Proposed Temporary Pop-up Pub at Brookers Farm, Luddesdown

Planning, Design and Access Statement

TS/ST/36391
September 2025

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1 INTRODUCTION

1.1 PURPOSE OF THIS DOCUMENT

1.1.1 This statement has been prepared in support of a planning application submitted on behalf of Vineyard Farms Ltd to Gravesham Borough Council (GBC) for the:

> *"Proposed erection of a temporary 'pop-up pub' for a period of 6 months in the form of a shipping container and marquee, in during The Lion Pub refurbishment."*

1.1.2 This statement provides an overview of the site, the proposed development and the relevant planning history; and a review of all applicable development plan policies as well as the National Planning Policy Framework (NPPF) and other relevant guidance.

1.2 APPLICATION DOCUMENTS

1.2.1 This Statement summarises and appraises the proposed development in the context of the relevant planning policy requirements. It should be read together with the following reports and plans:

REFERENCE	DOCUMENT/DRAWING	AUTHOR
	Application Form and Certificates	DHA
TS/ST/36391	Planning, Design and Access Statement	DHA
	Biodiversity Net Gain Assessment	JW Biodiversity
	Biodiversity Net Gain Metric Calculation	JW Biodiversity

TABLE 1.1: SUBMISSION DOCUMENTS

REFERENCE	DOCUMENT/DRAWING	AUTHOR
DHA/36436/100	Site Location Plan	DHA UD
DHA/36436/101	Existing Site Layout Plan	DHA UD
DHA/36436/102	Proposed Site Layout Plan	DHA UD
DHA/36436/103	Proposed Plans and Elevations Marquee	DHA UD
DHA/36436/104	Proposed Plans and Elevations Pop Up Pub	DHA UD

TABLE 1.2: SUBMISSION DRAWINGS

2 APPLICATION SITE AND PROPOSED DEVELOPMENT

2.1 THE SITE

2.1.1 The site comprises part of a car park located south of Brookers Farm, and adjacent to Luddesdown Road, used by employees of Vineyard Farm Ltd's associated with their viticulture (agricultural operations). The site in part, also includes a small part of the adjacent field south of the car park footprint.

2.1.2 An OS plan and an aerial photograph showing the location of the site are provided as Figures 2.1 and 2.2 below.

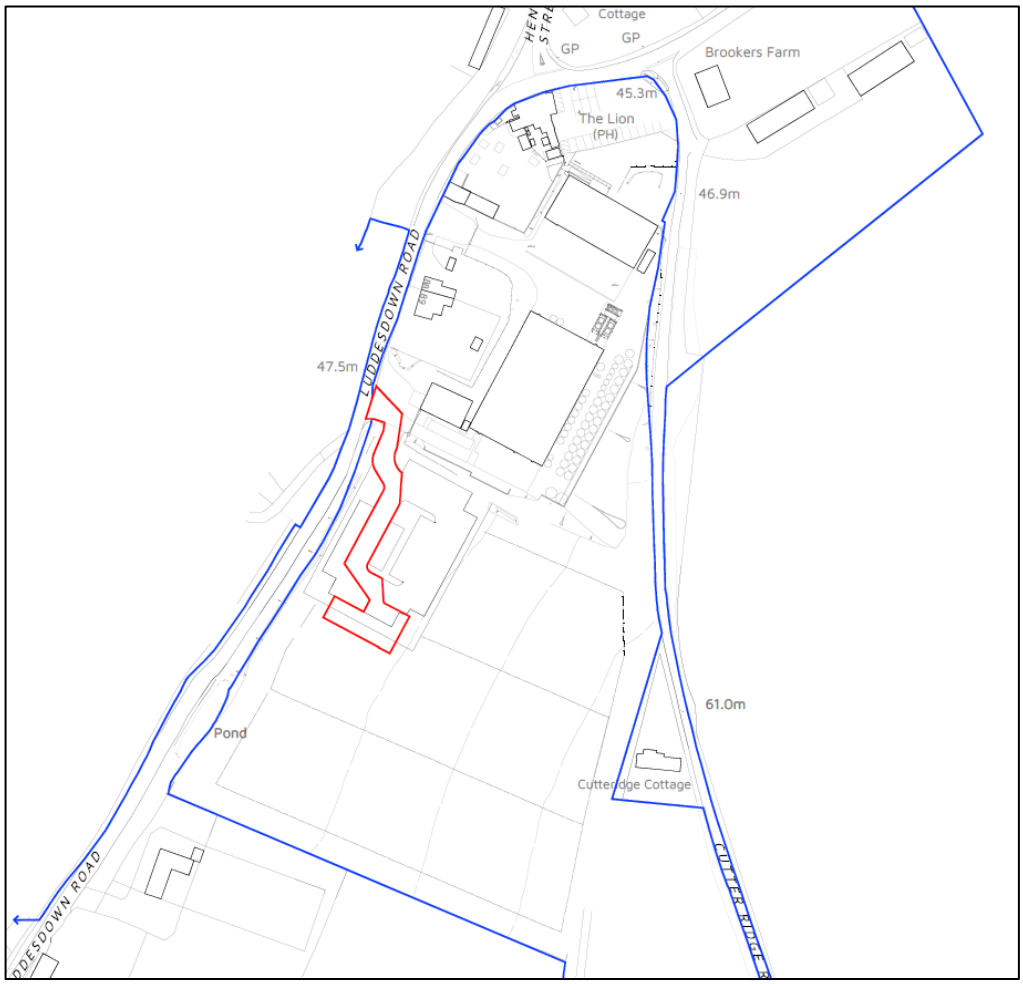


FIGURE 2.1: SITE LOCATION PLAN (DRAWING REF: DHA/36436/100)

FIGURE 2.2: AERIAL PHOTOGRAPH OF THE SITE

2.2 PLANNING CONSTRAINTS

2.2.1 The site is located in the countryside, the Kent Downs National Landscape (formerly AONB), and the Green Belt.

2.2.2 The site is located within the West Kent Downs Landscape Character Area identified in the Kent Downs Landscape Character Assessment (LCA) Update 2020 and within the Luddesdown Sub Area.

2.2.3 The site lies entirely within Flood Zone 1, meaning it is at the lowest risk of flooding.

2.3 PLANNING HISTORY

2.3.1 GBC's online planning register records the following relevant planning history for the site:

APPLICATION REF	DESCRIPTION	DECISION	DATE
20240091	Engineering works to construct a formal car parking area for Vineyard Farms Ltd office, winery and vineyard workers, and other users of Brookers Farm.	Permitted	05 Apr 2024

TABLE 2.1. PLANNING HISTORY

2.3.2 A plan showing the approved layout of the car park is shown in Figure 2.3 below.

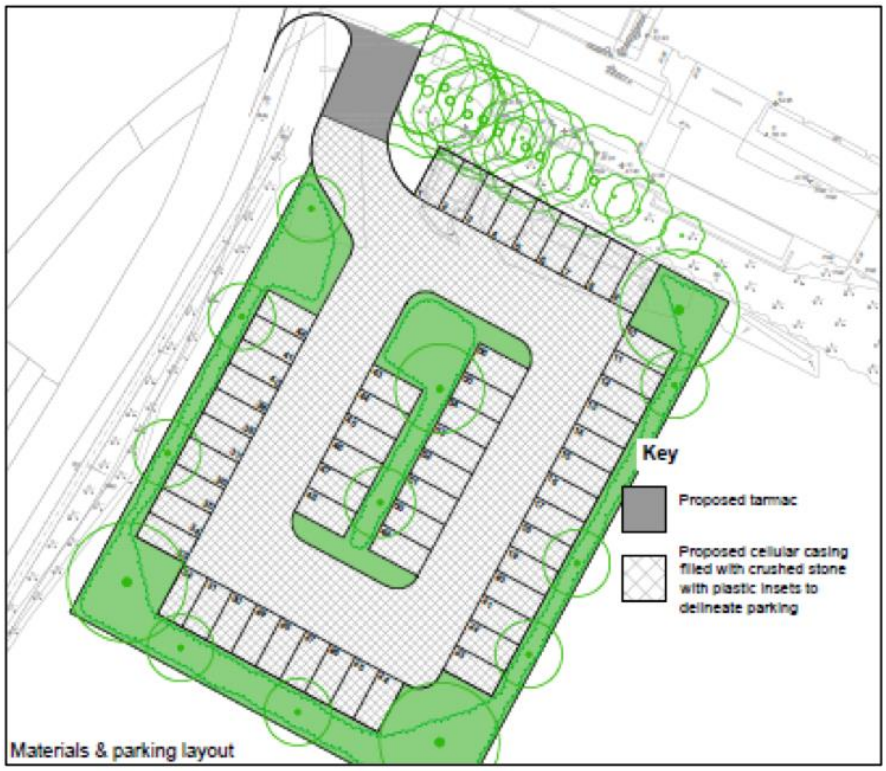


FIGURE 2.3 CAR PARK LAYOUT AS APPROVED (APPLICATION REF: 20240091)

2.3.3 Also, of direct relevance to this application is planning application ref: 20250053, which approved the following development at The Lion pub located approximately 120m north of the site:

"Erection of a rear and side extension and refurbishment of the Golden Lion pub including landscaping, parking and associated works."

2.4 PROPOSED DEVELOPMENT

2.4.1 Vineyard Farms Ltd are applying to GBC for planning permission for the following development:

"Proposed erection of a temporary 'pop-up pub' for a period of 6 months in the form of a shipping container and marquee, during The Lion Pub refurbishment."

2.4.2 The proposed development will comprise the installation of a 40ft container fitted with doors, windows, bar, seating and other facilities and an 18m x 6m marquee.

2.4.3 The container will accommodate the main bar and provide indoor seating, while the adjoining marquee will offer covered outdoor seating for customers. This arrangement ensures flexibility, weather protection, and sufficient space to serve customers.

2.4.4 In other to minimise disruption to their staff car park, the container and the marquee would be located on the edge of the car park and the field below. This would result in the temporary loss of only 4 car parking spaces and will not have any material effect on the availability of parking for Vineyard Farms staff who operate in other parts of the agricultural/viticultural business.

2.4.5 The proposed facilities will be strictly temporary in nature and will operate for a period of 6 months, during the refurbishment works to the Lion (Ref: 20250053) which are programmed to commence at the end of October.

2.4.6 Following the expiration of the 6-month consent, the container and marquee would immediately be removed from the site. All landscaping would be reinstated. No permanent hardstanding or foundations are required to be installed as part of the development.

2.4.7 The temporary 'pop-up' pub will provide an alternative venue for locals to continue to drink and socialise during the refurbishment works to The Lion. A list of signatures of support for the 'pop-up' pub by locals who use in the pub has been provided by the Applicant and is included in Appendix I of the Statement. In turn this will provide a source of income to subsidise the loss of revenue associated with the temporary closure of the pub which will help keep its staff employed during the 6 month works period.

2.4.8 The pop-up pub would operate only during normal permitted business hours for The Lion.

2.4.9 The plan below shows the proposed layout of the pop-up pub.

FIGURE 1.4. PROPOSED SITE LAYOUT PLAN (REF: DHA/36436/102)

Design and Appearance

2.4.10 The pop-up pub will be created using a 28 sqm converted shipping container finished in black painted metal. Black aluminium-framed double-glazed windows will provide natural light. The dimensions of the container are as follows: 11m L x 2.4m W x 2.5m H.

2.4.11 The marquee will be traditional in appearance (white with clear window panels) with the following dimensions: 18m L x 6m W x 3.1 H.

Landscaping

2.4.12 Small sections of hedgerow and planting installed as part of the car park would have to be removed to facilitate the shipping container and pub, but this would be immediately replaced following their removal. The landscaping has only recently been planted and so will simply be dug up, stored appropriately over the winter and then replanted in the spring.

2.4.13 Given the temporary nature of the scheme, minimal additional landscaping is proposed or required. However, planting of additional hedgerow and a further tree will take place to ensure that a 10% BNG is achieved despite the developments temporary impact.

Access and Parking

2.4.14 Access to the pop-up pub will be via the existing car park entrance from Luddesdown Road. Vehicles will continue to use the existing parking facilities, which currently provide a total of 56 spaces. The proposal results in a minor temporary loss of 4 spaces.

2.4.15 Existing access arrangements and circulation remain unchanged, ensuring safe and convenient use for all visitors. As The Lion is typically quiet during the day, this pattern is expected to be replicated in the pop up pub. Being quiet during working hours will mean there is sufficient car parking available to accommodate Vineyard Farm workers and pub customers. During busier evening and weekend times the car park is not used by Vineyard Farm staff and all 52 spaces will typically be available.

3 PLANNING POLICY FRAMEWORK

3.1 INTRODUCTION

3.1.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the statutory development plan unless material considerations indicate otherwise.

3.1.2 For the purpose of this planning application the relevant development plan documents comprise the following:

(1) Gravesham Local Plan Core Strategy (2014)

(2) Gravesham Local Plan First Review Saved Policies (1994)

3.1.3 The following Local and National Planning Policies are considered most relevant to the proposal:

Gravesham Local Plan Core Strategy (2014)

Policy CS01 Sustainable Development

Policy CS02 Scale and Distribution of Development

Policy CS07 Economy, Employment and Skills

Policy CS09 Culture and Tourism

Policy CS11 Transport

Policy CS12 Green Infrastructure

Policy CS18: Climate Change

Policy CS19: Development and Design Principles

Gravesham local plan first review (1994) – saved policies

Policy T1 Impact of Development on Highway Network

Policy T4 Impact of Development on Highway Network.

3.2 MATERIAL CONSIDERATIONS

National Planning Policy Framework

Decision Making

3.2.1 Paragraph 39 states that local Planning authorities should approach decisions proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible.

Building a strong, competitive economy

3.2.2 Paragraph 88 states that planning policies and decisions should enable:

(a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed, new buildings;

(b) the development and diversification of agricultural and other land-based rural businesses;

(c) sustainable rural tourism and leisure developments which respect the character of the countryside; and

(d) the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship.

3.2.3 Paragraph 89 states:

"Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport). The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist."

Promoting healthy and safe communities

3.2.4 Paragraph 98(d) seeks to ensure that established shops, facilities and services are able to develop and modernise and are retained for the benefit of the community.

Promoting sustainable transport

3.2.5 Paragraph 116 states that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios.

Protecting Green Belt land

3.2.6 Paragraph 143 sets out the five purposes of Green Belt. These are:

(a) To check the unrestricted sprawl of large built-up areas;

(b) To prevent neighbouring towns merging into one another;

(c) To assist in safeguarding the countryside from encroachment;

(d) To preserve the setting and special character of historic towns; and

(e) To assist in urban regeneration, by encouraging the recycling of derelict and other urban land.

3.2.7 Paragraph 153 states that when considering any planning application, local planning authorities should ensure that substantial weight is given to any harm to the Green Belt, including harm to its openness. Inappropriate development is, by definition, harmful to the Green Belt and should not be approved except in very special circumstances. 'Very special circumstances' will not exist unless the potential harm to the Green Belt by reason of inappropriateness, and any other harm resulting from the proposal, is clearly outweighed by other considerations.

Conserving and enhancing the natural environment

3.2.8 Paragraph 189 states that great weight should be given to conserving and enhancing the landscape and scenic beauty of National Landscapes.

3.2.9 With respect to habitats and biodiversity, paragraph 193 says that when determining applications, local planning authorities should apply the principles that if significant harm to biodiversity resulting from a development cannot be avoided, adequately mitigated, or, as a last resort, compensated for, then planning permission should be refused.

3.2.10 Equally proposals that conserve or enhance biodiversity to seeking net gains should be supported and encouraged.

4 PLANNING APPRAISAL

4.1 OVERVIEW

4.1.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires applications for planning permission to be determined in accordance with the development plan, unless material considerations indicate otherwise.

4.1.2 In determining whether the proposal accords with the development plan, the following issues are considered:

- Principle of Development
  - Green Belt Assessment
  - Landscape impacts and The Kent Downs National Landscape
- Other Matters
  - Access and Highways
  - Ecology
  - Flood and Drainage
  - Residential Amenity and Noise

4.2 PRINCIPLE OF DEVELOPMENT

4.2.1 There is no development plan policy that expressly relates to or addresses the principle of the development proposed.

4.2.2 Policy CS07 (Economy, Employment and Skills) of the development plan states:

The Council will support proposals that promote the appropriate expansion and diversification of the rural area economy. Support will be given to the conversion of rural buildings to employment use/live-work units where it is compatible with national policies for protecting the Green Belt and where it accords with policies in this plan, in particular relating to Green Infrastructure.

4.2.3 Whilst the proposed development does not provide permanent expansion or diversification of the rural economy, it does help provide continued revenue for a rural business and help keep rural workers employed whilst The Lion pub is being refurbished. In this regard it does support the rural economy.

4.2.4 We, therefore, believe that the principle of the proposed development is supported by the development plan and the NPPF, subject to considerations to the impact on the Green Belt and the Kent Downs National Landscape amongst other material considerations.

Green Belt Assessment

4.2.5 Policy CS02 of the Core Strategy states that in the rural areas of Gravesham, development will be supported within rural settlements. Outside these settlements, including proposals to maintain and diversify the rural economy, development will only be supported where it is compatible with national policies for protecting the Green Belt.

4.2.6 Paragraph 153 of the NPPF states that inappropriate development is harmful to the Green Belt and should not be approved except in Very Special Circumstances. 'Very Special Circumstances' do not exist unless the potential harm to the Green Belt by reason of inappropriateness, and any other harm resulting from the proposal, is clearly outweighed by other considerations.

4.2.7 The proposed development does not meet any of the specific exemptions listed in paragraph 154 of the NPPF and is therefore in principle 'inappropriate' development in the Green Belt. Notwithstanding this the proposed development does not, quite clearly, compromise any of the five purposes of the Green Belt set out in paragraph 143 of the NPPF.

4.2.8 As inappropriate development in the Green Belt, very special circumstances are required to justify the proposed development in this location. However, as established in case law, very special circumstances need only be sufficient to outweigh the degree of harm caused by the proposal. In this instance, the temporary nature of the pub further limits any potential impact, ensuring that the development will not result in permanent changes to the openness or character of the Green Belt.

4.2.9 The very special circumstances in relation to the proposed development are as follows:

- **Supporting the rural economy and community assets.** The proposal enables the continued operation of The Lion during refurbishment, maintaining a valued rural pub that serves the local community. This helps secure the long-term viability and prosperity of the existing rural pub as a community asset, mitigate income loss during the refurbishment and keeping the staff who work in the pub employed during this period.

- **Temporary and reversible impact.** The impact of the proposed development would be time limited to 6 months after which the marquee and container are removed, and all landscaping will be reinstated. No hardstanding or permanent foundations are required and shortly after its removal there will be no evidence of its previous existence.

4.2.10 Taken together, these factors constitute very special circumstances that are considered to outweigh any limited and temporary impact on the Green Belt.

Landscape impacts and The Kent Downs National Landscape

4.2.11 Policy CS19 of the Core Strategy reflects paragraph 135 of the NPPF, which seeks to ensure that development adds to the quality of an area, is visually attractive, and is sympathetic to local character and history. Moreover, Paragraph 187 of the NPPF aims for development to contribute to and enhance the natural and local

environment by protecting and enhancing valued landscapes and recognising the intrinsic character and beauty of the countryside.

4.2.12 The proposed development is small in scale and time limited. The proposed development would be visible from short distant views from Cutters Ridge Road and Luddesdown Road but set within a dry valley that precludes long distance views of the site. Views of the proposed development would be seen in the context of the existing car park and the farm buildings of Brookers Farm behind.

4.2.13 The scale of the impact would be localised and negligible/low in magnitude for the 6 month period the proposed development is in situ. Following the 6 month period, the proposed development would be removed and the impact reversed and the site would return to the existing baseline.

4.3 OTHER MATTERS

Highways and parking

4.3.1 Access to the pop-up pub will be via the existing car park entrance from Luddesdown Road which has been recently constructed to contemporary highway safety standards.

4.3.2 Vehicles will continue to use the existing parking facilities, which currently provide a total of 56 spaces. The proposal results in a minor temporary loss of 4 spaces.

4.3.3 Existing access arrangements and circulation remain unchanged, ensuring safe and convenient use for all visitors. As the Lion is typically quiet during the day, there is sufficient car parking available to accommodate Vineyard Farm workers and pub customers. During busier evening and weekend times the car park is not used by Vineyard Farm staff, and all 52 spaces will typically be available.

4.3.4 The pop-up pub is designed to provide an alternative to The Lion whilst it is closed. There will not therefore be any increase in vehicles on the local highway as a result of the proposals.

Ecology

4.3.5 The proposed development will involve the temporary loss of a recently planted hedgerow and a small part of an arable field. The works will take place outside of the breeding bird season and there is negligible potential for adverse effects on or to protected species.

4.3.6 A Biodiversity Net Gain assessment has been completed and a strategy to achieve a demonstrable 10% net gain included which includes re-instating the hedgerow removed, planting new additional hedgerow and a new native species tree.

Flood and Drainage

4.3.7 The site lies within Flood Zone 1 and is not at risk of fluvial flooding. As the site is less than 1ha and in Flood Zone 1 no flood risk assessment is required to support the planning application.

Noise and Amenity

4.3.8 The pop-up pub would operate in accordance with normal business hours for the Lion Pub. There would be no live music events.

4.3.9 The site is located 100m south of the pair of farm cottages at Brookers Farm. These are owned by the Applicant and tenanted by employees. Materials effects on residential amenity at this distance is not anticipated.

4.3.10 The Old Rectory that lies 150m south of the site is also owned by the Applicant. Material effects on residential amenity at this distance is not anticipated.

4.3.11 The next nearest property is grade II listed Brookers Farmhouse that is located over 200m north of the site beyond the Brookers Farm farmyard. Material noise impact at this distance is considered highly unlikely.

5 PLANNING BALANCE AND CONCLUSION

5.1.1 The proposed temporary 'pop-up' pub will provide an alternative venue for locals to continue to drink and socialise during the refurbishment works to The Lion. In turn this will provide a source of income to subsidise the loss of revenue associated with the temporary closure of the pub which will help keep its staff employed during the 6 month works period.

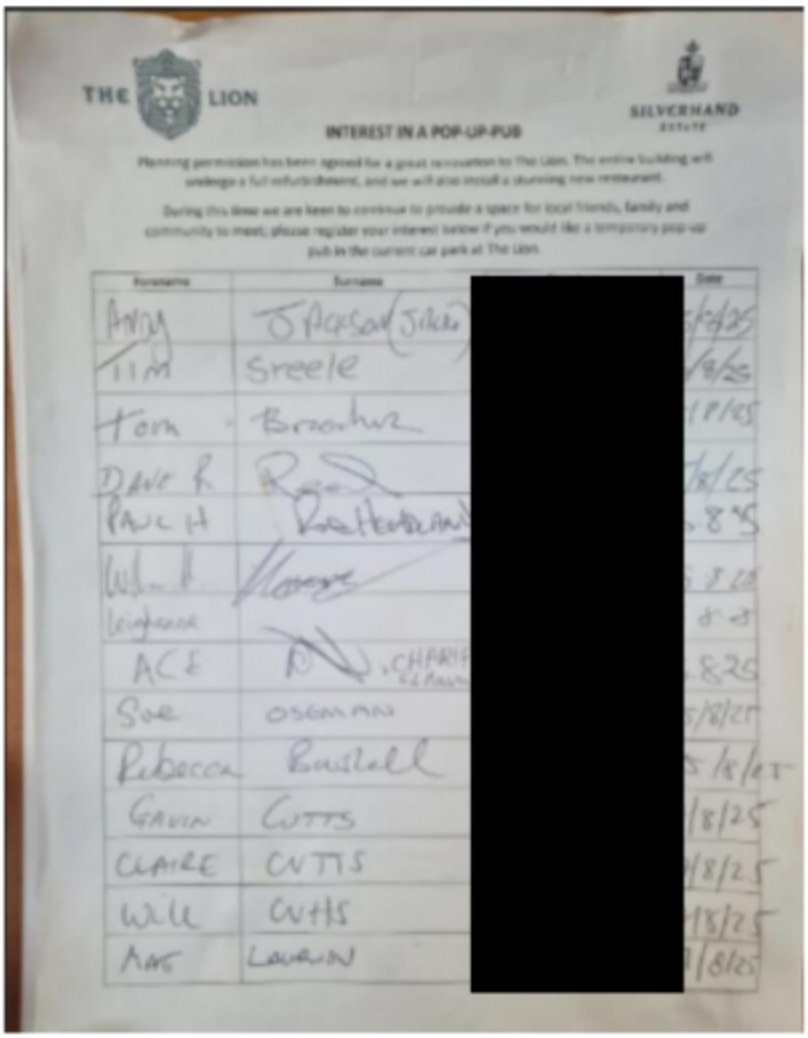
5.1.2 The benefits to the local community, the Vineyard Farms Ltd business and the rural economy are considered to be supported in principle by the Development Plan.

5.1.3 These benefits are considered to constitute Very Special Circumstance that outweigh the very limited harm to the Green Belt during the six month operation of the proposed development and the very limited harm to the landscape and visual resource of the area that would occur over this temporary period.

5.1.4 There are no other known material circumstances that indicate that temporary planning permission for the proposed development should be withheld.

5.1.5 The benefits of the proposed development clearly outweigh the 'harms' and it is therefore kindly requested that planning permission be granted expediently.

Appendix I



THE LION

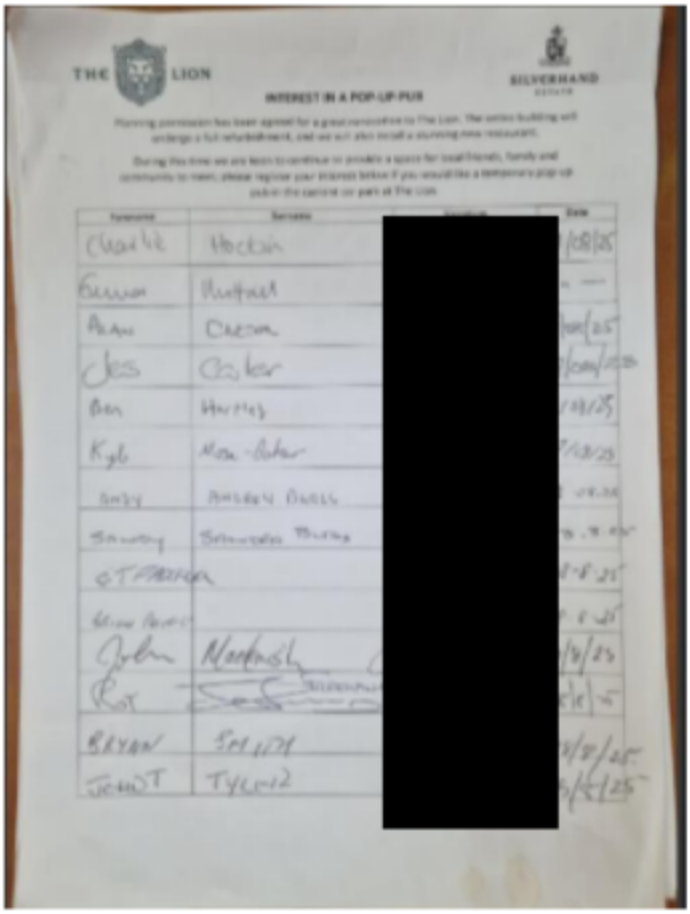
SILVERHAND ESTATE

INTEREST IN A POP-UP-PUB

Planning permission has been agreed for a great renovation to The Lion. The entire building will undergo a full refurbishment, and we will also install a stunning new restaurant.

During this time we are keen to continue to provide a space for local friends, family and community to meet, please register your interest below if you would like a temporary pop-up pub in the current car park at The Lion.

Forename	Surname	Date
Andy	Jackson (Jikes)	[illegible]/8/25
Jim	Steele	[illegible]/8/25
Tom	Brooker	[illegible]/8/25
Dave R	[illegible]	[illegible]/8/25
Paul H	[illegible]	[illegible]/8/25
[illegible]	[illegible]	[illegible]/8/25
Leighanne	[illegible]	[illegible]/8/25
ACE	[illegible] CHARIF & [illegible]	[illegible]/8/25
Sue	OSGOOD	[illegible]/8/25
Rebecca	Russell	[illegible]/8/25
Gavin	Cutts	[illegible]/8/25
Claire	Cutts	[illegible]/8/25
Will	Cutts	[illegible]/8/25
Mat	Lawrin	[illegible]/8/25



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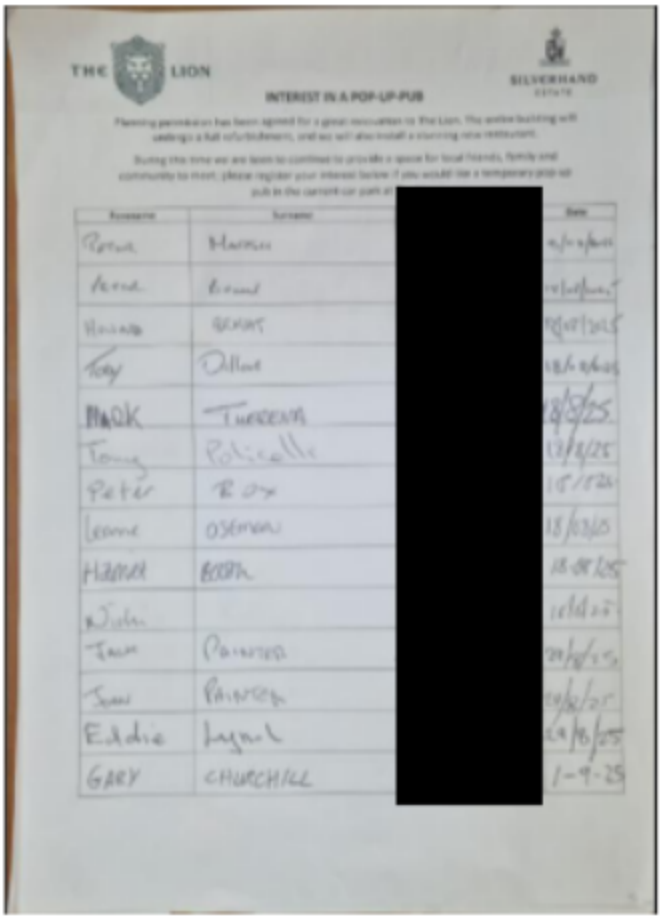
Forename	Surname	[redacted]	Date
Charlie	Hockin	[redacted]	/08/25
Emma	Hurford	[redacted]	
Alan	Cream	[redacted]	/25
Jes	Carter	[redacted]	/08/25
Ben	Haynes	[redacted]	/8/25
Kyle	Moss-Baker	[redacted]	/8/25
Andy	Andrew Davis	[redacted]	
Sandy	Sandra Burns	[redacted]	
[illegible]		[redacted]	8-8-25
[illegible]		[redacted]	8-25
John	Mackrill	[redacted]	/8/25
Rob	[illegible]	[redacted]	/8/25
Bryan	Smith	[redacted]	/8/25
Jenny	Tyler	[redacted]	/8/25



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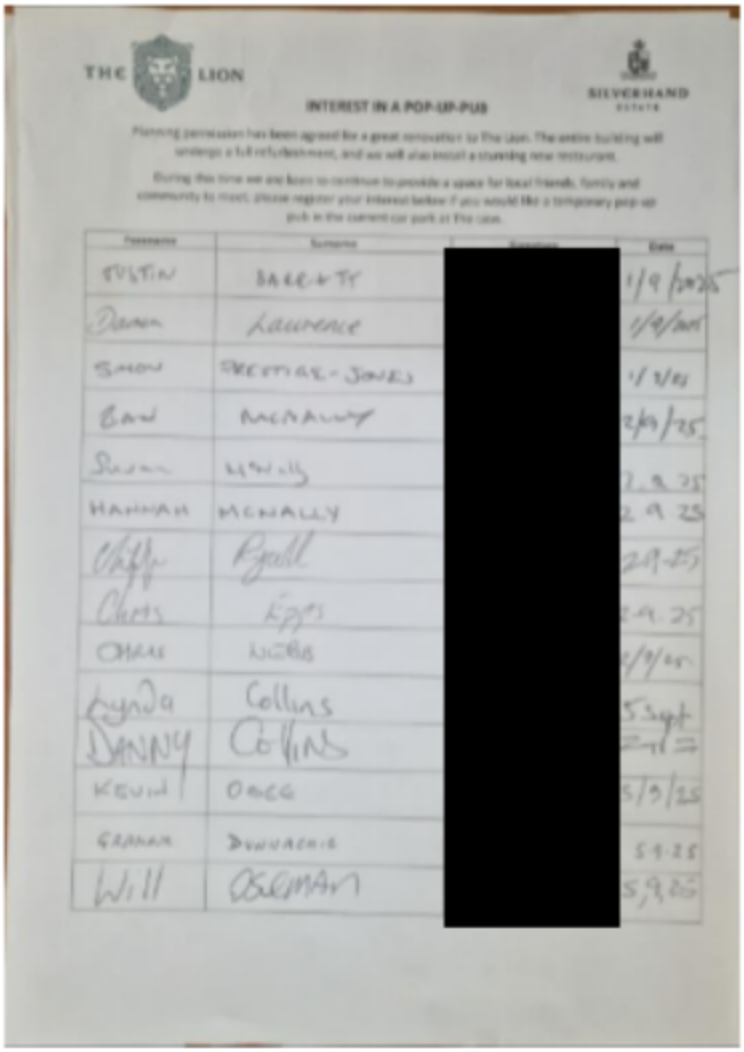
During this time we are keen to continue to provide a space for local friends, family and community to meet, please register your interest below if you would like a temporary pop-up pub in the current car park at

Forename	Surname	[redacted]	Date
Rona	Marsh	[redacted]	[illegible]
Anne	Round	[redacted]	[illegible]
Hayley	Beaty	[redacted]	[illegible]/07/2025
Tony	Dillon	[redacted]	[illegible]
Mark	Thurgood	[redacted]	8/8/25
Tony	Policelli	[redacted]	13/8/25
Peter	Box	[redacted]	15/[illegible]
Leanne	Osman	[redacted]	15/08/25
Hannah	Booth	[redacted]	15-08-25
John		[redacted]	[illegible]
Jack	Painter	[redacted]	[illegible]
Jane	Painter	[redacted]	[illegible]
Eddie	Lynch	[redacted]	[illegible]
Gary	Churchill	[redacted]	1-9-25



THE LION

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Forename	Surname	Signature	Date
JUSTIN	BARRETT	[redacted]	1/9/2025
Damon	Lawrence		1/9/2025
SIMON	PRESTIGE-JONES		1/9/25
BAN	MCNALLY		2/9/25
Susan	McNally		2.9.25
HANNAH	MCNALLY		2.9.25
Cliff	Ryall		2.9.25
Chris	Epps		2.9.25
CHRIS	WEBB		2/9/25
Lynda	Collins		5 Sept
DANNY	Collins		[illegible]
KEVIN	OBEE		5/9/25
GRAHAM	DUNNACHIE		5.9.25
Will	OSEMAN		5,9,25

THE LION

GOVERNAND ESTATE

INTEREST IN A POP-UP PUB

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During this time we are keen to continue to provide a space for local friends, family and community to meet, please register your interest below if you would like a temporary pop-up pub in the current car park at The Lion.

Firstname	Surname	[redacted]	Date
[illegible]	WALLACE		8/9/25
[illegible]	WALLACE		8 9 25