

**From:** Tony Asbury [REDACTED]  
**Sent:** 31 October 2023 11:14  
**To:** planningpolicy  
**Cc:** Simon Eccleston; Andrew Pettifor; Roger Jackson  
**Subject:** Allocations & Development Management DPD Update: Representations obo the Newark & Nottinghamshire Agricultural Society  
**Attachments:** N&SDC Allocations and DM DPD Update 2023 - Representations.docx; NUA-MU-1 Plan.docx; Newark Showground - proposed new allocation.pdf

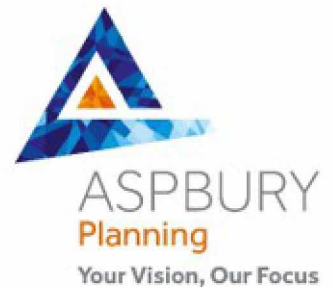
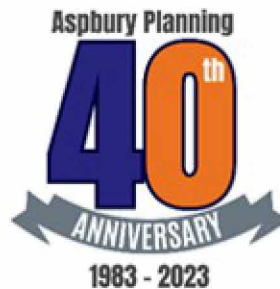
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FTAO Mathew Norton,  
Please find attached representations obo of the Newark & Nottinghamshire Agricultural Society.  
Please acknowledge receipt and advise of any response to these representations.

**Tony Asbury BA MRTPI**  
Director

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Planning Policy & Infrastructure,  
Newark and Sherwood District Council, Castle  
House,  
Great North Road,  
Newark,  
NG24 1BY.

31 October 2023

Our ref: APA/NNAS/23/Misc.  
Your ref:

Dear Sirs,

**NEWARK LOCAL PLAN - ALLOCATIONS AND DEVELOPMENT MANAGEMENT DPD UPDATE  
REPRESENTATIONS OBO NEWARK & NOTTINGHAMSHIRE AGRICULTURAL SOCIETY**

We refer to the above draft DPD and specifically to **Policies NUA/SPA/1 – ‘Newark Urban Areas – Newark Showground Policy Area’** and **NUA/MU/1 – ‘Mixed Use Site 1’**.

The ***Newark & Nottinghamshire Agricultural Society*** is the owner and operator of the ***Newark Showground*** - one of the premier event venues in the East Midlands - which occupies the majority of the Showground Policy Area.

The Society is broadly supportive of both of the above Policies subject to the following suggested amendments:

- **Delete** from the second sentence, first paragraph of NUA/MU/1: “a Hotel/Conference facility”.
- **Amend** the Proposals Map – Inset Map 1 – ‘Newark North Proposals’ to:
  - **delete** that part of the NUA/MU/1 – Mixed Use Site allocation extending east from the western edge of the former Winthorpe Aerodrome main runway (SSW/NNE aligned) and to the north of Godfrey Drive/Overfield Park (including the ‘Wirtgen’ premises); and
  - **add** the area west of the aforementioned runway extending north to the southern edge of Golf Driving Range/former Indoor Bowls Club. (See attached Plan).
- **Add** a new Allocation – NUA/MU/1A(?) -comprising the Showground frontage to the A46(T): that is, the land to north-north-east of the proposed amended NUA/MU/1 allocation (see

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above), between the north-west edge of the former airfield main runway and the A46(T), extending as far as Drove Lane (see attached Plan [detailed boundary subject to the A46 improvement]): The supporting text to read:

“(This Site) is allocated on the Policies Map for mixed use development, compatible with and complementary, to the Showground Policy Area allocation within which it lies. The Site will accommodate Hotel and Conference -, Restaurant -, small scale Convenience Retail - and Sporting facilities, together with Education/Training and Employment uses.”,

The text would then continue in the same terms as the second paragraph onwards of NUA/ MU/ 1.

**Comment:**

The Showground already provides a range of conference facilities and, whilst it is supportive of the provision of new hotel in this area, considers that such a facility should be closely related to, integrated with and complementary to the operational Showground and, particularly, that additional meeting/ conference facilities ancillary to any hotel here do not duplicate and thereby undermine the existing Showground offer.

At the same time, it is considered that, by virtue of its character and other component uses, the existing/ expanding Overfield Business Park (NUA/ MU/ 1) does not represent a hotel location that is commercially appropriate, attractive to the market and environmentally compatible. By contrast the Showground demise offers - especially on the A46 frontage – alternative opportunity sites that are likely to have greater appeal for hotel operators and, therefore, to optimise the prospects for securing such a facility (see below).

In this context, the Society, which has considerable knowledge and experience in this field, is mindful of the particular constraints on new hotel development in the Newark area, due in no small part to the highly accessible (by a range of transport modes) location of the Town and the consequent suppression of market demand amongst prospective hotel operators. It is against this commercial market background that the amendments to the Plan are proposed.

The Society has recently agreed to sell the area (west of the former main runway the subject of the proposed ‘swap’ of areas within the NUA/ MU/ 1 allocation - highlighted in the 2<sup>nd</sup> bullet/ 2<sup>nd</sup> sub bullet above - the operational reasons for which are explained below - to the Lindum Group, the joint owners of Overfield Park. Lindum Group will shortly be submitting a planning application for this area for commercial development in accordance with the provisions of NUA/ MU/ 1, but excluding a hotel conference facility, the Society having imposed a covenant on the sale which prohibits such development for the reasons set out above.

Turning to the proposed geographical rearrangement of the NUA/ MU/ 1 allocation area and, specifically, the **deletion** that part extending east from the western edge of the former Winthorpe Aerodrome main runway and to the north of Godfrey Drive/ Overfield Park, this area lies within the

Newark Local Plan – Allocations & Development Management DPD Update: Representations Obo Newark & Nottinghamshire Agricultural Society

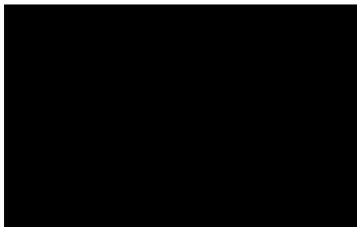
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Society's ownership and continues to be an important part of the operational Showground, in particular providing car etc. parking during major events. Moreover, the operational importance and function of this area, and, thus, its fundamental importance to the Showground will, incidentally, be significantly increased through the proposed Planning Application on the land to the west of the former main runway since this Application includes the provision of a new all-purpose access/egress to/from the Showground on Godfrey Drive, leading directly into this area, thereby increasing its utility. The value of the new access lies in the fact that it allows a better distribution of traffic both within and without the Showground during major events, amongst other things providing better dispersal of vehicles (away from the Drove Lane axis) on the local highway network. The Society would not, therefore, wish to release this area for (non-operational) development pursuant to the NUA/MU/1 allocation and, for this reason, proposes that the area west of the former main runway be substituted for it in the Allocation area and the extent thereof be adjusted accordingly. It is understood that Lindum Group supports this amendment and will be making separate representations to this end.

As regards the proposed *new* allocation north of NUA/MU/1, the Society considers it timely and appropriate to introduce an additional *positive* and *explicit* allocation for leisure and visitor economy uses that support and complement the Showground, including, amongst other things, Hotel and Conference facilities, on the commercially prime frontage to the A46(T). The Society strongly supports National Highways' proposed A46(T) improvement which will significantly improve access to and the visibility/prominence of the Showground.

Lastly, the Society notes the addition to the NUA/SPA/1 Policy of a positive statement regarding the possible location of a new Cattle Market and relocated Newark Lorry Park. Since the SPA designation extends beyond the Showground area itself, it is accepted that there is scope to accommodate these facilities as well as those discussed above.

Yours faithfully



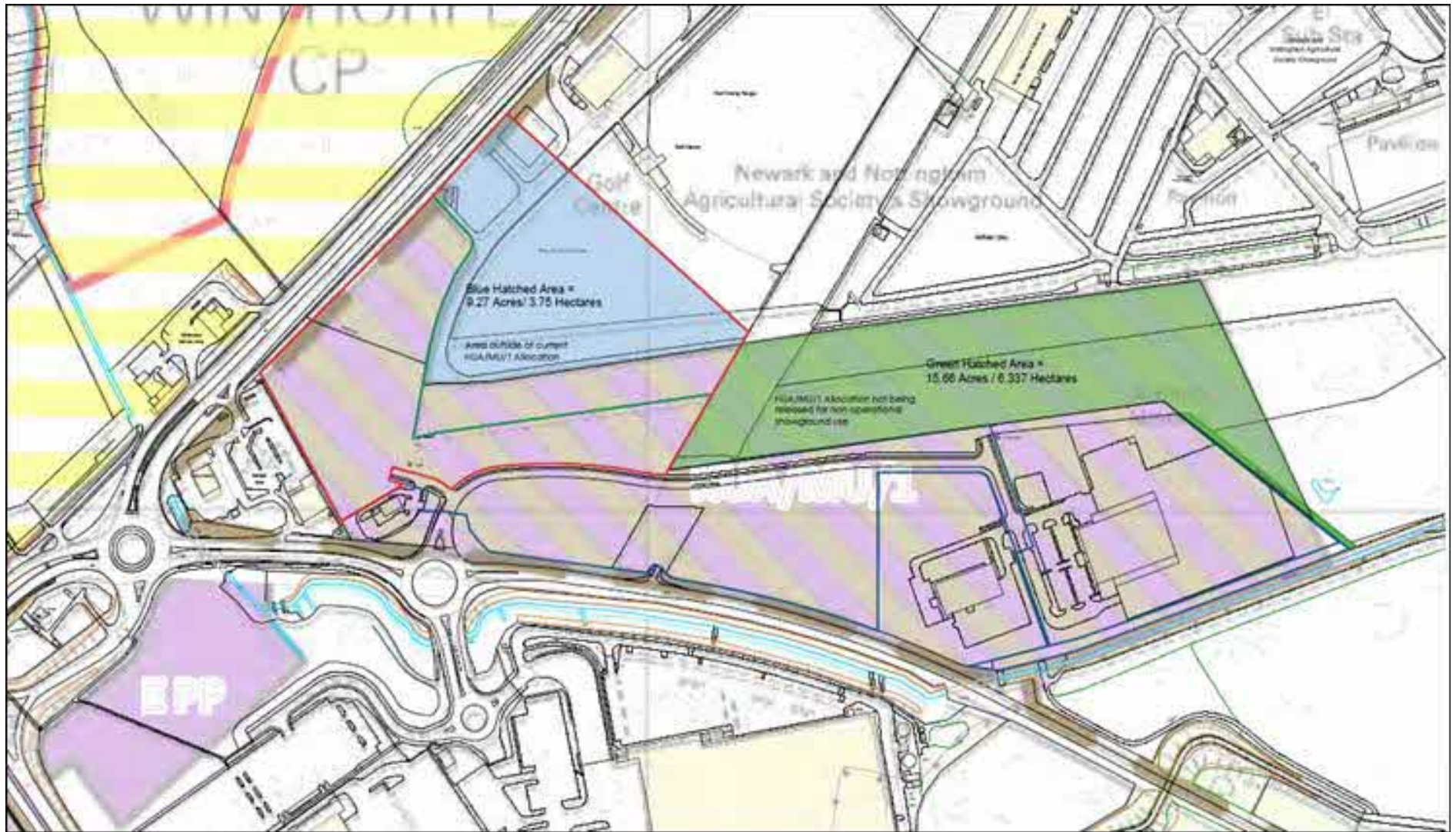
**Antony P Aspbury BA MRTPI**  
Director







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Proposed Amendment to the NUA/MU/1 boundaries. Green washed area deleted, Blue washed area added