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BUSINESS STATEMENT IN SUPPORT OF A PLANNING APPLICATION FOR THE PROPOSED CONSTRUCTION OF SINGLE STOREY HOLIDAY ACCOMMODATION WITH ASSOCIATED PARKING AND AMENITY AREA ON LAND AT COTTAM HOUSE FARM WRITTENSTONE LANE, LONGRIDGE PR3 2ZN

- 1 The applicant runs a small holiday cottage company 'Ribble Valley Cottages' it is a small but profitable and sustainable holiday cottage business. All the cottages are based in the Ribble Valley and have a positive community focus company contributing to the local economy by bringing tourism to the local town of Longridge and surrounding villages. Not only do they bring tourists to spend in the local shops, restaurants and cafes but they also provide employment by using local cleaners as well as local trades to renovate and maintain their properties.
- 2 This is a family run business providing the mainstream of income. The addition of the proposed accommodation would complement the existing holiday cottage business at Cottam House Farm by providing a luxury, eco-friendly structure aimed at attracting affluent couples wanting to visit the Ribble Valley. This unique development will diversify their business and would allow an additional income stream, offering a different type of accommodation to those already in their portfolio, complimenting rather than competing with their other properties.
- 3 The location of the unit is quite with spectacular views and the proposed building provides an unusual high-quality architectural experience which in combination will be very attractive to visitors. The local area holds significant value within the tourist sector. Being an established business with connections into the holiday let industry means that the unit it likely to be a very successful venture. The current holiday let at Cottam House Farm has high occupancy rates and positive reviews.
- 4 The local economy will benefit from the development with guests spending locally. Guests will be well-placed to experience local attractions and festival such as the 'Food Festival' and visit local attractions such as Beacon Fell, Whalley Abbey, Clitheroe Castle, and well as the wealth of outdoors activities in the Forest of Bowland.
- 5 Overall the success of the holiday business sector in the local area makes this type property a viable option and a great addition to the business. Tailoring the project towards consumer trends such as the aging population and healthy lifestyles will be vital in ensuring any project

is sustainable in the future. Despite the tourist sector being largely exploited in the area, there are still opportunities to target different markets.

- 6 The applicant states *“working as an Independent Property Consultant Covering the Ribble Valley for a Cottage company, market research and booking data tells me that there is an increasing demand for eco-friendly sustainable stays for couples wanting quality luxury finishes but which are built in a sustainable, eco-friendly way which take into account the natural landscape within which they are set. UK Cottage holidays are projected to continue to increase due to the uncertainties of BREXIT and Covid affecting factors including the weakening of the pound, unable/not wanting to travel abroad and there is a demand for quality properties of this type.”*
- 7 The applicant’s views are supported by the Property Recruitment Section of Sykes Cottages which have provided an estimate of the likely income that can be expected and the length of season that can be anticipated. The figures provided show that the development is likely to provide a healthy return on the investment. See letter from Sykes Cottages dated 15/10/2020. They have also provided a letter setting out their knowledge of the holiday cottage market in this area and confirm that there is demand for additional accommodation and the area is not oversaturated with holiday accommodation.