



Re: External Porch – Commercial Rationale

The proposed external porch has been conceived and designed in conjunction with the conservatory extension and rebuilding. Each solves part of the problem of limited capacity in the function room.

The relatively modest increase in floor area from both porch and the conservatory yields a significant increase in guest capacity, from approximately 120 guests at present to a projected capacity of 200 guests.

Not only will the increase in capacity lead to extra revenue from existing function bookings it will allow us to access a market that has so far been out of our reach. Demand for larger functions is apparent, we field the enquiries on a regular basis. The Dunkenhall at Clayton Le Moors would appear to be the default option for local businesses and organisations. It is disappointing that we have to turn away trade from the heart of the Ribble Valley because we do not have the capacity to serve it.

The increased capacity will undoubtedly lead to increased business activity which will directly lead to increased revenues, employment and ultimately tax receipts. This extra revenue will be from outside the area as the clients of the function room are often “guests” to the area. It is difficult to accurately quantify the economic and employment uplift of the increase in capacity but we could easily accommodate another fifty weddings/annum.

Some of these jobs will be full time; most will be part time providing flexible employment opportunities for a very local workforce, one that is able to access Mitton Hall on foot, by bike, public transport or a short commute.

Mitton Hall is an old building and an expensive one to look after. We seek to do more than simply maintain its condition; we want to improve its condition. To do this we need to both increase our revenues and to secure demand in the future. This will allow us to schedule improvement projects and create the building management plan that all parties involved believe to be a necessity for long term development.

The economic and employment benefits will not be limited to Mitton Hall; they will spread to the wider hospitality sector. Extra guests mean extra demand for overnight accommodation. There is limited supply at Mitton Hall; the overflow therefore has to be served by other hotels and bed breakfast operations.

In conclusion, there are undoubtedly significant economic gains for the company, and the wider community from what is a very modest increase in overall footprint. The new external porch is the key to unlock these economic gains. It is no bigger than it needs to be and yet its impact on the business and the on going viability of the building is enormous.

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