



BAILEY HUTS  
LUXURY COMFORT BY ZOË

**Business Plan**  
**Proposed Shepherds' Huts Holiday Let**  
**2 Bailey Cottages, Clitheroe Road, Mitton,**  
**Clitheroe, BB7 9PL.**

## **Applicant**

Mrs Zoe Whitworth, 2 Bailey Cottages, Clitheroe Road, Mitton BB7 9PL.

## **Business Summary**

To provide high quality holiday letting accommodation for individuals or couples with external storage space for cycles and outdoor leisure equipment.

## **Proposal**

To place two purpose-built shepherd's hut self-catering holiday accommodation on the land at Bailey Cottages and provide parking and a modest area of outdoor space for relaxing. The accommodation will be aimed at couples wanting a break in a quiet, rural or who might be attending a wedding in the Ribble Valley. The location is close to outstanding natural landscape with many walks and visitor attractions nearby. Guests will be welcomed with a basket of locally produced products.

## **Background**

The applicant lives at 2 Bailey Cottages. She will be close at hand to welcome guests and to look after the accommodation. It will provide her with an additional means of income.

## **Marketing and Administration**

Marketing will utilise holiday let platforms or websites targeting unique accommodation. It is intended to forge links with local wedding venues and events. A website for

the venue will be provided and advertising will take place on social media such as Instagram.

## **Employment**

The project will create 1 part time job for the applicant. Visitors are likely to support local businesses such as shops, pubs and restaurants.

## **Occupancy**

The accommodation will be available all year round. It is anticipated that the peak periods will be weekends to serve short breaks and visitors attending weddings and around Christmas when people stay to visit friends and family.