

At  
Beech house  
Alston Lane  
Alston



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## Applicants

Mr and Mrs M Dewhurst

Beech House

Alston Lane

Alston PR3 3BN

## Summary of Business.

To provide three high quality country holiday lets for families, couples or groups on land to the north of Beech House Alston lane.

## Proposal.

We are proposing to build three luxury holiday units set in the land to the north of Beech House. Each unit has its own outdoor space and car parking as well as a secure store for cycles or other outdoor activities equipment.

The units have the benefit of open countryside views on all sides. The site is less than 50 mtrs from the River Ribble.

As the road down to the site and land around the site is privately owned there is no car traffic, and not many others travel past down the site.

We would also like to link up with local businesses so they can offer their activities and services to our guests who stay with us.

The river can provide walks, wildlife, watching rare birds, deer and otters.

The river can also be access to fishing which is open to fish 40 weeks of the year

The college 1 mile from the site has open nights to view the stars thought its telescopes.

## Background

We have been living in Alston the last 5 years but have been brought up in the village of Longridge all of our lives.

This is where we have decided to bring up our family and run our Construction and Property and Estate Agent Business from.

As a growing Business we are always trying to grow and support the local economy where we can.

For many years we have been investing in the local economy, buying new offices and shops in the local town, and employing local people where we can. With over 20 years in the experience in the property and housing market with our business we feel it is a good time to move into the holiday let market.

## Target Market

Speaking to other holiday cottage owners and looking at other holiday lets in the area, we have designed the new holiday units to be different in size so we can cater to a wider market.

Family holidays and weekend-breaks we see as our main customers to the lets. In addition to this, we feel the smaller units may attract the fishing market for a one or two night stop over. The smaller units will be furnished with zip and link beds so that they can be offered as 'double' or 'twin' accommodation.

As a large unit we could also rent the full building out to wedding parties or for family events.

As previously mentioned, we will be working with local travel companies to offer the holiday lets to foreign tourists looking for a peaceful break, to enjoy the surroundings and out of the normal pace of life.

We will have walks, cycle routes and activities set out and with time frames, costings and suggestions for the best time of the year to carry out the activities.

## Marketing and Administration

The marketing and administration works will be taking place in the new home office which has just been built above the new garage block at Beech House. This way any guest can easily access information or help if they require without traveling away from the site.

With the new holiday cottages, we proposed to set up a new online website, as well a social media site Mrs Lianne Dewhurst will be running the day to day side of the cottages.

We also propose to use companies such a Sykes Cottages, and AirBnB. These sites are commission based.

In addition, our own estate business Dewhurst Homes will carry out marketing from all five branches and use their on-line presence to promote the holiday lets.

## Properties

The new holiday units have been designed to blend into the surrounding scene of stone-built barns, which when built will look like they have been stood for 50 years in the new location. The large unit reflects the size and details of traditional barns in the area and the smaller units/cottages reflect the style of agricultural outbuildings

We have designed the units as either a 1- bedroom stay, or a 5-bedroom stay and could use the whole site for block 7-bedroom party booking. We have designed it this way so we can offer flexible lettings and reach the maximum number of potential customers in the market, this way we see the cottages best as a business plan.

The cottages will be built in the best reclaimed stone and materials for the site to blend in with Beech House and the other stone houses down the single-track road.

The stonework and the make-up of the building will be treated the same as the main house Beech House and new garage block. No budget is to be place on the building outer look or inside so as not to undermine any detail or damage the overall look of the site.

The cottages will be completed by our own in-house builders, to ensure the standard we require and aim to set in this rural scene. We will aim for the building to blend into the setting of the surrounding buildings and the landscape.

The cottages will be finished to a very high standard and will have under floor heating, wood burners and fitted suites to match the look, Solar uv panels, rain water harvesting will be fitted to reduce our carbon footprint, out of each window will be views of the open countryside.



## Revenue

The holiday units development consists of two 1-bedroom 'cottages' and, a 5-bedroom 'barn', these will be completed to be fully furnished and all 3 units have a total build cost of

Cost for 2x 1-bedroom cottages single story	£120,000
Cost for 1x 5-bedroom double storey barn unit	£120,000
Roads and infrastructure costing	£25,000

Total build cost for the site                      £265,000

The Project will be self-financed

Holiday let Revenue base on 1-bedroom cottages x 50 week per annum

Season	Rent/Wk	Yr 1	Yr2	Yr3
Early	500.00	2	3	3
Easter	600.00	3	3	3
Low	400.00	1	3	3
Mid	450.00	2	4	4
High	720.00	5	5	5
Christmas	500.00	1	1	2
New year	575.00	2	2	2
Half term	575.00	1	1	1
Weekends	375.00	2	3	4
Other	450.00	2	2	2
Weeks in use		21	27	29
Rental income		11,575	14,125	15,025
For both 1 bed cottages		£23,150	28,250	30,050
Comm 10%		£2315.	2825.0	3005.0
Running cost		£6000.0	6000.0	6000.0
Nett profit		£14,835	£19,425	£21,045

## Revenue

Holiday lets Revenue base on 5-bedroom barn type x 50 weeks per Annum

Season	Rent/Wk	Yr1	Yr2	Yy3
Early	700.00	3	3	3
Easter	1020.00	1	1	1
Low	600.00	2	3	5
Mid	575.0	3	4	4
High	1200.00	4	5	6
Christmas	900.00	1	2	2
New year	750.00	1	1	1
Half term	800.00	2	2	2
Weekends	675.00	2	3	3
Other	575.00	2	3	3
Weeks in use		21	27	30
Rental income		£15,395.00	£21,120.0	£23,520.00
Comm 10% agents		£1539.50	£2112.00	£2352.00
Running cost		£4000.00	£4000.00	£4000.00
Nett profit		£11,395.00	£15,008.00	£17,168.00
Combine nett profit for the full site		£26,230.00	£34,433.00	£38,213.00
Return on the investment		10/11 %	13/14%	14/15%

## Employment

The day to day management of the holiday cottages will be carried out by one full time position who will run our marketing, administration and greeting and also one part time position who will look after the outside of the grounds.

We are hoping the local services and activities will attract more tourism from our holiday lets which will increase the local economic growth.

The building and development of the site will be carried out by our own building company which employs local trades men, most of the raw materials for the site works will come from local companies which will in turn bring more economic growth to the local area.

## Activities

All in 15 mins walk from the site

Walking the river Ribble

Bird watching around the Ribble

Short walks to Brook holes natural Reserve

Night Viewing the stars and planets at Alston Observatory

Fishing on one of the best spots in the UK on the Ribble

Other activities may include

Local pubs and restaurants longridge and surrounding areas

Preston town, docks, and parks

Blackpool with its number of activities for a day out

Forest of Bowland