

Applicant business statement in support of a planning application for the renovation of Keepers Cottage and its conversion from bed/breakfast accommodation to an 8 bed boutique hotel.

1. Myself and my husband took over the Black Bull Inn Old Langho four years ago, when we took over the pub it was incredibly dilapidated, and we have spent our own personal money transforming the pub into a well-established business that is once again the hub of the community.
2. The Black Bull now employs █ members of staff and is now on target to turn over █ this year which worlds away from the █ per year business we took over. We already contribute positively to the local economy and we believe that the proposed new accommodation we are proposing at keepers Cottage is an integral part of our business plan which would not only compliment the existing restaurant we would also have the capacity to draw in new customers encouraging people to remain in the area for longer periods, in turn creating more jobs and opportunities whilst making the business more robust with the creation of a new revenue stream. Further, the planning authority will realise that we are proposing a development that will entail significant and long-term investment by ourselves.
3. In order to progress our current business we need to be able to offer rooms to our guests, keepers cottage was put on the market and was in a state of disrepair, myself and my husband bought Keepers Cottage, its extensive curtilage which includes the 3 holiday let units previously approved with the vision to restore it and turn it into a luxury boutique hotel.
4. Since leaving my previous job and working full time at the Bull it has become apparent that there is a great need for more accommodation within the local area, I am repeatedly asked if we offer accommodation due to us being a drive to destination. The local venues I used to suggest around the area are now focussed solely on weddings so the likes of the Shireburn, Mitton hall, Eaves hall have no availability making overnight stays more challenging. Our research shows us that other venues such as Northcote, Waddington Arms, Higher and Lower Buck are repeatedly fully booked and more and more people are looking for staycations in the UK following the recent crisis.
5. Within our organisation we have a strong network of individuals who work with us and have a strong skill set and relevant experience to lead us into this next phase of our business, we aim to promote our accommodation not only to our current guests but also to tap into the leisure industry with an anticipation of couples and families visiting the local area for outdoor activities such as, walking, cycling, fishing and equestrian shows. We would also expect to see an overflow from visitors travelling to the area for weddings and also Stonehurst parents who fly over to see their children, we also will be promoting the rooms for business travel during the week days, we have a solid relationship with many large businesses that have overseas clients and suppliers looking for a place to stay.
6. This new development will further boost the local economy with guests spending locally, guests will be well placed to visit local areas of interest such as Whalley Abbey, Clitheroe

Castle. We firmly believe that our proposal at Keepers Cottage aligns with the Borough Council's overall economic tourism strategy and the relevant policies contained in their up to date Development Plan for the area.