development would function well and add to the overall quality of an area; would be visually attractive as a result of good architecture, layout and appropriate and effective landscaping; are sympathetic to local character and history; establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials; optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development; create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users.

Chapter 15 relates to conserving the existing natural environment and seeking opportunities to enhance it where possible. Paragraph 187 states that minimising the impacts on biodiversity and preventing new factors contributing to creating unacceptable risks should be factorised into the decision-making process.

Assessment

Principle of Development

Premier Inn has identified a considerable demand for additional budget hotel accommodation in this location. By providing additional bedrooms that are best fit for customers' needs in select locations, this proposal would not only meet Premier Inn's operational requirements but also help to address the bedroom demand. The optimal operation of the hotel, facilitated by this proposal, would bring substantial economic and social benefits, underscoring its potential positive impact.



A review of the planning history indicates that the site has been subject to two previous planning applications that have established the principle of development. The first permission refers to permission ref. 2006/62/95256/EI which related to extensions and alterations to front and side entrances, landscaping and repositioning car parking spaces which was approved in 2007. The second permission refers to a 2-storey extension to provide 20 additional bedrooms which was approved via permission ref. 2009/62/92519/EI in 2009; this permission also sought alterations to parking & landscaping.

The site's food and beverage provision has functioned principally as a Restaurant for over 10 years. The food and beverage sales split for the site, averaged over a 10-year period, shows that food sales make up 71% of the site's revenue. The remaining 29% of sales for drinks include those bought in conjunction with a meal, therefore the revenue from solus drinking purchases is much lower than this figure.

The operations at the Hunsworth Brewers Fayre restaurant have ceased and are no longer open to the public. This proposal seeks to convert and extend the restaurant building by way of a first-floor extension. The hotel building in its converted and extended form would incorporate additional bedrooms and a facility to provide hotel guests with breakfast.

The hotel's location makes it a logical site for additional accommodation, given that it is fully operating and functioning and capable of accommodating the demand. The expansion of the conversion of the restaurant and expansion of the hotel facility would be within grounds of an existing hotel site and upon brownfield land which would therefore make effective use of the land which is line with Paragraph 124 of the NPPF.

Car Parking and Highway Considerations

With over 800 hotels in the UK, Whitbread is well-versed in providing appropriate levels of on-site car parking without over or under-provision. Sites are regularly surveyed to assess the adequacy of provision since it is in the interests of the business to ensure its customers can park on-site quickly and safely.

The hotel, in combination with the adjoining Hunsworth Brewers Fayre restaurant at present, has a total capacity of 111 parking spaces available on-site, which includes 5 disabled bays. The restaurant conversion and extension would not impact the existing parking figures as these will remain as is.

In support of this application, a Transport Statement was prepared by RGP in November 2024, which evaluates the key highways and transport matters. The existing site could generate in the order of 19 two-way movements across the AM peak, 35 across the PM peak and a total of 382 across the course of a typical day; however, post-development could generate in the order of 19 two-way movements across the AM peak, 16 across the PM peak and a total of 173 across the course of a typical day.



Therefore, the existing parking would be sufficient to accommodate the likely parking demand to be generated post-development, and the internal site layout would continue to provide adequate space for delivery vehicles to manoeuvre and cars to enter and egress parking spaces.

Design Considerations

The facilitation of additional hotel bedrooms and a breakfast room would require several alterations to the elevations of the restaurant building. These alterations are minor and comprise of the following: a) The demolition of dormers; b) The removal of all associated windows of the dormers along the southern, northern and eastern elevations; c) The removal of a miniature clock tower, located towards the central reservation of the building; d) The removal of plant equipment on the roofs of the building; e) The removal of windows whilst relating the canopy towards the west of the building; f) The removal of the outdoor seating area and greening of the area towards the west of the site; g) The conversion of the building into hotel bedrooms; h) The installation of a hipped roof at first floor level; i) The installation of several windows along the northern, western and southern elevations; j) The installation of a door at ground floor level along the eastern elevations.

The hotel building in its fully converted and extended form would also incorporate a restaurant facility on site which will ensure that the site retains a facility to provide hotel guests with food offering. The restaurant facility will not be open for external customers and will only be a guest facility; however, in some instances where there is someone dining with a guest, this will be okay.

The building will be kept with the existing hotel and will respect the site's character. The proposed windows, door, and brickwork will be of high quality and sympathetic to the area's character, ensuring an appropriate standard of amenity for guests. Therefore, the proposed conversion and extension will fully comply with Policy LP24 of the Kirklees Local Plan.

Ecological Considerations

A Preliminary Ecological Appraisal and Roost Assessment was prepared by Arbtech in August 2024 to help identify any ecological impact the development proposed may need to consider and, if any, what species of bats are present and exactly where. A Biodiversity Net Gain Assessment is not required for this proposal, as less than 25m² of habitat and 5m of hedgerow is to be affected.

Flood Risk and Drainage

A Flood Risk Assessment was produced by Booth King in December 2024 which aims to identify and assess the risks of all forms of flooding to and from the site and demonstrate how these flood risks will be managed, taking climate change into account. The report noted that there has been no recorded flood events on this site.

Despite the site's area being less than 1 hectare, it predominantly falls within Flood Zone 2, with a small part, including the access road, in Flood Zone 3. Therefore, an FRA is mandatory as per NPPF regulations.



The current finished floor levels of approximately 82.41m suggest that without existing flood defences, most storm events would significantly threaten the site, particularly in a 1 in 1000-year event. To mitigate this risk, it is recommended that flood-resilient construction measures up to 600mm be implemented within the proposed development to protect against potential flood depths.

No alterations will be made to the existing surface water network, as the development involves converting the existing public house. The existing rainwater pipes will be utilised to collect runoff from the roof.

Ground Considerations

This application has been supplemented with a Phase I Coal Mining Risk Assessment which was prepared by Enzygo in August 2024, which identifies site-specific coal mining risks that could affect development. A review of the site has identified it to be located within a coal mining area.

Based on geological maps, the Coal Authority Report, and BGS boreholes, there is a risk of underground workings, both deep and shallow (less than 30m depth). The risk of deep coal workings is dismissed due to the thickness of superficial materials (5.0m) and the additional 2.5m of Made Ground recorded in the BGS borehole logs, along with the maximum coal seam thickness of 1.7m. However, the risk of shallow workings is considered moderate due to the coal seam's thickness and depth and the limited rock cover above it (less than 10X seam thickness).

Conclusion

Walsingham Planning Ltd, on behalf of Whitbread PLC, has prepared this application to accompany a full planning permission request. The proposal seeks to demolish dormers and a miniature clock tower, convert the existing vacant restaurant building within the southern plot into additional hotel bedrooms, and undertake a first-floor extension at the Hunsworth Brewers Fayre, Bradford South, Whitehall Road, Dyehouse Drive, Cleckheaton.

Based on the assessments outlined, the proposal represents a logical and sustainable development, offering significant planning benefits to the site and the wider area. The development is acceptable in terms of its scale, location, high quality, and capacity to meet the demand for additional accommodation on the site.

It is asserted that the proposal aligns with the relevant policies and principles, strongly supporting the approval of planning permission without delay.

I trust this letter will be taken into account by the Local Planning Authority during their assessment and determination of this planning application. I sincerely hope the Local Planning Authority agrees that there is a strong case for granting planning permission and supports this application accordingly.

Please do not hesitate to contact me if you have any queries or require further information to support your assessment of this application.



Yours faithfully,

Muzammal Mahmood MCD MRTPI
Planner
muzammal.mahmood@walsingplan.co.uk

