

Planning Service  
 Yorkshire Dales National Park Authority  
 Yoredale  
 Bainbridge, Leyburn  
 North Yorkshire DL8 3EL



**YORKSHIRE DALES**  
 National Park Authority

Application for Planning Permission.  
 Town and Country Planning Act 1990

**R/56/415D**

**Publication of applications on planning authority websites.**

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

**1. Applicant Name, Address and Contact Details**

Title:  First name:  Surname:

Company name:

Street address:

Town/City:

County:

Country:

Postcode:

Telephone number:

Mobile number:

Fax number:

Email address:

Are you an agent acting on behalf of the applicant?  Yes  No

**2. Agent Name, Address and Contact Details**

Title:  First Name:  Surname:

Company name:

Street address:

Town/City:

County:

Country:

Postcode:

Telephone number:

Mobile number:

Fax number:

Email address:

**3. Description of the Proposal**

Please describe the proposed development including any change of use:

Construction of a new facility to include the replacement and enhancement of existing cheese production, public visitor facilities and the smoke house within one integrated structure. Including landscaping enhancements across the site.

Has the building, work or change of use already started?  Yes  No

#### 4. Site Address Details

Full postal address of the site (including full postcode where available)

Description:

House:	<input type="text"/>	Suffix:	<input type="text"/>
House name:	WENSLEYDALE DAIRY PRODUCTS LTD		
Street address:	GAYLE LANE		
Town/City:	HAWES		
County:	NORTH YORKSHIRE		
Postcode:	DL8 3RN		

Description of location or a grid reference  
(must be completed if postcode is not known):

Easting:	387060
Northing:	489588

#### 5. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?  Yes  No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title:	<input type="text" value="Ms"/>	First name:	<input type="text" value="Michelle"/>	Surname:	<input type="text" value="Clowes"/>
Reference:	<input type="text" value="120110-041"/>				
Date (DD/MM/YYYY):	<input type="text" value="26/06/2012"/>	(Must be pre-application submission)			

Details of the pre-application advice received:

Full details of numerous discussions and meetings are catalogued in the Design & Access Statement (Doc N<sup>o</sup> 120110-041).

#### 6. Pedestrian and Vehicle Access, Roads and Rights of Way

Is a new or altered vehicle access proposed to or from the public highway?  Yes  No

Is a new or altered pedestrian access proposed to or from the public highway?  Yes  No

Are there any new public roads to be provided within the site?  Yes  No

Are there any new public rights of way to be provided within or adjacent to the site?  Yes  No

Do the proposals require any diversions/extinguishments and/or creation of rights of way?  Yes  No

#### 7. Waste Storage and Collection

Do the plans incorporate areas to store and aid the collection of waste?  Yes  No

Have arrangements been made for the separate storage and collection of recyclable waste?  Yes  No

If Yes, please provide details:

Identified separate container for recyclable waste, regularly collected from site by third party contractors. Expanded whey collection and processing facilities, with recycled products collected from site.

#### 8. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?  Yes  No

#### 9. Materials

Please state what materials (including type, colour and name) are to be used externally (if applicable):

## 9. (Materials continued)

### Walls - description:

Description of *existing* materials and finishes:

Dark brown colour-coated profiled metal wall panels. White painted rubble-faced masonry blocks. Dark brown coated timber slats.

Description of *proposed* materials and finishes:

Dark and mid grey smooth-wall colour-coated composite metal wall panels. Translucent GRP daylight panels. Reconstituted reinforced stone GRC feature strips. Slate grey effect GRC cladding to corner entrance feature.

### Roof - description:

Description of *existing* materials and finishes:

Light grey colour-coated profiled metal roof panels.

Description of *proposed* materials and finishes:

Light grey colour-coated curved-profile metal roof deck with lightweight living sedum blanket.

### Windows - description:

Description of *existing* materials and finishes:

White uPVC window units.

Description of *proposed* materials and finishes:

Dark grey colour-coated metal window units.

### Doors - description:

Description of *existing* materials and finishes:

White uPVC door sets and galvanised steel roller shutters.

Description of *proposed* materials and finishes:

Dark grey colour-coated metal door sets and insulated roller shutters.

### Boundary treatments - description:

Description of *existing* materials and finishes:

Natural dry stone wall surrounds the site

Description of *proposed* materials and finishes:

Existing dry stone walls retained and not affected.

### Vehicle access and hard standing - description:

Description of *existing* materials and finishes:

Existing vehicular access and parking spaces are hard standing in concrete and black macadam.

Description of *proposed* materials and finishes:

Pedestrian priority zone paved in York (light) stone to HGV ratings, with Slate (dark grey) feature slabs set in the pedestrian-only areas. Existing concrete and macadam hard standings renewed to match where necessary.

Are you supplying additional information on submitted plan(s)/drawing(s)/design and access statement?  Yes  No

If Yes, please state references for the plan(s)/drawing(s)/design and access statement:

120110-031 : Elevations 1. 120110-032 : Elevations 2. 120110-035 : Pictorial View. 120110-041 : Design & Access Statement.

## 10. Vehicle Parking

Please provide information on the existing and proposed number of on-site parking spaces:

Type of vehicle	Existing number of spaces	Total proposed (including spaces retained)	Difference in spaces
Cars	131	149	18
Light goods vehicles/public carrier vehicles	0	0	0
Motorcycles	0	4	4
Disability spaces	6	6	0
Cycle spaces	10	32	22
Other (e.g. Bus)	2	2	0
Short description of Other		Coach bays	

## 11. Foul Sewage

Please state how foul sewage is to be disposed of:

Mains sewer  Package treatment plant  Unknown   
Septic tank  Cess pit

Other

Are you proposing to connect to the existing drainage system?  Yes  No  Unknown

If Yes, please include the details of the existing system on the application drawings and state references for the plan(s)/drawing(s):

The proposed facility is sited on top of the replaced existing one; drain connections will require further investigation, but will essentially connect up to existing runs and treatment plant already in place within the site.

## 12. Assessment of Flood Risk

Is the site within an area at risk of flooding? (Refer to the Environment Agency's Flood Map showing flood zones 2 and 3 and consult Environment Agency standing advice and your local planning authority requirements for information as necessary.)  Yes  No

If Yes, you will need to submit an appropriate flood risk assessment to consider the risk to the proposed site.

Is your proposal within 20 metres of a watercourse (e.g. river, stream or beck)?  Yes  No

Will the proposal increase the flood risk elsewhere?  Yes  No

How will surface water be disposed of?

- Sustainable drainage system  Main sewer  Pond/lake  
 Soakaway  Existing watercourse

## 13. Biodiversity and Geological Conservation

To assist in answering the following questions refer to the guidance notes for further information on when there is a reasonable likelihood that any important biodiversity or geological conservation features may be present or nearby and whether they are likely to be affected by your proposals.

Having referred to the guidance notes, is there a reasonable likelihood of the following being affected adversely or conserved and enhanced within the application site, OR on land adjacent to or near the application site:

a) Protected and priority species

Yes, on the development site  Yes, on land adjacent to or near the proposed development  No

b) Designated sites, important habitats or other biodiversity features

Yes, on the development site  Yes, on land adjacent to or near the proposed development  No

c) Features of geological conservation importance

Yes, on the development site  Yes, on land adjacent to or near the proposed development  No

## 14. Existing Use

Please describe the current use of the site:

Cheese production, blending and storage facility, with a public access Visitor Centre.

Is the site currently vacant?  Yes  No

Does the proposal involve any of the following?

If yes, you will need to submit an appropriate contamination assessment with your application.

Land which is known to be contaminated?  Yes  No

Land where contamination is suspected for all or part of the site?  Yes  No

A proposed use that would be particularly vulnerable to the presence of contamination?  Yes  No

## 15. Trees and Hedges

Are there trees or hedges on the proposed development site?  Yes  No

And/or: Are there trees or hedges on land adjacent to the proposed development site that could influence the development or might be important as part of the local landscape character?  Yes  No

If Yes to either or both of the above, you may need to provide a full Tree Survey, at the discretion of your local planning authority. If a Tree Survey is required, this and the accompanying plan should be submitted alongside your application. Your local planning authority should make clear on its website what the survey should contain, in accordance with the current 'BS5837: Trees in relation to construction - Recommendations'.

## 16. Trade Effluent

Does the proposal involve the need to dispose of trade effluents or waste?  Yes  No

If Yes, please describe the nature, volume and means of disposal of trade effluents or waste:

Trade effluent equates to approx 40m<sup>3</sup> per day, with strengths staying well under consented limits. Solid wastes are separated where possible for recycling, with on-recyclable wastes sent through normal routes. Whey is currently collected and used in animal feed - the proposals include the installation of a whey processing plant to recover saleable elements.

## 17. Residential Units

Does your proposal include the gain or loss of residential units?  Yes  No

## 18. All Types of Development: Non-residential Floorspace

Does your proposal involve the loss, gain or change of use of non-residential floorspace?  Yes  No

## 18. All Types of Development: Non-residential Floorspace (continued)

Use class/type of use	Existing gross internal floorspace (square metres)	Gross internal floorspace to be lost by change of use or demolition (square metres)	Total gross new internal floorspace proposed (including changes of use) (square metres)	Net additional gross internal floorspace following development (square metres)
A1 Shops Net Tradable Area	200.0	0.0	0.0	0.0
A2 Financial and professional services	0.0	0.0	0.0	0.0
A3 Restaurants and cafes	605.0	0.0	0.0	0.0
A4 Drinking establishments	0.0	0.0	0.0	0.0
A5 Hot food takeaways	0.0	0.0	0.0	0.0
B1 (a) Office (other than A2)	0.0	0.0	0.0	0.0
B1 (b) Research and development	0.0	0.0	0.0	0.0
B1 (c) Light industrial	0.0	0.0	0.0	0.0
B2 General industrial	2400.0	1925.0	2530.0	605.0
B8 Storage or distribution	2220.0	0.0	0.0	0.0
C1 Hotels and halls of residence	0.0	0.0	0.0	0.0
C2 Residential institutions	0.0	0.0	0.0	0.0
D1 Non-residential institutions	185.0	185.0	565.0	380.0
D2 Assembly and leisure	0.0		0.0	0.0
Other Please Specify	0.0	0.0	0.0	0.0
Total	5610.0	2110.0	3095.0	985.0

For hotels, residential institutions and hostels, please additionally indicate the loss or gain of rooms:

Use Class	Types of use	Existing rooms to be lost by change of use or demolition	Total rooms proposed (including changes of use)	Net additional rooms

## 19. Employment

If known, please complete the following information regarding employees:

	Full-time	Part-time	Equivalent number of full-time
Existing employees	113	31	124
Proposed employees	113	31	124

## 20. Hours of Opening

If known, please state the hours of opening for each non-residential use proposed:

Use	Monday to Friday		Saturday		Sunday and Bank Holidays		Not Known
	Start Time	End Time	Start Time	End Time	Start Time	End Time	
A1	09:00:00	17:00:00	09:00:00	17:00:00	09:00:00	17:00:00	<input type="checkbox"/>
A2	09:00:00	17:00:00	09:00:00	17:00:00	09:00:00	17:00:00	<input type="checkbox"/>
B2	07:00:00	17:00:00	07:00:00	17:00:00	07:00:00	17:00:00	<input type="checkbox"/>
B8	08:00:00	17:00:00	08:00:00	17:00:00	08:00:00	17:00:00	<input type="checkbox"/>
D1	09:00:00	16:00:00	09:00:00	16:00:00	09:00:00	16:00:00	<input type="checkbox"/>

## 21. Site Area

What is the site area?

02.14

hectares

## 22. Industrial or Commercial Processes and Machinery

Please describe the activities and processes which would be carried out on the site and the end products including plant, ventilation or air conditioning. Please include the type of machinery which may be installed on site:

Cheese production and storage. Butter production. Cheese smoking. Including; milk delivery and storage, refrigerated product stores, whey processing.

Is the proposal for a waste management development?

Yes  No

## 23. Hazardous Substances

Is any hazardous waste involved in the proposal?

Yes  No

## 24. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

Yes  No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

The agent  The applicant  Other person

## 25. Certificates (Certificate A)

### Certificate of Ownership - Certificate A

#### Town and Country Planning (Development Management Procedure) (England) Order 2010 Certificate under Article 12

I certify/The applicant certifies that on the day 21 days before the date of this application nobody except myself/ the applicant was the owner (owner is a person with a freehold interest or leasehold interest with at least 7 years left to run) of any part of the land or building to which the application relates.

Title:  First name:  Surname:

Person role:  Declaration date:   Declaration made

## 25. Certificates (Agricultural Land Declaration)

### Agricultural Land Declaration

#### Town and Country Planning (Development Management Procedure) (England) Order 2010 Certificate under Article 12

Agricultural Land Declaration - You Must Complete Either A or B

(A) None of the land to which the application relates is, or is part of an agricultural holding.

(B) I have/The applicant has given the requisite notice to every person other than myself/the applicant who, on the day 21 days before the date of this application, was a tenant of an agricultural holding on all or part of the land to which this application relates, as listed below:

If any part of the land is an agricultural holding, of which the applicant is the sole tenant, the applicant should complete part (B) of the form by writing 'sole tenant - not applicable' in the first column of the table below

Title:  First Name:  Surname:

Person role:  Declaration date:   Declaration Made

## 26. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information.

Date



## New Facility and Visitor Experience, Wensleydale Creamery

Hawes

### Design and Access Statement

williamsarchitects

[www.williams-architects.co.uk](http://www.williams-architects.co.uk)



**YORKSHIRE DALES**  
National Park Authority

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## Introduction

### The Purpose of this Document

The purpose of this design and access statement is to set out the context for and explain the design principles behind a new Production Facility and Visitor Experience at the Wensleydale Creamery, Gayle Lane, Hawes.

Williams-Architects Ltd were appointed earlier this year as Architectural Consultants by Wensleydale Dairy Products Ltd and have worked closely with them and the Yorkshire Dales Park Authority to develop the scheme.

The proposal serves the purpose of replacing the existing cheese production facility and would include an improved visitor experience and new staff amenities, whilst preserving and enhancing the existing site and the setting in which the site sits.

This Design and Access statement outlines the process of the design and illustrates how site analysis, research and consultation have informed the current proposals.

This statement should be read in conjunction with the drawings and reports that form the application.

## Context Analysis

### Site Location

The application site is at the Wensleydale Creamery situated on Gayle Lane in between the market town of Hawes and the village of Gayle, within the Yorkshire Dales National Park.

The proposed new facility would be placed on the site of the current production facility buildings that are to be demolished.



Aerial Viewing – showing the Wensleydale Creamery between Hawes and Gayle

## Historical Context

The Wensleydale Creamery has been part of the heritage of Hawes and the surrounding area for a considerable time, with the earliest cheese making in the area known to have occurred in 1150 when Cistercian monks brought their cheese making knowledge with them from France.

Following the Dissolution of the Monasteries during the reign of Henry VIII the cheese making skills were passed into the hands of local farmers. Commercial production of Wensleydale Cheese began in 1897. During the depression of the 1930s local businessman Kit Calvert ensured its survival by rallying local support and raising enough capital to rescue the only dairy producing cheese in the heart of Wensleydale.

In 1966 Kit Calvert sold his now well established cheese business to the Milk Marketing Board. In 1970 the creamery title passed to Dairy Crest and in May 1992 the creamery closed with the loss of 59 jobs.

Six months later, following many offers to rescue the creamery, four ex-managers together with a local businessman completed a management buy-out. It was with the skilled help of eleven members of the former workforce that cheese making recommenced and Real Yorkshire Wensleydale was produced in time for that Christmas.

Over the following years increasing demand for Wensleydale added-value and specialty cheeses led to the acquisition of another creamery at Kirkby Malzeard, near Ripon.

Now employing over 200 people, The Wensleydale Creamery continues to enjoy global acclaim for its award-winning cheeses, supplying a broad range of customers including major multiple retailers, wholesalers, export, and the food service sector.

## Physical Context

### Scale and Character

The site is located within the wider Wensleydale Creamery development, which itself is a distinct entity from both Hawes and Gayle.

### The Existing Creamery Site

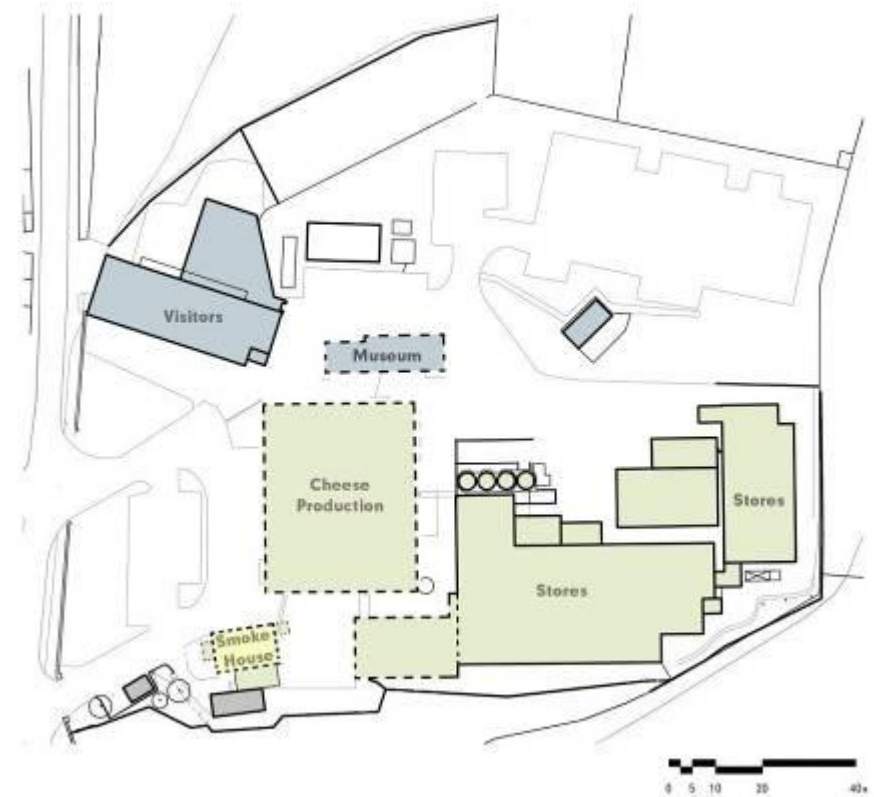
The creamery site is a collection of buildings constructed over the past 60 years or so. With the exception of the recently added Visitor Centre extension and refurbishment, the buildings are utilitarian and of poor aesthetic quality. Their age means that they have become difficult to maintain and are a restriction to continuing improvements to production efficiency.

The existing buildings are largely single storey, with some taller double height buildings and taller milk silos.

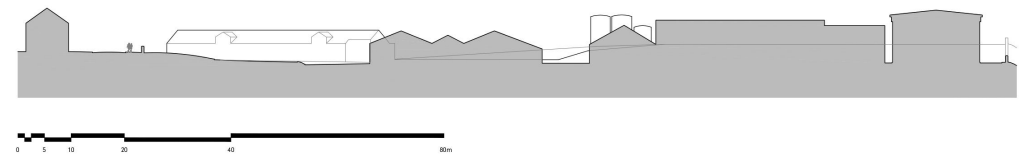
The majority of the site sits below the level of Gayle Lane and is surrounded by a natural rise in topography. This means much of the site is concealed or partly concealed, reducing its apparent scale and bulk from the surrounding area.

There is a disparate collection of materials used on the site. Most of the buildings are constructed of concrete block with stone effect facing, many painted cream, with profiled metal roofing. The larger production buildings to the rear of the site, including the recently added Maturation store are clad in composite metal and timber cladding.

The Visitor Centre, which is located near to Gayle Lane is faced in local stone.



Existing site plan – dashed buildings to be demolished



Existing site section – from West to East



Looking towards the existing Cheese Production from Gayle Lane



The existing Cheese Production facility



The recently added Visitor Centre extension



The existing Factory Tour entrance



## Wider Context

The creamery sits between the settlements of Hawes and Gayle, and is bounded mainly by agricultural land.

Directly opposite the site on Gayle Lane are a row of recently built houses, and along the Lane to the South are older houses representing the outlying part of Gayle. These properties have a direct view into the site and will see the Western elevation of the proposed building.

As the site sits at the foot of the fells, wider views into the site can be gained from several points.



New houses opposite the site on Gayle Lane



The view from the fell into the site, with Hawes behind



The older houses opposite the site on Gayle Lane

## **Social and Economic Context**

Hawes is the principal settlement in Upper Wensleydale and therefore provides vital services for the wider area as well as a focus for local employment. The area's economy is based largely on tourism and agriculture.

The Creamery is a key part of this economy, employing over 200 people, supporting local farms from which it buys its milk and providing a key tourist attraction.

The proposals seek to safeguard the Creamery's place in the Dale's economy by ensuring that the Wensleydale Creamery can continue to compete nationally and globally, and that the visitor experience can continue to be a popular attraction.

The new production facility will be a high quality premises that champions the latest thinking in food production methods and standards. State of the art equipment and rationalised production flows will ensure that the cheese is made efficiently and competitively.

The new Visitor Experience will provide a modern, state of the art interpretative experience. It will allow visitors to gain a real insight into the cheese production and its importance in the history of the Dale. The aspiration is to create a building that can become a symbol of prestige of the Wensleydale Creamery brand.



## Planning Statement

### Planning Policy Context

The proposals have been developed in light of all relevant planning policy in particular the guidance offered by the Yorkshire Dales National Park Local Plan. As the site sits next to the Gayle Village Conservation Area and more generally within a very picturesque area the design has been developed with great consideration for its wider impact on the character of the area.

### National Policy

The National Planning Policy Framework (NPPF) was published by the Government on 27<sup>th</sup> March 2012 and immediately comes in to effect, replacing the framework of Planning Policy Guidance Notes and Planning Policy Statements that previously set out the Government's objectives and guidance for the planning system.

The NPPF is centred on a presumption in favour of sustainable development. In terms of determining planning applications for sustainable development, the NPPF states that development proposals that are in accordance with the development plan should be approved without delay.

In promoting sustainable development the NPPF sets out several areas in which developments can be considered sustainable. The following areas of the NPPF will be addressed directly by the proposed New Facility and Visitor Experience:

- Promoting good design
- Promoting healthy communities
- Meeting the challenge of climate change, flooding and coastal change

- Building a strong, competitive economy
- Supporting a prosperous rural economy

## Regional Policy

The Yorkshire and Humber Regional Plan (2008) contains the Regional Spatial Strategy for the region. The RSS is due to be abolished under the powers included within the Localism Act 2011. In the interim the RSS remains part of the Development Plan but the Secretary of State's intention to abolish RSS is a material consideration.

Policy RR1 of the Yorkshire and Humber Regional Plan which is the Remoter Rural Sub area policy, includes the Yorkshire Dales National Park.

## Local Policy

### The Yorkshire Dales National Park Local Plan

The Yorkshire Dales Local Plan was formally adopted on the 29<sup>th</sup> April 2006. It replaces the previous Yorkshire Dales Local Plan adopted in 1996. Together with the Yorkshire and Humber Regional Spatial Strategy 2004 (2008) and the North Yorkshire and Cumbria Structure Plans 1996 and 1995, it forms the Yorkshire Dales National Park Development Plan, for the purpose of determining planning applications, planning appeals and other proposals for development.

The policies which are relevant to the proposed development are:

### GP1 National park purposes

The two statutory purposes of the Yorkshire Dales National Park are to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park and promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.

### GP2 General design policy

Development will only be permitted if all the following criteria are met.

1. It is of a kind, scale, siting, density and detailed design which is sympathetic to or enhances the landscape character, special qualities and local distinctiveness of the surrounding area.
2. It uses materials that are appropriate to the local character and distinctiveness of the surrounding buildings and wider landscape.
3. It does not have an unacceptable impact on neighbouring amenity and ensures an adequate level of amenity for the future occupants of the development in relation to nearby uses.
4. It respects the existing natural, built and historical features in and around the site.
5. It accords with the National Park Authority's Design Guide and Policy B7 (Building Design).

Subject to the above, the National Park Authority will encourage development which minimises the use of energy and other natural resources, uses sustainable materials and is designed for a long life span.

### GP3 Accessibility and safety

Development proposals must clearly demonstrate that the overall design of the scheme has taken into account the security, safety and access needs of all potential users.

Any provisions identified must be acceptable in terms of their impact on the special qualities of the surrounding area. Particular attention should be

given to the site layout and the relationship between buildings, car parks, public transport and public access points.

#### **GP4 Landscape enhancement schemes**

Development proposals that would have an affect on the landscape characteristics of the National Park will require the inclusion of a landscape enhancement scheme.

#### **GP5 Major development**

Major development will not be permitted in the National Park save in exceptional circumstances.

Proposals for major development will be subject to the most rigorous examination and must clearly demonstrate that they are in the public interest.

#### **E3 Existing employment sites**

The expansion of employment premises in existing locations will be permitted if both the following criteria are met.

1. The new buildings are appropriate in scale and design to their surrounding area.
2. Any change in, or increased, activity does not unacceptably affect the residential amenity or the environment of the surrounding area.

#### **U1 Foul and surface water drainage**

Development that would increase the demands on off-site sewerage infrastructure, such as surface water drainage, foul water drainage and waste water treatment, will only be permitted if:

1. adequate capacity already exists; or
2. satisfactory improvements can be provided to serve the development without adverse impacts on the environment or residential amenity.

#### **U2 Water resources**

Development that would lead to an increase in the requirement for water will only be permitted where the applicant can demonstrate that:

1. adequate capacity already exists; or
2. adequate capacity can be provided without detriment to existing abstractions, water quality or nature conservation.

#### **NE7 Protection of species**

Development that is likely to affect internationally or nationally protected species adversely will not be permitted unless both the following criteria are met.

1. It is demonstrated that there is essential need for the development that is sufficient to override nature conservation considerations.
2. There is no alternative solution for the development that would lessen the impact.

Development affecting protected species will require a thorough evaluation at the cost of the applicant before any application can be determined.

### **NE10 Protecting trees at risk from development**

Development in close proximity to existing healthy trees will only be permitted if both the following criteria are met.

1. Adequate space has been left around existing healthy trees so as not to lead to future loss or damage.
2. The developer has specified how the trees will be protected in the course of development.

### **NE11 New or improved habitats**

As part of an acceptable development proposal, the National Park Authority will encourage opportunities for restoration and enhancement of the nature conservation value of existing sites and for the creation of new areas of nature conservation interest.

All proposals must conform to Policy GP4 (Landscape schemes).

### **B7 Building design**

All new buildings must be in sympathy with their surroundings in terms of siting, scale, form and design meeting the requirements of Policy GP2.

The use of external materials consistent with local building traditions will be required where this is necessary to maintain the character of the area.

### **VF1 Assessment of visitor facilities**

Development that provides facilities or services that support appropriate informal recreation will be permitted provided that:

1. it provides a material conservation gain.

2. it is in scale and character with the surrounding landscape and built environment.
3. it does not generate unacceptable levels of traffic to the detriment of the road network in general or create unacceptable demand for car parking.
4. it is located, when appropriate and possible, where it is accessible to public transport and rights of way.
5. it does not, in itself, or cumulatively cause unacceptable harm to the special qualities of the National Park or residential amenity.
6. it does not provide for peak demand.

New buildings will only be permitted where it can be demonstrated that the conversion or re-use of an existing building cannot accommodate the facility. Any proposals for large-scale development will also be considered under Policy GP5 and those that generate journeys under TA5.

### **TA5 Journey generating developments**

Development that would either individually or cumulatively generate significant numbers of journeys will only be permitted if both the following criteria are met.

1. It is adequately served by public transport.
2. It is accessed from the public rights of way network.

### **TA14 Parking standards**

Parking provision for development proposals must meet the parking standards required by the National Park Authority.

In exceptional circumstances, parking standards will be varied to allow development, which is acceptable in all other respects, to be satisfactorily related to its surroundings.

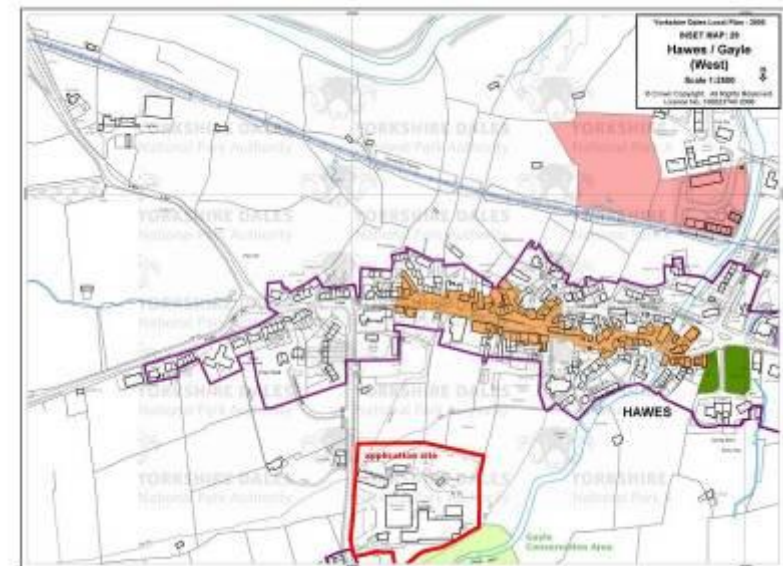
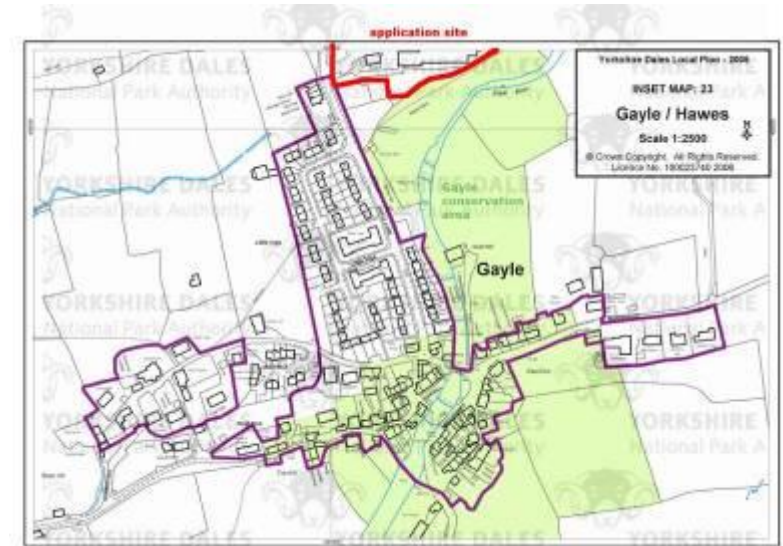
## Gayle Conservation Area

Whilst the development site bounds Gayle conservation area, the Creamery itself is very much a distinct entity. As the viewpoint study shows there are very limited views of the Creamery from Gayle itself.

There is greater potential for impact on wider views from higher up the valley, where the site is viewed from above. Here the site does form part of the setting of Gayle and Hawes. Therefore the design of the roof-scape of the New Facility is key to ensuring the proposal does not adversely affect the character of Gayle and Hawes.

As the Creamery site is itself a distinct entity from both Gayle and Hawes, the uses of non-traditional materials could be justified, this is further reinforced by the Local Plan which states:

*“Designation does not, however, mean an absolute restriction on the use of non-traditional materials where this can be accommodated without harm to the character of the area, and this is acknowledged in the Authority’s design guide.”*



## **Approach to Addressing the Policies**

The policies in respect of the building itself have been addressed in the development of the design for the new facility.

As the proposals are essentially for an enhanced replacement of the existing facility there is a well established precedent for the existing building uses.

The development will clearly assist a thriving business that has become intrinsic to the local rural economy, in sustaining and enhancing its activities in the coming years – and as such will satisfy the central policy aim of the NPPF by supporting a sustainable economy.

As the development sits within the Yorkshire Dales National Park any impact of the new development on the site and the surrounding area will be carefully assessed and any mitigations put into place as required and measured against the YDNPA's policy criteria.



## Consultation

The proposals have been developed in close liaison with the Yorkshire Dales National Park Development Department. Initial contact was made on the 20<sup>th</sup> April 2012 with Michelle Clowes of the Yorkshire Dales National Park Authority.

The early proposals were submitted as a Pre-application Inquiry. The principal of development was positively received, however there were some concerns raised regarding scale, activation of the main facade, and materiality. These issues have now been positively addressed and have proved instrumental in guiding the emerging design.



Initial Designs



Feedback from the YDNPA was summarised in a correspondence from Michelle Clowes on the 17<sup>th</sup> May 2012 which suggested the following:

- The height of the building should be kept as low as possible: The section has been modified to bring down the eaves height on the Western Elevation to be closer to the existing buildings.
- The West Elevation (facing Gayle Lane) should be more active: The Visitor Entrance now wraps around the corner onto the West Elevation. The facade has been articulated to create a clear sense of movement towards the entrance, which is clearly punctuated by the 'erratic'.
- Modern design would be supported: the design has now taken on a much more adventurous interpretation of local vernacular, with the local geology and man-made forms abstracted to drive the concept of the main facade.

We received further comments from Michelle Clowes on 27<sup>th</sup> July 2012 following our submission of the revised scheme, which took into account the above comments, expressing some concern in respect of the 'erratic'.

We have since altered the aesthetic of the erratic, with more showing beneath the canopy of the roof fortifying the impression that it is rising out of the building. We have also altered the shape, texturing and scale of the erratic to reduce the mass. The erratic is now c. 0.5m shorter on the West Elevation.

Consultations were also made with the Local Authority Wild Officer, Mark Hewitt. His response offered advice on potential improvements to the site's ecology through planting and re-landscaping. Following his input the planting and landscaping proposals have been revised.

## Public Consultation

The developed proposals were presented at a public consultation between 4pm and 8pm at Wensleydale Creamery Visitor's Centre on 19<sup>th</sup> July 2012.

The event was advertised on local information boards in the week preceding the event.

The event was reasonably well attended. The proposals were presented on a series of display panels which outlined the scheme's context, brief and design development as well as showing the proposals within its context.

Comments were invited and recorded on forms provided. The comments were largely very positive and supportive. People welcomed WDP's aspirations to bring its cheese making facilities up to date and the on-going commitment to the Dale that this demonstrates.

***"We think this is a brilliant idea. We have come here for years... This is such a success story, something which was almost lost, revived, bought and look at it now..."***

Michael & Elizabeth – Guisborough

***"A wonderful development. The sooner it happens the better"***

Anonymous.

***"Brilliant love the design. Will be an asset to the community bringing visitors to the area."***

Sharan - Hawes

## The Public Consultation Boards

### The Past : History, Heritage and Growth

- Wensleydale cheese has been made in Wensleydale since 1150, when Cistercian monks settled in the dale and established a monastery at Fors, just 4 miles from Hawes.
- Today, Wensleydale cheese is still handcrafted, to a time-honoured recipe, using milk from local farms, where the cows graze the sweet limestone meadows that are rich in wild flowers, herbs and grasses. It is this herbage that gives the milk, and hence the cheese, its special dales flavour.



Wensleydale Cheese, made in Hawes, is sent all over the world

The art of cheese making, perfected by the monks back in 1150, was passed down to local farmers' wives who continued to produce the cheese in their own farmhouses. In 1897 a local corn and provisions merchant of Hawes began to purchase milk from surrounding farms to use it for the manufacture of Wensleydale cheese on a large scale.

Back in the 1930's the industrial depression made trading conditions difficult, leaving the creamery in significant debt to farmers and the dairy faced closure.

In 1935 local businessman Kit Calvert rallied support from local farmers, raising enough capital to rescue the only dairy producing cheese in the heart of Wensleydale. In 1966 Kit Calvert sold his now well established cheese business to the Milk Marketing Board. In 1979 the creamery title passed to Dairy Crest and in May 1992 the creamery closed with the loss of 59 jobs.

Six months later, following many offers to rescue the creamery, four ex-managers together with a local businessman completed a management buy-out.

It was then, with the skilled help of eleven members of the former workforce, that cheese making recommenced and Real Yorkshire Wensleydale was produced in time for Christmas.

Over the following years increasing demand for Wensleydale, added-value and speciality cheeses, led to the acquisition of another creamery at Kirkby Malzeard, near Ripon.

Now employing over 200 people, The Wensleydale Creamery continues to enjoy global acclaim for its award-winning cheeses.

Today the Wensleydale Creamery supplies a broad range of customers including major multiple retailers, wholesalers, export, and the food service sector.

#### COMMON SENSE APPROACH THAT HAS LED TO SUCCESS ON TWO FRONTS

John Gibson was looking forward to an early retirement when his wife persuaded him to buy a Yorkshire cheese factory.

He had sold his North East manufacturing business, John Gibson Plastics, the year before and was contemplating days in the garden at his home in Masham, North Yorkshire.

But when the closure of Hawes Creamery hit the headlines in 1992, his wife suggested he was the man to revive the business.

The owner, Dairy Crest, had caused outrage by deciding to focus its cheese manufacturing in Lancashire and making 59 people redundant in the process.

"I kept seeing the news and various people were trying to revive it," said Mr Gibson. "The local authority tried, other groups tried, and none of them appeared to have any business acumen or sense."

"My wife suggested I should do something about it so that was the impetus. I went and had a look at the buildings, came home and said they look like old rundown scout huts, I don't think I'll bother."

But Mrs Gibson persuaded him to look into the opportunity further and, after he met some of the former managers, they all decided to try to buy the site.

Obtaining the Creamery was no mean feat as Dairy Crest was reluctant to sell the site to another cheese maker. "They didn't want to know us at first," he said. "We said it was immoral that they'd made all these people redundant and cheese was the only product that could be made up there in a rural community."

Eventually, the group, which included Mr Gibson and David Hartley, now managing director, bought the site for £200,000 and formed Wensleydale Dairy Products in November 1992. They spent £500,000 updating the site in the first year.

Mr Gibson, who was chairman of the company until 2006, was instrumental in showing the team how to run and develop the business. "They were very naive," he said. "David Hartley came on brilliantly but he was a fairly junior production manager at the start."

Today, the company employs more than 200 people across two manufacturing sites and contributes £11m a year to the Yorkshire Dales economy through milk payments, wages and purchases.

Mr Gibson attributes the company's success to "straightforward common sense". "I've always believed that if you say you're going to deliver something next Wednesday, you deliver it next Wednesday and you deliver quality," he said.

The purchase of the Creamery was Mr Gibson's second business investment in 1992. In April, he decided to back Paul Theakston in establishing a new brewery following a falling out within the family when their brewery was sold to Scrim & Newcastle. Mr Theakston wanted to keep the brewing local to Masham and set up his own business, The Black Sheep Brewery.

Mr Gibson, who owns almost five per cent of the shares, invested £25,000 in the company. It now has a £18.35m turnover and employs over 100 staff. He said: "I knew Paul, so I thought it would be a good investment."

He added: "It's developed even better than I thought it would."

One of the biggest successes for both businesses is their visitor centres. Mr Gibson designed the centre at the Creamery in the mid-1990s, which was replicated at the brewery. Both centres are now key to their profit.

In 2010 the Creamery expanded its centre with an £800,000 makeover, which has already added £1m to its turnover in the first year.

Mr Gibson said: "To make it really profitable we had to extend it because we couldn't cope with the number of visitors."

The creamery is also currently in the final stage of its fight to give Wensleydale Cheese Protected Designation of Origin status from the European Union.

Published in the Yorkshire Post on Tuesday 07 February 2012





## The Present : Success and Responsibilities



### Being a Good Neighbour:

The Wensleydale Creamery recognises its responsibilities to the site, town and surrounding dales along with local, national and global customers and visitors from all over the world.

Wensleydale Cheese, produced in Hawes, continues to be a growing success. But this can only continue if the production of the cheese grows with the demand.

The Wensleydale Creamery has already invested in improved Visitor facilities and production areas, each time trying to be a good neighbour whilst improving their site for production and the public.

The existing facility works, but it could work so much better...

### Reasons for Pursuing Redevelopment:

- The original building fabric was inherited in a poor state, and has been patched up and worked with as the business thrived and grew. But it is reaching the end of its natural lifespan and cannot be realistically taken much further.
- Existing product flows need rationalising to make the most of the space available on site and maximise production.
- The 21st Century chapter of the site's story needs to promote a sustainable agenda. This can only be truly achieved through new facilities embedded with significant energy and resource efficiencies.
- There is a real wish to improve the cohesion of the site, with a concerted and sympathetic visual tidying that respects the National Park location.
- There is a recognised need to reduce the HGV vehicle trips required to and from site each day through improved efficiencies and innovative process solutions.
- The Creamery recognises the benefits its visitors bring to the business and the local economy of Hawes, Gayle and Wensleydale; and wishes to promote the area as a world class tourist destination.



## The Future : A New Main Production Facility

### The Benefits of a New Main Production Facility:

- A High Quality premises that champions the latest thinking in Food Production methods and standards.
- State of the Art technology, materials and solutions.
- Achievement of the highest Hygiene Standards.
- Promotion of a controlled and efficient resource use.
- Investment in the local community, environment and economy.
- Keeping production in Wensleydale, with increased levels of output.
- Improved safety for Visitors and Staff across the site.
- A prestige building for the Company, Town and Dale.
- Building a sustainable future for the site and business.

- Ⓐ Existing Visitors Centre
- Ⓔ Visitor Experience; including the
  - Ⓘ Museum and
  - Ⓜ Factory Tour / Viewing Gallery
- Ⓒ New Wensleydale Cheese Production Facility
- Ⓓ Pedestrian Priority Traffic Zone
- Ⓕ Staff Entrance and Amenities (upper level)





## The Future : Ancient and Modern



### Taking its Cues from the Surrounding Landscape:

Linear runs and pronounced stone courses epitomise man's interaction with the landscape of the Yorkshire Dales.

Dry stone walls have a distinctive local character, running in ribbons across the terrain.

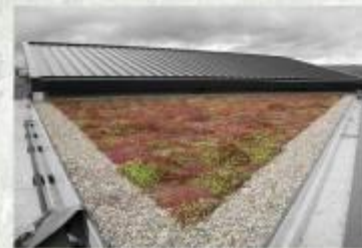
Dales grasses feed the stock that make Wensleydale Cheese proudly unique.

The New Facility echoes these cues, and wraps State of the Art production areas and a World Class Visitor Experience with sympathetic materials and forms.



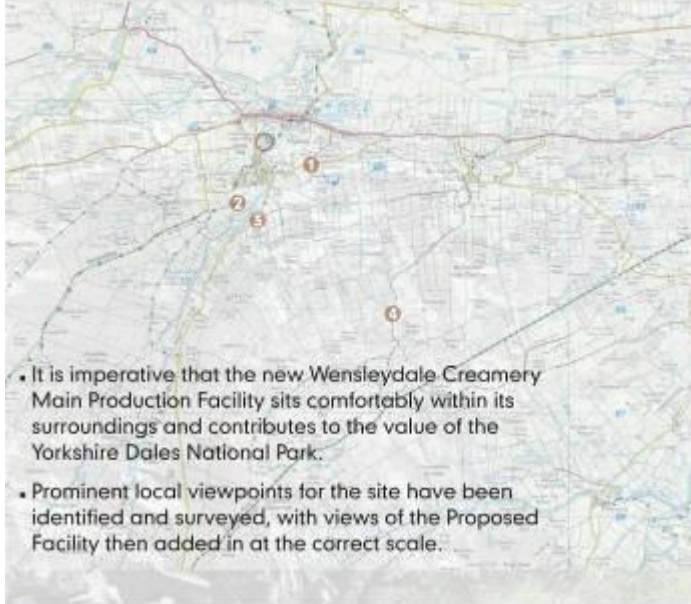
**Glacial Erratics** are boulders that have been transported many miles by glacial ice, and differ from the size and type of rock they stand upon. They sit proud in the landscape, becoming a local marker that attracts visitors from far afield.

The Visitor Experience in the New Facility is capped by a symbolic Erratic; proclaiming a new focal point for the site, and confirming the strength of the brand.















## The Future : Set into the Landscape



- It is imperative that the new Wensleydale Creamery Main Production Facility sits comfortably within its surroundings and contributes to the value of the Yorkshire Dales National Park.
- Prominent local viewpoints for the site have been identified and surveyed, with views of the Proposed Facility then added in at the correct scale.

<p>1 View from Old Gayle Lane</p> 	<p>1 Views as proposed</p> 
<p>2 View from the Pannine Way</p> 	
<p>3 View from Beggarmans Road</p> 	
<p>4 View from Wether Fell</p> 	





## Design Development

### Client Brief

The principle aims of this proposal are to consolidate all of Wensleydale Dairy Products' (WDP) cheese making under one roof and to create a state-of-the-art visitor experience, including viewing of the cheese making processes.

After exploring a range of alternative strategies for achieving these aims, WDP, settled on a proposal to demolish and re-build the main cheese production facility at Hawes.

As well as creating a new fully equipped production facility and visitor experience, this strategy presents a great opportunity to tidy up the site's appearance generally and to particularly address the site's principle frontage to Gayle Lane.

The existing production facility has been in operation for over fifty years, and is well beyond its best. Continuing adaption and alteration of the current facility has long become uneconomical and impractical. With a new facility the production process can be rationalised and made much more efficient.

The existing visitor facilities at the Hawes Creamery are very popular. The recent extension and refurbishment of the Cheese Shop and Cafe have been overwhelmingly successful. However, the existing factory tour element does not achieve its full potential as an interpretation attraction. The brief therefore calls for the Visitor Experience to be multi-faceted; with audio-visual and interactive interpretation supporting demonstrations and live viewing of the cheese and butter making processes.

## Site Strategy

As the proposal is largely speaking a replacement of the existing buildings, the formal arrangement of the site is little altered. The opportunity will be taken, however, to improve the various flows of traffic around the site, improving both legibility for visitors and their safety.

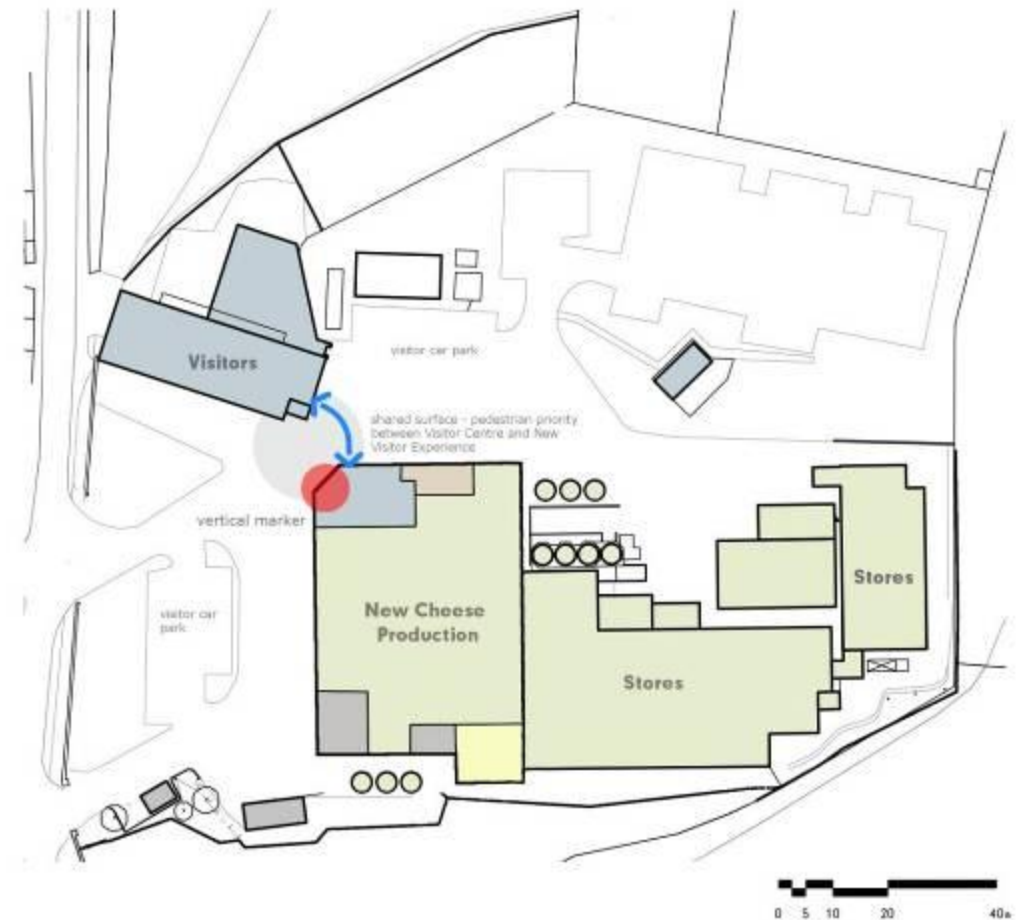
### Increasing Legibility

At present the site is a collection of buildings, some of which are solely for production, some solely for visitors and some a combination of both. It is therefore key aspiration of these proposals to create greater legibility on the site, especially for visitors.

The concentration of visitor attractions on site is centred around the area between the Visitor Centre and the New Facility. At present there is little to clearly differentiate this area from the rest of the creamery.

The first element of the site strategy is therefore to create a landmark at this point. Ideally this would take the form of a vertical marker, which could be seen from the majority of the site, particularly the car parks. It should also be clearly distinguishable from the surrounding buildings.

Legibility will also be increased by treating the hard surfaces to clearly indicate visitor pedestrian routes between the buildings.

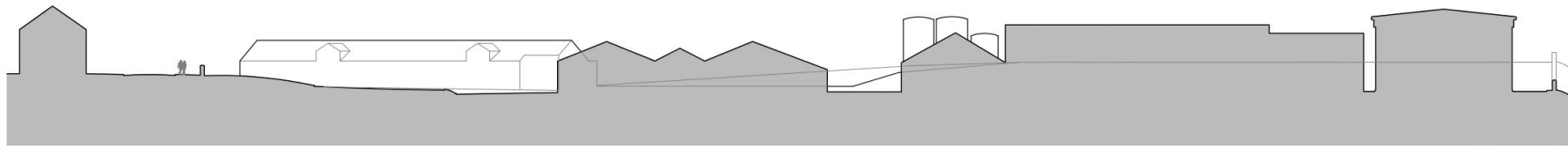


## Scale and Massing

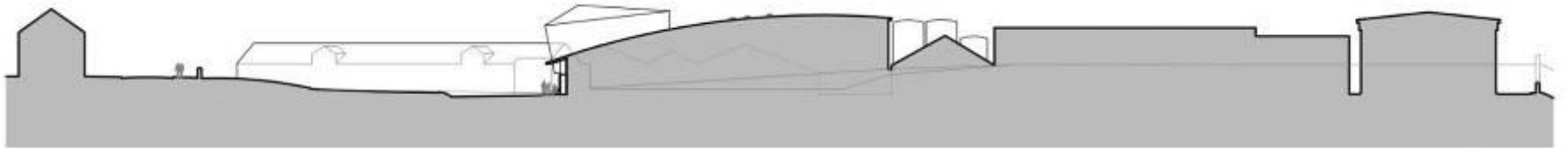
The proposed facility will replace existing buildings that are approximately 6m tall at the ridge, with an eaves height of 3.7m. Although the new facility will be taller in some parts than its predecessor, the eaves levels on the Gayle Lane elevation are no higher than that of the existing visitor centre, and its massing has been carefully considered to minimise its impact on its surroundings.

The new facilities overall height will be limited so that it is no taller than the existing Maturation Store.

The site is set lower than Gayle Lane and the houses on the opposite side of the road. This means that the proposed height of the building is well below that of the houses.



Existing Site Section



Proposed Site Section

The roof profile of the Facility has been designed so that the impact on Gayle Lane is further minimised. The roof will rise in a gentle arc from its low point of 3.6 m facing Gayle Lane. The rise in the roof allows a second storey of accommodation to be created on the Eastern elevation of the facility. This area will house staff amenity areas.

### **Visitor Experience – The Erratic**

The Visitor Experience will be marked by an ‘erratic’ – a boulder standing proud in the landscape. The ‘erratic’ will form a vertical marker on site, acting as a focal point for visitors. As such, it will break the eaves line to the car park.

The ‘erratic’ is part of a wider building concept to echo cues from the surrounding landscape and geology that makes Wensleydale and its cheese unique.

Glacial erratic are boulders that have been transported many miles by glacial ice, and differ from the size and type of rock they stand upon.

An erratic would sit proud in the landscape, a local marker that attracts visitors from far afield.



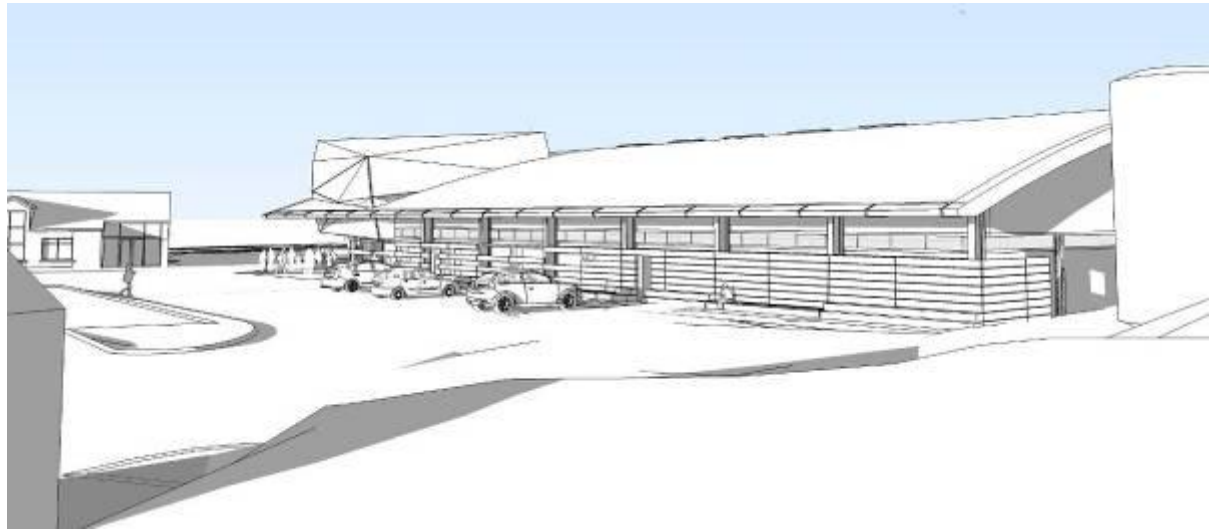




New Facility and Visitor Experience, Wensleydale Creamery, Hawes



Massing view approaching from Gayle Lane



Massing view from the South end of the car park



## Building Layout

### Ground Floor

The new building's use is divided broadly into three parts: production areas, staff amenity areas, and visitor areas.

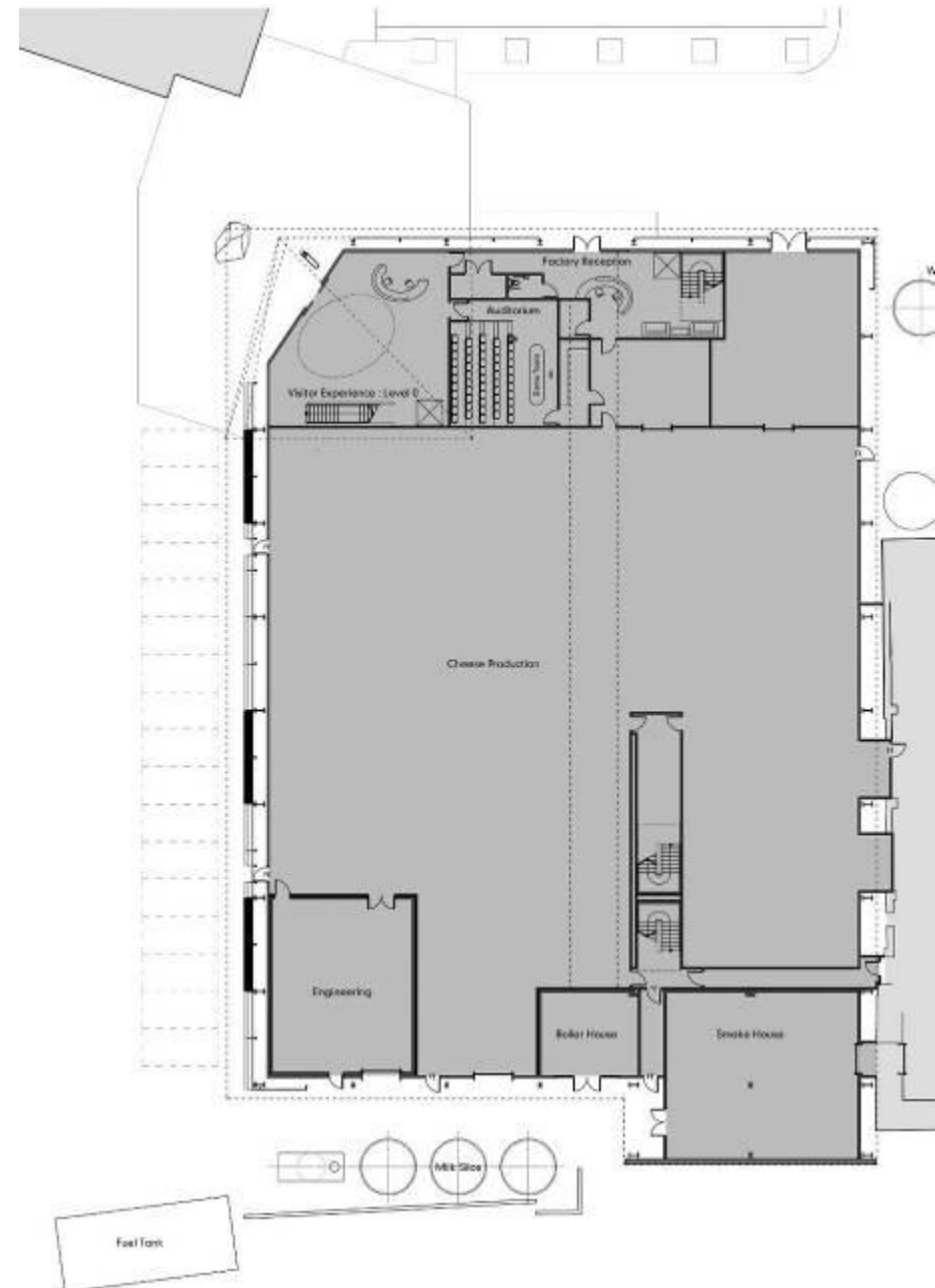
The ground floor will accommodate a new cheese production area with associated ancillary spaces including a new boiler house and incorporated smoke house. The new production area will connect into existing production buildings behind the new facility.

On the North West corner of the building, nearest to the existing Visitor Centre, will be the entrance to the Visitor Experience. At this point the corner of the building will be chamfered and set back beneath the overhang of the roof and the 'erratic', to create a clear arrival point.

Sliding glass doors will lead visitor's beneath the 'erratic' and into a reception space where the interpretation experience will begin. The 'erratic' will have two upper floors connected by a central atrium space centred over the reception area. Stairs and a lift will take visitors up through the 'erratic' along the interpretation journey.

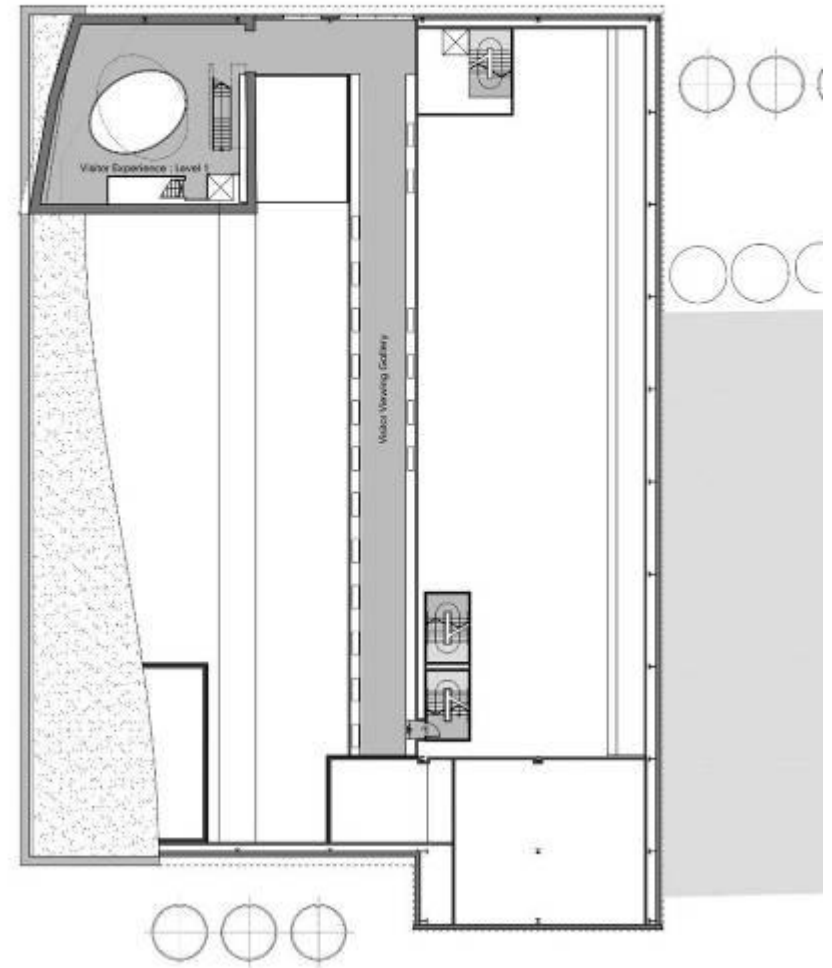
A separate entrance is to be provided on the North Elevation for the Factory, again this will be predominately glazed.

From the mezzanine level visitors will be taken along the Viewing Gallery. This will give visitors a bird's-eye view of all the stages of cheese production.



## Mezzanine Floor

From the mezzanine level visitors will be taken along the Viewing Gallery. This will give visitors a bird's-eye view of all the stages of cheese production.



"The Erratic"

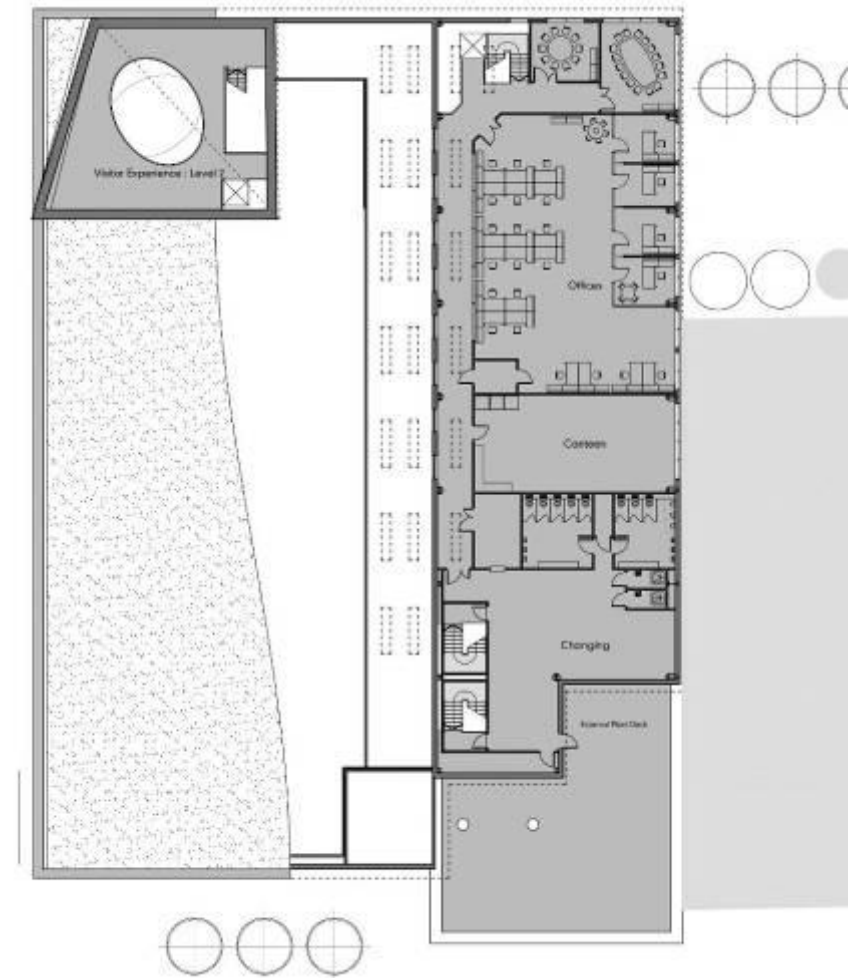


## First Floor

The first floor will accommodate the upper floor of the Visitor's Experience and the Staff Amenity areas, including Staff Canteen, Changing Facilities and Offices.

The staff amenity areas are housed in the highest part of the curved roof, which is set away from the elevation to Gayle Lane. They will have openings on the North and East Facade, meaning that the housing opposite the site will not be overlooked.

The central circulation spine will be top-lit with a series of sky-lights, whilst glazed partitions will let borrowed light in from the facade.





## Materials and Details

The concept of abstracting local geological references has informed the selection of materials.

The sedum roof references the rolling fells, the slate clad 'erratic' echoes the exotic geology of the Yorkshire Dales' glacial erratic, which are found strewn across the fells. The horizontal bands of reconstituted stone panel of the facade are reminiscent of the horizontality of local limestone walls.

A subdued palette of greys provides the backdrop that will allow these forms to stand-out.



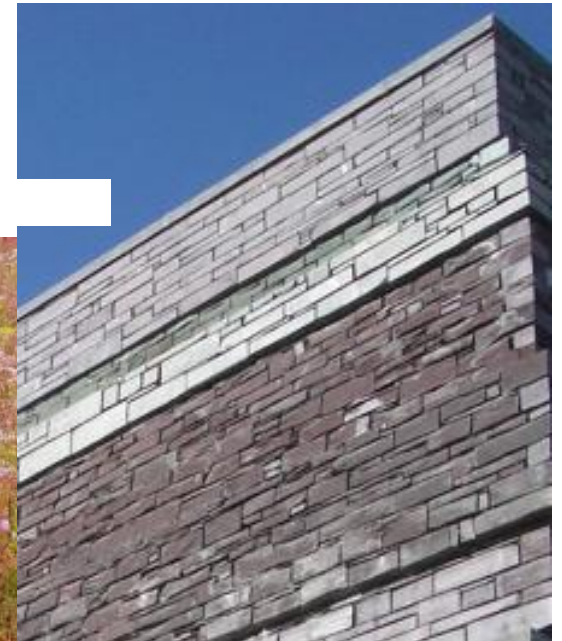
translucent daylight panels



Limestone effect grc cladding



sedum roof



Slate effect cladding

## The Facade

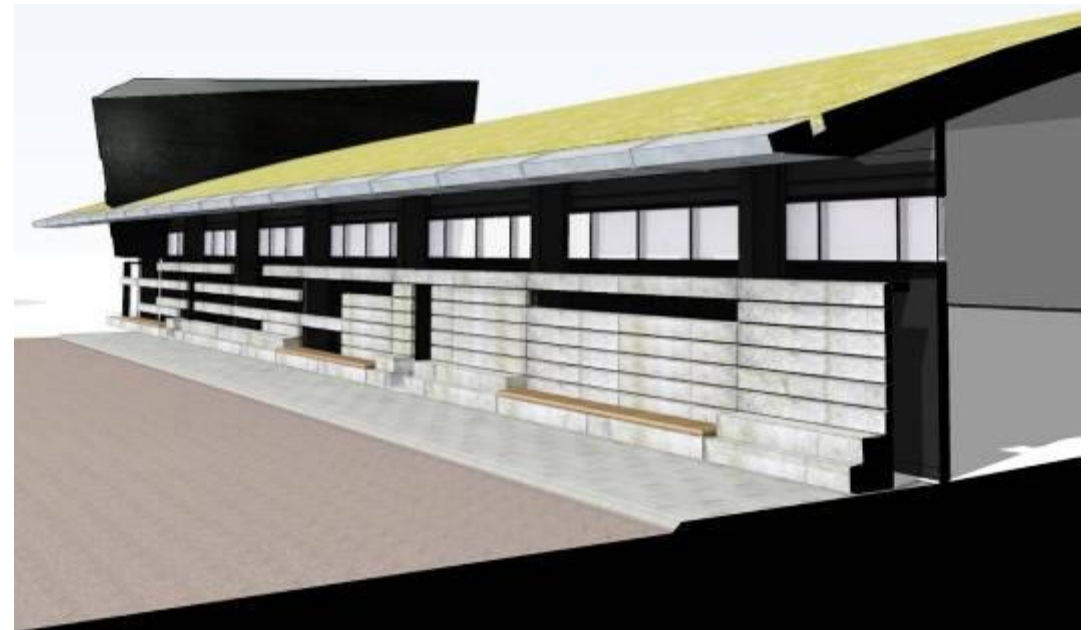
The detailing of the building's envelope is conceived as a series of layers which can be built-up or peeled away to give emphasis to certain areas of the facade: the base layer is the functional hygienic box which houses the food production made from highly insulated metal composite panels, outside this is a steel exoskeleton, an outer veil of reconstituted stone panels provide a dynamic and rugged skin for areas that will be subject to greater wear.

The West Facade is the building's primary frontage and as such is activated by the horizontal rhythm of the stone veil. Where the veil hits the ground, benches will be formed for visitors to site on. As the facade nears the North West Corner, the veil peels back revealing the glass frontage of the Visitor Experience.

A clerestory of translucent panels will provide daylight to the production areas as well as activating the facade during the winter time with a strip of gently glowing light.

The 'erratic', in contrast to the reconstituted stone bands, which reflect the local limestone, will be clad in slate. The 'erratic' will be divided into strata of varying texture and hue.

In areas away from public view the veil is peeled back entirely, leaving the simple form of the base layer exposed.







New Facility and Visitor Experience, Wensleydale Creamery, Hawes

## Sustainability

The new Facility and Visitor Experience will be a sustainable development. The provision of a new state-of-the art production unit will lead to significant reductions in resource consumption.

### Energy Reduction

The use of renewable technologies has been explored and deemed impractical (see separate Renewable Energy Statement) for several reasons. Instead, the proposals will seek to employ a range of measures to reduce energy consumption, such as:

- heat exchange to harness process heat for space heating
- new efficient boiler equipment
- rationalised production flows, minimising energy consumption
- fabric u-values better than the current Part L standards
- improved production techniques reducing water consumption
- increase milk storage capacity on site will decrease the number of partial tanker loads required, reducing 'milk miles'.
- increase utilisation of production by-products



## Landscaping, Planting and Ecology

Following input from Mark Hewitt, Wildlife Officer for YDNPA, a scheme for promoting a bio-diverse site has been developed. The planting will be carefully chosen with native species to respect the sites' location whilst not compromising its function as a food production facility.

At present the grassed areas of the site are intensively managed and mown, resulting in a site with little biodiversity.

The landscaping and planting strategy seeks to augment existing planting areas and create new areas of planting. A new landscape management strategy will be developed that promotes a more balanced and harmonious site with greater ecological value.

The frontage to Gayle Lane will be planted with additional trees, helping to soften the site's appearance from the road.

Existing trees to the North of the Visitor's Centre will be under planted with ground and mid layers of native species, increasing their ecological value.

Where the existing is being demolished a new row of trees will be planted to reinforce the edge between the vehicular access and the car park areas.

The existing grass banks will be planted with native herbaceous species, increasing their ecological value.

Martin nesting cups will be provided on the new generator building.



Silver Birch : *Betula pendula*



Yarrow : *Achillea*



Meadow Cranesbill : *Geranium Pratense*

## Sedum Roof

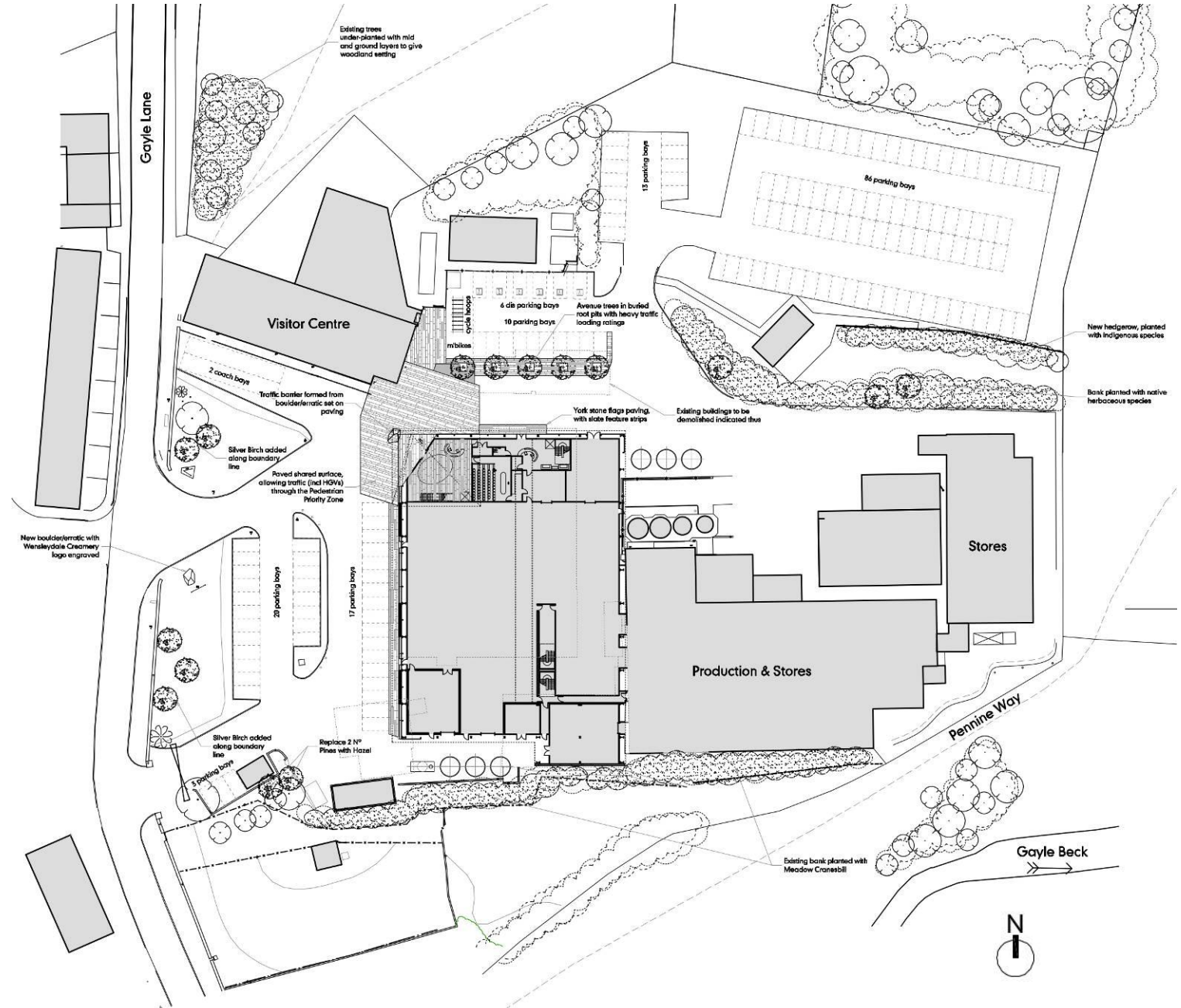
The large roof area of the New Facility will provide many environmental benefits as well as aesthetic qualities:

- Reduction of heat emitted from built environment
- Improved Insulation, reducing winter heat loss and summer heat gains
- Reduction in noise for heavy rain.
- Reduction in rain water run-off from the roof
- Filtration of airborne pollutants



Sedum roof on the recently construction Visitor Centre extension





## Impacts on Surroundings

### Viewpoint Study

In order to assess the potential visual impact of the proposals on the wider area we have undertaken an extensive visual survey of the area. From this we have determined several key points from which the facility will be visible and have visualised the proposals within its context. From several of the viewpoints surveyed no part of the site was visible.

As the following sequence of images demonstrates, the facility will only have a minor impact on the wider area. This is due to several factors:

- Topography of the site: the facility is located in a localised depression, meaning that much of its bulk is concealed behind banking, surrounding buildings and trees.
- Simple massing: the roofscape of the new facility is designed to be as simple as possible and is conceived as a gently rolling hillside, covered in sedum, echoing the surrounding hills. Roof-top plant has been kept to a minimum and the majority of plant will be housed on the lower roof element to the south-east corner of the building, where the existing bank will act as a natural screen.

### Schedule View Points

A : proposal visible and visualised

B : no part of the site visible

C : no part of the site visible

D : proposal visible and visualised

E : proposal visible and visualised

F : proposal visible and visualised

G : no part of the site visible

H : no part of the site visible

J : no part of the site visible

K : proposal visible and visualised

L : no part of the site visible

M : proposal visible and visualised.



### Map of Viewpoints Surveyed



### Viewpoint A



Existing



Proposed



### Viewpoint D



Existing



Proposed



### Viewpoint E



Existing



Proposed

## Viewpoint F



Existing



Proposed

### Viewpoint K



Existing



Proposed



### Viewpoint M



Existing



Proposed

## Access

### Access to the Site

#### Public Transport

Considering its rural location, the site is well served by public transport. There are frequent local buses operating within the Dale between Hawes and Bedale, with onward connections available to North Allerton and York.

A local bus connection to rail services at Garsdale is available, providing links with the West and South, to Leeds, Lancaster, Preston and beyond.

Holiday bus routes operate between York to Hawes on Sundays and Bank holidays.

The site provides parking for up to two coaches, and is regularly included on the itineraries of tour operators.

### Access to the Building

The car park areas are to be re-planned and re-landscaped. This will provide the opportunity for additional dedicated accessible parking bays closer to the Visitor facilities.

Pedestrian routes will be more clearly delineated. A shared surface between the Visitor Centre and the New Visitor Experience will create a pedestrian priority zone, improving the safety for visitors.

The shared surface will provide an easily navigable route between the two Visitor buildings, with accessible gradients and no significant changes in level.

The entrances to the Visitor Experience and Factory Reception will have level access with automatic opening doors.

### Access within the Building

All public areas will be fully accessible to all. A Part M compliant lift will provide access for people with impaired mobility and the exhibition will be designed to cater for all people.

Windows in the viewing gallery will be designed to allow views for children and wheelchair users.



## Summary

The proposed new Facility and Visitor Experience at Wensleydale Creamery is a unique opportunity to provide a world class visitor destination for the Yorkshire Dales.

The new production facility will allow the Creamery to improve the efficiency of its cheese production allowing it to continue to improve its competitiveness and to reduce its environmental impact.

The New Visitor Experience will build on the success of the existing facilities and raise the quality of the interpretation offered at the Creamery, giving the Dales a world class visitor attraction. The new building will replace the existing production facilities which are reaching the end of their useful life.

With careful planning the massing has been designed to minimise the impact of the building from Gayle Lane, with the eaves height close to that of the existing building. By unifying the building beneath one sweeping green roof the impact on wider views is negligible, with the roof form becoming part of the rolling topography.

With the support of the YDNPA we have developed a scheme which draws heavily on the geographical context of the Dales landscape and distils this to create a design which is both sensitive to its setting and forward looking in terms of its aesthetic.

The proposals have undergone a thorough public consultation process, which has shown overwhelming local support for the proposed design.

We feel the new facility will improve the aesthetic of the site, enhance the local rural economy and make a very positive contribution to the continued success and future of the Wensleydale Creamery.

williamsarchitects

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