



**BROCKTHORN**  
FOREST OF BOWLAND

BROCKTHORN  
THE WOODS



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## The Farmhouse

Brockthorn Farmhouse has been a holiday cottage for the last four years, opening in the spring of 2018 having received extensive renovations to sympathetically update the property. Apart from Covid, where we had to close the business, the property has proved extremely popular for visitors looking to explore our local area since its opening.

The house sleeps 10 (+2 with the use of the sofa bed), is popular for multi generation family holidays, wedding party stays and has also hosted corporate stays, bringing a wealth of visitors to our area and offering further support to other small local businesses.



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## Testimonials

“Just returned from the most perfect 3 days. 3 families with 6 little girls. The girls loved the garden and the horses in the field. We enjoyed a lovely day out in Clitheroe and just rebooked for next year!” – Corinne July 2021

“I can totally see how Sophie has achieved a super host status with this property- she has thought of everything and it was absolutely spotless! Stunning property with comfy beds and some beautiful walks. We will definitely come again!” – Sarah November 2019

“We had the BEST time at Brockthorn!! The house is amazing, pictures don't show you just how large and spacious the living areas are! We will 100% be back! The area is fantastic if you like walking and some peace and quiet! We just loved it! Sophie was quick to answer any questions we had but her welcome book answered most of them anyway! Thanks again Sophie and see you again!” – Emily February 2019

“Such a beautiful home, loved our stay and Sophie was so accomodating. The area is one of the most beautiful places I've visited in the UK, and we will definitely be back. Thanks again!” – Henry – October 2018

“We had a really great weekend in Brockthorn, we were a large family having a summer get-together and the house was really great - lots of space, lovely furnishings, really clean and in a beautiful location. It was perfect for kids also - close by are walking and biking trails and lots of beautiful villages and tourist spots to visit.” – Roseita August 2019

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## Testimonials

“2 families, 3 generations gathered together for a celebration at Brockthorn Farmhouse.

The building has been lovingly restored from the 16th century original. It has 5 bedrooms, 4 bathrooms able to accommodate up to 12 people and plenty of space. There is a large kitchen, dining room, outside dining, lounge and snug. The weather was brilliant so we used the patio by the front door and the barbecue. The owners were next door and on hand if we needed anything. They were very pleasant, helpful but not intrusive. Everyone had their phones connected to the WiFi so not an issue. The beds were very comfortable and we had plenty of hot water. We visited Bowland Beer Hall/Holmes Mill on the way up. Coniston Boating one day. Were introduced to “Higher Buck” a marvellous pub in Waddington and called at The Inn at Whitewell on our way home. We had a great time. 10 out of 10 for the company and the venue” – Charlotte July 2021

“What a fabulous place. It is huge and exceeded expectations. We were a group of five and the property could easily accommodate ten. The decor and furnishings were first class. The bathrooms were huge comfortable and the showers luxurious. The beds were large and comfortable. The best nights sleep for a long time. It wasn't just the quiet country or the copious amounts of aesthetic. We spent most of our time in the kitchen which was large and comfortable. We did have to drive everywhere as the country roads /lanes are narrow. But we were able to exercise our dog in the paddock. We had three days: Day 1: Walked around the lake. The blue run! Day 2: Malham Cove 4 hour walk. Shorter is available. Get there early - parking fills up. Day 3: Ingleton Waterfall - Outstanding. £7 per person entry but what a walk. Followed by Sunday lunch at The Craven Arms Giggleswick. Home cooking and great beer. Finally watched DVD's in front of the log burner. Too much to see in the time we had so left a lot to see for the next time” - Mansel Sept 2020

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## Brockthorn Farmhouse Occupancy Rates

2019: Brockthorn Farmhouse Occupancy 44/52 weeks (84% Occupancy)

2020: Of the Dates Brockthorn was legally allowed to host guests (77% Occupancy)

2021: From Reopening in June:

June 2021: 80% Occupancy

July 2021: 79% Occupancy

August 2021: 92% Occupancy

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## Support to Expand Product Offering: Brockthorn – The Woods

With the success of the farmhouse and recognising a need for more than just the standard, run of the mill glamping pod in our area, we feel the expansion of the business to “Brockthorn – The Woods” would allow for tourists to visit our beautiful area and stay in luxury, unique accommodation, which sympathetically compliments our natural surroundings. The focus is for the A-frames to blend naturally and sit discreetly in their environment. The opportunity to develop the A-frames would allow rejuvenation of a dying wood with an abundance of planting to take place.

Our target market for The Woods is couples and families looking for complete escapism, to appreciate the countryside and experience what the Forest of Bowland, Ribble Valley and North Yorkshire Dales has to offer. Including people looking to escape the city; Brockthorn – The Woods will attract people from all over the country and abroad to visit our area. The Woods concept also allows the business to accommodate smaller groups as the farmhouse is focused on larger bookings, sleeping 10 (12 with use of sofa bed). We are very proud of where we live and feel the Brockthorn brand would be a true reflection of this beautiful area.

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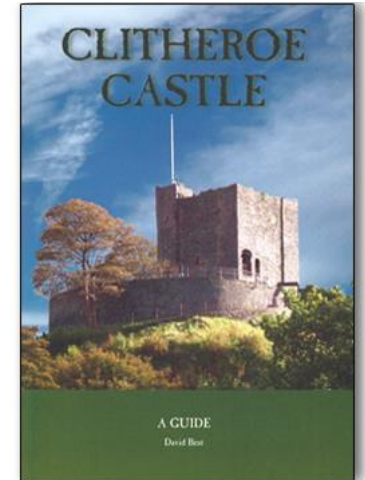
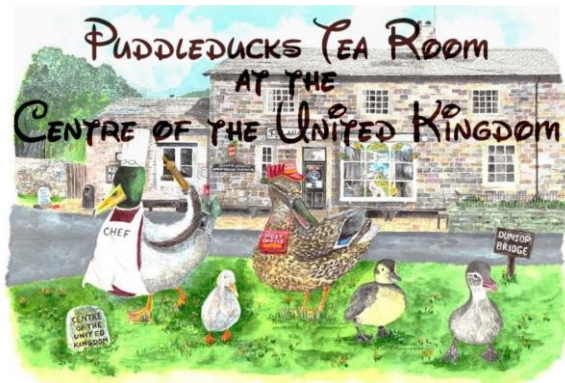
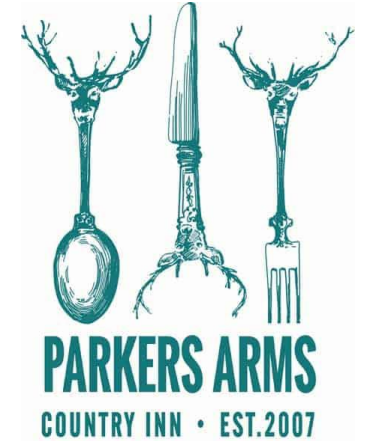
## Employment Opportunity

Brockthorn currently employs a local cleaning team to complete all changeovers at the property, with the addition of The Woods we would expand this team offering further employment opportunities in the local area.

For the brand to be effectively marketed to our target market we would look to run campaigns with a local PR agency – District May. Up keep of our website

A maintenance/ground keeping position would also become available on completion of The Woods.

Local Businesses Brockthorn is known to Support:



BASHALL BARN

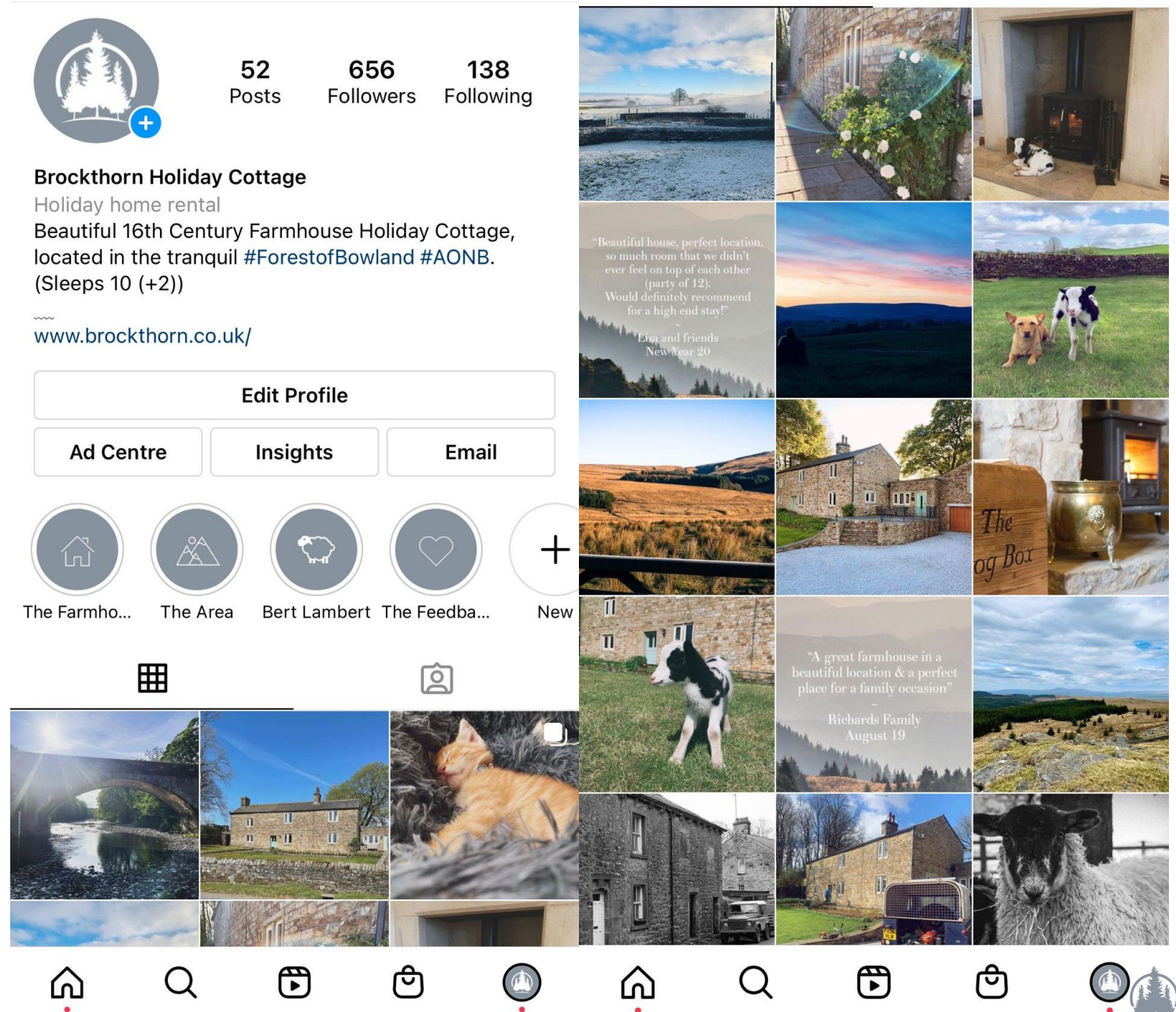


# Marketing

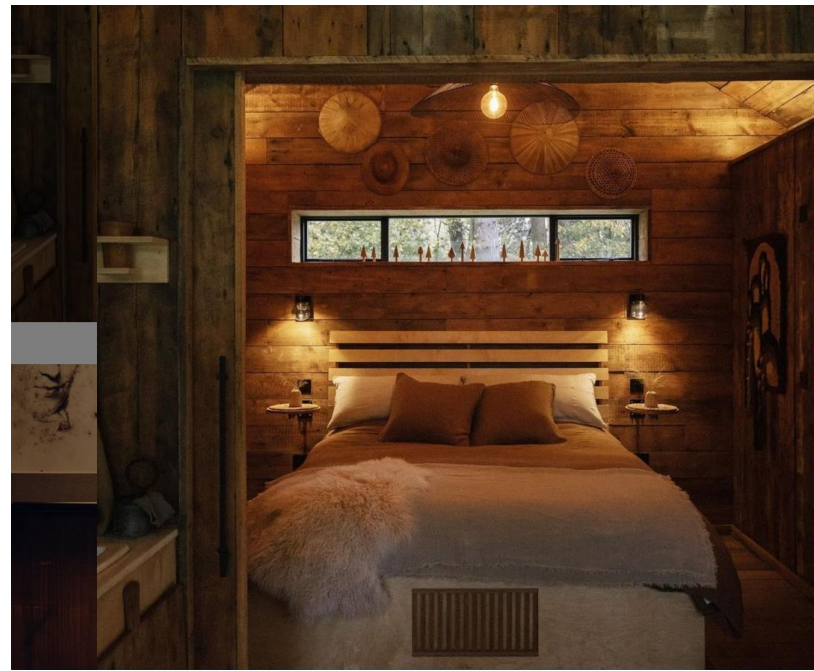
With the success of the farmhouse and recognising a need for more than just the standard, run of the mill glamping pod in our area, the expansion of the Brockthorn brand will offer plenty of marketing opportunity for our area. Brockthorn already has a website and is marketed through social media, mainly Instagram and air B&B.

On the launch of Brockthorn – The Woods, we would run a PR campaign with a local PR company we have worked with previously (District May).

[www.brockthorn.co.uk](http://www.brockthorn.co.uk)





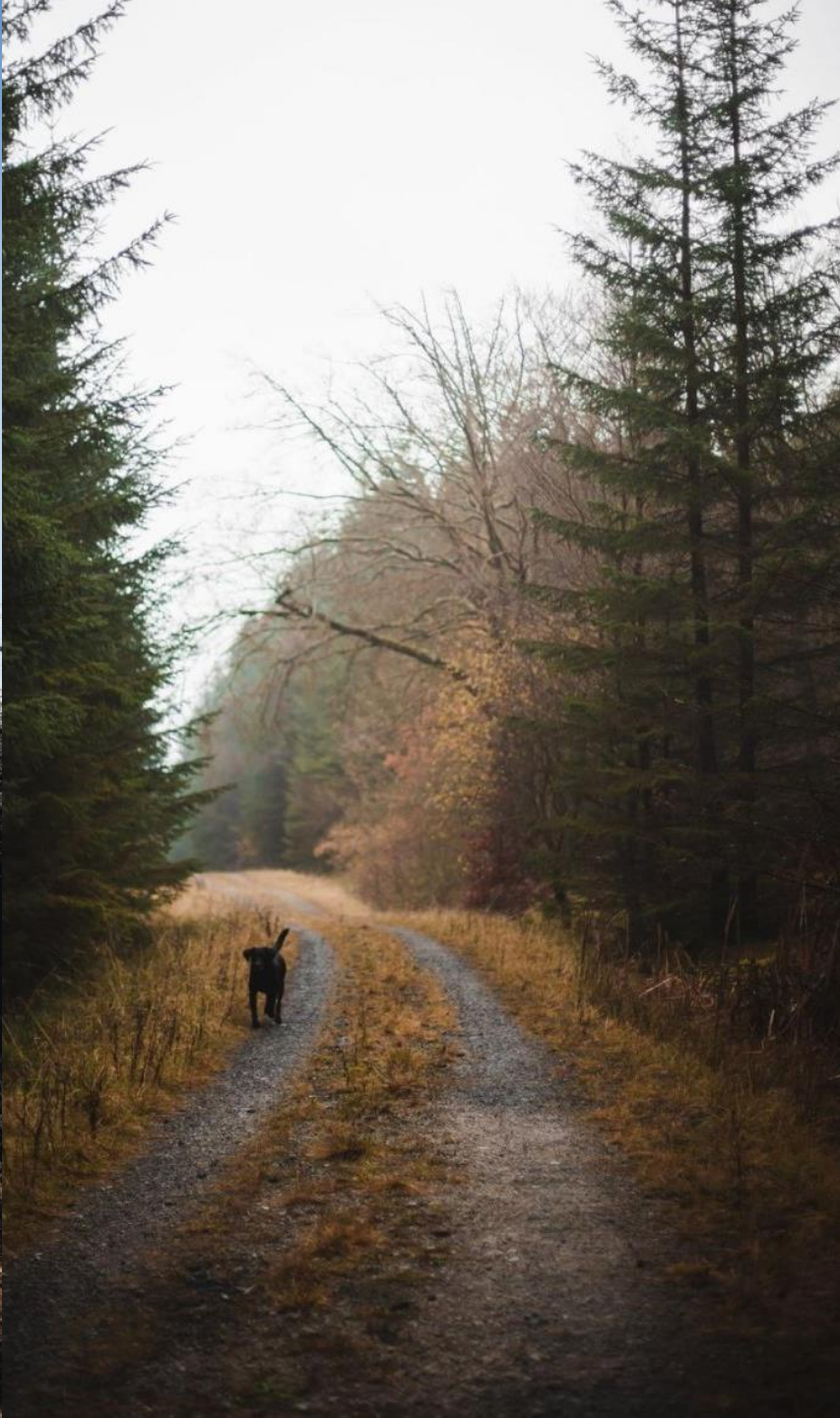












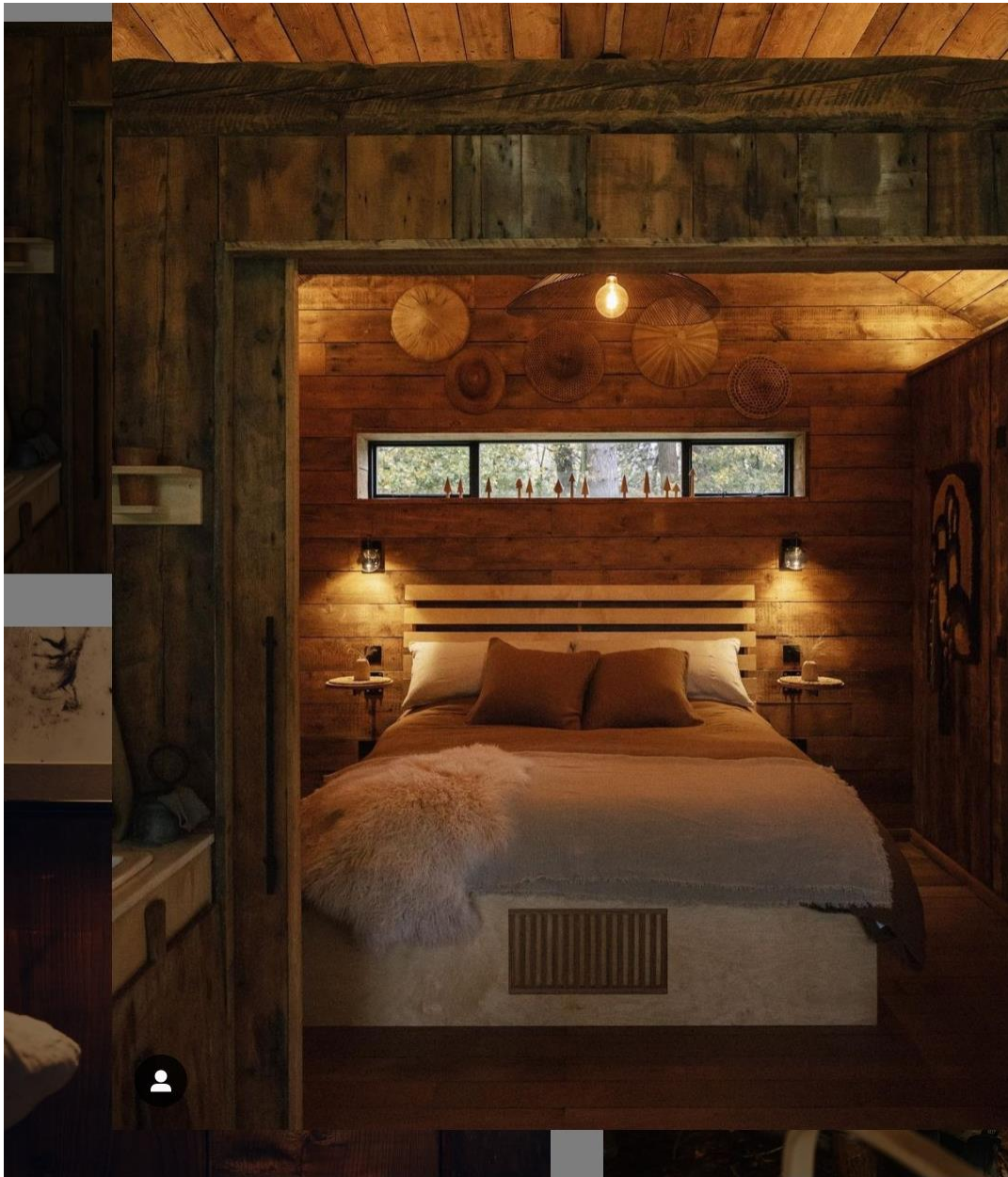


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# SIMILAR CONCEPTS IN UK

- <https://hostunusual.com/categories/a-frames/the-hudnalls-hideout/>
- <https://www.instagram.com/hudnallshideout/>
- Instagram:  
@hudnallshideout

## HUDNALLS HIDEOUT



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# SIMILAR CONCEPTS IN UK

- <https://www.settlenorfolk.co.uk/>
- Instagram: @settlenorfolk

SETTLE, NORFOLK