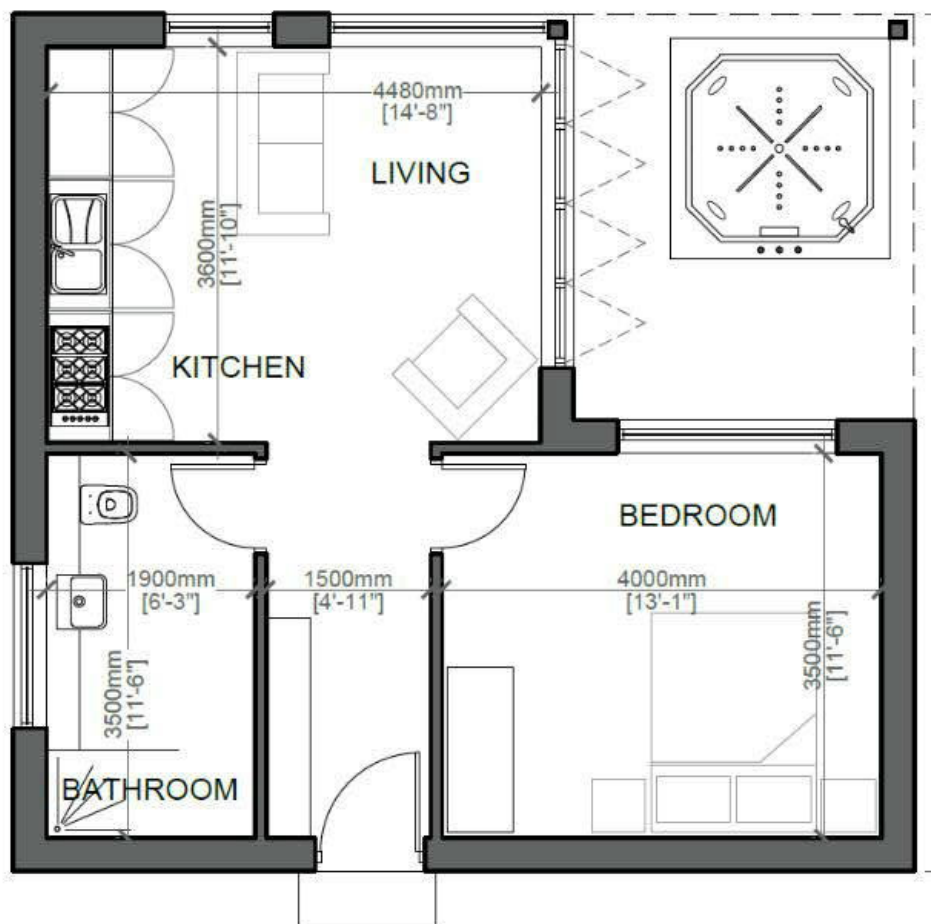


Wellsprings, Clitheroe Road, Sabden, Clitheroe BB7 9HN.



Proposed construction of two single storey one bedroomed holiday let units with parking. Resubmission of 3/2021/0254

Business Statement JDTPL0295

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BUSINESS STATEMENT IN SUPPORT IN SUPPORT OF A PLANNING APPLICATION FOR THE CONSTRUCTION OF TWO SINGLE STOREY ONE-BEDROOMED HOLIDAY UNITS AT WELLSPRINGS, CLITHEROE ROAD, SABDEN CLITHEROE BB7 9HN.

- 1 The applicants Catherine and Zak Marhraouri run the Spanish and Mexican Restaurant at the Wellsprings. This is a long established business of 22 years. Their aspirations for the scheme are as follows.

- 2 *"It has always been part of our business plan to utilise some of the land we own for holiday accommodation. We believe strongly that this will benefit the local area, as we will encourage guests staying in our accommodation to explore the surrounding towns and villages to support other local businesses.*

We feel there has never been a better time to look at building self-contained accommodation, with Travel Experts predicting a rise in people holidaying exclusively in the UK. In 2019 60.5 million staycations were booked in the UK, lasting at least one night. This trend is set to be 8% higher than people holidaying exclusively abroad, and with an increase in the number of people working from home-this will allow more flexibility with when and where they choose to holiday. With so much uncertainty for the future of travel companies, we also feel at an advantage with being able to offer a staycation at an independently run business. We hope this will instil confidence in guests looking to book with us.

We work closely with the Bowland Tourism committee and understand the challenges they are facing with restoring the footpaths, as a result of the people accessing Pendle summit solely via Barley. We are excited that the Bowland Trust are encouraging visitors to access the summit via various routes and their long-term plans include improving the footpaths on our doorstep.

Within our organisation we have a network of individuals all with relevant experience to help us not only promote our accommodation to guests but support with the creation of Welcome Packs for visitors and to ensure we meet all regulations for hosting guests set out by the leisure and tourism industry. One employee has over 15 years' experience working with [REDACTED] We expect this will help us attract a wide variety of guests but anticipate our main customer base will be couples visiting the area and keen on outdoor activities such as walking.

We plan to finance the lodges with savings, so will not need to borrow money against the business. We hope to attract new customers to the area, who will also make use of the restaurant. We would hope that many larger companies in the area would make enquiries to stay with us for business travel. As an example, [REDACTED] regularly bring employees from Germany to the restaurant for dinner, so that they can enjoy our views of the Ribble Valley. With our rural location, we hope this too would play in our favour with attracting additional business for the lodges. We are a popular choice for weddings and other events, being able to offer overnight accommodation will help us attract more of these events."

- 3 This successful family run business already contributes positively to the economy of the Ribble Valley and supports tourism. The addition of the proposed accommodation would complement the existing restaurant business at the Wellsprings and will also draw in new customers by providing on-site accommodation. The provision of holiday accommodation will diversify the existing business making it more robust by diversifying to create a new income stream.
- 4 The location of the units is quite unique with spectacular views and close to excellent walking areas. It may also appeal to people wishing to take advantage of the neighbouring ski slope.
- 5 The local economy will benefit from the development with guests spending locally. Guests will be well-placed to experience local attractions such as Whalley Abbey, Clitheroe Castle and festival such as the 'Food Festival' as well as the wealth of outdoors activities in the Forest of Bowland.
- 6 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. There is often a shortage of single bedroom accommodation in the holiday market. This project provides accommodation for couples seeking to escape to the countryside to enjoy outdoors activities with the choice of self-catering or excellent food on the doorstep.
7. The applicant also draws attention to local businesses wishing to 'sell' the location of the Ribble Valley to customers and investors. The proposed accommodation will provide a unique location for business visitors which also supports and strengthens the local economy.