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CDC
13 JAN 2020
POST ROOM

Ms Clare Whitehead
Case Officer
Development Management
Cherwell District Council
Bodicote House
Banbury
OX15 4AA

RECEIVED

5 January 2020

Dear Ms Whitehead

Re: Great Lakes UK Ltd – Planning Application No: 19/02550/F – OBJECTION

I am writing to register my **OBJECTION** to the above application.

The application represents unsustainable development in an inappropriate location which is neither in accordance with the Local Plan nor offers any material benefit so as to outweigh the substantial harm it would create.

I have lived locally for more than 40 years and my views are informed by that experience, by attending the applicant's pre-application consultation event, and by taking a detailed look at the application and supporting material.

There is no possible conclusion one can reach other than this being a highly speculative application for a site which is not suitable – its location being a critical factor.

I object to the development for the following reasons:

1. **Unsuitability of the site and poor sustainability and access**: the site is distant from any urban centre, not served by transport links and fails on any objective or sequential assessment of sustainability. In fact it is a highly unsustainable location for the proposed use and represents significant intensification in a rural setting, not supported by any strategic planning policy. The amount of car parking proposed and the fact that the only realistic means of access to the site is via car is highly unsustainable. At a time of **climate emergency**, consenting a use and application which has such poor sustainability would be an appalling interpretation of planning policy and a gross insult to all efforts to address climate change.

2. **Need**: this proposal is driven by speculative commercial opportunity not by any defined need. The location is not supported for such a substantial and significant use and departure from the current use. It is evident to anyone who knows the local area that the landowner is seeking to derive a windfall gain from this speculative development because of the failure to position and run the existing Bicester Hotel Golf & Spa as a successful business. It is not the job of the planning process to fund a poorly-performing business by consenting a speculative application which is neither supported by need nor policy.

3. **Misrepresentative and misleading consultation**: the applicant's pre-application has been poor. The design of the consultation questionnaire provided was misleading and inadequate. It included leading questions and was clearly designed to enable 'analysis' to be carried out which

skewed the results and sought to imply a greater percentage of respondents may be supportive. Why, for example, were there two boxes to tick for 'support' as well as one for 'neutral' while only one for 'do not support' unless the intention was to group 'neutral', 'support' and 'strongly support' together in order to imply a greater proportion of respondents are somehow supportive or not opposed? I have worked in the market research industry for many years and found the structure of the feedback form deeply concerning. I do not believe the applicant was committed to carrying out any meaningful or genuine consultation which I find deeply troubling. The purpose of pre-application consultation is to enable the opportunity to shape and improve the scheme through feedback – the applicant has not demonstrated any meaningful adjustment to the proposals.

The fundamentals of this application (namely site, the policy position for the site, its poor connectivity and therefore lack of sustainability, and need) all mean that **this application is not sustainable development.**

The harm it would create substantially outweighs any claimed benefit nor can this harm be mitigated or off-set.

Like many I have spoken to, I would like to see Cherwell DC refuse the application and to see Great Wolf Resorts find an appropriate site which is actually suited to the purpose and on which it can bring forward its investment and a scheme which could meet a sustainability assessment.

This application for this site is highly unsustainable and harmful and one cannot get away from the fact that it is fundamentally the wrong site for this proposed use and development.

Yours faithfully

[redacted]

Patricia Jenkins [redacted]