



**MORAY COUNCIL
TOWN AND COUNTRY PLANNING (SCOTLAND) ACT 1997,
as amended**

REFUSAL OF PLANNING PERMISSION

**[Fochabers Lhanbryde]
Application for Planning Permission**

TO

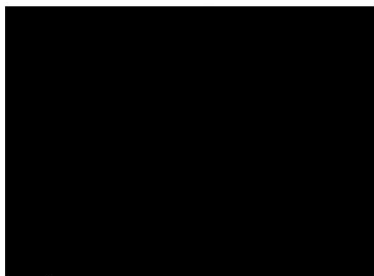


With reference to your application for planning permission under the above mentioned Act, the Council in exercise of their powers under the said Act, have decided to **REFUSE** your application for the following development:-

Erect outbuilding for specialist cat boarding facility to operate cattery business from the residential property at Stewart Place South Road Garmouth Fochabers

and for the reason(s) set out in the attached schedule.

Date of Notice: **3 September 2025**



HEAD OF ECONOMIC GROWTH AND DEVELOPMENT

Economy, Environment and Finance
Moray Council
Council Office
High Street
ELGIN
Moray
IV30 1BX

IMPORTANT
YOUR ATTENTION IS DRAWN TO THE REASONS and NOTES BELOW

SCHEDULE OF REASON(S) FOR REFUSAL

By this Notice, Moray Council has REFUSED this proposal. The Council's reason(s) for this decision are as follows: -

The proposals are contrary to National Planning Framework 4 (NPF4) and Moray Local Development Plan (MLDP 2020) for the following reasons:

1. The proposed specialist cat boarding facility would be considered incompatible with the surrounding residential area and if allowed would give rise to an unacceptable impact on residential amenity as a result of the increased level of activity associated with the business (including multiple traffic movements, noise and disturbance) which would fail to comply with NPF4 Policies 14, 26 and MLDP 2020 Policy DP1.
2. The proposed outbuilding is of a poor design would be considered to adversely affect the traditional character of the Garmouth Conservation Area and Lossiemouth to Portgordon Coast Special Landscape Area which is unacceptable under NPF4 Policies 4 and 7 and MLDP 2020 Policies EP3 and EP9. The building would also be considered to have a detrimental effect on the setting of a listed building which is not acceptable under NPF4 Policy 7 and EP10.

LIST OF PLANS AND DRAWINGS SHOWING THE DEVELOPMENT

The following plans and drawings form part of the decision:-

Reference	Version	Title
		Location plan
		Site plan
		Parking plan
		Floor plan
		Proposed front elevation
		Proposed left elevation
		Rear elevation
		Right elevation
		Proposed roof elevation

**NOTICE OF APPEAL
TOWN AND COUNTRY PLANNING (SCOTLAND) ACT 1997**

If the applicant is aggrieved by the decision to refuse permission for or approval required by a condition in respect of the proposed development, or to grant permission or approval subject to conditions, the applicant may require the planning authority to review the case under section 43A of the Town and Country Planning (Scotland) Act 1997 within three months from the date of this notice. The notice of review should be addressed to The Clerk, Moray Council Local Review Body, Legal and Committee Services, Council Offices, High Street, Elgin IV30 1BX. This form is also available and can be submitted online or downloaded from www.eplanning.scotland.gov.uk

If permission to develop land is refused or granted subject to conditions and the owner of the land claims that the land has become incapable of reasonably beneficial use in its existing state and cannot be rendered capable of reasonably beneficial use by the carrying out of any development which has been or would be permitted, the owner of the land may serve on the planning authority a purchase notice requiring the purchase of the owner of the land's interest in the land in accordance with Part 5 of the Town and Country Planning (Scotland) Act 1997.

REPORT OF HANDLING

Ref No:	25/00549/APP	Officer:	Fiona Olsen
Proposal Description/ Address	Erect outbuilding for specialist cat boarding facility to operate cattery business from the residential property at Stewart Place South Road Garmouth Fochabers		
Date:	02.09.2025	Typist Initials:	LMC

RECOMMENDATION		
Approve, without or with condition(s) listed below		N
Refuse, subject to reason(s) listed below		Y
Legal Agreement required e.g. S,75		N
Notification to Scottish Ministers/Historic Scotland		N
Hearing requirements	Departure	N
	Pre-determination	N

CONSULTATIONS		
Consultee	Date Returned	Summary of Response
Environmental Health Manager	02/06/25	No Objections subject to informatives
Contaminated Land	21/05/25	No Objections
Transportation Manager	05/06/25	No Objections subject to conditions
Moray Flood Risk Management	25/07/25	No Objections

DEVELOPMENT PLAN POLICY		
Policies	Dep	Any Comments (or refer to Observations below)
NPF1 - Tackling the Climate	N	Complies
NPF2 - Climate mitigation and adaptation	N	Complies
NPF3 - Biodiversity	N	Complies
NPF6 - Forestry, woodland and trees	N	Complies
NPF7 - Historic assets and places	N	Complies
NPF13 - Sustainable transport	N	Complies
NPF14 - Design, quality and place		See below
NPF26 - Business and industry		See below
PP3 Infrastructure and Services	N	Complies
DP1 Development Principles		See below
EP2 Biodiversity	N	Complies
EP9 Conservation Areas	N	Complies
EP10 Listed Buildings	N	Complies

EP12 Management and Enhancement Water	N	Complies
EP13 Foul Drainage	N	Complies

REPRESENTATIONS		
Representations Received	YES	
Total number of representations received: FOUR		
Names/Addresses of parties submitting representations		
Name and address details of parties submitting representations withheld in accordance with the General Data Protection Regulations.		
Summary and Assessment of main issues raised by representations		
Issue: Increase in traffic and number of traffic movements per week to facility. Comments (PO): The Transportation Section have been consulted and following the submission of additional information on the level of visiting the site, have raised no objections with regard to road safety. However in terms of potential amenity impact, there is concern with regard to the level of visiting to the cattery business (for dropping off/picking up) and as such the application will be refused as this is deemed to be incompatible with the predominantly residential area.		
Issue: Noise due to cats being away from home environment. Comments (PO): The Council's Environmental Health section have been consulted and have raised no specific objections with regard to noise from the cats and a Noise Impact Assessment was not required. However it is considered that the level of visiting to the site which would incur as a result of the business operating would result in an unacceptable level of noise and disturbance which would give rise to an unacceptable amenity impact on the surrounding residential properties and as such the application will be refused.		
Issue: Odours. Comments (PO): Again the Council's Environmental Health section have been consulted and have raised no specific objections with regard to potential odours from the cats and/or their waste.		
Issue: Soakaway too close to property boundary. Comments (PO): A revised drawing has been submitted which shows the proposed soakaway to be located a minimum of 5 metres from the property boundary.		
Issue: Impact on bird population. Comments (PO): Whilst this is not a material planning consideration it is noted that the cats would be kept within the building only with no outdoor access during a stay.		
Issue: Property is in Conservation Area. Comments (PO): This is correct. The property is located in the Garmouth Conservation Area and the main building is also a category C listed dwelling.		

Issue: Impact on local property value.

Comments (PO): This not a material planning consideration.

OBSERVATIONS – ASSESSMENT OF PROPOSAL

Section 25 of the 1997 Act as amended requires applications to be determined in accordance with the Development Plan i.e. the adopted National Planning Framework 4 (NPF4) and Moray Local Development Plan 2020 (MLDP) unless material considerations indicate otherwise.

The main planning issues are considered below:

Proposal

The application seeks planning permission to site an outbuilding to operate as a cat boarding facility from the rear garden ground of an existing dwellinghouse.

The building would measure approx. 4.3m x 12.4m x 2.5m (to the highest point of the roof) and would be finished in white uPVC panels.

The building is proposed to be enclosed by a timber fence/shell on all four sides.

The cat boarding facility (or 'cat hotel') would house 8 suites which can hold up to two cats each and could therefore house 16 cats in total. The facility would be operated by one member of staff, who currently resides at the property and would operate on an appointment only basis Monday to Saturday 0900 and 1700.

Site

The existing property is located at Stewart Place, Garmouth.

The main property is category C listed and also sits within the Garmouth Conservation Area.

Areas of archaeological interest lie over the site relating to the historical dwellinghouse itself and the Wyndies, Garmouth.

The property also lies within the Lossiemouth to Portgordon Coast Special Landscape Area.

Policy Assessment

Siting (NPF4 Policies 14, 26, MLDP 2020 Policies DP1)

NPF4 Policy 14 and DP1 together set out the need for the scale, density and character to be appropriate to the surrounding area to create a sense of place, integrated into the surrounding landscape with no adverse impact upon neighbouring properties in terms of privacy, daylighting, or overbearing loss of amenity

NPF4 Policy 26 outlines that development proposals for home working, live work units and micro-businesses will be supported where it is demonstrated that the scale and nature of the proposed business and building will be compatible with the surrounding area and there will be no unacceptable impacts on amenity or neighbouring uses.

The application seeks to place an outbuilding within the garden ground of an existing dwellinghouse to operate a cat boarding facility or 'cat hotel'. The building would occupy a footprint of approx. 4.3m x 12.4m and would be sited approx. 1m from the boundary with the neighbouring property to the west of the site. The applicant's statement outlines that the building could house a maximum of 16 cats at any one time (with two cats per suite) from a total of 8 households. The statement also outlines that visits would be undertaken on an appointment only basis between the hours of 0900 and 1700

Monday to Saturday.

Following a site visit and review of the proposals, it is considered that the proposed cat boarding facility (which can house up to 16 cats at a time) would lead to an increased level of activity (including increased traffic movements, noise and disturbance) at the site which would negatively impact on the character of the existing predominantly residential area. As such the proposal, which would create a bespoke 'cat hotel', if allowed, would be considered to be incompatible with the surrounding area and give rise to an unacceptable impact on amenity which is not accepted under NPF4 Policy 26.

The applicant's statement outlines that visits would be undertaken on an appointment only system with an average of one visit per day. Whilst the appointment only system would be a matter controlled by condition, should the application be approved, it is not practical nor enforceable to stagger appointments, to limit these per day or to require a minimum length of boarding time. For example, the applicant states that cat guests ordinarily stay for a period of 7 to 14 days however it would not be possible to require a minimum length of stay and therefore short stays could also be booked which would likely result in a higher level of visiting the site than has been forecast. In any case, the proposed cattery would be considered to result in multiple traffic movements, associated noise and disturbance to nearby residents, to a level which is considered unacceptable for a predominantly residential area.

The applicant's statements further outline several businesses alleged to operate from the surrounding area. It is noted that proposals are considered on their individual merits and that businesses quoted may not benefit from any required planning consent.

As such the likely level of visiting to the site which would be incurred from a cat boarding facility which can house up to 16 cats would be considered to be incompatible with the established character of a residential property. It is also not considered that the level of visiting the site could be effectively enforced by the use of planning conditions.

If allowed, the proposals would give rise to an increased level of activity (including multiple traffic movements, noise and disturbance) which would negatively impact on the character of the existing area and give rise to an unacceptable impact on amenity which would not comply with NPF4 Policies 14, 26 and MLDP 2020 Policy DP1 and as such the application will be refused.

Design (NPF4 Policies 4, 7, MDLP 2020 Policies DP1, EP3, 9, EP10)

NPF4 policy 4 requires development in local landscape designations to not have a significant adverse impact effect on the integrity or qualities of that area while Policy EP3 requires development within urban SLAs to reflect the traditional settlement character in terms of siting and design.

NPF4 Policy 7 and Policy EP9 requires that all development within a conservation area must preserve and enhance the established traditional character or appearance of the area. New development as well as alterations or other redevelopment will be refused if it adversely affects the character and appearance of the conservation area in terms of scale, height, massing, colour, materials and siting.

Policy EP10 and NPF4 Policy 7 require that development proposals be refused where they would have a detrimental effect on the character, integrity or setting of a listed building. Alterations and extensions to listed buildings or new developments within their curtilage must be of the highest quality, and respect the original structure in terms of setting, scale, materials and design.

The proposed cattery building is finished in white uPVC and has the appearance of a temporary portacabin structure. It is proposed to screen the building with a 'timber shell' on four sides using fence panels.

Whilst an attempt has been made to screen the uPVC structure using timber panels, the building, nor

the panels are not of a high quality design and if allowed, would be considered to adversely affect the traditional character of the Garmouth Conservation Area and Lossiemouth to Portgordon Coast Special Landscape Area which is unacceptable under NPF4 Policies 4 and 7 and EP3 and EP9. The structure, which would sit immediately to the rear of the existing C listed dwellinghouse would also be considered to have a detrimental effect on the setting of a listed building which is not acceptable under NPF4 Policy 7 and EP10

Road Safety (NPF4 Policy 18, DP1)

It is proposed to access the cattery building via an existing access to the south of the site onto South Road. A parking plan has been submitted which shows a total of six parking spaces within the site, with one space dedicated for the cattery business.

Moray Council Transportation Section have been consulted and the initial consultation response required the submission of additional information with regard to how the business is to operate (staffing, appointments) etc. This was provided and it was confirmed that visiting would be on appointment only basis, with the single member of staff being residing at the property currently. Following submission of the additional information, the Transportation Section raised no objections subject to conditions requiring a minimum of four car parking spaces and a turning area to be retained within the site. Should the application be approved these would be conditions applied to any final consent.

It is noted however that this does not override the aforementioned objections with regard to the anticipated increase in traffic movements to the site which would be considered to have an unacceptable impact on the character of the surrounding traditional residential area and an adverse effect on neighbouring residential amenity and therefore the application will be refused.

Climate Change and Soils (NPF4 Policies 1, 2 and 5)

The proposals are of a scale and nature which is considered to have a minimal impact in terms of climate change and soil disturbance and therefore the proposal is deemed to comply with NPF4 Policies 1, 2 and 5.

Biodiversity (NPF4 Policy 3, EP2)

NPF4 Policy 3 and MLDP 2020 Policy EP2 require that proposals contribute to the enhancement of biodiversity.

The proposed building is not anticipated to significantly impact on any existing biodiversity, being located within an existing residential garden. However, a Biodiversity Enhancement Statement has been submitted which outlines proposed enhancements including installation of swift nest boxes, bat boxes, mixed species hedging and free-standing bee hotel. Should the application be approved, a condition would be applied requiring all biodiversity enhancement measures to be installed prior to first operation of the cattery business and this would ensure compliance with NPF4 Policy 3 and MLDP 2020 Policy EP2.

Drainage (DP1, EP12, EP14, NPF4 Policy 22)

A Drainage Statement has been submitted which outlines that any surface water from the developments will be directed to a water butt and a gravel soakaway. Moray Flood Risk Management have been consulted and have raised no objections. Should the application be approved, the implementation of the agreed drainage design would be a matter required to be controlled by condition on any final consent in order to ensure compliance with NPF4 Policy 22 and DP1, EP12 and EP14.

Conclusion

The proposed specialist cat boarding facility would be considered incompatible with the surrounding residential area and if allowed would give rise to an unacceptable impact on residential amenity as a result of the increased level of activity associated with the business (including multiple traffic

movements, noise and disturbance) which would fail to comply with NPF4 Policies 14, 26 and MLDP 2020 Policy DP1.

The proposed cattery building would be considered to adversely affect the traditional character of the Garmouth Conservation Area and Lossiemouth to Portgordon Coast Special Landscape Area which is unacceptable under NPF4 Policies 4 and 7 and EP3 and EP9. The building would be considered to have a detrimental effect on the setting of a listed building which is not acceptable under NPF4 Policy 7 and EP10.

As such the application will be refused as it would fail to comply with NPF4 Policies 4, 7, 14, 26 and MLDP 2020 Policies DP1, EP3, EP9 and EP10.

OTHER MATERIAL CONSIDERATIONS TAKEN INTO ACCOUNT

None

HISTORY

Reference No.	Description			
24/01286/APP	Re-paint exterior of dwelling and boundary walls at Stewart Place South Road Garmouth Fochabers Moray			
	Decision	Permitted	Date Of Decision	26/09/24
24/01004/LBC	Re-paint exterior of dwelling and boundary walls at Stewart Place South Road Garmouth Fochabers Moray			
	Decision	Permitted	Date Of Decision	26/09/24
91/01237/LBC	Listed Building consent to demolish existing lean-to building and erect new store WC and bathroom Stewart Place South Road Garmouth Fochabers Moray			
	Decision	Refuse	Date Of Decision	20/02/92

ADVERT

Advert Fee paid?	Yes	
Local Newspaper	Reason for Advert	Date of expiry
Northern Scot	Development specified in Schedule 3 Planning application affecting LB/CA	19/06/25
PINS	Development specified in Schedule 3 Planning application affecting LB/CA	19/06/25

DEVELOPER CONTRIBUTIONS (PGU)

Status	N/A
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DOCUMENTS, ASSESSMENTS etc. *

** Includes Environmental Statement, Appropriate Assessment, Design Statement, Design and Access Statement, RIA, TA, NIA, FRA etc*

Supporting information submitted with application?

YES

Summary of main issues raised in each statement/assessment/report

Document Name: Statement in Support of Planning Proposals

Main Issues: Provides background to business, requirement for facility and description of site and surrounds.

Document Name: Drainage Statement

Main Issues: Outlines that a water butt and gravel soakaway will be installed to accommodate any surface water from the roof.

Document Name: Updated Figures

Main Issues: Outlines calculations for proposed soakaway.

Document Name: Rebuttal Addendum to Planning Statement

Main Issues: Response to intended refusal decision.

Document Name: Schedule of Existing Longcroft Cat Hotels

Main Issues: Outlines list of existing cat hotels within UK.

Document Name: Rebuttal to Concerns Regarding Residential Amenity and Rural Character

Main Issues: Outlines response to Planning Officer Concerns regarding impact on residential amenity and incompatibility with the surrounding rural character of the village and wider Conservation Area.

Document Name: Biodiversity Enhancement Statement

Main Issues: Outlines proposed biodiversity enhancement for the site.

S.75 AGREEMENT

Application subject to S.75 Agreement

NO

Summary of terms of agreement:

Location where terms or summary of terms can be inspected:

DIRECTION(S) MADE BY SCOTTISH MINISTERS (under DMR2008 Regs)			
Section 30	Relating to EIA		NO
Section 31	Requiring planning authority to provide information and restrict grant of planning permission		NO
Section 32	Requiring planning authority to consider the imposition of planning conditions		NO
Summary of Direction(s)			

Stewart Place House, South Road, Garmouth, IV32 7LX

Application Supporting Statement

Longcroft[®]
LUXURY CAT HOTEL



Table of Contents

Introduction	3
Background to Longcroft Luxury Cat Hotels	3
About the Applicant and Proposal	4
The Need for the Facility	6
Site Description incl. Conservation Area & Cat C Listed	7
Planning Policy Context	8
Planning Considerations (including Biodiversity)	8
Summary and Conclusion	9



Introduction

1. This Planning Statement supports an application for the installation of a bespoke outbuilding to operate as a Longcroft Luxury Cat Hotel, comprising 8 suites, on land forming part of the residential property known as Stewart Place, South Road, Garmouth, Fochabers, IV32 7LX.
2. It is imperative to note that the proposal is to relocate a 8-suite modular cattery building (Longcroft standard design) that was previously approved and operated in England at Fairacres, Level Mare Lane, Chichester, West Sussex, PO20 3SA (Arun District Council) under planning ref. AL/24/14/PL
3. The former Chichester cat hotel was granted permission on 13 May 2015 and had operated successfully for 10 years with no issues or complaints. That site is now closed (as the operator has retired), and the existing purpose-built structure will be dismantled and re-installed at the new location, providing continuity of this high-quality, low-impact service for local cat owners.
4. The reuse of the approved and successfully operated cat hotel structure from Fairacres, Level Mare Lane, Chichester, West Sussex (Ref: AL/24/14/PL), which ran for 10 years with no complaints, provides a strong precedent and fallback position, further supporting the acceptability of the proposed development.
5. Longcroft Luxury Cat Hotels offer high-quality, boutique-style boarding for cats. Since its inception in 2010, the Longcroft model has expanded across the UK, offering cat owners a well-managed, hygienic, and low-impact alternative to conventional catteries. These facilities are typically located in residential or rural settings and are operated from home by trained franchise partners under strict operational standards.
6. This statement sets out the proposal, outlines planning context and relevant policy, and addresses key planning considerations, including residential amenity, access and parking, biodiversity, drainage, and sustainability.

Background to Longcroft Luxury Cat Hotels

7. Since 2010, Longcroft Luxury Cat Hotel has provided a low-key, high-quality, and niche service for cat owners requiring short-term accommodation for their pets. Designed as an alternative to large-scale commercial catteries that often house many animals in smaller, noisier settings, Longcroft's approach focuses on limited occupancy, generous space, and a calm, hygienic environment.
8. Longcroft hotel buildings are manufactured to exceptionally high standards by specialist suppliers, similar to those used by leading animal welfare charities. Constructed from impervious and durable materials that do not harbour odours or deteriorate over time,



they markedly differ from conventional catteries, which often rely on timber structures that degrade and hold scent.

9. The business model, launched as a partnership scheme in 2012, enables individuals known as 'Longcroft Partners' to operate from their own homes, maintaining full alignment with Longcroft HQ protocols. This arrangement ensures that all hotel partners follow strict welfare, hygiene, and operational procedures through a binding contractual relationship. The model also enables flexible home working, fulfilling local needs for premium cat care.
10. Longcroft's first hotel opened in Welwyn Garden City in 2010. Since then, it has received national acclaim, including the 'Smarta 100 Business' award in 2012, The Guardian's 2016 Small Business Showcase Award, and 'Best Place to Work' at the Red Ribbon Awards. The original hotel remains operational and inspired a second nearby outlet.
11. Numerous local authorities across England have granted planning permission for over 30 Longcroft hotels (full list at Appendix 1), including in sensitive areas, such as conservation zones, green belt land, and rural countryside. Examples include the following, with planning reference numbers where applicable:
 - a. **St Albans:** Planning permission granted due to compatibility with local character (Ref: 5/2011/2931).
 - b. **Letchworth:** Required and secured heritage approval in a Conservation Area (Heritage Foundation and LPA consent, 2015).
 - c. **Winchmore Hill:** Sited within AONB and near a listed building; temporary permission later made permanent (Refs: CH/2013/1737/FA & CH/2016/0054/FA).
 - d. **Sandridge:** Located amongst residential dwellings; approved due to scale and lack of impact (Ref: 5/2021/0323).
 - e. **Liphook (SDNPA):** Approved within South Downs National Park due to sustainable design and low impact (Ref: SDNP/17/003314/FUL).
 - f. **Lockerley (TVDA):** Granted permission in open countryside under policies supporting rural business (Ref: 19/02823/FULLS).
12. Further approvals in Croydon, Braintree, and Sheffield confirm a consistent track record of support for Longcroft proposals where impacts on amenity, highways, and drainage are demonstrably low. In each case, the business's high welfare standards and discrete footprint have been recognised as aligning with planning policy.
13. Crucially, Longcroft hotels do not accommodate dogs, distinguishing them further from dual-purpose catteries and preserving the peace and tranquillity of their settings.

About the Applicant and Proposal



14. The proposed development involves the installation of a pre-used modular cat hotel building, positioned in the rear garden of the property. Designed and manufactured to Longcroft's strict specifications, the structure represents an investment of approximately £20,000 into the local economy, supporting local tradespeople for its dismantling, relocation, installation, and ongoing maintenance.
15. The cat hotel will feature 8 suites, each capable of accommodating up to two cats (provided both cats are from the same household), in accordance with current Animal Welfare (Licensing of Activities Involving Animals) Regulations 2021 (AAL) standards. In total, the facility will house a theoretical maximum of up to 16 cats at any one time, but our data across 25 hotels in England show that a maximum of 50% bookings are for 2 cats or more, meaning realistically the hotel will house a maximum of 12 cats. The building is designed for animal comfort, hygiene, and visual discretion, using materials and specifications similar to those adopted by reputable charities such as Cats Protection and Blue Cross.
16. The cat hotel is a prefabricated uPVC structure that can be easily erected or taken down and removed.
17. Building Details:
 - a. Constructed from uPVC panels and framed glazing with galvanised safety mesh.
 - b. Fully insulated, soundproofed, and equipped with a heat-reflective polycarbonate roof.
 - c. Built on a concrete base measuring approximately **53.77m²** (12.39m x 4.34m).
 - d. Height: 2.4m at the front, tapering to 2.1m at the rear, enabling climbing and movement for cats.
 - e. Fitted with energy-efficient lighting, including diffused low night lighting in sleeping areas and corridor lighting with prisms. No external lighting is proposed.
18. Each suite includes:
 - a. A thermostatically controlled sleeping area.
 - b. Bespoke antimicrobial furniture.
 - c. Impervious flooring and grout system for optimal hygiene.
 - d. Fully covered exercise area allowing cats the space they need to climb and relax.
19. The external environment will include an attractive wooden pergola, softened by natural planting and seasonal hanging baskets. Bird boxes will also be installed, supporting local biodiversity.

Operations and Activity

20. **Appointment-only system:** Visitors are strictly by appointment between 9:00am and 5:00pm, Monday to Saturday. No visitors on Sundays or Bank Holidays.



21. **Traffic and parking:** Anticipated vehicle activity is extremely low, with an average of one car per day stopping briefly for drop-off or collection.
22. **No external staff:** The hotel will be operated solely by Nicole Cronje the resident owner. Supplies will be sourced as part of normal domestic shopping, with no commercial deliveries.

Hygiene and Waste

23. The building design avoids water runoff; no hosing is used, and floors are cleaned using dry, vet-approved protocols. Mains water is not required.
24. Cats are only accepted with proof of vaccination and worming and flea treatments.
25. Cat litter is specifically chosen for odour control and waste reduction. Waste is triple bagged, stored in a separate 240L bin (separate from all household waste), and collected by a registered private carrier.

Amenity and Noise

26. Longcroft buildings exceed Chartered Institute of Environmental Health acoustic insulation standards.
27. The quiet nature of cats, combined with robust insulation, ensures absolutely minimal noise disturbance.
28. This proposed facility reflects the high-quality standards of the Longcroft brand, while operating discreetly and in full harmony with its residential surroundings. within a high-specification modular building, sited in the rear of the garden of Stewart Place House.
29. Key features include:
 - a. UPVC insulated panels, impervious hygienic flooring, and polycarbonate roofing.
 - b. Bespoke antimicrobial cat furniture.
 - c. Energy-efficient lighting and thermostatic control.
 - d. Installation of a decorative pergola with natural planting and bird boxes to soften visual impact and enhance biodiversity.
30. The facility will be operated solely by Nicole Cronje, the property's co-owner and resident. The boarding activity will be run on an appointment-only basis, during the hours of 9:00am to 5:00pm, Monday to Saturday. No visits are permitted on Sundays or Bank Holidays. No employees will be engaged and customer turnover is anticipated to be an average of one car per day.



The Need for the Facility

National Context

31. As of 2024, the estimated cat population in the UK stands at 12.5 million, with approximately 33% of Scottish households owning at least one cat — slightly above the UK average of 29% (source: Pet Food Manufacturers Association). Despite this, there are only around 2,000 licensed catteries nationwide, many of which are outdated or unable to meet modern standards for animal welfare and hygiene.
32. The introduction of more stringent licensing requirements in 2018 across the UK raised welfare standards but also led to the closure of numerous older facilities that could not comply. The COVID-19 pandemic further intensified the shortage: cat ownership increased significantly, while many catteries closed temporarily or permanently due to lost income. As a result, there is now a persistent mismatch between rising demand and limited, ageing supply, particularly during holiday and travel peaks.
33. The Longcroft concept was developed to address this specific gap — offering high-quality, low-volume cat care in small, home-based, purpose-built facilities. Its business model prioritises individualised, stress-free boarding in a quiet environment, and enjoys high levels of repeat custom. The success of every Longcroft hotel to date — including those in similarly rural or sensitive locations — reflects a clear and ongoing need for this type of facility.

Local Context

34. Garmouth lies within the Moray Council area, which had a population of 95,800 at the 2021 Census — up from 93,300 in 2011, an increase of 2.7% (source: National Records of Scotland). The number of households with at least one usual resident rose to 43,772, and Moray's Housing Need and Demand Assessment (HNDA) projects a continuing upward trend, especially in smaller and older households who are more likely to own pets.
35. Applying the PFMA's 2024 estimate of 33% cat ownership in Scotland, there are likely over 14,400 cat-owning households in Moray, many of whom rely on professional care when travelling or during periods of ill health or relocation.
36. Despite this, the immediate area around Garmouth and the wider Moray Firth coast has very limited provision of modern, welfare-compliant catteries. Facilities that do exist are often shared with dog boarding, located at greater distance (often more than five miles away), or operate in older buildings that may not meet best practice for hygiene, stress reduction, or environmental enrichment.
37. The proposal at Stewart Place House directly addresses these local shortfalls — both quantitative (lack of capacity) and qualitative (demand for premium, hygienic,



species-specific boarding). The relocation and reuse of an established Longcroft facility from another area reinforces the sustainable nature of the proposal and the company's commitment to high standards. It brings a proven business model into an underserved area with a demonstrable and growing need for premium cat care services.

Site Description

38. Stewart Place House is a freehold detached property set within a spacious garden plot in an accessible rural-residential location on South Road, in the village of Garmouth.
39. Stewart Place house is a Category C listed building, located within the Garmouth Conservation Area.
40. Due to these factors, Longcroft reached out to the Development Control Team at Moray Council for clarification on the requirement for a Listed Building Consent and Conservation Area Consent by email on 1 May 2025.
41. A follow up call was made to the Duty Planning Officer regarding these points on 2 May 2025. We were grateful to receive a call back from the Duty Planning Officer on 6 May 2025, to which it was confirmed that Listed Building Consent was not required as the cat hotel building was not to be joined to the house in any way, and that Conservation Area consent was not required as there is no demolition proposed.
42. However, the Duty Planning Officer did note that the white uPVC would need to be adorned in some way in order to be fully in keeping with the aesthetic of the Conservation Area. When we suggested that we could use a timber shell to encase and mask the uPVC, the Duty Planning Officer said that would be a good idea. As such, we have included plans to show the encasement of the white uPVC in timber, to be decorated with hanging baskets, flower beds and bird boxes.
43. We would encourage Moray's feedback on this, as we are committed and willing to work with the council to meet the required standards.
44. According to the Government's online flood risk map, the land is in an area with a "very low risk" of surface water flooding and a "very low risk" of flooding from rivers and the sea. No works are proposed that would affect existing trees or landscaping.
45. The property is not affected by any Tree Preservation Orders (TPOs). The garden is surrounded by mature hedging and mature trees which provide visual screening.

Planning Policy Context

National Planning Framework 4 (NPF4)



46. Relevant NPF4 policies include:

- **Policy 3 – Biodiversity:** Proposals should contribute to enhancement of biodiversity. This development includes bird boxes and pollinator-friendly planting and does not remove any existing habitat.
- **Policy 14 – Design, Quality and Place:** The development respects the site context, is compatible with its surroundings, and integrates well into the garden environment. This is the basis of the timber encasement.
- **Policy 27 – Rural Development:** The proposal supports a small home-based business, compatible with the residential setting and local character.

Moray Local Development Plan (MLDP) 2020

47. Relevant MLDP 2020 policies include:

- **DP1 – Development Principles:** Proposals must be appropriate in scale and form, safeguard residential amenity, and have no adverse impact on the local environment.
- **PP1 – Sustainable Economic Growth:** Supports low-carbon, home-based enterprises that serve local need without compromising environmental quality.
- **EP5 – Open Space and Biodiversity:** Encourages habitat creation and on-site biodiversity improvement, which this proposal actively promotes.

Planning Considerations

Surface Water and SuDs

48. The cat hotel will be installed on a concrete base and will introduce a modest area of impermeable surface (approximately 53m²). While small in scale, surface water drainage has been considered in accordance with national and local guidance. Runoff from the



roof will be directed into an appropriately sized water butts over a gravel soakaway, allowing attenuation of rainfall and gradual infiltration into the surrounding soil.

49. This design prevents uncontrolled runoff and avoids any need to connect to the public sewer system for surface water. The proposal is consistent with NPF4 Policy 22 (Flood Risk and Water Management) and reflects best practice for minor development.

Residential Amenity & Traffic

50. The use is wholly ancillary to the residential dwelling and will have no negative impact on neighbouring residents. Cats are quiet animals, and the modular building is sound-insulated and enclosed. The absence of staff, amplified sound, or regular deliveries further limits potential impact.
51. Visitors will arrive on an appointment-only basis, ensuring no concentration of activity or traffic. One car per day is typical for this use, and on-site parking is readily available. There is no risk of overspill or obstruction to local traffic. The operator lives on-site and will maintain high standards of cleanliness, discretion, and customer management.

Parking and Access

52. The property has 6 off-street parking spaces and ample driveway space for visitors in its in and out one-way driveway. Customer visits are minimal (typically one short visit per day), and all visits are by prior appointment.

Drainage and Flood Risk

53. The site benefits from mains drainage and lies in an area of very low flood risk. The cat hotel does not require additional drainage infrastructure.

Biodiversity and Landscaping

54. The proposed development comprises the installation of a 53m² concrete base to accommodate a small-scale commercial structure within the garden of a residential property. As such, the extent of new land affected by this proposal is materially limited.
55. The area being developed does not contain any priority habitat, planting, or ecologically sensitive features, and the surfaces being replaced are of negligible biodiversity value.
56. Given that the proposed works show a minimal net increase in impermeable area over low-value ground, it is considered that this development will not result in measurable biodiversity loss.



57. In any event, we are keen to support biodiversification and as such, no trees or hedges will be removed. Enhancements include a decorative pergola, new border planting, and bird boxes. The development has no impact on local habitats or protected species.

Waste and Hygiene

58. Waste is minimal and disposed of using a 240L bin stored within the property boundary until collected by a registered waste carrier. All cleaning follows Longcroft's veterinary-led hygiene protocols. No odour issues are anticipated.

Summary and Conclusion

59. This application relates to the installation of a pre-used temporary and removable outbuilding to provide short-term luxury boarding accommodation for cats, comprising eight suites, on land forming part of the residential property known as Stewart Place House. The proposed site is set within a spacious, well-screened garden plot in a tranquil setting, with no risk of flooding. The proposed building is discreetly located in the rear garden, screened by mature landscaping, and its domestic scale and appearance are in keeping with the character of the surrounding area.
60. The facility will be run by the resident owner and will remain ancillary to the residential use of the dwelling. No staff will be employed, and customer visitation is strictly by appointment only, during regular working hours. Vehicle movements are minimal — an average of one car per day — and there are no delivery requirements beyond those typical of domestic use. The use will therefore have no material impact on residential amenity, traffic, or local infrastructure.
61. The proposed building is of exceptionally high quality and is manufactured to standards comparable to those adopted by leading animal welfare organisations. Unlike many traditional catteries — often constructed from timber and difficult to maintain — the Longcroft model provides a clean, quiet, and comfortable environment with state-of-the-art hygiene protocols.
62. There are now over 24 Longcroft Cat Hotels (a total of 35 having opened but some having since closed) operating across the UK, including many in sensitive locations such as Conservation Areas, Green Belt land, National Parks, and the open countryside. Planning authorities have consistently recognised that the model is compatible with its surroundings and meets high standards for animal welfare and design. The demand for such facilities continues to grow — the UK is now home to over 12.5 million cats, yet only around 2,000 licensed catteries remain. Many of these are ageing or have closed following the introduction of the 2018 licensing regulations and the COVID-19 pandemic.



63. Locally, Moray has seen a significant rise in population and household growth, and current projections suggest further increases by 2041. An estimated 29% of households in the district are likely to own at least one cat. Despite this, there is no comparable facility in the immediate Garmouth area.
64. This application directly addresses the shortfall in high-quality cattery provision in both a qualitative and quantitative sense. It introduces a valuable local service, contributes to the local economy, supports home working, and promotes sustainable enterprise — all aims that align closely with national and local planning policy.
65. This proposal is for a modest, well-screened, and high-quality modular outbuilding to house an 8-suite Longcroft Luxury Cat Hotel. It reuses an existing building with an established planning and operational track record, and integrates fully into the garden of the host dwelling.
66. The use is ancillary, low-intensity, and compatible with the residential setting. It provides local economic and social benefit with no identified harm. The development supports biodiversity, avoids environmental conflict, and complies fully with NPF4 and the Moray Local Development Plan.
67. Planning permission is respectfully sought and justified in full.
68. We thank you kindly for your time in reading this statement, and the applicant welcomes any questions or clarifications.

Appendix 1

Schedule of Longcroft Cat Hotels granted planning permission

Town	Address	When Opened
Welwyn Garden City	23 Longcroft Lane, Welwyn Garden City, Hertfordshire AL8 6EB	June 2010
St Albans	38 Longacres, St Albans, Hertfordshire AL4 0DR (*)	April 2012



Winchmore Hill	Redcot, Whielden Lane, Winchmore Hill, Amersham, Buckinghamshire HP7 0NQ	March 2014
Fontwell	Fairacres, Level Mare Lane, Eastergate, Chichester, West Sussex PO20 3SA	September 2014
Pamber Heath	2 Church Road, Pamber Heath, Hampshire RG26 3DP	October 2014
Braintree	217 Church Street, Bocking, Braintree, Essex, CM7 5LH	March 2015
Southport	23 Shaws Road, Birkdale, Southport, PR8 4LP	April 2015
Luton	12 Corncrake Close Luton Bedfordshire LU2 8EL	December 2015
Cole Green	73 Great Ganett, Welwyn, HERTS, AL7 3DB	March 2016

Romford	35 Hamlet Road, Romford, RM5 2DS	June 2016
Margate	18 Gresham Avenue, Westbrook, Margate CT9 5EH	May 2017



Norbury	157 Green Lane, Norbury, Greater London, NW16 3NA	July 2017
Barnet	64 Haslemere Avenue, East Barnet, London, EN4 8EU	July 2017
Liphook	78 Portsmouth Road, Liphook, GU30 7EF	December 2017
Croydon	36 Valley Road, Kenley, Greater London CR8 5BQ	June 2018
Letchworth	13 Field Lane, Letchworth, HERTS, SG6 3LF	March 2018
Chelmsford	32 Hill Road, Chelmsford, Essex, CM2 6HW	April 2018
Barry Island	54 Redbrink Crescent, Barry Island, Vale of Glamorgan, Wales, CF62 5TU	July 2018
Cuffley	33 Brookside Crescent, Cuffley, Hertfordshire, EN6 4QW	July 2018
Orpington	9 Forest Way, Orpington, BR5 2AG	July 2019
Sheffield	28a School Green Lane, Sheffield, S10 4GQ	August 2019



Flitwick	46 Osprey Road, Flitwick, Bedford MK45 1RU	January 2020
Tring	46 Nathaniel Walk, Tring, Hertfordshire, HP23 5DG	March 2020
Romsey	Pains Hill, New Barn Farm House, Romsey SO51 0JE	May 2020
Banbury	The Burrow, Merestone, Marston St Lawrence, Banbury OX17 2DB	December 2020
Bury St Edmunds	Parkfield, Drinkstone, Bury St Edmunds, Bury Saint Edmunds IP30 9SS	May 2021
Sandridge	35 St. Albans Rd, Sandridge, St Albans AL4 9LE	August 2021
Four Marks	12 Fairfield Green, Four Marks, East Hampshire GU34 5BL	October 2021
Walkern	1 Winters Ln, Walkern, Stevenage SG2 7NZ	August 2023
Crowthorne	2 Lower Broadmoor Rd, Crowthorne RG45 7HD	August 2023
Bursledon	12 Goslings Turning, Bursledon, HANTS, SO31 8LP	February 2024



Creeting St Peter	Glebe House, The Ln, Creeting St Peter, Ipswich IP6 8QR	May 2024
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Notes:

- i. Until March 2019, Longcroft also had an outlet at Royston, but this ceased operating due to the franchisee deciding to leave the network for personal reasons.
- ii. It should also be noted that planning permissions were granted a cat hotel at Haywards Heath, because the activity was seen to be acceptable in planning terms. However, for business reasons, Longcroft decided not to establish permanent cat hotels in these locations at the present time.

Rebuttal Addendum to Planning Statement

Application Reference: 25/00549/APP

Proposal: Erection of Modular Outbuilding for Cat Boarding Facility (8 suites)

Location: Stewart Place, South Road, Garmouth, Moray, IV32 7LX

Applicant: Mrs Nicole Cronje

Agent: Abigail Purser

Introduction

This addendum is submitted in response to the Planning Officer's indication that the above application is likely to be refused, citing concerns regarding impact on residential amenity and incompatibility with the character of the area, referring to NPF4 Policy 14 and Moray LDP Policy DP1. It demonstrates that the proposal fully complies with both policies and merits approval.

This document addresses those concerns in turn and demonstrates why the proposal complies with both policies and should be supported.

Rebuttal to NPF4 Policy 14: Design, Quality and Place

Officer Reasoning: The proposed use would increase noise and traffic, harming residential amenity and character.

Response:

NPF4 Policy 14 supports development that enhances place quality, respects local character, and preserves amenity. This proposal aligns with the policy for the following reasons:

- **Discreet Ancillary Use:** The cattery is limited to 8 suites and will operate solely by the resident homeowner, with no external staff, no Sunday or bank holiday activity, and visits strictly by appointment only (Mon–Sat, 9am–5pm).
- **Minimal Traffic Impact:** The Transportation Manager raised no objection, confirming that visibility, access, parking, and turning arrangements are suitable. Only one customer vehicle per day is anticipated at a maximum, with many days having no customers at all.
- **High Design Quality:** The modular building is constructed to veterinary-grade standards, fully insulated, and soundproofed. The white uPVC finish is to be timber-encased with planters and bird boxes, following advice from the Duty Planning Officer.
- **No Noise or Odour:** The operation involves indoor-only, sound-insulated suites for cats. There are no dogs, no external runs, no amplified noise, and no animal-related activities outside the unit.
- **Mixed-Use Context:** It is important to note that the site sits directly opposite an existing coffee shop and apart-hotel, both of which generate regular footfall

and vehicle movements. This context clearly demonstrates that the area is not exclusively residential and already accommodates small-scale commercial activity without harm.

- **Residential Context Compatibility:** The proposal involves a small, unobtrusive building set within the rear garden of a detached residential property. Screening is provided by mature trees and hedging.
- **Precedent for Use:** Longcroft Hotels have been approved in 36 residential locations with one location in a semi rural area. (please see attached addendum) Planning has been granted in Conservation areas, Green Belt, Open Countryside, Chilterns area of Outstanding Natural Beauty and one location operates within the South Downs National Park. The sensitive sites include Winchmore Hill (CH/2013/1737/FA) Letchworth Garden City and Liphook.
- **Minimal Impact:** No staff, no commercial deliveries, and no lighting or signage. Visitation is pre-booked and highly limited. This is less intensive than many forms of permitted home-based business.
- **Amenity Safeguards Built-In:** Waste is securely stored and collected via registered private carrier. Hygiene protocols exceed statutory requirements. Sound insulation exceeds Chartered Institute of Environmental Health standards.
- **Established Commercial Uses Nearby:** The proposal will not introduce a new use class to the area, but rather complement the existing small business presence, including the aforementioned coffee shop directly opposite the site.

It is respectfully submitted that there is no evidence of unacceptable amenity impact, and the scale and use are clearly compatible with DP1's objectives.

Broader Policy Support

This application is also supported by:

- **NPF4 Policy 27 – Rural Development:** Encourages home-based and small rural businesses that support local economies.
- **MLDP Policy PP1 – Sustainable Economic Growth:** Supports low-carbon, local enterprise and diversification.
- **NPF4 Policy 3 / MLDP Policy EP5 – Biodiversity:** Bird boxes, planting, and the non-intrusive nature of development enhance biodiversity

To reject the application would be contrary to these policies.

Conclusion

Longcroft Luxury Cat Hotels is a successful national brand with a 14-year track record of delivering high-quality cat boarding in residential and rural settings across the UK. Planning permission has been granted for over 30 hotels, including in sensitive areas such as Conservation Areas, Green Belt, and National Parks. These approvals reflect the consistently low-impact nature of the Longcroft model, which involves:

- Strict appointment-only visitation
- No noise-generating activities
- Veterinary-grade, hygienic, sound-insulated buildings
- No staff or delivery traffic
- No history of complaints or enforcement across any UK sites

The Planning Officer's concerns appear to rely on general assumptions about traffic or noise, rather than the detailed evidence and supporting documentation presented. The Transportation Manager has accepted the scheme, and the model has been successfully operated with no amenity impact for over a decade.

This proposal is:

- Proportionate, well-designed, and low-impact;
- Compatible with the residential context and Conservation Area;
- Supportive of local economic resilience and sustainable home working.

We respectfully ask that this evidence be fully reconsidered before any refusal is issued. If you remain minded to refuse, we request that you do so without further delay (noting that the application is already outside its target determination period), and we will submit a full appeal to the Local Review Body.

Schedule of Existing Longcroft Cat Hotels

All except one in residential areas and all fully licensed by the local authority

Town	Address	When Opened
Welwyn Garden City	23 Longcroft Lane, Welwyn Garden City, Hertfordshire AL8 6EB	June 2010
St Albans	38 Longacres, St Albans, Hertfordshire AL4 0DR	April 2012
Winchmore Hill	Redcot, Whielden Lane, Winchmore Hill, Amersham, Buckinghamshire HP7 0NQ	March 2014
Fontwell	Fairacres, Level Mare Lane, Eastergate, Chichester, West Sussex PO20 3SA	September 2014
Pamber Heath	2 Church Road, Pamber Heath, Hampshire RG26 3DP	October 2014
Braintree	217 Church Street, Bocking, Braintree, Essex, CM7 5LH	March 2015
Southport	23 Shaws Road, Birkdale, Southport, PR8 4LP	April 2015
Luton	12 Corncrake Close Luton Bedfordshire LU2 8EL	December 2015
	73 Great Ganett, Welwyn, HERTS	

Cole Green	AL7 3DB	March 2016
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Romford	35 Hamlet Road, Romford, RM5 2DS	June 2016
Margate	18 Gresham Avenue, Westbrook, Margate CT9 5EH	May 2017
Norbury	157 Green Lane, Norbury, Greater London, NW16 3NA	July 2017
Barnet	64 Haslemere Avenue, East Barnet, London, EN4 8EU	July 2017
Liphook	78 Portsmouth Road, Liphook, GU30 7EF	December 2017
Croydon	36 Valley Road, Kenley, Greater London CR8 5BQ	June 2018
Letchworth	13 Field Lane, Letchworth, HERTS, SG6 3LF	March 2018
Chelmsford	32 Hill Road, Chelmsford, Essex, CM2 6HW	April 2018
Barry Island	54 Redbrink Crescent, Barry Island, Vale of Glamorgan, Wales, CF62 5TU	July 2018
Cuffley	33 Brookside Crescent, Cuffley, Hertfordshire, EN6 4QW	July 2018
Orpington	9 Forest Way, Orpington, BR5 2AG	July 2019

Sheffield	28a School Green Lane, Sheffield, S10 4GQ	August 2019

Flitwick	46 Osprey Road, Flitwick, Bedford MK45 1RU	January 2020
Tring	46 Nathaniel Walk, Tring, Hertfordshire, HP23 5DG	March 2020
Romsey	Pains Hill, New Barn Farm House, Romsey SO51 0JE	May 2020
Banbury	The Burrow, Merestone, Marston St Lawrence, Banbury OX17 2DB	December 2020
Bury St Edmunds	Parkfield, Drinkstone, Bury St Edmunds, Bury Saint Edmunds IP30 9SS	May 2021
Sandridge	35 St.Albans Rd, Sandridge, St Albans AL4 9LE	August 2021

Walkern	1 Winters Ln, Walkern, Stevenage SG2 7N	December 2022
Crowthorne	2 Lower Broadmoor Rd, Crowthorne RG45 7HD	April 2023
Bursledon	12 Goslings Turning, Bursledon, Southampton SO31 8LP	October 2023

Creeping St Peter	Glebe House, The Ln, Creeping St Peter, Ipswich IP6 8QR	May 2024
Wymondham	The Wren, Sutton Street, NR18 9JJ	May 2025
Chelmsford	10 Grey Ladys, Chelmsford, Essex, CM2 8RB	June 2025

Woking	1 Queens Avenue West Byfleet, KT14 7AD	July 2025

Notes:

- i. Until March 2019, Longcroft also had an outlet at Royston, but this ceased operating due to the franchisee deciding to leave the network for personal reasons.
- ii. It should also be noted that planning permissions were granted for cat hotels at Haywards Heath, because the activity was seen to be acceptable in planning terms. However, for business reasons, Longcroft decided not to establish permanent cat hotels in these locations at the present time.

Rebuttal to Concerns Regarding Residential Amenity and Rural Character

Planning Application Ref: 25/00549/APP

Proposal: Erection of Modular Outbuilding for Specialist Cat Boarding Facility

Location: Stewart Place, South Road, Garmouth, IV32 7LX.

We write in response to the Planning Officer's indication that the proposal is likely to be refused due to concerns about:

1. Impact on residential amenity, and
2. Incompatibility with the surrounding rural character of the village and the wider Conservation Area.

With respect, we submit that these concerns are unfounded and not supported by the context of the application site, its operation, or the surrounding environment.

1. No Adverse Impact on Residential Amenity

The proposed small scale cat boarding facility will operate:

- On a strictly appointment-only basis, generating low levels of vehicle movement, comparable to a small home-based business or a home help coming in each day.
- Even when at 100% capacity the maximum number of customers cats in the hotel at one time is 8. **In light of this, we would be happy to accept a condition in the following form: In association with the development hereby approved, the number of customers whose cats can be boarded at any given time is restricted to a maximum of 8.**
- From a purpose-built, sound-insulated outbuilding, designed with animal welfare and visual discretion in mind , timber clad to make the outer look like a shed or other associated outbuilding we are used to seeing within residential gardens.
- With no overnight staffing, the homeowner runs the business as an extension to their hobby, no bright external lighting, or commercial signage is proposed.
- In full compliance with animal welfare regulations, 100% of our hotels have been awarded a 5-star rating by their respective local authorities from year three onwards.

Each hotel is fully licensed and designed to promote a quiet, meticulously clean, and stress-free environment for its guests.

- Longcroft has been operating since 2010 and is well known for accommodating small numbers of cats in spacious, luxury UPVC and double-glazed suites. The unique and proven business model already operates successfully in 36 residential locations, all fully licensed and does not generate noise, odour, or disruption to neighbours. Unlike dog kennels, there is no barking, and all cats are housed quietly and securely within the building.

In short, the proposal is less disruptive than short-term holiday lets, community event spaces, or food and drink establishments, all of which operate in close proximity to the applicant site.

2. Compatible with the Established Mixed Character of the Area

The claim of incompatibility with the “rural character” does not reflect the actual, observable pattern of development in Garmouth or along South Road. Within the immediate and surrounding area there are already multiple existing businesses operating from residential properties or within the Conservation Area itself, including:

- **Speyside Coffee Roasting Co** - Fochabers IV32 7LU 1 minute from the applicant property and operating since 2017. – Café and roastery with on-site production.
- Open Weds to Saturday 10am -3pm and also Open on Sundays.
- <https://speysidecoffee.co.uk/>
- **Nova Hair** – A commercial retail use subject to a current certificate application (25/00632/CLE).
- **Speyside Self-Catering holiday let:** Fochabers IV32 7LU 1 minute from the applicant property. <https://speysideselfcatering.co.uk/>
- Associated attractions: <https://speysideselfcatering.co.uk/attractions>
- **Coorie Doon Cottage:** Fochabers IV32 7LZ 1 minute from the applicant property. Advertised nationally on Air B & B, the owner Amanda has been running this for 9 years the property has 80 individual customer reviews so its a popular choice.
- Heather Lea Cottage – Short-term accommodation holiday let business, Fochabers IV32 7NT,
- **Paawfect Pet Services** –Fochabers IV32 7HZ. Operating since 2018. An existing pet care service in the locality offering dog walking, Pet Taxi services and Wedding Day dog care.
- <https://www.facebook.com/paawfectpetservices/>
- **Garmouth & Kingston Community Hub** IV32 7NQ. Operating since January 2020. Event venues and craft retailers, fruit and Vegetable sales alongside Pizza evenings and Tapas evenings and guided walks.

https://www.facebook.com/GKCommunityHub/about_profile_transparency?locale=en_GB

- **Morinet Communications IV32 7GT.** Morinet Communications is a company that operates in the Telecommunications industry. It employs 10 to 19 people and has 1M to 5M of revenue. The company is headquartered in Fochabers. They offer WIFI, CCTV, security and digital services for Hotels, Cafés, Caravan Parks, Farms and Offices.
<https://www.facebook.com/MorinetTel/about>
- **Speyside Counselling IV32 7NJ** - Operating since July 2020. Offering counselling services in person. https://www.facebook.com/JenniferUpsonCounsellor/about/?_rdr
- **Egita Lash & Nails IV31 6AA** - Operating since 2015. Offering in person services such as hairdressing, eyelash and brow tinting and acrylic nails.
https://www.facebook.com/lashedandstyledbyegita/?locale=fy_NL
- **Kingston Gelato Kitchen** (pending Environmental Health and Safety approval) **Opening hours Thursday to Saturday.** This business will utilise an outbuilding within a residential garden that has been fitted with electrics and hot and cold water to use as a Gelato kitchen and business. **Kingston Gelato will also be sold at The Community Hub in Garmouth — where daily availability of large scoop paper cups are advertised.**
<https://www.kingstongelato.co.uk/updates/gelato-shack>

Below is an article from their website and tells the story on how they will go from “**Shack to Scoop Shop**”

“It’s nearly there! From a worm-filled grey shack to a light and airy, and most importantly, hygiene-compliant kitchen. Somewhere in between that first inspiration on a muggy February day and now, from this summer, I passed the point of no return with Kingston Gelato. This point occurred some time after the visit from Environmental Health and Safety, which advised on the suitability of the shed and provided me with information on the next steps. With the kitchen now hooked up with electricity and serviced with hot and cold water pipes, that point of no return is in the past. Three months on from bringing the dream to reality, the kitchen is shaping up to fulfil our goal of being an artisan gelato specialist, producing joyful scoops of bold flavours.”

- Rob Wigham Watercolours IV32 7LP <http://www.robwighamwatercolours.com/>
- All of these businesses are service-based with commercial uses.

- Tourist attractions such as the Lein Nature Reserve, Garmouth & Kingston Golf Club, and various walking and cycle routes, all bring regular external activity through the village.

This confirms that the area is not exclusively rural or residential in its use or character. The Conservation Area designation does not preclude change or commercial use — rather, it seeks to ensure that development is sensitive to its context. The proposed outbuilding respects that context through:

- Modest scale and siting within a private garden.
- Design quality, aligned with Longcroft’s high-welfare standards.
- Design includes an attractive, wooden timber outer-shell to respect the visual aspect of the area.
- Landscaping and boundary treatments that visually soften its impact.

3. South Road Is an Active Access Route

South Road serves as the main access to Garmouth and Kingston, used by all vehicles, buses, deliveries, and visitors accessing the wider network of trails and nature reserves. It is not a quiet rural lane, but rather a functional, well-trafficked road within the settlement envelope.

The proposed business would generate no more activity than currently associated with visitor traffic or nearby tourist and café uses. Therefore, any argument about increased vehicle movements or disturbance is not substantiated in this context.

Conclusion

In light of the minimal impact on amenity, prevalence of similar commercial uses, and the contained, discreet nature of the proposal, we respectfully submit that the application does not conflict with the rural or conservation character of the area.

The proposed cat boarding facility:

- The proposal preserves residential amenity through its low-intensity, passive use. The primary use of the property will remain as a private residence with garden, with the cat hotel operating as a secondary Sui Generis use.
- Respects the Conservation Area setting, and
- Reflects the village's mixed and evolving character, which blends residential, community, tourism and small-scale enterprise uses.

We therefore kindly request that the application be determined on its planning merits, with appropriate conditions if necessary, rather than refused on generalised concerns that do not reflect the site-specific realities of this location.

Updated figures as requested by Moray Council, Flood Risk Management using the appropriate climate change allowance for the site (37%).

Drainage Response – Application 25/00549/APP

Stewart Place House, South Road, Garmouth

Following your consultation response dated 22/07/25, we have updated our drainage layout and calculations as follows:

Soakaway Location

The soakaway will be relocated to a position at least 5 metres from the nearest property boundary, in line with Building Regulations and Moray Council policy.

(See Diagram 1 – Soakaway System)

Design to 3.33% AEP + 37% Climate Change Allowance

The proposed soakaway has been designed to accommodate a 1-in-30-year storm event in accordance with the CIRIA SuDS Manual (C753) (3.33% AEP) with a 37% climate change uplift, in line with SEPA guidance for the North-East Scotland River Basin District.

- Impermeable Roof Area: 53.7 m²
- Design Rainfall Depth: 54.8mm (40mm 1-in-30-year storm + 37% uplift)
- Runoff Volume Calculation: 53.7 m² × 0.0548m = 2.94m³
- Proposed Soakaway Capacity: 3 m (L) × 1 m (W) × 2 m (D) = 6.00 m³
- Freeboard / Safety Margin: 6.00 m³ – 2.94 m³ = 3.06 m³

This confirms that post-development runoff will not exceed pre-development runoff, and no surface water will discharge to third-party land or sewer systems. The soakaway provides a robust margin of safety and demonstrates compliance with Moray Council's drainage requirements.

Surface Water Management

The site remains fully permeable outside the building footprint. The new structure sits slightly above ground level, with all roof runoff directed via guttering into a water butt, with overflow managed via the soakaway.

In exceedance events, surface water will follow the natural ground slope over soft landscaped areas, with no increased risk of flooding to surrounding properties or infrastructure.

This approach is in accordance with Sustainable Drainage Systems (SuDS) principles

and Moray Council's Supplementary Guidance. We trust this addresses all requirements from the Flood Risk Management team. Please let us know if any further clarification is needed.

Kind regards,

Abi Purser (Agent)

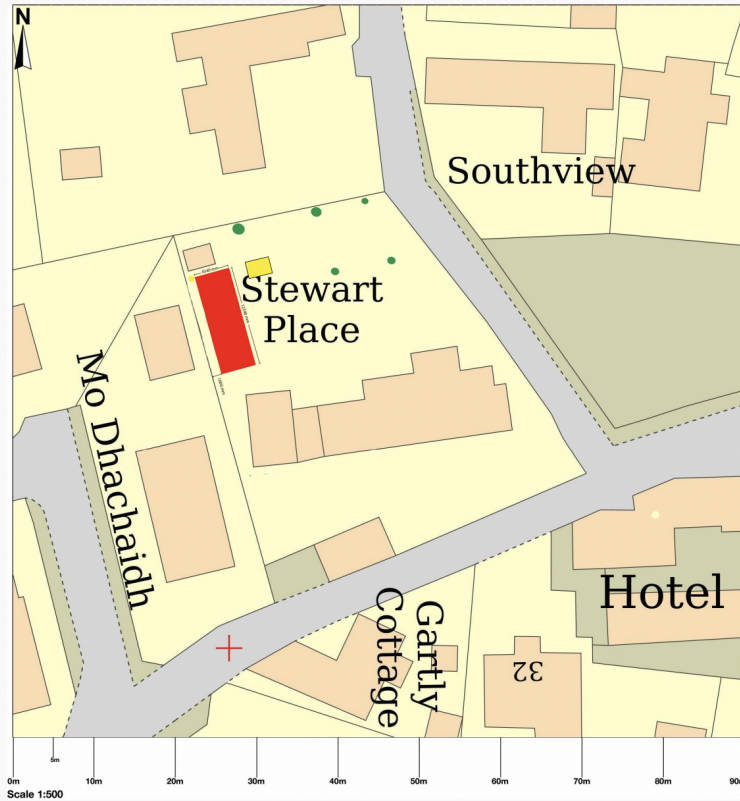
On behalf of the applicant



**UK
Planning
Maps**

-  Tree
-  Water butt to collect rain water
-  Soakaway - 3m x 1m x 2m deep

Stewart Place House, South Road, Garmouth, Fochabers, IV32 7LX



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From: Tracey Dickieson <Tracey.Dickieson@moray.gov.uk>
Sent: 24 Jul 2025 09:25:55
To: DMSMyEmail@moray.gov.uk
Cc:
Subject: FW: Stewart Place, Moray IV32 7LX - Your Ref: 25/00549/APP - Erection of specialist Cat Boarding facility.
Attachments: Planning Consultation Response 25-00549-APP UPDATED (ACCEPTANCE).docx

From: Kmicha, Karim <Karim.Kmicha@jacobs.com>
Sent: 23 July 2025 16:54
To: FRM Consultation <frmconsultation@moray.gov.uk>; Fiona Olsen <Fiona.Olsen@moray.gov.uk>
Cc: Planning Consultation <consultation.planning@moray.gov.uk>
Subject: RE: Stewart Place, Moray IV32 7LX - Your Ref: 25/00549/APP - Erection of specialist Cat Boarding facility.

Warning. This email contains web links and originates from outside of the Moray Council network.
You should only click on these links if you are certain that the email is genuine and the content is safe.

Hi Fiona,

Please find attached final FRM Response for this application.
It is ACCEPT with no comments or conditions attached to it.

With respect to the neighbours' concerns, a drainage statement has been provided by the applicant which includes plans and calculations for the proposed drainage system which is designed to a 3.33% Annual Exceedance Probability (including climate change) without surcharging. The submission is in line with Moray Council guidance for drainage and flooding which can be found in the "Supplementary Guidance on Flood Risk and Drainage Impact Assessments for New Developments" document via www.moray.gov.uk/downloads/file133646.PDF.

Thanks,

Karim Kmicha (he/him) | Jacobs | Environmental Engineer, Water & Environment
karim.kmicha@jacobs.com | Edinburgh, UK | Charity Ambassador for ACE Europe



UPCOMING ANNUAL LEAVE:

Wednesday 16th July to Friday 18th July (inc.)

Wednesday 27th August to Friday 29th August (inc.)

From: FRM Consultation <frmconsultation@moray.gov.uk>
Sent: 23 July 2025 10:12
To: Kmicha, Karim <Karim.Kmicha@jacobs.com>
Subject: [EXTERNAL] FW: Stewart Place, Moray IV32 7LX - Your Ref: 25/00549/APP - Erection of specialist Cat Boarding facility.

Hi Karim,

Please see attached update for this application

Kind Regards,

Natalie Nowinski BEng (Hons)
Engineering Technician | Flood Risk Management – Consultancy
[news](#) | [website](#) | [Facebook](#) | [Instagram](#) | [YouTube](#)
natalie.nowinski@moray.gov.uk | 07751341255

Work pattern: hybrid (Mon-Fri, 8am-4pm)

From: Abi Purser <info@longcroftcathotel.co.uk>

Sent: 22 July 2025 14:47

To: Fiona Olsen <Fiona.Olsen@moray.gov.uk>; FRM Consultation <frmconsultation@moray.gov.uk>

Subject: Stewart Place, Moray IV32 7LX - Your Ref: 25/00549/APP - Erection of specialist Cat Boarding facility.

Warning. This email contains one or more attachments and originates from outside of the Moray Council network.

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Warning. This email contains web links and originates from outside of the Moray Council network.

You should only click on these links if you are certain that the email is genuine and the content is safe.

Good afternoon Fiona.

We hope you are well.

We have reviewed the comments uploaded today 22nd of July by Flood Risk Management and have amended our plan to include the 37% climate change allowance as requested.

We are happy for this to be conditioned as part of the decision notice if you feel this to be appropriate and look forward to your comments.

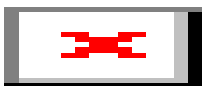
The updated document is attached in PDF format.

FRM copied in.

Many thanks

Abi Purser

Agent.



Abi Purser, Founding director

Longcroft Luxury Cat Hotel

23 Longcroft Lane, Welwyn Garden City, Herts, AL8 6EB. | Telephone: 01707 832000



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Consultation Request Notification

Planning Authority Name	Moray Council
Response Date	3rd June 2025
Planning Authority Reference	25/00549/APP
Nature of Proposal (Description)	Erect outbuilding for specialist cat boarding facility operating as an ancillary cattery business from the residential property at
Site	Stewart Place South Road Garmouth Fochabers Moray IV32 7LX
Site Postcode	N/A
Site Gazetteer UPRN	000133001445
Proposal Location Easting	333898
Proposal Location Northing	864345
Area of application site (M²)	1509
Additional Comment	
Development Hierarchy Level	LOCAL
Supporting Documentation URL	https://publicaccess.moray.gov.uk/eplanning/centralDistribution.do?caseType=Application&keyVal=SW6RDTBGH2Y00
Previous Application	24/01286/APP 24/01004/LBC 91/01237/LBC
Date of Consultation	20th May 2025
Is this a re-consultation of an existing application?	No
Applicant Name	Mrs Nicole Cronje
Applicant Organisation Name	
Applicant Address	Stewart Place South Road Garmouth Fochabers Moray IV32 7LX
Agent Name	Abigail Purser
Agent Organisation Name	
Agent Address	23 Longcroft Lane Welwyn Herts AL8 6AB
Agent Phone Number	
Agent Email Address	N/A

Case Officer	Andrew Miller
Case Officer Phone number	01343 563274
Case Officer Mobile number	07854 685960
Case Officer email address	andrew.miller@moray.gov.uk
PA Response To	consultation.planning@moray.gov.uk

NOTE:

If you do not respond by the response date, it will be assumed that you have no comment to make.

The statutory period allowed for a consultation response is 14 days. Due to scheduling pressures if a definitive response is not received within 21 days this may well cause the two month determination period to be exceeded.

Data Protection - Moray Council is the data controller for this process. Information collected about you on this form will be used to process your Planning Application, and the Council has a duty to process your information fairly. Information we hold must be accurate, up to date, is kept only for as long as is necessary and is otherwise shared only where we are legally obliged to do so. You have a legal right to obtain details of the information that we hold about you.

For full terms please visit http://www.moray.gov.uk/moray_standard/page_121513.html

For full Data Protection policy, information and rights please see http://www.moray.gov.uk/moray_standard/page_119859.html

You can contact our Data Protection Officer at info@moray.gov.uk or 01343 562633 for more information.

Please respond using the attached form:-

MORAY COUNCIL

PLANNING CONSULTATION RESPONSE

From: Transportation Manager

Planning Application Ref. No: 25/00549/APP

Erect outbuilding for specialist cat boarding facility operating as an ancillary cattery business from the residential property at Stewart Place South Road Garmouth Fochabers for Mrs Nicole Cronje

I have the following comments to make on the application:-

Please

- | | | |
|-----|---|-------------------------------------|
| (a) | I OBJECT to the application for the reason(s) as stated below | ☐ |
| (b) | I have NO OBJECTIONS to the application and have no condition(s) and/or comment(s) to make on the proposal | ☐ |
| (c) | I have NO OBJECTIONS to the application subject to condition(s) and/or comment(s) about the proposal as set out below | ☒ |
| (d) | Further information is required in order to consider the application as set out below | ☐ |

This proposal is for an ancillary cat boarding facility of 8 suites to be provided within the garden ground of an existing property within Garmouth Village.

Sufficient parking and manoeuvring space is available within the site to accommodate a number of vehicles, and with pedestrian accesses available onto the adjacent (private) lane "The Wyndies" directly opposite a large car park associated with an adjacent apart hotel and coffee house. The applicant has confirmed that the site would operate on a booking only basis and with customer appointments being staggered to minimise any increase in vehicular activity or parking demand at any given time. Additionally, staffing is to be provided by those already occupying the property.

Although the existing vehicular access onto the B9015 South Road is subject to slightly restricted visibility the speed limit at this location is 20mph, and it is considered that any associated (new) vehicular movements would have minimal impact overall.

Note – for clarity this response is provided on the basis of the boarding facility being ancillary to the parent property (as described):

Condition(s)

1. A minimum of four existing car parking spaces shall be retained within the site throughout the lifetime of the development, unless otherwise agreed in writing with the Council as Planning Authority.

Reason: To ensure the permanent availability of the level of parking necessary for residents/visitors/others in the interests of an acceptable development and road safety.

2. A turning area shall be retained within the curtilage of the site to enable vehicles to enter and exit in a forward gear.

Reason: To ensure the provision for vehicles to enter/exit in a forward gear in the interests of the safety and free flow of traffic on the public road

Further comment(s) to be passed to applicant

Planning consent does not carry with it the right to carry out works within the public road boundary.

Public utility apparatus may be affected by this proposal. Contact the appropriate utility service in respect of any necessary utility service alterations which have to be carried out at the expense of the developer.

No building materials/scaffolding/builder's skip shall obstruct the public road (including footpaths) without permission from the Roads Authority.

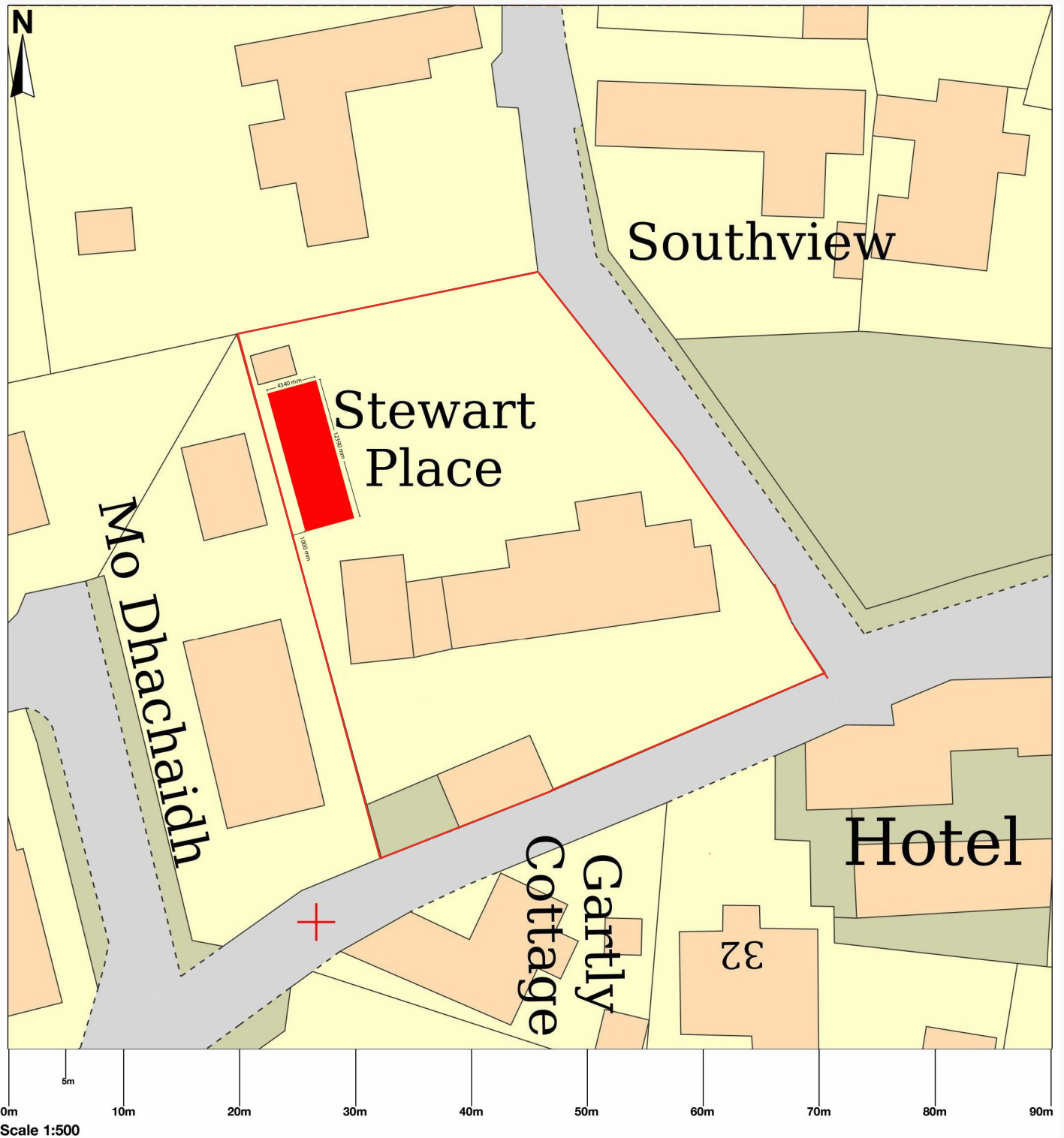
Contact: AG
email address: transport.develop@moray.gov.uk
Consultee: TRANSPORTATION

Date 05 June 2025

Return response to	consultation.planning@moray.gov.uk
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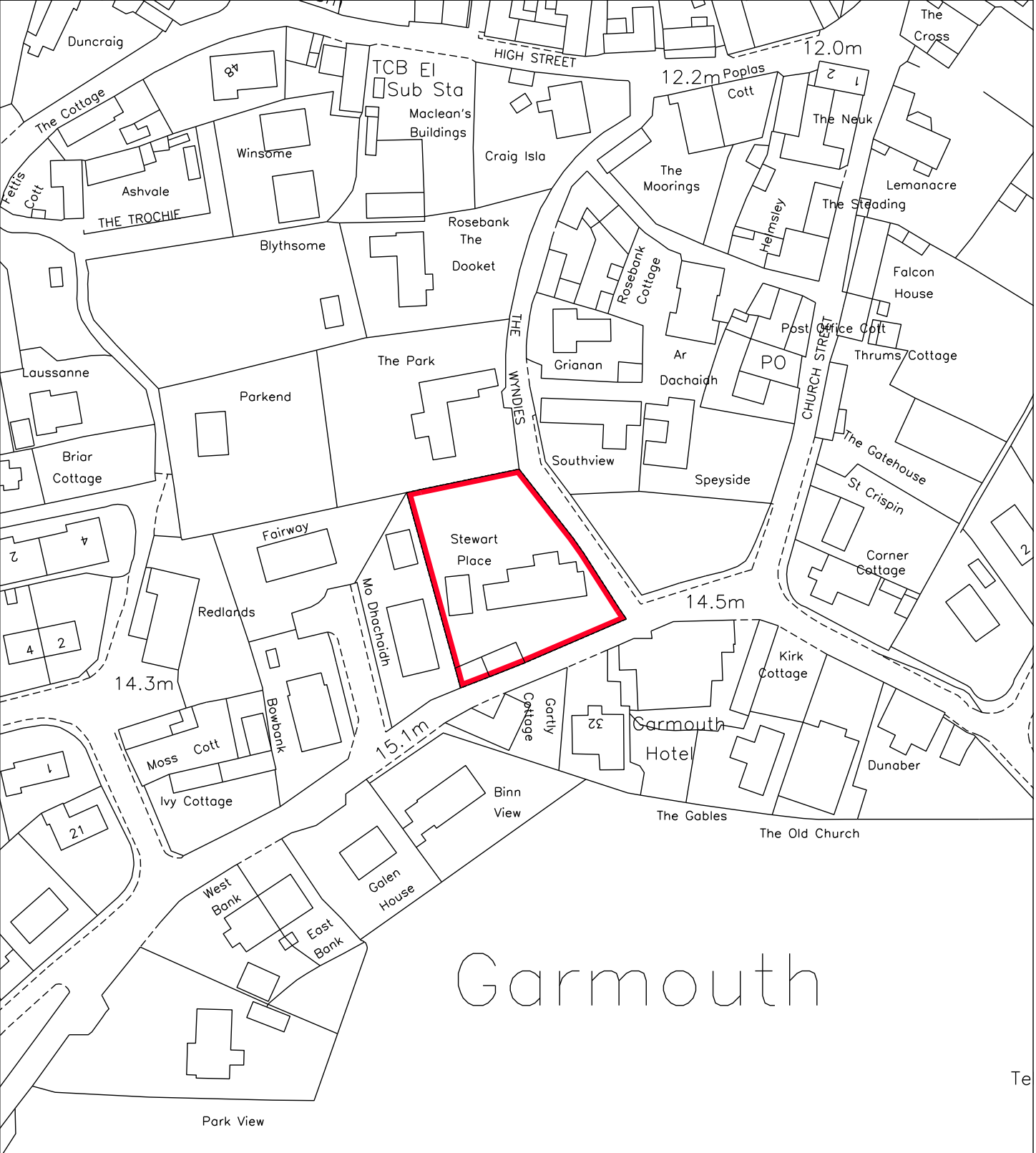
Please note that information about the application including consultation responses and representations (whether in support or objection) received on the proposal will be published on the Council's website at <http://publicaccess.moray.gov.uk/eplanning/>. (You can also use this site to track progress of the application and view details of any consultation responses and representations (whether in support or objection) received on the proposal). In order to comply with the Data Protection Act, personal information including signatures, personal telephone and email details will be removed prior to publication using "redaction" software to avoid (or mask) the display of such information. Where appropriate other "sensitive" information within documents will also be removed prior to publication online.

Stewart Place House, South Road, Garmouth, Fochabers, IV32 7LX



 LAND REGISTER OF SCOTLAND		Officer's ID / Date	TITLE NUMBER
		7860 29/3/2019	MOR18930
	ORDNANCE SURVEY NATIONAL GRID REFERENCE		70m
NJ3364 NJ3464			Survey Scale
			1/2500

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1) Proposed Plans for Longcroft Cat Hotel

x 2 Double and x 6 Family Size Walk-In Style Pens

These plans are made to Longcroft Luxury Cat Hotels Specification

Wall Thickness = 70mm

Scale = 1:100

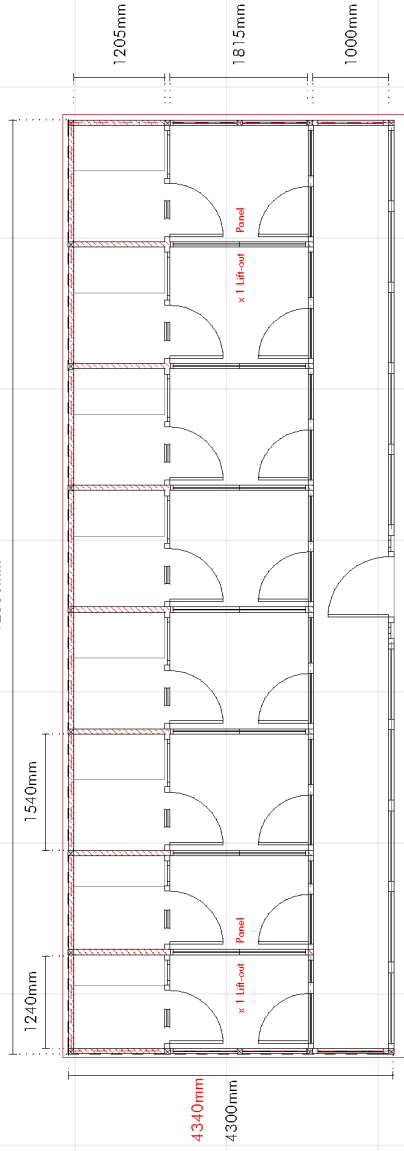
x 2 Lift-out Panels as shown on plans

No thresholds to doors

Base sizes indicated in red

12390mm

12350mm



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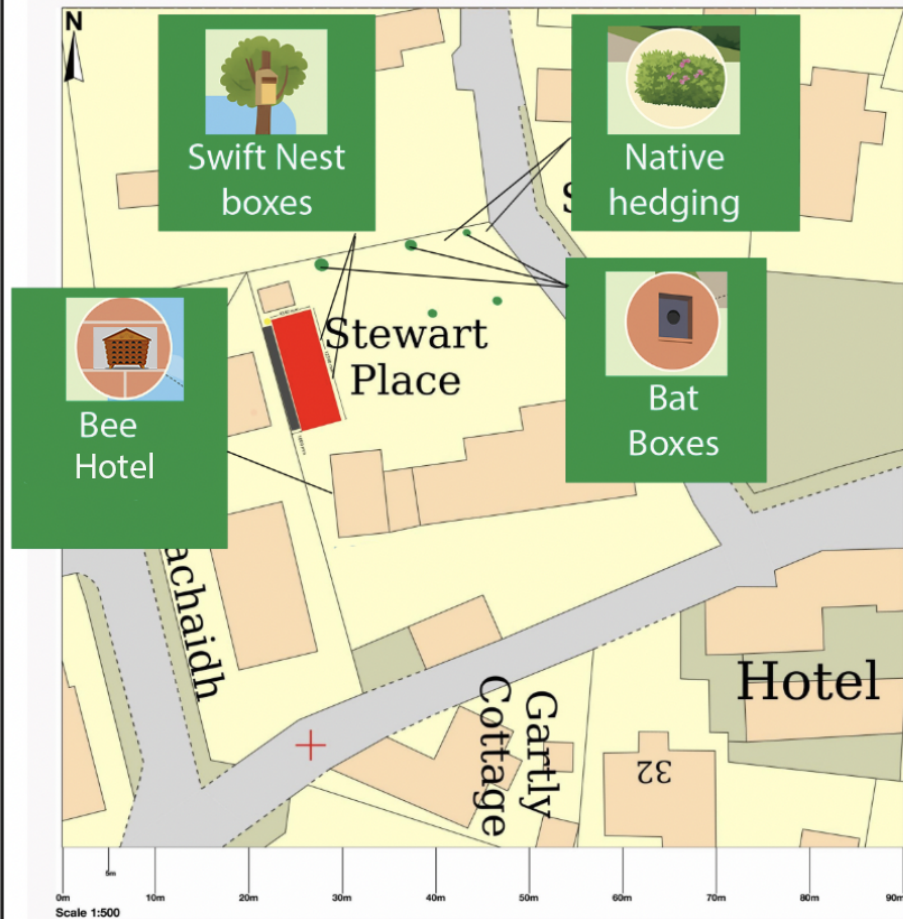


**UK
Planning
Maps**

- Gravel Soakaway
- Water butt to collect rain water

Tree

Stewart Place House, South Road, Garmouth, Fochabers, IV32 7LX



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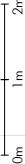
2) Front Elevation

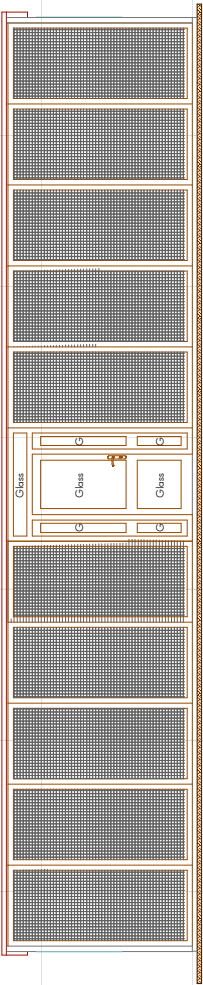
Wall Thickness = 70mm
Scale = 1:100

These plans are made to Longcroft Luxury Cat Hotels Specification



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1:100 Scale



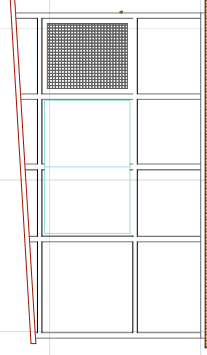


4) Left Side Elevation

Wall Thickness = 70mm

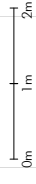
Scale = 1:100

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1:100 Scale



3) Rear Elevation

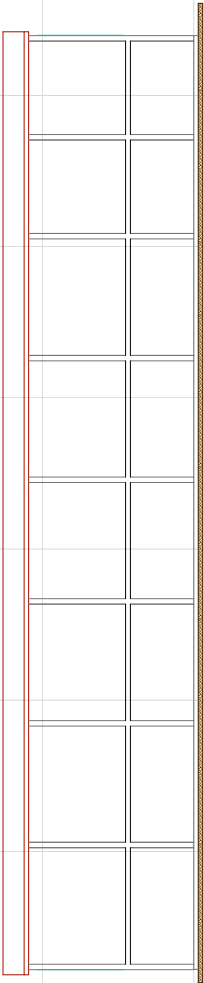
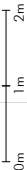
Wall Thickness = 70mm
Scale = 1:100

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1:100 Scale

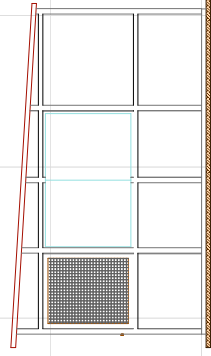


5) Right Side Elevation

Wall Thickness = 70mm

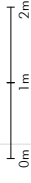
Scale = 1:100

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1:100 Scale



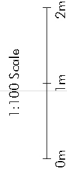
1) Proposed Plans for Longcroft Cat Hotel



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Scale = 1:100



12350mm

4300mm

