

THE BARNSGROVE DEVELOPMENT

Issue

At the July GPC Meeting, Councillors agreed to send an email to the Hart Planning Department regarding their concerns (informed by a number of comments by villagers) in respect of the emerging business model for Barnsgrove. GPC asked the planning officer to consider if Barnsgrove's proposed business model was compliant with Condition 10 of the planning consent and whether the scope of the applicant's Condition 13 submission was acceptable (see attachment 1).

In August, HDC approved the applicants event management plan (to satisfy Condition 13) following provision of further justification from the applicant which focused on the workspace and business offering at Barnsgrove. In the approval letter (see attachment 2) HDC reminded the applicant of the specifics of condition 10 in terms of the use of the facility. It would appear that HDC has not taken on board the detail in GPC's note which clearly indicates that the marketing material for Barnsgrove covers a wide range of social activity that is not related to the uses specified in condition 10.

Moreover, on 17 Sep, some residents saw a post on the 'barnsgroveclubhouse' Instagram feed advertising a Pizza Night which was open to non-members (see attachment 3). On 25 Sep another post was released advertising a dining evening which is also open to non-members (see attachment 4).

Proposal

For GPC to discuss the above at its next meeting and consider if it appropriate/necessary to ask the Hart Planning Officer to again review Barnsgrove's business model for compliance with the extant planning approval.

Attachment 1 (Note to HDC from GPC)

THE OLD DAIRY DEVELOPMENT (21/02002/FUL)

Introduction

On 24 Jul 24, Greywell Parish Council (GPC) discussed the Old Dairy Development, now called 'Barnsgrove'. The topic was on the Agenda since a considerable number of residents have expressed concerns about the emerging business model for Barnsgrove. The debate has been fuelled by Barnsgrove's online pre-opening marketing, and the key question being asked is whether the business will be operating within the spirit of the approved planning consent.

It was unanimously decided that the GPC Clerk should write to the Hart District Council (HDC) Planning Officer with a summary of the issue for their consideration.

Background

In 2018, an application (18/00765/FUL) was made to build a 'day health spa facility' on the site of the Old Dairy. This was approved in Mar 2019 despite a large number of objections and representations at the Full Planning Committee Meeting. The key concerns were related to increased volume of traffic going through Greywell.

In 2021, a subsequent application (21/02002/FUL) was submitted with the intended use changed to that of a 'wellness centre with flexible rural workspace and ancillary vitality bar'. The Planning Statement noted that the "*application had evolved since the approval for a day health spa to provide a more sustainable option with the introduction of high-quality flexible work spaces to be operated by a company called x+why, a company at the forefront or providing flexible workplaces and co-working environments*".

This application was also not supported by a large number of residents, 42 of whom submitted Objection Comments. GPC submitted a strong objection statement - see Attachment 1 below. Notwithstanding these representations, the application was approved in Mar 2022.

GPC's key objections were:

- GPC believed the application's supporting documentation failed to disclose sufficient evidence regarding the type of activity that would actually be undertaken within the development.
- As a result of the above, GPC believed the applicant's Traffic Statement (TS) to be seriously flawed in terms of the justification of 88 car parking spaces and the projected number of associated journeys.

- The use of hybrid data for Trip Rates as presented in the TS was wrong as the consented data was for a spa/health club and this bore little comparison to the proposed use of the new development.

Issue

There is now a website for Barnsgrove (barnsgrove.com) and on its front page it describes the new offering as a Members Clubhouse and states: *“The Clubhouse offers thoughtfully crafted clubrooms, relaxed dining setting, versatile events spaces, group studio, and fitness facilities”*.

In the ‘Private Hire & Meeting Rooms’ section of the website (under ‘Discover More’) it describes four facilities for private functions with the largest, ‘Orchards’, able to cater for either 80 seated guests or 150 guests standing. It is worth noting that in Attachment 1 (page 2, third paragraph) GPC’s analysis of the allocated floorspace judged that the catering facilities could cater for up to 150 people.

Under ‘Food & Drink’ the website describes ‘Palmer’s’, which it calls the beating heart of Barnsgrove. It goes on to say: *“More than just a bar; it’s your social sanctuary to gather, connect, unwind, and indulge when the day is far from over. The ambience of the central bar, surrounded by plush sofas, coffee tables and banquet seating, connect you to nature with soothing biophilic design elements. Enjoy sweeping views across the fields from our french doors, which open onto the south terrace. Here you can enjoy breakfast ordered from the bar, accompanied by artisanal barista coffee and teas, and look forward to one of our impressive signature cocktails as the day transitions into night”*.

The planning approval for Barnsgrove contains two relevant planning conditions:

Condition 10. The use of the building hereby permitted shall be exclusively related to purposes falling within Use Class E(d) (indoor sport, recreation or fitness) and E(g)(i) (office use for any operational or administrative functions) of The Town and Country Planning (Use Classes) Order 1987 (as amended) and for no other purpose. Any events must be directly related and ancillary to the permitted uses. No standalone or large-scale events unrelated to the permitted use of the building shall take place either within the building or elsewhere on the site.

Reason:

To ensure the building remains in a suitable use for a rural enterprise given the context and nature of the site in line with Policies NBE1 and ED3 of the Hart Local Plan (Strategy and Sites) 2016-2032.

Condition 13. Prior to the first use of the development hereby approved, details of how events held at the facility will be managed in respect of maximum number of attendees, traffic generation and potential car parking demand in relation to the number of car parking spaces available at the site shall be submitted to and approved in writing by the Local Planning Authority. Thereafter, the development shall be carried out in accordance with the approved details.

Reason:

In the interests of highway safety and to ensure the impacts on the local highway network are acceptable in line with Policies NBE9 and INF3 of the HLP32 and NPPF 2021.

Condition 13 may have been introduced in recognition of GPC's misgiving that the development would actually be used for a wide range of large events and functions not directly related to Use Class E(d) and E(g)(i). In the last few weeks Barnsgrove have made a submission to satisfy Condition 13 – see Attachment 2 below.

In certain areas the submission does have a degree of synergy with the approved consent; however, in many others it aligns with Barnsgrove's marketing pitch of a member's clubhouse containing bars, dining areas and extensive function space. It is notable that the submission itself highlights that events will be run and coordinated by the 'in house events team' and there is currently an advertisement for an Events Manager on social media.

If Condition 13 is discharged any member could book or sponsor a large social event and the membership price point (not yet published by Barnsgrove) could be positioned to encourage a wider audience looking for a venue.

Conclusion

GPC would be grateful if the HDC Planning Officer would consider if Barnsgrove's proposed business model will be compliant with Condition 10 and whether the scope of the applicant's Condition 13 submission is acceptable in the light of the comments above.

Attachment 2 (HDC Condition 13 decision notice)



Mr & Mrs Butler
c/o Mr Mike Cole Unit 2
Meridian Office Park Osborn Way
Hook RG27 9HY

Dear Sir/Madam

Re: Approval of Condition 13- event management- pursuant to 21/02002/FUL
Demolition and replacement of an agricultural building, silo and stores to provide for a wellness centre with flexible rural workspace and ancillary vitality bar, creation of a secondary access road, parking and landscaping. at Barnsgrove, White Lane, Greywell, Hook, Hampshire RG29 1GF

I refer to your communication concerning the above.

The Council has now considered information submitted pursuant to the following conditions attached to the permission(s) granted on 16.03.2022.

Condition 13 - Event Management

Prior to the first use of the development hereby approved, details of how events held at the facility will be managed in respect of maximum number of attendees, traffic generation and potential car parking demand in relation to the number of car parking spaces available at the site shall be submitted to and approved in writing by the Local Planning Authority. Thereafter, the development shall be carried out in accordance with the approved details.

Reason:

In the interests of highway safety and to ensure the impacts on the local highway network are acceptable in line with Policies NBE9 and INF3 of the HLP32 and NPPF 2021.

Consideration

I have reviewed the submitted details and consulted with Hampshire County Council - Highways and confirm that the following is acceptable:

- Event Management Plan (ref: 8487

Following concerns that the resultant event management plan may not wholly comply with condition 10, further justification has been provided by the applicant.

The applicant has confirmed that the business model was always aimed, post covid, at the more flexible way of working and providing a unique environment for individuals and small businesses to become part of a collaborative space. With private offices, resident desks and flexible work areas including the zoom pods and meeting rooms which are there for product launches, business presentations, business learning, breakout workspaces and company events. These spaces also allow for the wellbeing of company staff that use Barnsgrove as their business premises. Due to the rural setting and not wanting to encourage more car movements we needed to provide food and beverage provision on site to the members, this was always in the drawings presented to the planners with the Bar Servery and Vitality bar.

Workspaces as mentioned above have needed to adapt for the wellbeing of the employees and mental health of those working from home who want to come back into an office environment. These offices provide professional environments with networking opportunities and access to great amenities including social elements and events. It has been proven that offices and businesses in this environment, which brings work and wellbeing together see increased productivity, it gives networking and collaboration opportunities, it builds structure to the work/life balance enjoying downtime in communal areas promoting overall wellbeing. Wellness programmes and perks also greatly support work life balance leading to increased job satisfaction and talent retention. Collaborative workspaces also promote business growth providing a unique ecosystem to entrepreneurs, starts ups and small businesses which is the model that Barnsgrove is based upon. Weekend events will include the opportunity for members to bring children as it enables them to see where their parent works while restricting it to when workspaces are quieter at weekends. It enables employees to form new friendships with coworkers with similar age children and for their employers to understand more about their work/life balance. This gives parents the opportunity to talk to the children about work, sparks their imaginations, inspires and connects them with future careers and companies. They can also partake in tailored child and parent yoga and fitness sessions.

The website wording is broad as we did not want to dictate how the members should use the space, however, all events are there for the Members who have signed up for work or fitness, we have used the word private as some offices may want a private event in a space rather than involving the whole membership. Special occasions could be a product launch or celebrating an employee reaching a target or working for 10 years. it could be a Reformer Pilates Class with a breakfast afterwards.

Barnsgrove is offering a space to those who work alone who want to be in a collaborative environment for their business growth and mental wellbeing, to small businesses expanding and wanting a space where they can all come together be it in the flexible library style tables or neighbouring resident desks. To the companies that are growing to a private office and can offer their employees the benefits of the fitness, gym and events programme.

The applicants are reminded of condition 10 which states

"The use of the building hereby permitted shall be exclusively related to purposes falling within Use Class E(d) (indoor sport, recreation or fitness) and E(g)(i) (office use for any operational or administrative functions) of The Town and Country Planning (Use Classes) Order 1987 (as amended) and for no other purpose. Any events must be directly related and ancillary to the permitted uses. No standalone or large-scale events unrelated to the permitted use of the building shall take place either within the building or elsewhere on the site.

Reason:

To ensure the building remains in a suitable use for a rural enterprise given the context and nature of the site in line with Policies NBE1 and ED3 of the Hart Local Plan (Strategy and Sites) 2016-2032."

The Local Planning Authority wishes to highlight that if it transpires that events go beyond the limitations set out within condition 10 then you may be liable to enforcement action.


Should you wish to amend this scheme you will need to submit new details to the Council for consideration. If you have any queries please do not hesitate to contact me.


Yours faithfully,

Aimee Harris Place Services

Attachment 3 (screen shot of Barnsgrove Instagram feed)

Pizza Night
Friday, 20 September
with Trash Panda Pizza






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barnsgroveclubhouse 📌 TICKETS NOW SOLD OUT 📌


Join us on our terrace this Friday (20th September) from 5pm and treat yourself to a mouth-watering, hand-made pizza from [@trashpanda_pizza](#). Indulge in everyone's favourite comfort food at the end of a busy week and satisfy that sweet tooth with a variety of delicious flavours from [@judesicecream](#) trike.

For this event, we warmly welcome children and non-members. Tickets are available on a first-come, first-served basis. Please get in touch with Mary (membership@barnsgrove.com) to reserve

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Post

Attachment 4 (screen shot of Barnsgrove Instagram feed)

Saira's Kitchen Feasting Menu
Friday, 27 September
7.30pm





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barnsgroveclubhouse This Friday, we welcome members and non-members for a relaxed evening of vibrant food from [@sairas_kitchen](#). This intimate event has limited spaces, so book your tickets soon to avoid missing out. Members can book through the Members Portal and App. Non-members, please book via the bio link.


6h




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