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**Business Plan**  
**Proposed Shepherd's Hut Holiday Let**  
**Meadow Head Farm**



**The Orchard**  
**Meadow Head Farm, Hothersall Lane, Hothersall**  
**Ribble Valley**

## **Applicants**

Mr and Mrs Gale; Meadow Head Farm, Hothersall Lane,  
Hothersall, Preston, PR3 2XB

## **Business Summary**

To provide discrete and bespoke short letting accommodation in a private secluded setting in the Ribble Valley.

## **Background**

We have lived at Meadow Head Farm in the Ribble Valley for nearly 20 years raising our family who have now grown up. With our wide business background in manufacturing, digital and marketing, together with many years of investment in our land and property, we would now like to make it accessible to by starting a small short lettings business which will help to continue our focus and investment in the Farm.

## **Proposal**

We are proposing to sell high quality, unique short break experiences for two people at a time, in a bespoke shepherd's hut manufactured to a high standard by Blackdown Shepherd's Huts of Somerset. The hut will sit in an orchard of apple, pear, plum, quince, medlar and nut trees planted in the Royal Diamond Jubilee Year. It is fenced and screened by alder trees with its own wood fired hot tub sourced from Sweden, Indian Kadai firebowl and dining areas. Set discretely on the Farm and close to biological heritage sites, it will afford privacy and the opportunity to explore the Ribble Valley by footpath to the local pubs and restaurants.

## Marketing and Administration

There is a growing market for short breaks in unique small, bespoke accommodation set in secluded country settings. Positioned as the perfect antidote to modern busy and particularly city life, it will afford living and activities in the outdoors whilst enjoying the comforts of modern amenities. Marketing will utilise bespoke websites targeting these breaks together with our own website which will take and handle bookings. In addition it will provide attractive self-catering accommodation for wedding weekends and events. Administration will be from existing office space at Meadow Head Farm.

## Employment

The project will create 3 part time jobs from the beginning and utilise existing local laundry, cleaning and marketing businesses.

## Finance

The Orchard will be open all year round; the five-year plan and assumptions are summarised below:

Year	1	2	3	4	5
Occupancy%	30	40	50	60	70
Sales					
Costs					
EBITDA					
%					

The business i

