

Meriden Parish Council would like to firstly thank the applicant and agent for their time in meeting us to talk over the application and answer concerns we had. We would however again like to express regret that the approach to do so was led by the Parish Council and that our first knowledge of the application was after it had been submitted despite the plans being in the making for over a year. The Parish Council's decision has been driven by the fact that the emerging Neighbourhood Development Plan is now out at regulation 16 and must be taken into account in any decision due to the advanced stage in the process it sits at. Therefore, Meriden Parish Council must object to this application for the following reasons.

1. The Parish Council is disappointed that there were no plans to view on how the exterior design would look like. Therefore taking into account policy BE1.1A,B and C of Meriden's Neighbourhood Plan, we have concerns that the building will not be in keeping with the local character and could potentially not preserve or enhance the heritage assets such as the listed building that the main business operates from.
2. The increased capacity that this application would provide the business will negatively impact the level of traffic coming into the village as well as exacerbating parking issues. Item 10.6.5 in the NDP highlights the adverse impact of increased traffic volumes on health, safety, environment and quality of life that has been expressed by residents in household survey 2016. Further to this as part of the NDP, a Business Needs survey was conducted, to which the applicant responded, which resulted in nine in ten of respondents feeling that the availability of car parking is very or quite important (10.6.9.1). This application does not seek to address the impact of the car parking and from local knowledge, the car park situated on the site is frequently at full capacity with the existing accommodation and food and beverage provision.
3. In relation to supporting the rural economy, the location of the new building falls outside of the Village Centre (Figure 40 in the NDP) and therefore would not contribute to the vitality and viability of the Village Centre. Further to this policy 9.9.1 states that Meriden attracts many tourists due to its status as the historic centre of England and whilst it is reasonable for the applicant to want to be able to provide a place to stay for these tourists there are 3 other businesses within the Parish who provide accommodation and this is only pushed to capacity when events at the local NEC are being held. However, this is a wider local issue.
4. Policy NE1 of the local NDP also highlights the need for all new developments to have regard to the valued landscapes, skylines and views as shown on Figures 8 to 18. This building will clearly impact on the views from the site. The field lies in the north part of Landscape Character Assessment (LCA) 4 Rural Centre Sub Area 4D running from behind Strawberry Fields towards Meriden Hall. The public footpaths are well used by residents and ramblers alike. In the winter when snow falls and settles, families enjoy the chance to go tobogganing with their snow sleds. The new building will impact on a well-used valued landscape.
5. Whilst the applicant had signalled, they didn't want to submit a landscape plan as they wanted this to be guided by feedback from the application, we were disappointed to not have a basic plan to refer to. The NDP policy NE3.1 highlights that development will be expected to contribute to the provision and/or improvement of Green Infrastructure in a number of ways. We would expect to see the loss of trees and hedgerow in the application to take this into account.
6. When asked at our local meeting what measures the new site will have to reduce its impact on the environment, we were disappointed to hear that they would only be sourcing local bricks. The Parish Council, alongside SMBC and HM Government are pushing for developments to have a minimal impact on the environment and we feel this application does not do this. Recycled construction materials and solar power are just two things that could have been included to support key stakeholders' objectives.
7. The NDP policy 6.15.1 (Priority Species - Section 41 of the NERC Act 2006) refers to the Brown long-eared bat (*Plecotus auritus*) as being sighted within Meriden. From local

knowledge it is known that bats fly around the area of the application and therefore as the species is identified as a conservation priority this also guided the decision to object to the application.

8. We also have concerns regarding a potential increase to light and noise pollution particularly affecting the new Shirley Gardens development located next to the planned extension. The building is not attached to the main building and hotel guests will have to walk to the block. With the applicant stating the extensions is to meet conferencing events where alcohol is consumed, and guests stay in large groups there is the potential for noise levels to reach a level that would unfairly disturb local residents. Further to this the light coming from windows and lighting pathways could also disturb some residents.
9. Echoing comments already submitted by SMBC Drainage team we also have concerns on the impact the development could have on an already stretched drain network in the immediate area. The Main Road already suffers bad flooding when there is significant rainfall and we do not want to see this problem exacerbate or more frequent in occurrence.
10. Finally, whilst the extension would see an increase of 10 job opportunities, these would mostly be part time which is not what is identified in the NDP as needed. Instead full-time roles paying local residents enough to enable them to step into the local property ladder is what residents have identified as their needs.