

BETLEY, BALTERLEY & WRINEHILL PARISH COUNCIL

Policy adopted 25 February 2010

Use of Blue Bell site, Wrinehill

- 1. A landmark location. The site forms a key entrance feature entering the village from the south along the A531. It is vital that the use, form, layout and detailing of any development(s) create a good impression, and reach a high standard.*
- 2. Preservation of building. The age, and historical significance, of the Blue Bell building is unclear. There is a view that the building should be preserved if at all possible. Alternatively, loss of the building might be acceptable if it allowed a greater community benefit overall or if any replacement provides significant aesthetic improvement.*
- 3. Use of site. The long-term viability of the Blue Bell as a public house must be questionable. If this use is no longer viable an alternative commercial/ business/ employment use should be explored. Employment opportunities in the area are limited and declining (the closure of the Blue Bell and of Wrinehill Garage illustrate this pattern). This site offers a rare opportunity to consider such use.*
- 4. Residential use. If continued use as a public house or alternative employment use are proved to be unviable, then a residential use may be appropriate. The Council would wish to see any residential scheme tailored to meet wider community need. Specifically there should be a requirement to accommodate affordable housing, potentially for younger people. The lack of affordable housing is skewing the community toward older commuting or retired households rather than young families. A development for residents over 55 would create pressures on certain community facilities (e.g. health) whilst compromising others (e.g. schools).*
- 5. Community facility. There has been a suggestion that any redevelopment might include a 'community space' of some nature. The Council feels strongly that any such facility should not be allowed to undermine the viability of any existing local facility.*