

21 September 2020

To whom it may concern,

**REF: Stanley House Hotel & Spa, Mellor, Lancashire BB2 7NP**

Marketing Lancashire is the official Destination Management Organisation and official voice of tourism for the county. Our role is to ensure that Lancashire's visitor economy thrives, working in partnership with both the public and private sector to champion the county on a national and international stage.

Pre-Covid, Lancashire's visitor economy was worth £4.41 billion per year, attracting 68.7million visitors and supporting over 60,000 jobs, making it the 2nd largest visitor economy in the North West. There is no doubt that the industry has been hit hard by the pandemic and it is of critical importance that we support Lancashire's tourism and hospitality businesses to redefine their offer and place the county in the best possible position to welcome back visitors and major events as it becomes safe to do so.

As such, we very much welcome and fully support the proposals for further development at Stanley House Hotel & Spa. It is clear that they have been developed with the heritage of the site front of mind, and with a sharp focus on what is needed to drive further economic benefit for the area.

Beautiful landscapes, high quality food and drink and luxury wellbeing and spa breaks are key drivers for higher spending domestic and international visitors and the proposed development will deliver strongly against these criteria. They have also identified a genuine gap in the market for a banqueting offer able to cater for large weddings, events and celebrations for over 500 guests with accommodation on site. As organisers of Lancashire's annual Tourism Awards we look for such requirements every year, and these proposals would provide an ideal venue to deliver such an event, as well as meeting the needs of the Asian wedding market which has considerable potential.

As well as having real confidence that the proposed development is right for Lancashire, we also have supreme confidence that the team behind the development will deliver. Monte Blackburn clearly has both the ambition and ability to take Stanley House to the next level. I also believe that they have Lancashire's best interests firmly at heart and I whole-heartedly support their planning application.

Yours sincerely,



Rachel McQueen  
Chief Executive

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