ROB ROYD FARM SHOP, BARNSLEY

Design and Access Statement
Extension to an existing farm shop



Prepared on behalf of:

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1.0 Introduction

1.1 This is a statement submitted in support of the extension to the existing Rob Royd Farm Shop, Barnsley.

1.2 The site and surrounding area have been visited and this statement takes into account the site characteristics, surrounding land uses and characteristics, central government guidance, local planning policy and other material considerations.

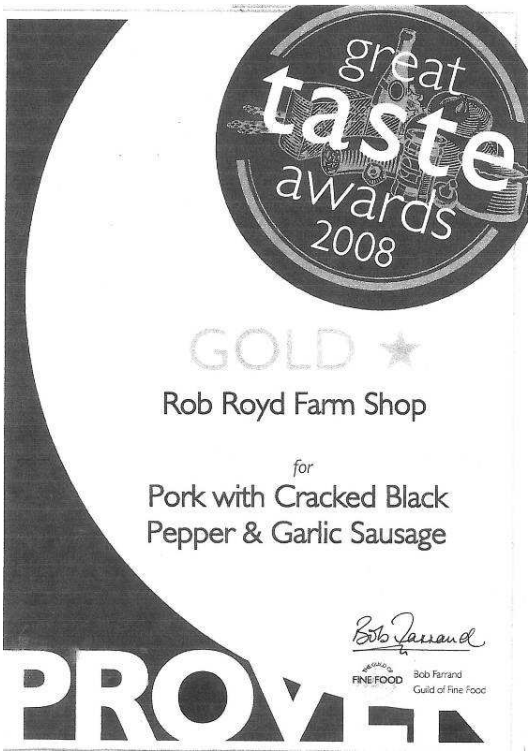
2.0 Assessment of the site's immediate and wider context

2.1 In accordance with the requirements of Section 42 of the Planning and Compulsory Purchase Act 2004, the context of the proposed development is appraised below.

2.2 History

Rob Royd Farm shop has been open for 2 years and during this time they have established a reputation for quality home grown and local produce. They have and are developing an increasingly loyal following of regular customers, not only from Barnsley but also from the surrounding area, even as far as York.

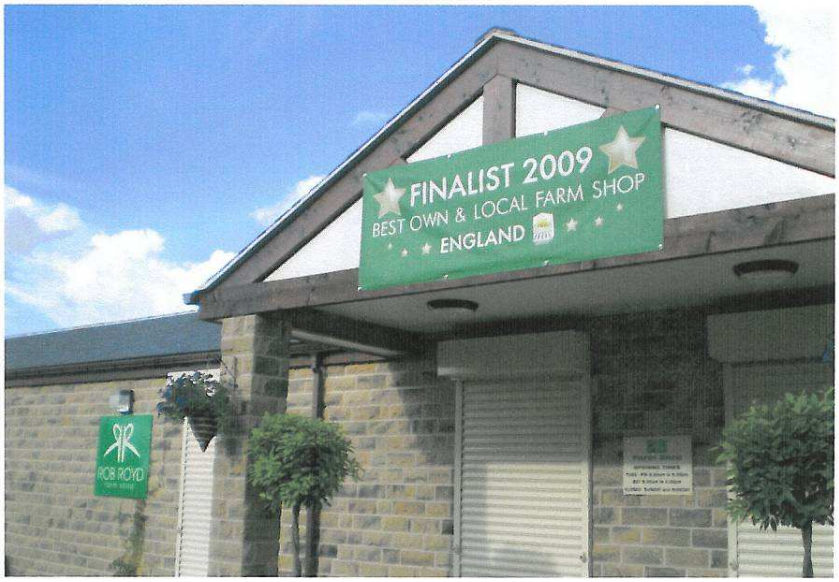
This popularity is due to the reputation for top quality service and the ever expanding diverse range of innovative and specialist products, some of which are unique only to the Rob Royd farm shop. Over the past 2 years the farm shop has established a recognisable brand with a distinctive double "RR" logo and website- which has helped to advertise the unique products.



Within the first 6 months of trading the farm shop won a Gold star at the prestigious Great taste awards, for the Cracked Black Pepper and Garlic sausage made at the farm shop.

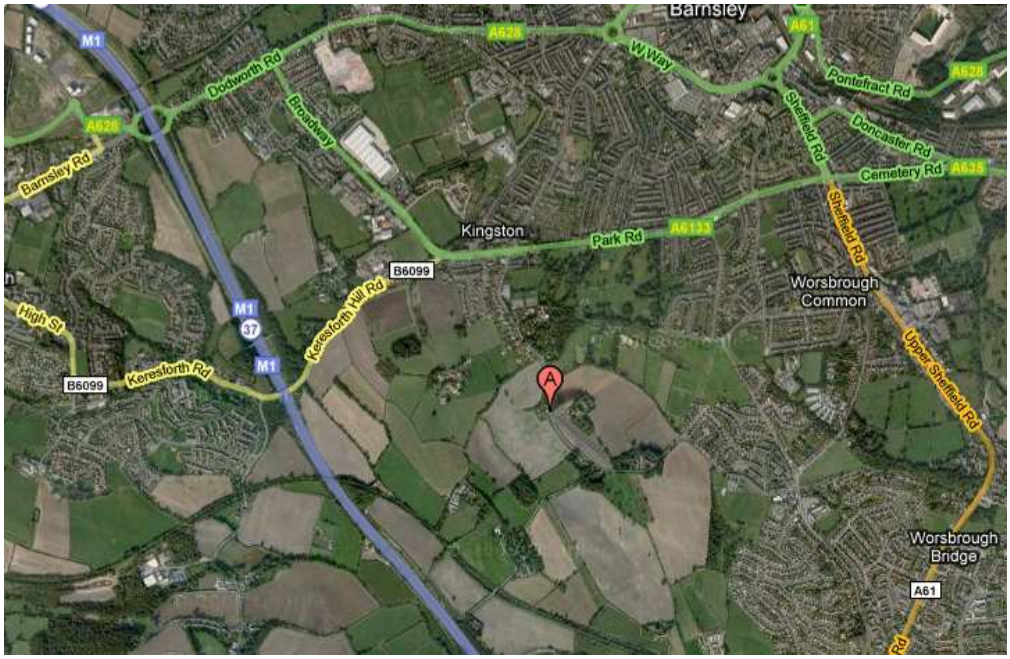
This gave the Rob Royd brand local and national coverage in the papers and on television, resulting in a further increase in customer numbers.

After 10 months the business continued to succeed by making the finals of the Farm Awards for the best own and local farm shop in England. This again increased the business profile and customer numbers and added to the growing popularity in and around Barnsley.



2.3 Physical

The farm shop *(marked with an A)* is on Genn Lane in the Ward Green area of Barnsley, the aerial image below sets the site in context and illustrates the large numbers of residential dwellings and potential customers surrounding the site.



The Farm Shop is situated in part of the Rob Royd farm holding of 180 acres, the shop itself sits in around 36 acres. Rob Royd Farm is a mixed livestock arable farm. The Farm house up to 250 Beef Heifers, up to 150 pigs using traditional breeds such as Gloucester Old spot and Large Blacks. Rob Royd Farm also graze lambs on the grassland all exclusively for sales through the Rob Royd Farm Shop. They produce eggs, fresh vegetables and milling wheat all of which are used and sold in the Farm Shop.

The pictures below illustrate the animals kept at the farm and the vegetable growing on the site of the Farm Shop itself.













The list below details the large proportion of produce that is supplied to the Farm Shop from the Rob Royd Farm estate, the remaining produce is all sourced locally as illustrated below.

Products	From
Beef	Rob Royd farm and tan yard farm- Dodworth (Dads Cousin)
Bakery pies	Rob Royd Farm Shop
Fruit and Veg	Rob Royd Farm Shop Crossley Barnsley potatoes-lettuce – swede – beetroot. Etc. Other local producer Bannans and grapes – Non local
Poultry	Whitwam, Huddersfield Local
Lamb	Rob Royd R Warttig - Thurgoland
Pork	Rob Royd Marr Grange (Doncaster)
Sausage	Rob Royd
Bread	Rob Royd Flour.Worsbrough Mill (Rob Royd grows wheat for the mill)
Bacon	Rob Royd
Cake	Rob Royd
Cooked meat	Rob Royd
Cheese	Local and Non local
Cottage delight	Jar. Non local
Eggs	Rob Royd
Deli	Rob Royd
Sandwiches	Rob Royd
Turkey	David Heap local
Salads	Rob Royd
Soft drink	Local
Milk	Local
Cream	Dickinson Lonley – Local
Crisp	Yorkshire Local
Pam jam	Rob Royd
Ice cream	Yummy Yorkshire (~~Local~~) Maize Moo
Ready meals	Rob Royd
Soups	Rob Royd
Yorkshire Honey	Local

As detailed above Rob Royd are committed to producing, sourcing and selling local produce, below is a poster that is displayed in the Farm Shop.



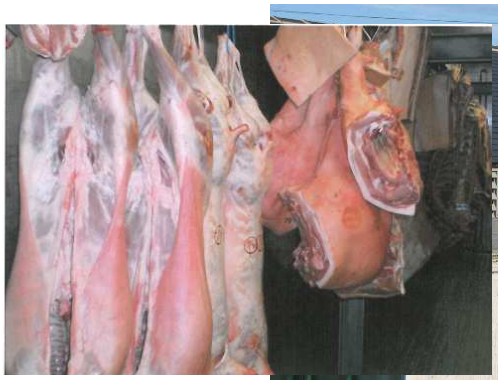
The existing farm shop is a stone built single storey structure. The building has traditional details such as quoins to the front corners, pitched slate roof and an entrance canopy. The building is a very simple rectangular form that lacks a focal point and identity, the growing brand of Rob Royd now requires a building that makes a statement about the growth of the business and the commitment to local and natural produce.

The building currently houses the shop an office and staff area, a bakery and butchery, the produce is stored in temporary cold store containers to the rear of the building. These are not seen by the customers but still present an unsightly rear elevation to the building.

The images overleaf show the building externally including the unsightly cold stores to the rear elevation that require expansion to deal with the produce demand.


ROB BOYD


ROB BOYD




Hapag-Lloyd
GE seaco
coldspace
food grade
temperature controlled
storage

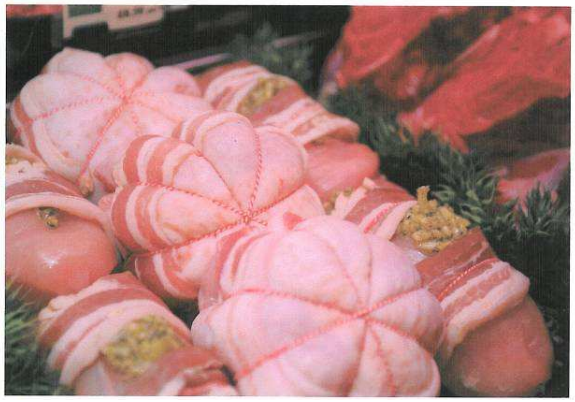


The images below illustrate the produce displayed in the farm shop.

















2.4 Access audit

The existing access to the site will be maintained.

2.5 Social

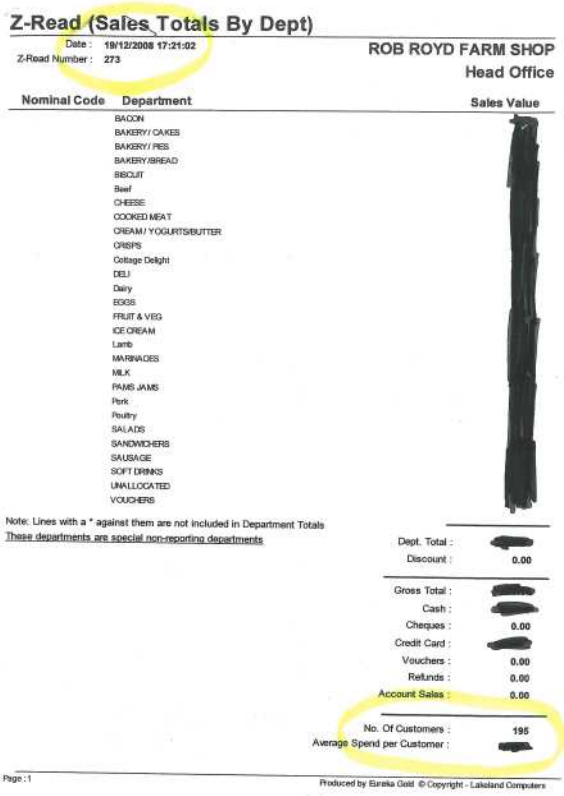
The scheme will address and facilitate the expansion of a thriving local business that wishes to expand and diversify. The development will enhance a community facility and also create additional jobs in the area.

The Farm shop originally started trading with 6 employees. The business now employs 12 members of staff. This development would seek to increase the number of staff to 20 to include 2 more butchers, 2 more bakers and 4 more counter staff.

2.6 Economic

The scheme aims to extend an existing building. Increased levels of staff and employment will enhance the economy for the local area and increased customer numbers will maintain the shop.

To prove the growing customer numbers and popularity of the shop 2 dates showing the accounts and customer numbers for the shop were selected at random and enclosed below. The customer sales values have been hidden due to the data protection act but the customer numbers have clearly increased by 153 people nearly 100% in 5 months from December 2008 to May 2009.



Z-Read (Sales Totals By Dept)

Date : 19/12/2008 17:21:02
Z-Read Number : 273

ROB ROYD FARM SHOP
Head Office

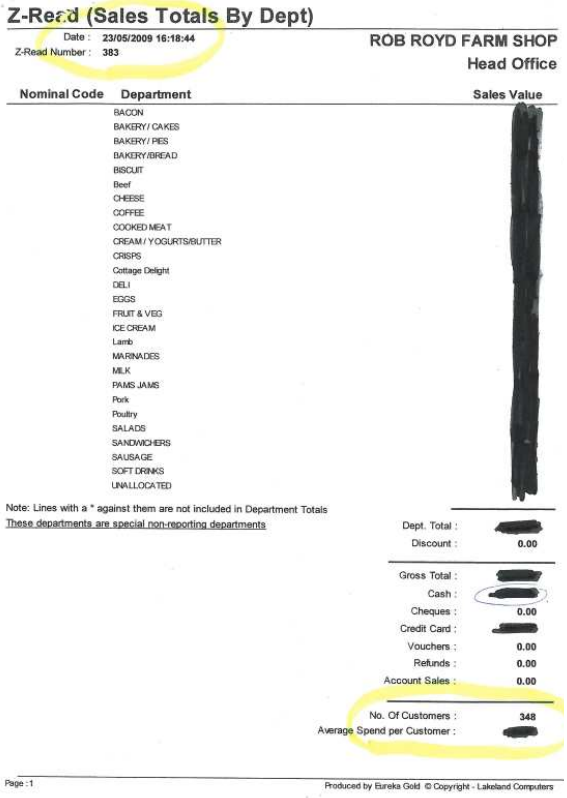
Nominal Code	Department	Sales Value
	BACON	
	BAKERY/ CAKES	
	BAKERY/ PIES	
	BAKERY/BREAD	
	BISCUIT	
	Beef	
	CHEESE	
	COOKED MEAT	
	CREAM / YOGURTS/BUTTER	
	CRISPS	
	Cottage Delight	
	DELI	
	Dairy	
	EGGS	
	FRUIT & VEG	
	ICE CREAM	
	Lamb	
	MARINADES	
	MILK	
	PAMS JAMS	
	Pork	
	Poultry	
	SALADS	
	SANDWICHERS	
	SAUSAGE	
	SOFT DRINKS	
	UNALLOCATED	
	VOUCHERS	

Note: Lines with a * against them are not included in Department Totals
These departments are special non-reporting departments

Dept. Total :	
Discount :	0.00
Gross Total :	
Cash :	
Cheques :	0.00
Credit Card :	
Vouchers :	0.00
Refunds :	0.00
Account Sales :	0.00
No. Of Customers :	195
Average Spend per Customer :	

Page : 1

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Z-Read (Sales Totals By Dept)

Date : 23/05/2009 16:18:44
Z-Read Number : 383

ROB ROYD FARM SHOP
Head Office

Nominal Code	Department	Sales Value
	BACON	
	BAKERY/ CAKES	
	BAKERY/ PIES	
	BAKERY/BREAD	
	BISCUIT	
	Beef	
	CHEESE	
	COFFEE	
	COOKED MEAT	
	CREAM / YOGURTS/BUTTER	
	CRISPS	
	Cottage Delight	
	DELI	
	EGGS	
	FRUIT & VEG	
	ICE CREAM	
	Lamb	
	MARINADES	
	MILK	
	PAMS JAMS	
	Pork	
	Poultry	
	SALADS	
	SANDWICHERS	
	SAUSAGE	
	SOFT DRINKS	
	UNALLOCATED	

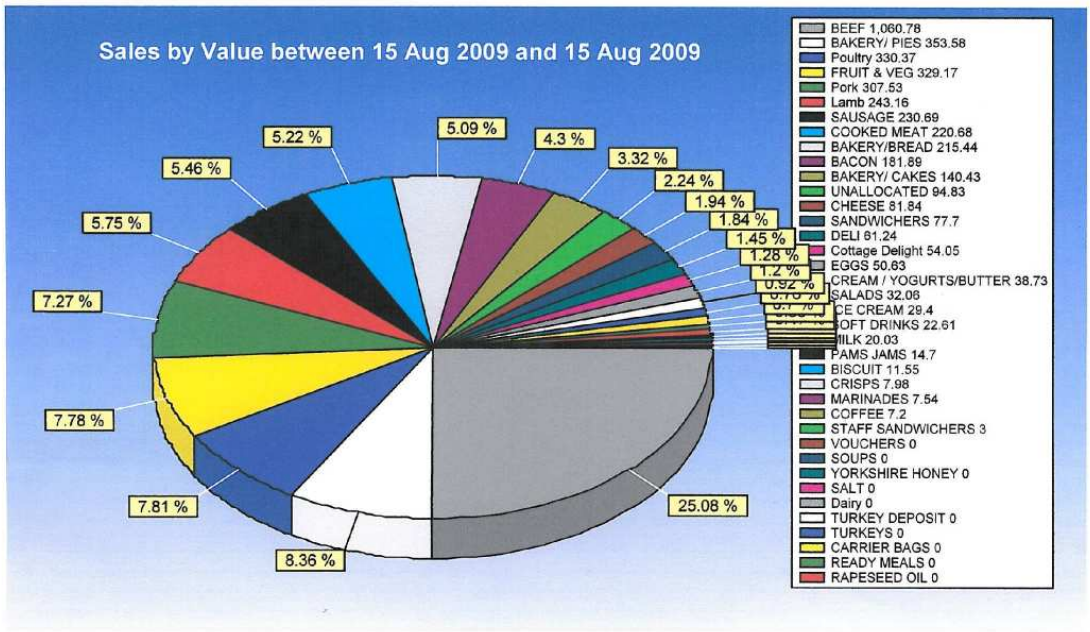
Note: Lines with a * against them are not included in Department Totals
These departments are special non-reporting departments

Dept. Total :	
Discount :	0.00
Gross Total :	
Cash :	
Cheques :	0.00
Credit Card :	
Vouchers :	0.00
Refunds :	0.00
Account Sales :	0.00
No. Of Customers :	348
Average Spend per Customer :	

Page : 1

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The pie chart below shows the percentage of what was sold on a randomly selected date 15/09/09. This shows that beef made up for a quarter of all the sales reinforcing the need for a larger butchery and cold store for the Farm shop.



3.0 Relevant planning history and policies

The planning history for this site includes the farm shop itself, the retention of cold storage units and a car park extension.

B/04/1853/WB was the application for the farm shop in 06/09/2004.
2006/1922 confirmed the variation to the planning permission for the farm shop to include the production and the sale of baked goods.
2008/0619 was the application to retain 2 cold storage units in 14/04/2008, permission was granted.
2009/0764 is the application to extend the car park validated on 29/06/2009; we are the agents for this application and are awaiting a decision.

'Planning Policy Statement 7: Sustainable development in Rural Areas', has been closely referred to in the formulation of this planning application, key points and policies are identified below.

Design and character of rural settlements point 12 states that *'Planning authorities should take a positive approach to innovative, high-quality contemporary designs that are sensitive to their immediate setting and help to make country towns and villages better places for people to live and work'.* Our designs use local high quality stone and slate and a contemporary design

ensures the building is eye catching whilst remaining sympathetic to the farm vernacular and rural architecture.

Countryside protection and development in the countryside point 15 states that; *'Planning policies should provide a positive framework for facilitating sustainable development that supports traditional land-based activities and makes the most of new leisure and recreational opportunities that require a countryside location'.* The farm shop extension will be sustainable, local, protect the continued security and expansion of the traditional land based activities of farming and its livestock and also create a high quality destination retail unit. The farm shop grows vegetables on site; this also offers potential opportunities for educational visits and 'pick your own' recreational trips to the site.

Another supporting statement to the above point is 16(i) supporting *'development that delivers diverse and sustainable farming enterprises'*.

Agriculture, Farm Diversification, Equine-related activities and Forestry; point 27 states that, *'the government recognises the important and varied roles of agriculture, including in the maintenance and management of the countryside and most of our valued landscapes'.* Planning policies supporting this should support development and enable farmers to;

(i) Become more competitive, sustainable and environmentally friendly.
(ii) Adapt to new and changing markets
(iii) Comply with changing legislation and associated guidance
(iv) Diversify into new agricultural opportunities
(v) Broaden their operations to 'add value' to their primary produce.

The extension to the farm shop will help to facilitate all the points above, a larger shop will be able to be more competitive with other local shops by offering a wider range of products, this will also offer a more holistic one stop shop retail experience that is in line with shopping trends and changing markets. The extension to the shop and the additional counter space will allow the farm to diversify into different breeds of animal and also increasing the area and diversity of crop growing on the farm shop site itself. The extension will allow Rob Royd farm to broaden their operations and add value to their primary produce, the larger the shop and counter space the more Rob Royd animals will be able to be sold in the shop therefore adding value to the primary product, the animal.

4.0 Involvement of community members and professionals, undertaken/planned

4.1 Consultation has begun and will progress with Steve Kirkham at BMBC regarding potential future development of the site.

5.0 Evaluation of the context

5.1 Identification of opportunities

This scheme will continue to support the diversification and sustainability of a local farm and farm shop as illustrated in the website insert below, www.robroydfarmshop.co.uk. Provide local employment both full time and part time. The scheme will also provide more room and therefore facilitate educational trips and demonstrations showing the origins of our food for school children and adults alike, this is something Rob Royd Farm are very keen to promote.

The development will provide an outlet to buy very high quality locally sourced fresh produce and create a destination location of high architectural quality that will be a unique example of contemporary rural architecture in the area.



5.2 Identification of constraints

The site is located in the green belt ensuring extra care needs to be taken to justify the viability of the scheme and the high quality of the architecture and materials used in the construction of the farm shop extension.

6.0 Design of the scheme

Amount: The design comprises of an extension of around 130sq/m and the provision of integral cold stores to the rear to replace the unsightly moveable external containers.

Layout: The single storey new building is an octagon that provides a new entrance and exit and creates an interesting meandering journey through the shop perambulating around a central column.

Scale: The building is single storey with a pitched roof, this is in keeping with the scale and massing of the existing farm shop and the surrounding area.

Landscaping: The landscaping will remain much the same, additional tree planting to upgrade the existing hedgerow has already been undertaken and the permeable gravel surface for the car park will remain. No additional impermeable hard surface will be added to the site. The area for growing vegetables will continue to expand in line with demand.

Appearance: The octagonal extension will create a focal point upon entering the site and be of a very high architectural quality. An example of the David Mellor cutlery factory in Hathersage is enclosed below, this has been looked at as a precedent for the site.



The building will be constructed of local stone and using unusual coursing that will add interest to the facade. The ribbon of clearstory windows will bring in lots of natural light without providing direct sunlight and overheating for the produce. This ribbon of windows will also give the appearance of the roof floating.

Copper will be used for the roof to give an unusual finish that will weather and evolve with the farm shop.

Access: The development will comply fully with all requirements of Approved Document 'M'. The landscape around the building will be fully accessible to all and where changes of level occur in the landscaping ramped alternatives will be provided. Any transitions between hard and soft features will be less than 15mm

in elevation. The route to the entrances is level and the entrances themselves have flush thresholds and are wide enough to allow wheelchair access. The doors are to be easily visually distinguishable from their surroundings and are to have a maximum opening force at the leading edge of 20N.
Once inside all doors and corridors are wide enough to allow wheelchair access to all parts of the building. All associated handrails are to the heights given in Approved Document 'M' and are to be of a profile recommended for ease of grip. All stepped access points to the building are designed to comply with Part 'M' of the Building Regulations Documents. The detailed Building Regulations plans will include all visibility accessories, wall mounted 'grab' furniture, switch controls, alarm pull chord, visible fire alarm and tactile surfaces, which for simplicity's sake are not shown on the plans.

7.0 Conservation Area Appraisal

7.1 This development is not in a conservation area.

8.0 Concluding Statement

8.1 This design and access statement has been written in support of a planning application for: The statement clearly demonstrates the four steps required by Section 42 of the Act in that:

- The context of the site has been considered and documented, and includes an accessibility audit, together with references to the relevant planning policy
- Community and professional involvement has been used to inform the development proposals and is documented in this statement
- The context and feedback from the engagement exercises undertaken has been used to formulate design and access principles for the site
- The design of the proposals has been justified in terms of the use, amount, layout, scale, landscaping, appearance and access arrangements.

8.2 The scheme has been designed which responds to the constraints and opportunities identified and will provide significant benefits to the community in terms of:

- *Redevelopment and extension of a thriving local business*
- *Visual Amenity*
- *Provision of a good quality commercial development*
- *Development will create more jobs in the area.*
- *Access*
- *Safety and security*

8.3 In conclusion, it is considered that the proposal meets the requirements of national, regional and local planning policy and that the Council should be supportive of the scheme and grant planning permission.

9.0 Future Vision

A message from the client Rob White of Rob Royd Farm and Farm Shop:-

The development would be architecturally pleasing and sympathetic to the surroundings- this development would give us adequate room for any future increases and i cannot envisage ever adding anymore development due to the architectural style.

This project will enable us to increase productivity at the farm and also diversify into other breeds of animals and give us room to grow a wider variety of vegetables.

This development could also give us the opportunity to invite school parties as a part of an educational programme to observe demonstrations and to understand where your food comes from, and hopefully providing schools with plots to grow their own vegetables- encouraging healthy eating and improving education.

We are committed to using the best of local produce with many products in the shop provided by local suppliers.