AUSTIN JOHN LTD

Business Plan and Operational Statement



Proposed Change of Use from B8 Storage and Distribution to Class E Photography Studio at The Bungalow, Camelgate, Spalding, PE12 6ES

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On Behalf of: South Holland District Council
By Lauren Austin, August 2026

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1.0 Business Overview

Slice of Life Photography Limited (Company No. 17226614) is a portrait photography business specialising in maternity, newborn, family and pet photography. The business operates on an appointment-only basis, with all sessions pre-booked; it does not operate as a walk-in retail service.

The business has been established and trading in the local area for 13 years. It was originally established as a sole trader before incorporating as a limited company, reflecting its continued growth. It currently operates from premises in Whaplode and is seeking to relocate to larger, more suitable premises at Camelgate, Spalding, to support its continued development.

In addition to its core portrait sessions, the business runs seasonal and themed mini-sessions throughout the year, including sunflower field and Christmas mini-sessions, alongside its regular maternity, newborn, family and pet photography services.

2.0 Reason for Relocation

The applicant's current premises no longer meet the operational needs of the business. Camelgate offers additional working space, direct car parking and ground-floor accommodation with ramped access and level internal circulation. These features are required to accommodate the studio's equipment, including backdrops, lighting and props, and its client base, many of whom attend appointments with babies, young children, prams and pets.

The relocation would enable an established local business to invest, expand and adapt. This is consistent with Policy E2 of the August 2026 National Planning Policy Framework, which requires substantial weight to be given to the economic benefits of commercial development that allows businesses to invest, expand or adapt.

3.0 Operating Hours and Appointment Pattern

The business would operate at Camelgate primarily between 8.00am and 5.00pm, Monday to Saturday, with occasional Sunday or evening opening.

The business typically holds between two and four appointments per day. Each appointment lasts between one and three hours, depending on the type of session.

4.0 Vehicle Movements and Parking

Clients travel to appointments by car, typically in one vehicle per appointment and occasionally in two. Sufficient on-site car parking is available at Camelgate to accommodate this level of demand, together with the applicant's own vehicle.

Given the appointment-only nature of the business, vehicle movements are low, predictable and spread throughout the day, rather than concentrated or linked to passing trade.

The limited scale of the proposed use means that it would not generate a significant amount of movement or materially affect the operation or safety of the local highway network. The operational information provided within this statement therefore offers a proportionate assessment of the likely transport effects of the proposal, having regard to Policy TR6 of the August 2026 National Planning Policy Framework.

5.0 Deliveries and Waste

The business receives deliveries of props, packaging and printed products, usually on a weekly basis and by standard courier.

The nature of the business means that only very small quantities of waste are expected to be generated. Any business waste would be stored securely and disposed of through appropriate authorised commercial waste arrangements, in accordance with the applicant's duty of care obligations.

6.0 Staffing

The applicant will initially continue to work alone at Camelgate while the business establishes itself within the new premises. Staffing requirements will be reviewed as the business develops.

7.0 Summary

The proposed use of the premises at Camelgate as a photography studio is low-impact, appointment-based and well suited to the site's parking, access and internal layout. The relocation would support the continued growth of an established local business while bringing a currently vacant commercial building back into active and beneficial use.

The proposal is supported by Policy E2 of the August 2026 National Planning Policy Framework, which gives substantial weight to the economic benefits of allowing businesses to invest, expand and adapt. It is also supported by Policy L2, which gives substantial weight to the benefits of making better use of vacant and underutilised land and buildings.

The business would not operate as a conventional walk-in retail service and would not rely upon passing trade or linked shopping visits. With only approximately two to four pre-booked appointments per day, the proposed use would have a limited operational impact and would not adversely affect the vitality or viability of Spalding town centre.