

Shropshire Hills AONB Partnership

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Trystan Wiliams
Development Management
Shropshire Council
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Your Ref: 10/02521
Our Ref: GB_010910_S/HB

01.09.10

Dear Trystan

**Planning Application 10/02521 Old Hen and Ferret Cottage, Great Sutton, Shropshire, SY8 2AJ
Change of use of garage/workshop to commercial use for the processing of apples to make juice
and cider.**

The AONB Partnership has recently been approached in relation to the above planning application by the owners of the property Mr & Mrs Bradburn. The AONB Partnership was consulted on the application by the Council on submission of the application earlier in the year and chose to make no comment. The AONB Partnership have already supported the Bradburns in relation to their plans for the creation of a cider and juice making plant through a grant, in May this year, towards the creation of a four acre orchard under the Shropshire Hills AONB Sustainable Development Fund 2010-11. The subject of that grant, approved by the AONB SDF panel was: *"To plant and establish a four acre mixed orchard to include. Cider apple, perry and other related fruit; with the intention of generating a viable small scale niche market business producing and supplying high quality heritage beverages. Parallel aims being to introduce typical landscape features of this area within a traditional orchard of standard trees towards the creation of a family run rural micro business dedicated to the production of traditional cider, perry and juices."*

In response to an invitation by the Bradburns I have now visited the site as Planning and Landscape Officer for the AONB Partnership and discussed with the applicant Mrs Karen Bradburn, the aims of the planning application. I fully understand and applaud your concern and caution in respect to the sensitivity of the AONB landscape to any such application. However in this case I feel the scale and nature of the proposed business is appropriate and indeed desirable within the AONB landscape. The AONB Partnership endorses "an environmental-led model for the economy of the Shropshire Hills in which small scale dispersed enterprise is key to the future balance of environment and business." (*AONB Management Plan 2009-2014, AONB Position 5, pg. 32*). Small micro-business initiatives are a vital part of this approach. The Hen and Ferret cider proposal fits this model perfectly. The planting of a new orchard will increase the biodiversity of the area while the business itself will create locally based employment at a family level unit with little or no negative impact. **For these reasons the AONB Partnership on this occasion fully supports this planning application.**

Should you require any further information on the AONB partnerships perspective relating to this proposal please contact me at the email address above or on my direct line Monday to Wednesdays.

Yours sincerely

G Barratt
Planning and Landscape Officer
On behalf of Shropshire Hills AONB Partnership