

# **PLANNING STATEMENT**

**Mr and Mrs C Davies**

**Planning Application for**

**Rural Enterprise Dwelling incorporating Bed and Breakfast  
Accommodation and the Change of Use of Land to Enable  
Siting of Two Shepherds' Huts as Associated Accommodation**

**at**

**Vicarage Field,  
Southerndown Road,  
St. Brides Major  
Vale of Glamorgan**



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# 1 Introduction

- 1.1 Reading Agricultural Consultants Ltd (RAC) is instructed by Mr and Mrs C Davies to submit a planning application for a rural enterprise worker's dwelling incorporating bed and breakfast accommodation and the change of use of adjoining land to enable the siting of two shepherds' huts as associated accommodation, on land which is currently a farmyard adjacent to the Vicarage Field, Southerndown Road, St. Brides Major.
- 1.2 The proposal is being put forward due to a change in the local tourism market in recent years; the opening of the Wales Coast Path in 2012; and the favourable policy environment created by both national and local government tourism strategies.
- 1.3 The development, to be known as St Bridgets B&B, will comprise a dual function, two storey building which will accommodate paying bed and breakfast guests in approximately 60% of the building and the resident manager in the remainder. There would also be two purpose built shepherds' huts which would accommodate guests on a bed-only basis. Stabling would be provided within existing buildings on the site, in order to specialise in equestrian holidays.
- 1.4 The bed and breakfast and holiday cottages would be available to all but would be targeted particularly at those wishing to take their horses with them or to incorporate their holiday with the existing tourism and leisure enterprises operated by the Applicants.
- 1.5 To that end the premises have the benefit of approximately 2 hectares (5 acres) of grassland at the application site and existing buildings which can stable six horses.

# 2 The Background

- 2.1 The application site has been in the Applicants' ownership for 28 years. The site is currently the base for their recently established carriage tour business - *Vale Carriages*, which provides personalised carriage tours along the Heritage Coast; conducted by Mr Chris Davies. The business has been supported since its inception by the Vale of Glamorgan's *Creative Rural Communities Fund* which seeks to enhance the tourism diversity in the rural Vale.
- 2.2 The site is currently a multi-functional farmyard also used for storing hay and machinery from the wider agricultural holding which extends to an additional 32.4ha (80 acres) of owned land, known as Enfys Farm. This land has been owned by the Applicants' family for two generations.
- 2.3 Some 15 years ago Mrs Julie Davies formed *St. Brides Riding and Trekking Centre* at Enfys Farm in order to supplement farm income. This has now become a highly respected and successful enterprise running a wide variety of equine-related courses for riders of all abilities and holidaymakers. The business is an important source of local employment and is well integrated in the local community. It provides riding for the disabled through to individual tutoring for adult riders of all abilities. The owners take great pride in working alongside the care profession to give opportunities to disabled youngsters and help them interact with society with more confidence.
- 2.4 This application follows a refusal on 11<sup>th</sup> April 2014 of a similar proposal for a bed and breakfast establishment (2013/01217/FUL). The reasons for refusal were:

- insufficient justification that a countryside location is essential for the proposal and inadequate demonstration of a functional need for a dwelling in association with the proposed bed and breakfast and *Vale Carriages*;
- the scale of the proposed dwelling was considered to be excessive for the needs of the rural enterprise in question, and harmful to the character and appearance of the countryside and the designated Heritage Coast; and
- inadequate information was provided with regard to the potential impact on trees on the site and adjacent boundary.

2.5 These issues will be addressed in this application.

### 3 The Proposal

3.1 RAC was not involved in the previous planning application and having reviewed the details it considers that business income can be improved greatly through an amalgamation of the two elements of the businesses operated by the Applicants.

3.2 The riding centre, operated by Mrs Davies, is well-respected and has clients throughout the UK and some from abroad. Her experience and discreet nature has resulted in celebrities coming to the stables for personal riding lessons. The riding for the disabled lessons have resulted in many success stories for disabled children many of whom have subsequently re-gained some form of movement combined with improvement in confidence. Frequently, family members from all over the UK come to see the children riding. It has commonly been said that they would like to stay somewhere local to the site, but have difficulty in doing so.



**Figure 1. Riding for the disabled at Enfys Farm**

3.3 The trekking undertaken by the riding centre makes full use of the extensive bridleways in the area, which has the greatest concentration of bridleways in the whole of the Vale area. The bridleways converge at St Brides and provide a great opportunity for safe riding on Ogmor Down, Merthyr Mawr sand dunes, and the adjoining beach areas. Many horse enthusiasts note that the experience of riding in such an environment is unique and is safe for the whole family.

- 3.4 It is anticipated that the provision of the B&B accommodation combined with the riding experience could provide a unique selling point (USP) for the business, particularly if visitors are able to bring their own horses which would be stabled on the same unit. The British Horse Society (BHS), in conjunction with *Farm Stay UK*, have established a network of such units throughout the UK called '*Horses Welcome B&Bs*'; details of which are provided at **Appendix I**. Whilst there are several such establishments in Wales, there are none in South Wales and given the opportunities available for riders and the applicants' considerable equestrian knowledge and experience, it would appear that St Bridgets B&B is a sound business proposition.
- 3.5 The existing pole barns are capable of providing stabling for up to six horses.
- 3.6 The proposed B&B accommodation would retain the same external appearance as the previous application, however, the internal configuration would be altered to provide a greater proportion of dedicated B&B guest accommodation in addition to facilities for horse owners such as secure tack storage for saddles and an easily accessible washing or showering area once the riders have completed their day.
- 3.7 The proposed shepherds' huts would provide accommodation to those who would prefer a cheaper and less formal type of holiday accommodation, thus providing for a wider target market. It is recognised that the Vale, and in particular the area around St Brides, is almost devoid of such accommodation and would be particularly useful for sites close to the Coast Path.
- 3.8 The existing field associated with the site would be able to be divided into paddocks to allow horses to graze or cool down after their exertions. The horses could then be stabled at night and would be in close proximity to their owners at all times.
- 3.9 However, not all the guests would necessarily be associated with riding. The site is located on several significant walking routes including the Millennium Heritage Trail; Circular Walks (Cliffs, Dunes and Common Land 29a); and the Wales Coast Path which is only one mile distant linked by various roads and footpaths to the site.
- 3.10 It is also noted that significant investment has been made in Wales to attract the film industry with several box office successes being filmed recently in South Wales as well as popular TV series such as *Dr Who*, *Sherlock*, *Casualty*, *Merlin*, and *Gavin and Stacey*. Wales has significant benefits for the film industry because it has a wide variety of landscapes in a small area and this has been partly instrumental in the location of Pinewood Studios in South Wales which is expected to generate approximately £90m for local businesses according to Economy Minister, Edwina Hart.
- 3.11 It is apparent that there is a lack of suitable accommodation for cast and crew for large scale productions filmed in the Vale which impacts upon it as a choice venue against competitor sites (see letter from film production company at **Appendix II**).
- 3.12 It anticipated that a high quality B&B, which offers a sense of place and emphasises Welsh culture, would meet the demands of a wide range of both holidaymakers and business-related visitors.
- 3.13 A recruitment agency has identified that some overseas businesses looking for employment sites or bases in Wales are having difficulty finding suitable accommodation in the area when searching for temporary bases to suit their business needs (**Appendix III**). The proposal could help meet this short-term demand.

## Policy context

4.1 The proposal is to create a quality bed and breakfast establishment which offers stabling to cater for a growing demand for horse-based holidays. Additional independent accommodation would be provided in the form of two self-contained shepherds' huts.

4.2 The main policy areas to be covered by such an application are :

### **National Policy**

4.3 National guidance and planning policy is contained within Planning Policy Wales, Edition 7, July 2014 (PPW); and a series of Technical Advice Notes (TANs).

4.4 The most relevant areas to this application are found in:

- TAN 6            Planning for Sustainable Rural Communities
- TAN 13          Tourism
- PPW             Tourism

4.5 The proposal site is on the edge of the village development boundary of St Brides Major. There are two components to the proposals, and different policies apply:

- (i) the creation of tourist accommodation;
- (ii) accommodation for the manager.

4.6 In terms of tourist accommodation PPW provides support in section 7.3, noting that new businesses in rural areas are essential to sustain and improve the economic viability of rural communities, and that some activities (of which this must be one) cannot be accommodated within settlements; but should still be supported. The document states at paragraph 7.3.1 *et seq*:

*".... Small-scale enterprises have a vital role in promoting healthy economic activity in rural areas, which can contribute to both local and national competitiveness. New businesses in rural areas are essential to sustain and improve rural communities, but developments which only offer short-term economic gain may not be appropriate. ....*

*7.3.2 While some employment can be created in rural locations by the re-use of existing buildings, new development will be required in many areas. New development sites are likely to be small and, with the exception of farm diversification and agricultural development to which separate criteria apply, should generally be located within or adjacent to defined settlement boundaries, preferably where public transport provision is established. However, some industries may have specific land requirements which cannot be accommodated within settlements. The absence of allocated employment sites should not prevent authorities from accommodating appropriate small-scale rural enterprises in or adjoining small rural settlements. The expansion of existing businesses located in the open countryside should be supported provided there are no unacceptable impacts on local amenity." (Emphasis added)*

- 4.7 PPW, Section 11 notes the vital contribution of tourism to economic prosperity and job creation, stating :

*“**Tourism** is vital to economic prosperity and job creation in many parts of Wales. It is a significant and growing source of employment and investment, based on the country’s cultural and environmental diversity. Tourism can be a catalyst for environmental protection, regeneration and improvement in both rural and urban areas.”* (paragraph 11.1.1)

- 4.8 It continues:

*“In rural areas, tourism-related development is an essential element in providing for a healthy, diverse, local and national economy. It can contribute to the provision and maintenance of facilities for local communities. Here too development should be sympathetic in nature and scale to the local environment and to the needs of visitors and the local community.”* (paragraph 11.1.7)

- 4.9 With regard to the manager’s dwelling, TAN 6 is supportive of dwellings on new and establishing ventures provided that the tests in section 4.6 are met.

- 4.10 Paragraph 4.6.1 states:

*“If it is considered that a new dwelling will be essential to support a new rural enterprise, it should satisfy the following criteria:*

- a. clear evidence of a firm intention and ability to develop the rural enterprise concerned (significant investment in new buildings and equipment is often a good indication of intentions);*
- b. clear evidence that the new enterprise needs to be established at the proposed location and that it cannot be accommodated at another suitable site where a dwelling is likely to be available;*
- c. clear evidence that the proposed enterprise has been planned on a sound financial basis;*
- d. there is a clearly established functional need and that need relates to a full-time worker, and does not relate to a part-time requirement;*
- e. the functional need could not be fulfilled by another dwelling or by converting an existing suitable building on the enterprise, or any other existing accommodation in the locality which is suitable and available for occupation by the workers concerned; and*
- f. other normal planning requirements, for example siting and access, are satisfied.”*

#### *Local Policy*

#### UDP Policy

- 4.11 The Vale of Glamorgan Unitary Development Plan 1996 – 2011 was adopted in April 2005. The following policies are relevant to the proposal:

- ENV 1            Development in the Countryside
- ENV 5            Glamorgan Heritage Coast
- ENV 27          Design of New Developments
- HOUS3          Dwellings in the Countryside
- HOUS5          Agriculture or Forestry Dwellings
- TOUR1          New Hotels in the Countryside
- TOUR 4          Caravan, Chalet and Tent Sites

4.12 However, the Vale of Glamorgan Local Plan (Unitary Development Plan 1996 – 2011) is now some four years out of date and PPW notes that:

*“Where development plan policies are outdated or superseded local planning authorities should give them decreasing weight in favour of other material considerations, such as national planning policy, in the determination of individual applications. This will ensure that decisions are based on policies which have been written with the objective of contributing to the achievement of sustainable development.” (paragraph 2.71)*

#### Emerging LDP Policy

4.13 The Vale of Glamorgan Deposit Local Development Plan (LDP) 2011 – 2026 is at the preparation stage. The LDP and associated documents have undergone a public consultation but it is understood that it will not be adopted until January 2017 at the earliest.

4.14 However, it is generally held that the general thrust of emerging policy should have a bearing upon current decisions and the nearer the LDP is to adoption the more weight it should carry. This is afforded even greater weight when a proposal is also supported by national policy.

4.15 Draft Policy SP 11 - Tourism and Leisure is of relevance and states:

*“Proposals which promote the Vale of Glamorgan as a tourism and leisure destination will be favoured. Existing tourism and leisure facilities will be protected and enhanced, and favourable consideration will be given to proposals which:*

1. *enhance the range and choice of the Vale of Glamorgan’s tourism and leisure opportunities, particularly through the provision of all year round facilities and a range and choice of visitor accommodation in appropriate locations;*
2. *favour rural diversification and the local economy; and*
3. *protect existing tourism assets and promote the sustainable use of the countryside and the Glamorgan heritage coast.”*

4.16 The accompanying text is also supportive of a vibrant tourist economy in the area, stating:

*“....the Vale of Glamorgan is well situated in terms of its catchment area for both day visitors and also as a base for visitors wishing to explore South Wales. The Vale of Glamorgan’s coastal and rural setting is a valuable tourism and recreation asset..... These assets were further enhanced in 2012 with the opening of the All Wales Coastal Path, a ‘flagship’ tourism project that is capable of bringing economic benefit to coastal communities. Such destinations and assets also provide a valuable source of local employment, employing approximately 3,000 people and generating some £169.6 million of visitor expenditure both directly and indirectly.*

*The Vale of Glamorgan Council’s Community Strategy seeks to build upon these tourism strengths. The aspiration is for the Vale of Glamorgan to become “the Green Lung of South East Wales” recognising the importance of ensuring that tourism is undertaken in a sustainable manner so that the natural and built tourism assets are maintained for the enjoyment of future generations. The LDP provides a policy framework which encourages new investment in appropriate tourism, leisure and recreation facilities and seeks to protect and enhance existing facilities for the benefit of residents, visitors and the local economy.*

*Furthermore, the LDP provides a policy framework that seeks to create new opportunities for a successful tourism and leisure industry whilst ensuring that the historic built and natural environment is safeguarded and enhanced for visitors and the local community alike.”*

4.17 Clearly, there has been a major change in policy direction since the current local plan was adopted in April 2005 with the Council now being much more supportive of the local tourism industry, which accounts for some 10% of employment within the Vale of Glamorgan.

4.18 It is considered that significant weight should be attached to this more permissive stance, particularly with reference to PPW paragraph 2.71 highlighted above in paragraph 4.12.

4.19 In addition reference needs to be made to

The Vale of Glamorgan Tourism Strategy, 2011 – 2015;

Welsh Assembly Government Coastal Tourism Strategy (2008); and

Visit Wales Tourism Business Surveys and Occupancy Surveys.

## **5 Economic and Marketing Evaluation**

5.1 The Inquiry into Rural Tourism in Wales (National Assembly for Wales Rural Development Sub-committee (2010) noted.

*“Tourism is not an end in itself, it is a tool (albeit a versatile one) to create wealth, build awareness and image, conserve heritage and cultural assets, enhance communities and deliver sustainable employment. It is therefore vital that the partnership between public, private and voluntary sectors is a genuine one, based on a common understanding of what needs to be done at a destination level.”*



## ***Tourism and the Economy***

- 5.2 Wales is increasingly seen as a year-round tourism venue with a large increase in demand for accommodation when there are international sports events or concerts in Cardiff. As a consequence of the decline of the traditional Welsh heavy industries, Wales is becoming increasingly reliant upon the tourism economy. The promotion of the country as a venue for activity holidays with stunning scenery appears to be bearing fruit. On hearing the results of an 8% increase in visits to Wales in 2013, the Minister for the Economy, Transport and Science, Edwina Hart stated :

*“....Wales’ tourism industry is developing to be strong and resilient and a crucial part of our economy. The tourism strategy for Wales aims to increase the value of tourism to the Welsh economy by 10% by 2020.”*

- 5.3 A 2010 report<sup>1</sup> into the Wales visitor economy estimated (at that time) that tourism contributed £6.2bn of GDP to the Welsh economy and supported 170,000 jobs. This means that tourism accounted for 13.3% of Welsh GDP and provided employment for 12.7% of the total workforce, far higher by proportion than in any other part of the UK. This economic contribution is forecast to grow.
- 5.4 Recent research by Barclays<sup>2</sup> indicates that tourism expenditure in Wales will increase by 4% per annum due to the rise in ‘staycationing.’

## ***Business and Tourism Rationale***

- 5.5 A business plan produced by Business Wales accompanies this application to demonstrate the anticipated commercial viability of the project, and is attached at **Appendix IV**. The same business plan was submitted with the previously refused application where the Officer’s Report noted that the business plan only supplied three years’ of financial budgets rather than the recommended five in the TAN 6 Practice Guidance. This has been addressed and is dealt with later in this statement.
- 5.6 The Applicants already operate two equestrian-based tourism and leisure businesses: St. Brides Riding and Trekking Centre at Enfys Farm, operated by Mrs Davies for the past 15 years; and *Vale Carriages*, operated by Mr Davies since it commenced operations in summer 2013 and is based in the Vicarage Field – the application site. This business has been supported by national and local bodies and is backed with finance from the *Creative Rural Communities Fund* run by the Council. This business is exceeding expectations in terms of both turnover and profitability, and again, details are provided in the financial test section of this statement.
- 5.7 It therefore seems logical that any B&B proposition would encompass an equestrian element given the Applicants’ clear knowledge and association with horses. This element was missing from the previous business plan and is considered in the five-year budget in **Appendix V**.
- 5.8 It is noted that the Officer’s Report for the previous application provided comments from the Rural Regeneration Officer, stating:

*“The proposal to develop a purpose built B&B property in the village of St Brides Major; we would support this application in principle. There is a lack of quality accommodation provision in this area of the Vale, and given the number of*

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<sup>1</sup> The Economic Case for the Visitor Economy (2010) Deloitte & Oxford Economics

<sup>2</sup> ‘Staycation spending in Wales to grow 25%’ Western Mail 22 May 2014

*tourism initiatives/development currently being developed, we believe the addition of quality visitor accommodation would be an asset to tourism in the Vale.*

*Having reviewed the Business Plan submitted in support of their application, we are happy that the proposed potential income is in line with the projected income based on Visit Wales' national occupancy rates. Their figures are relatively conservative in terms of projected income against national averages, however I must stress that to achieve these occupancy rates, a strategic marketing plan would need to be designed and implemented."*

- 5.9 These comments reinforce the market research undertaken by RAC and the Applicants, combined with various letters of support from local businesses, which are attached to this statement. The provision of additional tourist accommodation would assist in meeting the Council's aspirations for enhancing the marketability of the Vale as a destination of choice.
- 5.10 The Vale has many tourist attractions but the lack of accommodation results in either tourists travelling into the area and staying elsewhere, or the sector being reliant on day trips, which are weather dependent.
- 5.11 This particular proposal, in a rural area (albeit on the village outskirts) is necessary to combine the equestrian aspect of the proposal with holiday accommodation.
- 5.12 Ten years ago the Welsh Assembly Government commissioned an 'Action Plan for the Countryside Experience'<sup>3</sup> which was produced in association with the Wales Tourist Board. Its vision statement was for the Welsh countryside to be:

*"The destination of choice for visitors seeking a varied and quality countryside experience, whether this is as an activity enthusiast or the general visitor attracted by the quality environment, range of attractive accommodation, food and things to do.*

*The experience is delivered to visitors in an integrated manner by prosperous self-confident rural businesses and communities, who have taken responsibility for their own destiny. The experience is presented in a way that uses a distinctive Welsh sense of place that differentiates the experience from that offered by competitors, and provides economic benefits for the host communities whilst also supporting their local Welsh culture."*

- 5.13 Clearly, in the absence of adequate and appropriate accommodation this vision for the rural economy is unlikely to be met. This is recognised at paragraph 3.1 of the report:
- "Visitors have a diverse set of interests and there needs to be adequate provision in order to attract people. Of particular importance is a perceived lack of character accommodation...."*
- 5.14 Whilst this application is small in terms of the overall requirement for quality accommodation, it will satisfy a demand for accommodation in St Brides Major, as was acknowledged by the Rural Regeneration Officer (see paragraph 5.8 above).
- 5.15 The style of the proposed dwelling is typical of a Glamorgan countryside dwelling thus providing an attractive setting for holiday accommodation which is both suited and

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<sup>3</sup> Action Plan for the Countryside Experience (July 2004). Working Party on Countryside Tourism

appropriate for its location adjacent to the village and continuing the form of an existing row of dwellings.



**Figure 2. A dwelling in St Brides Major of a similar style to the proposal**

- 5.16 The fact that the proposal also involves stabling for horses accords with one of the strategic priorities identified by the Wales Tourist Board in their analysis of the equestrian-based tourism sector – ‘*Saddling up for Success*’<sup>4</sup>:

*“to diversify the riding tourism accommodation base to include serviced and self-catering establishments that more closely match the needs of growth markets, in particular in the higher value end of the riding tourism sector.”*

- 5.17 The report noted that in 2002 there were some 800,000 riding occasions taken by visitors to Wales each year with an estimated direct expenditure of £18.55m. The accessibility of St Brides Major to the motorway network and safe riding on an established network of routes and trails adjacent to the application site indicates that there is significant potential to develop a sound business.
- 5.18 An additional report ‘*Best Foot Forward*’<sup>5</sup> by the Wales Tourist Board considered walking tourism and estimated that spending by walking visitors injected over £550 million into the Welsh rural and coastal economies, in 2002. If the multiplier effects of this spending are taken into account in the local economy, as further services are purchased locally by providers e.g. food purchased from local farmers, the economic value of walking tourism is even higher.
- 5.19 The application site is alongside several significant Vale footpaths, and one mile from the Wales Coast Path. The fact that it is also adjacent to a bus stop means that it can be integrated into the public transport network to provide a highly sustainable holiday experience which encompasses both coastal and rural walking.
- 5.20 These elements combine readily with the already established *Vale Carriages* operated by Mr Davies which has been very successful and generated much additional income for hostelrys along the route, providing food and drink. Letters of support from some

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<sup>4</sup> ‘Saddling Up for Success’ A Riding Tourism Strategy for Wales.(2002) Wales Tourist Board

<sup>5</sup> ‘Best Foot Forward’; A Walking Tourism Strategy for Wales.(2002) Wales Tourist Board

of the local public houses and restaurants frequented are provided at **Appendix VI** and it is anticipated that further business opportunities will be developed for visitors to the proposed B&B.

- 5.21 There is a clear policy directive to support tourism and its associated income generation in the Vale. The draft LDP states :

*“The provision of new and enhanced tourism facilities in the Vale of Glamorgan is a key element of both the Council’s Tourism Strategy and the LDP. Proposals for new tourism accommodation such as hotels, bed and breakfast establishments, camping or caravan sites will be favoured where the development is located in settlements identified in the settlement hierarchy or where they promote rural enterprise and / or diversification..... sustainable tourism proposals will generally be supported provided they are of an appropriate scale and design to their surroundings.”* (paragraph 7.67)

### ***The Wales Coast Path***

- 5.22 The Welsh Government has prioritised tourism links to the newly-established *Wales Coast Path* in its 2013-2020 Tourism Strategy<sup>6</sup> and this proposal clearly accords with that Strategy. The Strategy acknowledges that growth in Welsh tourism requires an emphasis on:

*“working with partners who have both a track record of success and growth potential.”*

- 5.23 The Strategy also makes it clear that there should be *“a unity of purpose between the Welsh Government, the tourism industry and stakeholders”* in achieving tourism growth and calls upon *“more flexibility in the planning system”* to *“support future prosperity in the tourism industry.”*
- 5.24 The Tourism Strategy also recognises that Wales has five areas of competitive advantage in the market. Two of these – natural environment and activities and adventure - are closely linked to the Wales Coast Path which was established in 2012. This is the only national coast path of its type in the world and is sited one mile from St Brides Major where it is clear - and acknowledged - that there is a need for additional quality accommodation.
- 5.25 The Wales Coast Path has had a significant influence upon visitor numbers to Wales, as shown in the Countryside Council for Wales report published in November 2012<sup>7</sup>. The total number of visitors along the entire path for the year ending September 2012 was almost 3 million, with a total expenditure of some £33.2 million. This money has a multiplier effect (see paragraph 5.18 above).
- 5.26 The Wales Coast Path Visitor Survey<sup>8</sup> indicates that 10% of overnight stays associated with the Coast Path are accommodated in a B&B/guesthouse/farmhouse. Clearly, the absence of suitable accommodation close to the path will mean that walkers will not stop and spend money in the St Brides area - rather they will stay elsewhere. This probably partly explains why the Swansea to Vale of Glamorgan section of the Wales

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<sup>6</sup> Partnership for Growth. The Welsh Government Strategy for Tourism 2013-2020 (2013)

<sup>7</sup> The Economic Impact of Wales Coast Path Visitor Spending on Wales (2012) Welsh Economy Research Unit

<sup>8</sup> The Wales Coast Path Visitor Survey 2011-13 The Economic Impact Of Wales Coast Path Visitor Spending On Wales (2013) Natural Resources Wales

Coast Path has the lowest average spend per walking party member of the whole route.

### ***Tourism Strategy and Objectives***

- 5.27 The Wales Coast Path was developed by the Welsh Government, NRW and the coastal local authorities out of a desire to build on the economic success of the Pembrokeshire Coast Path National Trail and the Isle of Anglesey Coastal Path.
- 5.28 Investment in the Wales Coast Path has greatly assisted in the vision of the Coastal Tourism Strategy<sup>9</sup> published in 2008 and is a key part of the Wales Spatial Plan. It recognised that “*the Welsh Coast is vital to the tourism industry in Wales.*” However, research had indicated that there had been a significant decline in the UK visitor numbers to the Welsh coast between 1991 and 2006 but that could potentially be offset by the growth in short break and activity holidays. The Wales Coast Path has capitalised on this market area and this application seeks to capitalise on that change.
- 5.29 The provision of a high quality B&B offering a combination of bespoke carriage rides, horse stabling and grazing associated with the B&B and the option of guided trekking from a well-established business provides the higher level of entrepreneurship sought by the Welsh Government to boost the tourism sector.
- 5.30 Furthermore, the Applicants have established connections through the riding school with film industry executives. The letter at **Appendix II** makes it quite clear that the local area is eminently suitable for filming major productions, but one of the drawbacks is the dearth of suitable short-term accommodation for cast and/or crew. The St Brides area is of particular interest to film directors because of the diversity of landscapes, significant length of coastline and the large expanse of sand dunes gives the location an added advantage – note *Gavin and Stacey* in Barry.

## **6 Policy Assessment**

- 6.1 Both national and local policies dictate that support should be given to appropriate economic activity in rural areas. In order to satisfy these policy provisions it must be proven essential that the enterprise must be located in the countryside.
- 6.2 Any development associated with horses requires a countryside location and it is recognised by TAN 6 that equestrian-related businesses are, as such, appropriate to be tested under TAN 6, as followed. Whilst the existing businesses of carriage rides and the riding centre will operate in close conjunction with the B&B, particularly with regards to visitors bringing their own horses and requiring stabling, the proposition is essentially a new venture. It is therefore appropriate to examine the proposal under the tests laid out in paragraph 4.6.1 of TAN 6.

### ***Intention and ability***

- 6.3 This test is often the most difficult to “prove” in the case of new start-up enterprises as applicants are often reluctant to commit funds to commencement until the uncertainty surrounding accommodation is resolved. In this case, however, the Council will be aware that the applicants:

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<sup>9</sup> Coastal Tourism Strategy (2008) Welsh Assembly Government

- (i) already own the land at both the application site at the Vicarage Field and the riding centre at Enfys Farm. Both have been owned for over 25 years;
- (ii) have been operating the St. Brides Riding and Trekking Centre, which will be integral with the B&B, for over 15 years;
- (iii) have committed significant investment in money, training and time into the *Vale Carriage* business in relation to the purchase of the carriage and horses. They have been supported in their business venture by national and local bodies and have been backed by finance from the *Creative Rural Communities Fund* operated by the Council; and
- (iv) Vale Carriages already operates from the site.

6.4 The application will enable two business elements to effectively combine into a comprehensive local equestrian rural tourism and leisure activity which will appeal to a wider market. The concept follows on from enquiries made by clients of both businesses.

6.5 Both applicants have significant experience of dealing with members of the public and holiday makers and already play a substantive role in the local hospitality industry; the B&B is a logical progression to combine these skills.

#### *The Functional Need*

6.6 The functional test is necessary to establish whether, in terms of paragraph 4.8.1 of TAN 6, that:

*“it is essential for the proper functioning of the enterprise for one or more workers to be readily available at most times. It should relate to unexpected situations that might arise, for which workers are needed to be on hand outside of normal working hours for the particular enterprise. Such a requirement might arise, for example, if workers are needed to be on hand day and night to deal with an emergency that would threaten the continued viability and existence of the enterprise without immediate attention. Where there are existing dwelling(s) on the enterprise then the need for additional workers to live on the site for the proper functioning of the enterprise must be demonstrated to be essential.”*

6.7 Paragraph 4.6.1d also notes that the functional requirement should relate “to a full-time worker.” Hence, it is necessary to consider the ‘time test’ in paragraph 4.9.1 of TAN 6. The time test states:

*“Where there is currently no dwelling associated with the rural enterprise the worker for whom there is a functional need for new accommodation must be a full-time worker. With the exception of second dwellings on established farms, it must not relate to a part-time requirement, or a requirement that does not relate to the enterprise. If this is a second (or further) dwelling, all existing dwellings must also be occupied by full-time workers for whom it is essential that they also remain on site for functional reasons, or by workers and their dependents last employed in a rural enterprise.”*

6.8 The proposal has two areas of essential supervisory need – one for the horses associated with the application and the other for the B&B guests.

- 6.9 Clearly bed and breakfast businesses create much demand on the time of the proprietors and the hours are long and unpredictable. It is considered sensible on health and safety grounds alone that a 24-hour presence or a close on-call dwelling is available. Furthermore, unless there are very strict rules on arrival and departure times, the proprietor may be required to attend to guests arriving outside normal working hours.
- 6.10 It would be very unusual to have a successful B&B business without either an integral living area for the manager or very close living accommodation. The success of such a business is reliant on its reputation and adverse comments on websites, such as 'Trip Advisor', can make the difference between a good business and a failing one. If there is an inability to respond promptly to guests needs they will not be impressed.
- 6.11 As indicated in the letter at **Appendix II**, the area is suitable for filming but there is difficulty obtaining suitable short-term accommodation and it is anticipated that the B&B could provide such accommodation. Filming on location is often undertaken at night, which presents its own issues with regards to attending to guests needs due to the unconventional hours.
- 6.12 The proposed shepherds' huts are not connected to the utilities and will be reliant on interaction with the owners if any problems arise.
- 6.13 The demands on the proprietor's time and knowledge will be further increased with the inclusion of the horses. Clients will expect the utmost care and attention for their horses and without an on-site presence, custom is likely to fall away. Stabled horses present particular issues such as being cast, with potential to injure themselves or, in the extreme, die. There is also the chance of horses experiencing colic, which can result in a very painful death if not treated promptly.
- 6.14 Such events would not be good for the business' reputation. It is anticipated that the proprietors would need to check the horses on a regular basis, particularly if their owners are away from the site whilst visiting local pubs or restaurants in the evenings.
- 6.15 Guests will come from all over the UK and, as a consequence, an ill horse could be a severe inconvenience with regards to treatment, rehabilitation and potentially transporting home in an unfit state. Sometimes intensive treatment may be required overnight to ensure the horse is fit to travel e.g. if it has muscular strain or foot inflammation which may require dressing or poultice application on a regular basis.
- 6.16 Due to the nature of the work and unpredictability of guest arrival and departure it is considered that there is a functional need for a manager to live on the site.

#### *The Labour Requirements*

- 6.17 Agricultural and equestrian enterprises have the benefit of published standard data to which it is possible to make inferences as to whether the need on the holding or enterprise relates to a full-time worker. The introduction of the B&B (rural enterprise worker category) means that there are no comparable standards for reference purposes. Therefore, reliance has to be made upon details supplied by the applicants
- 6.18 The level and intensity of work undertaken by the resident manager will clearly be dependent upon occupancy levels, but it is anticipated that one full-time employee would be required to assist the resident manager.
- 6.19 Daily routine and hours during full occupancy would be:

- 7.00 Breakfast preparation
- 7.30- 9.30 Cook / serve breakfast; dining room table clearing
- 10.00 - 10.30 Attending to guests requests/queries & booking out
- 10.30 - 12.30 Cleaning of rooms/ shepherds' huts / bed stripping
- 12.30 - 13.00 Commence laundry
- 14.00 - 15.00 Laundry and ironing
- 15.00 - 16.00 Guest arrivals and settling-in. Introduction to facilities
- 17.30 - 18.30 Evening meal preparation
- 18.30 - 20.00 Serving evening meals and clearing dining room
- 20.00 - 21.00 Interaction with guests / checking of site and any horses.  
Responding to enquiries / bookings.

6.20 Clearly, this is a full-time operation that will require some 10.5 hours per day or 73.5 hours per week. An additional two hours per day would be required in the stabling and grazing areas to maintain them in a tidy state, plus additional checks out-of-hours (approximately one hour). This equates to a total of some 95 hours per week.

6.21 If an (initial) occupancy rate of 49% is estimated, spread throughout the year, it equates to 47.5 hours per week, which is the equivalent to just over one full-time worker. At peak times there would be a requirement of two full-time workers. Additional labour would be provided by local staff. In such circumstance it is clear that the business would require a full-time worker within the first year of operation.

#### *Financial Test*

6.22 Section 4.10 of the financial test in TAN 6 considers whether the enterprise is

*“financially sound and should have good prospects of remaining economically sustainable for a reasonable period of time, usually at least 5 years.”*

6.23 Paragraph 4.10.2 continues:

*“Evidence of actual or potential economic performance will be required. To assess economic sustainability it will be necessary to show the business has a reasonable prospect of providing a market return for all operators for the amount of management and manual labour inputs, including the job for which the rural enterprise dwelling is being sought, for at least five years from the anticipated completion of the proposed development. This should be assessed on the basis of what is a realistic income for the skills of the operator. A financial test is also necessary to assess the size of dwelling which the enterprise can afford to build and maintain. Dwellings which are unusually large in relation to the needs of the enterprise, or unusually expensive to construct in relation to the income it can sustain in the long-term, should not be permitted. It is the requirements of the enterprise rather than of the owner or occupier which are relevant to determining the size of dwelling that is appropriate.”*



- 6.24 The previous refused application supplied a three-year business plan and it was noted in the Officer's Report to the Planning Committee that a five-year plan was required under TAN 6.
- 6.25 It was also noted, with regard to the recently established Vale Carriages that *"no up to date information has been provided that supports that the business is functioning well, how proposed targets are being met, what the level of bookings have been to date, what levels of booking they have in the future, what existing arrangements might be in place to show demand for accommodation in association with the business etc."*
- 6.26 However, as noted above, the Rural Regeneration Officer was content, noting:
- "Having reviewed the Business Plan submitted in support of their application, we are happy that the proposed potential income is in line with the projected income based on Visit Wales' national occupancy rates. Their figures are relatively conservative in terms of projected income against national averages, however I must stress that to achieve these occupancy rates, a strategic marketing plan would need to be designed and implemented."*
- 6.27 The Business Plan submitted with the previous application suggested that the occupancy rate for this type of B&B accommodation during the first year (2012/13) would be approximately 47% over the whole year. It then concluded that in the first year of operation the unit would have an average occupancy of 49%, due to the fact that *Vale Carriages* is already in operation from the site and is likely to attract additional custom.
- 6.28 The *"relatively conservative"* sales were forecasted for three years at:
- |                 |  |
|-----------------|--|
| Year 1 forecast | £66,000 (£48,000 B&B and £18,000 shepherds' huts); |
| Year 2 forecast | £70,000  |
| Year 3 forecast | £72,000.   |
- 6.29 These forecasts were for standard B&B and the shepherds' huts accommodation. They did not include any additional revenue streams likely to be available from either of the equine elements - the carriage rides or the horse B&B, both of which would be synergistic attractions.
- 6.30 As far as the horse B&B element is concerned, RAC considers that an appropriate charge for grazing would be £5/night; with stabling an additional £10 per night. If hay, straw or shavings need to be purchased, the Applicants would sell this in addition.
- 6.31 Based on an average charge per horse of £8.33 (two grazing, four stabled); with half the guests bringing a horse (6 guests per night) and 40% occupancy averaged over the year, the horse accommodation alone would bring in £7,300 per annum (365 days x 40% x £8.33 x 6 horses).
- 6.32 It is likely that the equine-orientated accommodation in the first year would be 40% occupancy due to the more limited period when people would be inclined to take their horses on holiday – with a particular concentration on the school holiday period.
- 6.33 In addition, forecast income from *Vale Carriages* is some £20,200. This is based on past performance figures, and a cashflow summary is provided in **Appendix VII**.

- 6.34 Combining these figures with those in the budget at **Appendix V**, provides a forecast income for the first year of operation of some £94,000 (values rounded). As the business becomes more established in the marketplace it is anticipated that occupancy and revenue will increase. The five year income forecast, including the equine element, is:

Year	Forecast Income (£)
2015 – 16 (start of trading)	94,000
2016 – 17	104,000
2017 – 18	106,000
2018 – 19	111,000
2019 – 20	113,100

- 6.35 A five-year monthly cashflow from 2015/16 to 2019/20 inclusive has been included in the Applicants' business plan. This provides for an incremental increase in profits each year as the average occupancy rate increases from 49% in 2015/16 (the first year of trading) to 60% occupancy in 2019/20 onwards. Income would also be increased due to the synergistic effect of the B&B and the existing *Vale Carriages* business.
- 6.36 It is difficult to quantify the potential effect that the increase in filming activity may have upon the visitor numbers to the area, but clearly, any filming would increase the tourist footfall.
- 6.37 Overall, the budgeted profits for the complete business after deduction of operating costs (as distinct from income) are:

Year	Forecast Profit (£)
2015 – 16 (start of trading)	41,350
2016 – 17	44,072
2017 – 18	41,852
2018 – 19	44,852
2019 – 20	45,452

- 6.38 These figures are realistic for the given occupancy rates, and were accepted Rural Regeneration Officer earlier this year, and the past performance of *Vale Carriages*.
- 6.39 Fundamentally, the financial test requires that there is a *“reasonable prospect of providing a market return for all operators for the amount of management and manual labour inputs, including the job for which the rural enterprise dwelling is being sought.”*
- 6.40 The budget provided in **Appendix V** shows that the operation provides a full-time wage for a worker in the business. As occupancy levels and associated work increase, so

the labour requirement will increase, as reflected in the increase in wages paid by the business.

- 6.41 This is a financially viable proposition which will generate additional employment within the business, and elsewhere to pub and restaurant visits, construction of the site and extra footfall in local shops and tourist attractions.
- 6.42 It is widely recognised that there are tourism opportunities in the Vale of Glamorgan, but there is a problem with the lack of good quality accommodation. The provision of the proposed B&B would offer high quality accommodation linked to equine pursuits which are being promoted by the Council's tourism department, and would be an asset to tourism in the whole of the Vale area. This is also recognised by the local pubs which have already seen their income grow through since the establishment of *Vale Carriages*.
- 6.43 *Vale Carriages* started operating in May 2013 and almost every month it has exceeded forecast sales. It is now widely used in tourist promotion brochures for the area to demonstrate the unique attractions.



Figure 3. Vale Carriages promotional material<sup>10</sup>

#### *Suitable or Existing Dwellings*

- 6.44 A search of [www.rightmove.co.uk](http://www.rightmove.co.uk) on 23<sup>rd</sup> December 2014 showed that there were seven properties available within 0.5 miles of the site. These ranged from £795,000 to £210,000. The nearest property was some 250m distant and priced at £299,950.
- 6.45 As well as being beyond the wages of a rural enterprise worker, the property would not be capable of meeting the functional needs of the bed and breakfast accommodation with the associated stabling and grazing for guests' horses.
- 6.46 The Applicants currently live in a cottage in St Brides Major, some 500m from the site. This would also fail to meet the needs of the proposal.
- 6.47 There is a small, single storey stone building at the entrance to the site. Notwithstanding the fact that it is too small for conversion to a dwelling, particularly one with an integral bed and breakfast accommodation, the building is in use for the *Vale Carriages* business and associated storage.

## **7 Tree Survey**

- 7.1 Following the adverse comments received for the previous application, an Arboricultural Impact Assessment, Method Statement and Tree Protection Plan was commissioned from Cardiff Treescapes.

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<sup>10</sup> <http://valecarriages.co.uk>

7.2 The report concluded that the proposed development could be undertaken with “negligible detrimental effect upon the existing trees identified in the tree survey” if the accompanying methods of protection and construction are adhered to.

7.3 The report is provided as a standalone document accompanying this application.

## **8 Conclusion**

8.1 This planning application is for the construction of a bed and breakfast establishment with integrated manager’s accommodation, plus the siting of two independent shepherds’ huts to provide additional accommodation and is to be sited at the Vicarage Field, Southerndown Road, St. Brides Major.

8.2 The accommodation would have an equestrian element building on the Applicants’ experience extensive undertakings with members of the public in their current roles. Due to its location near the Wales Coast Path the site would also be of interest to walkers and other people who may be in the area on business.

8.3 Tourism is a major employer and source of revenue in Wales and the Vale of Glamorgan has the potential to benefit from the increase in ‘staycation’ holidays if it can provide accommodation. Several letters of support for the venture from entrepreneurs associated with leisure and employment in the area are included with the application.

8.4 The proposal would include a synergistic effect with the well-established riding stables operated by the applicants; and the recently established *Vale Carriages* which offers carriage rides along the Heritage Coast.

8.5 Holidaymakers and tourists visiting the site would also be likely to use other tourist-based ventures in the vicinity, thus providing additional local employment and multiplier incomes through wider market expenditure. The area is highly suited to equine tourism.

8.6 Although the site is classed as open countryside it is adjacent to the village of St Brides Major and is in a sustainable location with regards to transport links. It is also in close proximity to many footpaths in the area.

8.7 As the accommodation is intended to be used by owners bringing horses to the site it is necessary to be in a rural location with adjoining fields and stables to provide the stabling and grazing which will be required by horses accompanying their owners on holiday.

8.8 On-site integral accommodation for a manager is required to meet the 24-hour demands of guests and to provide the necessary care for their horses when the owners may be absent from the in the evenings, or asleep.

8.9 The proposal would employ at least one full-time worker, with additional part-time staff required during peak periods in the future.

8.10 A five-year budget has demonstrated that the proposals are profitable and sustainable; and provide a good return on investment.

8.11 There are no suitable and available dwellings to meet the needs of the enterprise and there are no buildings suitable and available for conversion.

This report was prepared by:

**I.D.Williams BSc. (Hons), MA, MBIAC, AIEMA**

Independent Consultant in Agriculture and Rural Land Use  
Associate. Reading Agricultural Consultants

Member of the British Institute of Agricultural Consultants  
Associate of the Institute of Environmental Management and  
Assessment

## **Appendix I**

***Horses Welcome- Accredited B&B for Horses. The British Horse Society***

# Horses Welcome

Accredited B&B for horses





# Welcome to our Horses Welcome Scheme

Horses Welcome is the UK's first quality-assured scheme for equine bed and breakfast accommodation. It began in the South of Scotland in 2006, and since then has grown to include members in Scotland, Ireland, Wales and England.

Becoming a member of the scheme demonstrates your commitment to providing a genuine 'home away from home' for horses.

We visit all Horses Welcome premises to ensure that the stabling, grazing and related facilities are of a suitable standard for visiting horses. Only properties to which we would be happy to use for our own horses are endorsed, so the scheme can be promoted with confidence.

Members' premises are re-inspected once every three years to ensure the scheme's standards remain high.

Our standards are very practical. This booklet will give you an idea of what we are looking for. It will also give you some tips and hints for ensuring a successful business.

The scheme provides you with access to our central marketing which will complement the promotion you undertake personally.



## What you get when you join . . .

- Custody and control insurance to cover your legal liability should a visiting horse be injured at your premises. Bought separately, this could cost you more than £200 a year. Key facts about this insurance are included in this booklet.
- A 10 percent discount on all adverts on EMAGIN.
- Your own member page on [www.bhs.org.uk](http://www.bhs.org.uk) – we'll also link to your own website if you have one, or you can use your Horses Welcome page as your web page if you prefer.
- Marketing support, including marketing to more than 108,000 BHS and British Riding Club members.
- Special offers exclusive to Horses Welcome members from time to time.

The annual fee for membership is currently £65, which represents excellent value. Your membership year runs for a full year from the date on which you join the scheme.

The inspection fee is currently £35 plus travel at 45p per mile. Inspection takes place on application to join the scheme and every three years thereafter.

**BHS Approved riding schools and livery yards do not require a separate Horses Welcome inspection.**



## Your Horses Welcome contacts

This pack includes everything you need to join the Horses Welcome scheme. If you have any questions either before or after joining then please contact:

Ben Neal

02476 840496

[horseswelcome@bhs.org.uk](mailto:horseswelcome@bhs.org.uk)

Horses Welcome, The British Horse Society, Abbey Park, Stareton, Kenilworth,  
Warwickshire CV8 2XZ

## Recommended standards for equine accommodation

The BHS supports the standards in the National Equine Welfare Protocol. You can download copies from:  
[www.newc.co.uk/home/documents/NEWP.pdf](http://www.newc.co.uk/home/documents/NEWP.pdf).

The Horses Welcome scheme requires the following minimum facilities to be available:

### Grazing

- Where the facility is grazing only there must be adequate shelter (man-made or natural) in the field and a safe, secure place to tie up for grooming and tacking up nearby.
- Where grazing is provided, it must be sufficient and safe, well maintained and free from poisonous plants. There must be secure fencing and a safe gate. Please note that the insurance provided to Horses Welcome hosts only covers non-Rylock fencing. An electric stand-off fence to stop horses putting their foot through the fence is acceptable. If there is inadequate grass, good quality hay should be provided. Clean, fresh water should be easily accessible preferably in a trough.
- Visiting horses should be grazed separately from resident horses. If there is more than one group of visiting horses they should be grazed apart from each other.



### Stabling

- Each stable should be of sufficient dimensions (a minimum of 10ft x 12ft x 8ft high for a horse up to 15.2hh) in good condition with a floor that drains easily. Clean, fresh water should be available either from a self-feeding trough/drinker or in a bucket with a tap nearby.
- Stables must be safe and secure.

### Feed, bedding and equipment

- Where stabling is provided, each loose box should have sufficient clean, mould-free bedding. Visiting riders with specific bedding needs expect to pay more, otherwise it is up to you what type of bedding you choose to offer.
- Some visitors will bring their own hard feed, others riding between different overnight stops may ask you to provide it. Discuss this at the time of booking. If you do not usually stock feed, it is not unreasonable to buy a bag to their specification at a pre-agreed fee.

- Visitors should be expected to muck out stables/skip out fields for themselves, unless you agree to do this for them (for which you could charge a fee). Suitable tools should be provided.
- Visitors should be encouraged to bring their own grooming kit. If a grooming kit is provided it must be disinfected after a visitor leaves.
- Secure storage for tack must be available.
- There must be easy access for trailers/lorries and space to park and turn.

### Bio-security and visiting horses

- Visitors should be asked to comply with your bio-security measures, including having up-to-date vaccination and worming records. It is up to you whether you require sight of vaccination certificates or passports.
- Resident horses should be disease free. You should, in advance of their arrival, notify visitors if one of your horses contracts a virus or other contagious infection.
- It is highly recommended that you confirm all bookings in writing and make bookings conditional upon agreement that all visiting horses are healthy on arrival. You should also make clear that, as proprietor, you reserve the right to refuse accommodation to any horse which shows symptoms of illness or transmittable diseases either on arrival or during the course of its stay.

### Insurance and risk

- All proprietors who become members of the Horses Welcome scheme must hold appropriate public liability insurance and provide details of the policy to the BHS.

### Access to Facilities

The Horses Welcome scheme is aimed both at leisure riders keen to explore new countryside away from home and competition riders needing overnight accommodation.

The number of visitors you are likely to attract will depend very much on your location and what you can offer, either on-site or locally. Some may be looking only for an overnight stop with either turnout or a clean stable, whereas for others the attraction will be scope for enjoyable off-road riding.

### Human Needs

Horses Welcome gives no quality assurance for human accommodation, but please consider the facilities required by people travelling or holidaying with horses.

If you are unable to provide suitable human accommodation on-site, you will need to link up with a nearby B&B, hotel, guesthouse, bunkhouse or someone willing to provide suitable accommodation. In these circumstances, think about how you will co-ordinate booking with that provider so that the guests don't have to book twice.



## Hints and Tips

The following, while not compulsory, are suggested to help you meet visitors' needs:

- A welcoming host is more important than any special facilities.
- Make it clear in advance what you can offer and the costs involved for any optional extras.
- Refreshments on arrival will be welcomed by riders or drivers.
- Show your visitors around the main facilities as soon as they arrive.
- Facilities to dry outdoor clothing, footwear, tack and numnahs are essential in bad weather.
- Visiting riders on a trail will usually need lunch and drinks for the next day. If you are willing to offer a packed lunch this will be useful. Many people will appreciate an offer to refill flasks.
- If you offer an evening meal, confirm the time required in advance. If they arrive late, can you offer a snack instead of a meal?
- If you do not wish to offer an evening meal, where else can visitors eat? Can you offer them a lift or arrange a taxi if there is nowhere within easy walking distance?
- An information pack will be appreciated by visitors and make life easier for you, too. This should include emergency contact numbers for vets and farrier(s), local riding routes and other relevant tourist information.
- Some visiting riders may be interested in a baggage transfer service.







## AMLIN PLUS LIMITED

St Helen's, 1 Undershaft, London, EC3A 8ND

### Equine Care, Custody & Control Insurance

#### Policy Summary

The following summary contains important information about the Amlin Plus Limited Care Custody and Control Insurance. It does not contain the full terms and conditions of your policy which can be found within the policy document, a copy of which is available on request. You should review your insurance documentation regularly to ensure that the cover given is adequate.

**Period of Insurance:** 12 months from the date of commencement of membership of The British Horse Society Horses Welcome or 12 months from the renewal of membership of The British Horse Society Horses Welcome.

**Statement of Demands and Needs:** This insurance is designed to meet the demands and needs of an entity, with limited Liability, wishing to protect for:

Equine Care Custody and Control Insurance.

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#### Type of Cover: Care Custody and Control Insurance

##### Some Key Points

The scheme is administered by The British Horse Society Ltd, Abbey Park, Stareton, Kenilworth, Warwickshire, CV8 2XZ. They are an appointed representative of South Essex Insurance Brokers Ltd, Beaufort House, Brunswick Road, Gloucester, Gloucestershire, GL1 1JZ who are authorised and regulated by the Financial Services Authority.

You are insured against the loss or damage for which you are legally liable to animals in your care custody and control.

The insurance is subject to the Limit of Liability shown.

Limit of liability per establishment:

£5,000 – any one animal

£10,000 – any one claim and in all during the policy period

The insurance will **NOT** pay:

Any loss of or damage to any animal owned by you, leased, or loaned by you to a third party

Any liability assumed by you under any contract or agreement

Any loss of or damage to an animal used for any purpose that the owner did not intend

The first £300 of each and every claim

Any loss or damage to an animal accommodated in a field not kept solely for grazing animals

##### Your Responsibilities

In order to make sure that your insurance will respond in the event of a claim it is very important that YOU SHOULD NOTIFY US if any of the following situations arise:

The owner of any horse stabled with you indicates either verbally or otherwise that they hold you responsible for injury, illness or death.

You feel you may be held responsible for injury, illness, death or other financial loss as a result of your actions or omissions relating to an animal in your care.

**Insurer:** The Insurance is underwritten by Amlin Syndicate 2001 at Lloyd's

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Failure to act in accordance with the conditions may invalidate your insurance

---

### How do you make a claim on this policy?

If you need to make a claim you should immediately contact Amlin Plus Limited:

By phone: 0845 605 0233

By fax: 0845 605 0234

In writing to us at:

Amlin Plus Ltd

St Helens

1 Undershaft

London

EC3A 8ND

By email: [aplclaims@amlin.co.uk](mailto:aplclaims@amlin.co.uk)

### How do you cancel this policy?

You may cancel your insurance by phoning or writing to us. Please see your cancellation section of the policy wording for full details of how to cancel your policy. This will also explain any deductions that may be applicable.

You have the right to cancel your policy within 14 days from the inception date or the day policy documents were received and receive a full premium refund less any applicable deductions.

### How do you complain to us?

We take great pride in the service we provide to you, however, if you are unhappy with the handling of your insurance or claim please contact either the General Manager in writing at Amlin Plus Ltd, at the address shown above, or by telephone on 0845 605 0233.

In the event that you remain dissatisfied and wish to make a complaint, you can do so at any time by referring the matter to Policyholder and Market Assistance at Lloyd's. Their details are:

Policyholder and Market Assistance

Lloyd's Market Services,

One Lime Street,

London EC3M 7HA

Tel: 0207 327 5693

Fax: 0207 327 5225

Email: [complaints@lloyds.com](mailto:complaints@lloyds.com)

Complaints that cannot be resolved by Policyholder and Market Assistance at Lloyd's may be referred to the Financial Ombudsman Service. Further details will be provided at the appropriate stage of the complaint process. Referral to the Financial Ombudsman will not affect your right to take legal action.

### Financial Services Compensation Scheme (FSCS)

Lloyd's Underwriters are covered by the Financial Services Compensation Scheme. You may be entitled to compensation from the Scheme if a Lloyd's Underwriter is unable to meet its obligations to you under this contract. If you were entitled to compensation under the Scheme, the level and extent of the compensation would depend on the nature of the contract. Further information about the Scheme is available from the Financial Services Compensation Scheme. Their details are:

Financial Services Compensation Scheme

7th Floor, Lloyds Chambers,

Portsoken Street,

London E1 8BN

Telephone: 0207 741 4100

Website: [www.fscs.org.uk](http://www.fscs.org.uk)

## **Appendix II**

**Letter from Graham Associates (International) Limited (11<sup>th</sup> August 2014)**

# Graham Associates

## (INTERNATIONAL) LIMITED

### INTERNATIONAL ACCOUNTANTS

**Head Office:**

San Marco House, Craig-yr-Eos Road  
Ogmore-by-Sea, Vale of Glamorgan, CF32 0PG

Telephone: 01656 880599

Fax: 01656 880947

Email: [robgraham@gai.uk.com](mailto:robgraham@gai.uk.com)

[www.graham-assoc.co.uk](http://www.graham-assoc.co.uk)

**Registered Office:**

180 Piccadilly, London, W1J 9HF, UK

Telephone: 0207 917 1727

Fax: 0207 432 0516

9595 Wilshire Blvd

Suite 900, PMB #155

Beverly Hills, California 90212, USA

### TO WHOM IT MAY CONCERN

**Vale Carriages and St Bridgets B & B**  
**at Yard adj Vicarage Field Southerndown Road, St Brides Major, Vale of Glamorgan**

We are writing in support of the above application.

We are International Accountants and act for many film production companies based in Wales, London and LA. We act for international talent, producers and directors and also have our own film production company Independent Moving Pictures.

Whenever possible we try and bring productions to Wales. The writer has been Executive Producer on many films made in Wales. Most recently the multi million dollar sci fi film "The Machine" starring US actress Caity Lotz. This was filmed entirely in Bridgend and the Vale of Glamorgan. This film is on release worldwide.

In addition, our own company has financed 8 films all made in Wales and being distributed worldwide. On one of the most recent films which was released in May and is in all major retailers in the US is Valley of the Witch. For this film we used the facilities offered by the applicants.

With many manor productions now coming to Wales and studios such as Pinewood, there will be a demand for rural accommodation and the services that Vale Carriages and St Bridgets B & B can provide.

As you are probably aware, tourism gets a massive boost from film and television production and many people come to see locations in the Vale where Dr. Who, Torchwood and major productions have taken place.

There is a lack of such facilities in the Vale which means for locations in the Vale, cast and crew have to be accommodated outside the area.

Already in the finance process are several multi million dollar and multi cultural films we are involved in, of which most will be made in Wales and the Vale will be used for many locations and bring in many people as cast and crew on each production.



International  
Associate  
American Institute of Certified Public Accountants

**Directors:**

R. C. Graham, B.A. (Hons), FFA, FAIA, MCMI, ACPA, FFTA  
R. L. Graham, AMAIA, ACPA, MCMI  
K. R. Bartle, MAAT, ACPA

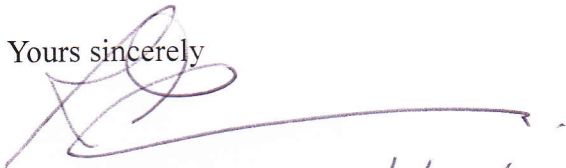
Company registered in England and Wales No: 4287870  
V.A.T. Registered No: 484 4428 24

US film and television companies recognise that making films in the UK for a fraction of the cost of making then in the US means a film can be profitable much more quickly. This is why World War Z was made in Scotland. Davinci Demons is being made in Swansea.

The Machine 2 again with Caity Lotz is in pre production in Wales.

We support the application and sincerely hope the Planning committee does as well.

Yours sincerely

A handwritten signature in purple ink, appearing to be 'R. Graham', with a long horizontal flourish extending to the right.

Robert C Graham  
Director

11/5/2014

GRAHAM ASSOCATES (INTERNATIONAL) LTD



## **Appendix III**

**Email from Jennifer Griffiths Recruitment and Training Ltd (13<sup>th</sup> August 2014)**

**From:** Jennifer Griffiths <[jennifer.griffiths@jgr.co.uk](mailto:jennifer.griffiths@jgr.co.uk)>  
**Date:** 13 August 2014 01:26:51 pm BST  
**To:** "[cpd@cpdlandscapes.co.uk](mailto:cpd@cpdlandscapes.co.uk)" <[cpd@cpdlandscapes.co.uk](mailto:cpd@cpdlandscapes.co.uk)>  
**Subject:** Planning Application No 2013/01217ful

Dear Chris & Julie

I am writing to support your application for proposed B & B at the Vicarage field.

There is certainly a need for this in the area particularly when new companies open up attracting people from outside Wales and if there is affordable accommodation it makes it far more attractive for them to spend time enabling them to check suitable sites. We are often at a loss where to recommend people to stay and B & B in a lovely part of the Vale would benefit the area enormously.

There are now more seasonal events, charity events and I believe there is an Iron Man Event being held shortly in the Ewenny area which will attract enormous amounts of tourists from America and other parts of the world.. They will need somewhere to stay.

We have a lovely coastline for walkers, cyclists and, again, this sort of accommodation is perfect.

I hope their application is fully considered.

Regards,

Jennifer

**Jennifer Griffiths**  
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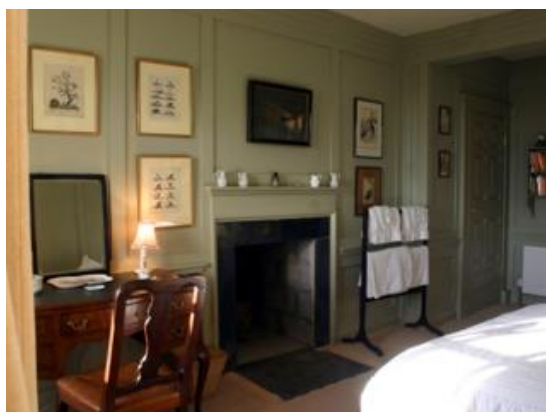
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### Business Plan (2013)



# St Bridget's Bed and Breakfast

"Traditional accommodation in the heart of the Vale"

## **BUSINESS PLAN**

<b>Name</b>	<b>Mr and Mrs Davies</b>
<b>Address</b>	<b>The Old Paddock Cottage St Brides Major Vale of Glamorgan</b>
<b>Postcode</b>	<b>CF32 0SB</b>
<b>Telephone</b>	<b>01656 881962</b>
<b>Date</b>	<b>1<sup>st</sup> October 2013</b>
<b>Business Name</b>	<b>St Bridgets Farmhouse</b>

## **Executive Summary**

### Introduction

This plan has been created in order to highlight the business opportunity that St Bridget's Bed and Breakfast will create in the western rural Vale of Glamorgan for the proprietors and their suppliers of local produce and services.

### Business Highlights

- Unique business in this area
- Financially viable standalone business
- Excellent market demand
- Positive addition to the local economy
- Sustainable business
- Environmentally sensitive
- Highly efficient energy systems

### Financial forecasts

Income (including Vale Carriages)

Year 1 - £93,650

Year 2 - £103,700

Year 3 - £106,200

Year 4 - £111,100

Year 5 - £113,200

Forecast Net profit year 1 after drawings (including Vale Carriages) £41,350

### Marketing

Visit Wales has outlined the increased opportunity to utilise digital communications which will enable the business to launch and continue to reach its target markets in an affordable budget. This marketing channel will be combined with the more traditional marketing techniques in this sector.

### The Market

This plan demonstrates the strong growth and demand that exists in the macro tourist market in Wales as well as local positive data that supports the St Bridget's proposition.

### Environmentally sensitive

In all areas of the project careful consideration for environmental impact has been planned for – from building specification and materials to the use of sustainable energy sources to keep the business as "Green" as possible.

### 1. The proposed business

St Bridgets B&B (SBBB) will offer unique, themed and quality accommodation in the heartland of the Heritage Coast of the Vale of Glamorgan. Its inspiration comes from a shortage of accommodation in the locality and an existing demand that cannot be fulfilled derived from the owners' busy riding school located in the same village and also from the anticipated demand created by a number of associated new diversification initiatives that will all combine to make this a vibrant and sustainable accommodation business.

The B&B will be located in a new specifically planned premises that will maximise the opportunity for growing the business whilst being sensitive and aware of minimising the impact on the environment and the locality.

Accommodation will be split between 3 rooms in the family house offering beds for up to 6 people and will be available throughout the year. The rooms will be decorated in a themed Victorian style to match in with the vision of creating an experience from the past

Other accommodation will be provided through 2 Shepherds carriages

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Other accommodation will be provided through 2 shepherds' carriages located within the field to the rear of the house. These will match in with the Victorian theme of the house.

The Victoriana theme will extend from the house and carriages through to the associated Victorian style carriage rides that are part of the business and will leave from close by for a "grand tour" of the heritage coastline.

It is planned to offer locally sourced produce for the "Welsh Breakfasts" including poultry products from Slade Farm ( just a few doors down! ) , local bread baked in St Brides and vegetables from farms nearby.

2. **Start date** It is hoped that planning permissions will be granted and for the business to be trading 6 to 9 months later

3. **Who will be involved in the business**

This will be a family run business involving Julie and Chris. Julie will take the lead on the day to day running of the business. A housekeeper will be recruited from the local area.

4. **Business objectives**  
( **Short term** – 12 months)

- B & B and equine accommodation turnover of £68,850 in first 12 months of trading
- Shepherds Huts income of £19,300 over 12 months making a combined income of £88,150 in first 12 months
- Combining with associated business products including carriage tours and riding school
- Developing local supply chain
- Creating a strong brand for the accommodation – including the Victorian theme of all products
- Develop strong links with associated tourist businesses and organisations
- Create a busy online presence
- Achieve an average occupancy rate of 49% in first year of trading

( **Long term** (excluding Vale Carriages) – up to 5 years)

- Sales Year 2 - £78,700  
Sales Year 3 - £81,150  
Sales Year 4 - £86,050  
Sales Year 5 - £88,150
- Increase marketing activities
  - Introduce add on products linked to the theme
  - Average occupancy rate of 55% by 2016

**PERSONAL BACKGROUND**

5. **Brief history of career**

Julie and Chris are very experienced business people having individually started up enterprises of their own created a number jointly.

Chris has started a number of businesses including, landscape maintenance, property management, pension fund management and farming.

Julie set up St Brides Riding School over 15 years ago. It has grown to be a very successful business employing local people on a full and part time basis. Julie has been responsible for all aspects of the school from the day to day operations to marketing, health and safety, staff training and recruitment.

They have jointly set up a Carriage tour business recently.

Julie and Chris's families are both from St Brides Major and most of the land that Chris owns has been in the family for three generations. The tradition of being local is continuing with all of the family living locally, children and grandchildren.

6. Strengths

- The "Themed" aspect of the offer will appeal to a wide market
- Associated businesses have already indicated significant demand
- Repeat nature of the above market
- Location – rural yet so close to attractions including Cardiff City Centre in 20 minutes
- Appeal to ABC customer demographic groupings
- Proximity to the school and carriage tours
- Very low impact on the countryside
- Ability to create additional revenue streams through "Add on" products
- Experience of running a business ie the school and landscaping businesses
- Online market strength
- The business proposal coincides with the aspirations of national and local tourist authorities

## 7. WEAKNESSES

- Planning permission dependent
- Large amount of capital required to invest
- Tourist business can be weather dependent
- Investment 5 months ahead of first sales
- Significant marketing investment required
- Lack of experience in marketing in this sector

## 8. OPPORTUNITIES

- This is a mature market with great opportunities to market to a wide variety of interested segments
- Ability to create revenue streams from “Add ons” available to customers
- Links with other local tourist attractions – Pubs, Beaches and restaurants.
- Ability to market effectively through a Digital Marketing strategy – cost savings and effective
- Opportunity to apply for Visit Wales rating
- Links to diversified own businesses eg Carriage tours, riding school

## 9. THREATS

- Existing accommodation in the wider Vale / South Wales area
- New entrants
- Change in consumer habits
- Weather dependency



## **MARKET RESEARCH**

### **10. The Market**

#### **The accommodation market in Wales Trends**

The current trend for “Staycations”, that is staying in the UK as opposed to travelling abroad, Has steadily risen since 2008 and is set to carry on growing particularly during the recessionary period.

Mintel in its report “Domestic tourism UK 2012” suggests that,  
“41% of UK holiday makers took a single domestic vacation during the year to July 2012”.

The same report remarks that,  
“ The propensity for older adults to take multiple holidays is worth targeting”.

The profile of UK Staying Visitors in Wales is heavily skewed towards the ABC1 demographic with over two in five falling into the segment *Empty Nesters* and nearly a third into *Families*.  
( Data from : Wales Visitor Survey 2011 – Welsh Government )

A recent Wales tourism report, Wales Business Survey, Wave 2 2013 also highlights the opportunity of the demographic profile of tourists visiting Wales,

“ Wales attracts higher socio economic groups – 40% A or B – far above the proportion of AB’s in the UK population (27%)”.

This works well in favour of SBBB as Mintel highlights that AB consumers are most likely to favour countryside trips. The “Countryside” as a destination is favoured by 32% of all UK holidaymakers.

Sightseeing is an important aspect driving visitors to Wales, 54% cite that this is the reason for their visit.

Wales Visitor Survey May 2013.

As a destination Wales continues to outperform the rest of the UK.

“Volume of trips to Wales has increased by 8% in comparison with the first Qtr of 2012. Nights spent on these trips increased by 30%. Average length of stay increased from 2.56 to 3.08 nights”

Wales Tourism Business Survey, Wave 2, 2013. Welsh Government.

## 11. Customers

### Potential customers

It is anticipated that SBBB will attract a very wide range of customers whose primary interest is experiencing the countryside and sightseeing of the heritage coastline.

Target segments: SBBB has identified 2 main target customer groupings.

1. One target group of customers will be in the ABC demographic who have a higher disposable income and may take multiple holiday trips. The countryside is seen as an essential element of their holiday and they will be interested in walking, fishing, horse riding and nature watching as well as participating in equine related activity such as the riding school, equine B&B and carriage tour.

2. Activity tourists

A wide range of outdoor activities are available in the Vale and the market for this segment is large and growing, Mintel ( Activity Holidays UK Feb 2010 ) reports,

*“Activity holidays currently account for around 12% of the overall travel market in terms of volume. The total activity holidays market was worth an estimated £4.7 billion in 2009. Walking/trekking is the most popular form of activity holiday, accounting for almost four in ten activity trips. This has been the fastest growing activity type over the past two years and a quarter of the adult population have been on a walking holiday at some point in their lives”.*

The Vale has great access to paths, bridleways and cycling.

Activity holiday participants have specific accommodation needs,

“Some of our customers are regular walkers, cyclists or skiers looking for comfort alongside their favourite activity.”

-Activity tour operator

## 12. Research methods

Desk and primary research has been carried out in order to ascertain the opportunity for the business.

Desk research : a review of Government statistics for the tourism market in Wales combined with commercial reports from research companies. Both sets of data have indicated a positive outlook for this sector.

Online research of businesses renting for this type of accommodation.

Primary Research : Focus groups with existing client base

## 13. Why customers will buy from SBBB rather than from a competitor

There is little competition in the area which means that reaction to the establishment of the business will be limited.

#### 14. Competition

Selection of the more local B&B competition

1. Bramble Cottage  
Flanders Rd,  
Llantwit Major
2. Bryn Y Ddafad,  
Cowbridge
3. Crossways Manor House  
Crossways  
Cowbridge
4. Sheepleys  
Llandow,  
Cowbridge
5. Flanders Barn Bed and Breakfast,  
Llantwit Major
6. Moorshead Farm cottages and B&B  
Sigingstone  
Cowbridge

#### 15. How competitors are likely to react to SBBB

Apart from any new market entrants reaction from immediate competition is seen as very limited.

### ADVERTISING & PROMOTION

#### 16. SBBB sales proposition

Located in a part of the Vale of Glamorgan that is the equestrian heartland and on the main route to the coast, SBBB will offer customers the chance to immerse themselves in a traditional Bed and Breakfast whilst partaking in the chance to experience the old world charms of Victorian Wales.

The rooms will have the highest quality fittings and fixtures to make stays memorable. Breakfast made from locally sourced products in keeping with the traditional theme.

## 17. Marketing

A multi channel approach to marketing will be adopted which will include

- Digital marketing
- Offline marketing

### Digital marketing

Tourism research carried out by the Welsh Government ( Wales visitor survey 2011 ) indicates that digital marketing has become a very powerful tool in accessing potential customers,

*“- Over half have mobile internet capability : nearly one in three UK Staying Visitors have access to and have used mobile internet to find out things during their trip.*

*- The use of websites as information sources prior to the trip is growing: nearly half consulted a website for information prior to their trip.*

This offers significant opportunity for an aggressive “Digital” based strategy.

The Digital marketing strategy will include

1. Creating an e-commerce CRM website that will have -

A high standard of branding, pictorial and video content ( 360 degree viewpoints ), availability calendar, easy booking online, all major credit cards accepted, testimonials, quality ratings

It will be supported by

SEO, PPC, Links, Affiliates, co branding, on Ad networks, online PR, Blogs.

2. Smart phone version of the site

3. Social media campaign

4. Viral campaign

5. Third party booking sites – specialists and generalists will be a central aspect to the strategy in years 1 and 2.

### Offline

1. Advertising in “Disabled” specific media

2. Use of the NAS scheme and its associations with disabled customers

3. Joint campaign with Visit Wales

4. Joint campaigns with local Tourist / activity companies

Average monthly budget at :

SEO £50 Per month

PPC £50 Per month

Adverts ( online ) £50 Per month

Offline £50 Per month

## PRICING

### 18. Cost to provide the service

After the initial capital investment the overheads of the business to provide the accommodation are relatively low. Costs shown below are for x3 rooms and x2 huts

Wages – One person to clean and prepare facilities and administer website bookings / payments

Cleaning materials

Heat / light

Laundry

## **19. What the market will stand**

In order to appeal to the ABC demographic a higher than average weekly tariff will be used. Research by Visit Wales has shown that higher tariff accommodation occupancy levels tend to be higher – In August 2012, £300 - £500 p/w averages 78% and £500 - £800 averages 84%. ( Visit Wales Occupancy report 2010, July 2012).

Pricing is also a good indication to customers of quality levels. SBBB

will look at grading after the first year. In the interim it will use its price points to indicate its high quality proposition.

Quality also affects occupancy in the same report mentioned above 2 star accommodation averaged 75% occupancy whilst 5 star was 91%.

## **20. Sales assumptions**

A full spreadsheet of sales assumptions are contained in Appendix V.

Occupancy rates have been based on research taken from Visit Wales data from this market ( Visit Wales / TNS Guest House / Bed and Breakfast occupancy survey 2012 /13 ) and experience from other operators.

According to Visit Wales data in 2012 / 13 the average occupancy levels for this type of accommodation for the year was 47%.

SBBB has adapted these figures for their guidance. They are in a strong position as they will be utilising the demand for accommodation from their existing all year round business which is why they have been able to predict higher rates of occupancy from the start.

Estimated average occupancy for the first year for SBBB is 49% due to the unique selling points offered.

## **21. Premises**

SBBB is a new build project. It will make best use of energy efficient building techniques and materials, whilst retaining a traditional build façade.

As part of the concept to create a Victorian style experience the property will have a number of features to re create that period such as fireplaces in bedrooms, furniture of the period and natural flooring materials including slate and wood.

Outline representations and plans of the building.

The business will also make use of its local resources

- Fruit and vegetables from the kitchen garden
- Wood for fuel from the locally owned wood

## 22. Financial highlights

### Highlights

#### Forecast sales

Sales Year 1 - £73,450

Sales Year 2 - £78,700

Sales Year 3 - £81,150

Sales Year 4 - £86,050

Sales Year 5 - £88,150

#### Cashflow commentary

Sales forecasts have been calculated by reviewing the latest Visit Wales statistics for this type of accommodation. Occupancy rates have been reviewed and combined for coastal and countryside locations.

SBBB is confident that it can achieve occupancy levels slightly above the reported averages by Visit Wales as it has an existing demand for accommodation via its other business operations.

Profit margins are strong as overheads from the premises are low due to its design to be highly energy efficient making best use of energy resources from the land.

Capital expenditure – the cashflow forecast excludes capital expenditure as it is a forecast of operational profitability and feasibility.

### Five Year Budget for St Bridgets B&B

[illegible]



Year 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>Income</b>													
B & B Sales	1700	2300	3200	5500	5000	7000	7000	5700	4500	3500	3200	2500	51100
Hut sales	400	550	1220	2400	2200	2500	2800	2800	1600	1600	800	400	19270
Horse accommod	150		600	800	850	900	1200	1400	900	800	600	150	8350
Carriage income	650	650	680	2700	1000	3500	3600	4000	4200	2000	1100	900	24980
<b>Total Income</b>	<b>2900</b>	<b>2850</b>	<b>5700</b>	<b>11400</b>	<b>9050</b>	<b>13900</b>	<b>14600</b>	<b>13900</b>	<b>11200</b>	<b>7900</b>	<b>5700</b>	<b>3950</b>	<b>103700</b>
<b>Expenditure</b>													
Purchases B&B	200	250	320	450	500	700	700	600	450	350	350	270	5140
Purchases Huts	30	35	65	120	120	140	140	140	100	90	50	30	1060
Wages/Salaries	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	14400
Employers NI	72	72	72	72	72	72	72	72	72	72	72	72	864
Carriage expense	600	550	730	900	650	1250	1300	2000	750	750	750	250	10480
Business Rates	0	0	0	0	0	0	0	0	0	0	0	0	0
Water Rates	50	50	50	50	50	50	50	50	50	50	50	50	600
Heat/Light/Fuel	65	65	65	65	65	65	65	65	65	65	65	65	780
Telephones	50	50	50	50	50	50	50	50	50	50	50	50	600
Maintenance	100	100	100	100	100	100	100	100	100	100	100	100	1200
Advert.& Promotic	200	200	200	200	200	200	200	200	200	200	200	200	2400
Printing/Stationer	15	15	15	15	15	15	15	15	15	15	15	15	180
Postage	15	15	15	15	15	15	15	15	15	15	15	15	180
Travel Expenses	50	50	50	50	50	50	50	50	50	50	50	50	600
Insurances	100	100	100	100	100	100	100	100	100	100	100	100	1200
Professional Fees				400									400
Training Costs					200								200
Drawings	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18000
Class 2 NI	12	12	12	12	12	12	12	12	12	12	12	12	144
Contingencies	100	100	100	100	100	100	100	100	100	100	100	100	1200
<b>Total Expenditur</b>	<b>4359</b>	<b>4364</b>	<b>4644</b>	<b>5399</b>	<b>4999</b>	<b>5619</b>	<b>5669</b>	<b>6269</b>	<b>4829</b>	<b>4719</b>	<b>4679</b>	<b>4079</b>	<b>59628</b>
Net Inflow/Outflow	-1459	-1514	1056	6001	4051	8281	8931	7631	6371	3181	1021	-129	<b>44072</b>
Opening Balance	41350	39891	38377	39433	45434	49485	57766	66697	74328	80699	83880	84901	
Closing Balance	39891	38377	39433	45434	49485	57766	66697	74328	80699	83880	84901	84772	

Year 3	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>Income</b>													
B & B Sales	1700	2300	3500	6000	5500	6700	7000	6000	5000	3500	3300	2500	53000
Hut sales	400	550	1250	2200	2200	2500	2800	2800	1600	1600	800	400	19100
Horse accommoc	150	150	600	1100	850	1000	1250	1400	1000	800	600	150	9050
Carriage income	650	650	680	2750	1000	3500	3600	4000	4200	2000	1100	900	25030
<b>Total Income</b>	<b>2900</b>	<b>3000</b>	<b>6030</b>	<b>12050</b>	<b>9550</b>	<b>13700</b>	<b>14650</b>	<b>14200</b>	<b>11800</b>	<b>7900</b>	<b>5800</b>	<b>3950</b>	<b>106180</b>
<b>Expenditure</b>													
Purchases B&B	200	300	350	500	600	800	850	750	600	500	500	300	6250
Purchases Huts	30	35	65	150	150	170	170	170	130	150	70	30	1320
Wages/Salaries	1200	1200	1400	1600	1400	1600	1600	1800	1500	1200	1200	1200	16900
Employers NI	72	72	72	72	72	72	72	72	72	72	72	72	864
Carriage expense	700	550	750	1000	700	1300	1400	2200	900	750	750	250	11250
Business Rates	0	0	0	0	0	0	0	0	0	0	0	0	0
Water Rates	50	50	50	50	50	50	50	50	50	50	50	50	600
Heat/Light/Fuel	70	70	70	70	70	70	70	70	70	70	70	70	840
Telephones	50	50	50	50	50	50	50	50	50	50	50	50	600
Maintenance	100	100	100	100	100	100	100	100	100	100	100	100	1200
Advert.& Promoti	200	200	200	200	200	200	200	200	200	200	200	200	2400
Printing/Stationer	15	15	15	15	15	15	15	15	15	15	15	15	180
Postage	15	15	15	15	15	15	15	15	15	15	15	15	180
Travel Expenses	50	50	50	50	50	50	50	50	50	50	50	50	600
Insurances	100	100	100	100	100	100	100	100	100	100	100	100	1200
Professional Fees				400									400
Training Costs					200								200
Drawings	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18000
Class 2 NI	12	12	12	12	12	12	12	12	12	12	12	12	144
Contingencies	100	100	100	100	100	100	100	100	100	100	100	100	1200
<b>Total Expendit</b>	<b>4464</b>	<b>4419</b>	<b>4899</b>	<b>5984</b>	<b>5384</b>	<b>6204</b>	<b>6354</b>	<b>7254</b>	<b>5464</b>	<b>4934</b>	<b>4854</b>	<b>4114</b>	<b>64328</b>
Net Inflow/Outflow	-1564	-1419	1131	6066	4166	7496	8296	6946	6336	2966	946	-164	<b>41852</b>
Opening Balance	84772	83208	81789	82920	88986	93152	100648	108944	115890	122226	125192	126138	
Closing Balance	83208	81789	82920	88986	93152	100648	108944	115890	122226	125192	126138	125974	

Year 4	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>Income</b>													
B & B Sales	1700	2300	4000	7000	5500	7500	7700	7000	5500	3500	3300	2500	57500
Hut sales	400	550	1250	2400	2200	2500	2800	2800	1600	1600	800	400	19300
Horse accommod	250	150	600	1100	850	1000	1250	1400	1000	800	600	250	9250
Carriage income	650	650	680	2750	1000	3500	3600	4000	4200	2000	1100	900	25030
<b>Total Income</b>	<b>3000</b>	<b>3000</b>	<b>6530</b>	<b>13250</b>	<b>9550</b>	<b>14500</b>	<b>15350</b>	<b>15200</b>	<b>12300</b>	<b>7900</b>	<b>5800</b>	<b>4050</b>	<b>111080</b>
<b>Expenditure</b>													
Purchases B&B	200	300	450	700	650	900	1000	900	700	500	500	300	7100
Purchases Huts	30	35	65	150	150	170	170	170	130	150	70	30	1320
Wages/Salaries	1200	1200	1400	1750	1400	1700	1800	1800	1500	1200	1200	1200	17350
Employers NI	72	72	72	72	72	72	72	72	72	72	72	72	864
Carriage expense	700	550	750	1000	700	1300	1400	2200	900	750	750	250	11250
Business Rates	0	0	0	0	0	0	0	0	0	0	0	0	0
Water Rates	50	50	50	50	50	50	50	50	50	50	50	50	600
Heat/Light/Fuel	70	70	70	70	70	70	70	70	70	70	70	70	840
Telephones	50	50	50	50	50	50	50	50	50	50	50	50	600
Maintenance	150	150	150	150	150	150	150	150	150	150	150	150	1800
Advert.& Promotic	200	200	200	200	200	200	200	200	200	200	200	200	2400
Printing/Stationer	15	15	15	15	15	15	15	15	15	15	15	15	180
Postage	15	15	15	15	15	15	15	15	15	15	15	15	180
Travel Expenses	50	50	50	50	50	50	50	50	50	50	50	50	600
Insurances	100	100	100	100	100	100	100	100	100	100	100	100	1200
Professional Fees				400									400
Training Costs					200								200
Drawings	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18000
Class 2 NI	12	12	12	12	12	12	12	12	12	12	12	12	144
Contingencies	100	100	100	100	100	100	100	100	100	100	100	100	1200
<b>Total Expenditur</b>	<b>4514</b>	<b>4469</b>	<b>5049</b>	<b>6384</b>	<b>5484</b>	<b>6454</b>	<b>6754</b>	<b>7454</b>	<b>5614</b>	<b>4984</b>	<b>4904</b>	<b>4164</b>	<b>66228</b>
Net Inflow/Outflow	-1514	-1469	1481	6866	4066	8046	8596	7746	6686	2916	896	-114	<b>44852</b>
Opening Balance	125974	124460	122991	124472	131338	135404	143450	152046	159792	166478	169394	170290	
Closing Balance	124460	122991	124472	131338	135404	143450	152046	159792	166478	169394	170290	170176	

Year 5	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>Income</b>													
B & B Sales	2000	2500	4000	7500	5500	7500	8000	8000	5500	3500	3300	2500	59800
Hut sales	400	550	1250	2400	2200	2500	2800	2800	1600	1600	800	400	19300
Horse accommod	150	150	600	1100	850	1000	1250	1400	1000	800	600	150	9050
Carriage income	650	650	680	2750	1000	3500	3600	4000	4200	2000	1100	900	25030
<b>Total Income</b>	<b>3200</b>	<b>3200</b>	<b>6530</b>	<b>13750</b>	<b>9550</b>	<b>14500</b>	<b>15650</b>	<b>16200</b>	<b>12300</b>	<b>7900</b>	<b>5800</b>	<b>3950</b>	<b>113180</b>
<b>Expenditure</b>													
Purchases B&B	200	300	500	800	700	900	1100	1100	700	500	500	300	7600
Purchases Huts	30	35	65	150	150	170	170	170	130	150	70	30	1320
Wages/Salaries	1200	1200	1400	1850	1500	1700	1900	1900	1500	1500	1200	1200	18050
Employers NI	72	72	72	72	72	72	72	72	72	72	72	72	864
Carriage expense	700	550	750	1000	700	1300	1400	2200	900	750	750	250	11250
Business Rates	0	0	0	0	0	0	0	0	0	0	0	0	0
Water Rates	50	50	50	50	50	50	50	50	50	50	50	50	600
Heat/Light/Fuel	70	70	70	70	70	70	70	70	70	70	70	70	840
Telephones	50	50	50	50	50	50	50	50	50	50	50	50	600
Maintenance	175	175	175	175	175	175	175	175	175	175	175	175	2100
Advert.& Promotic	200	200	200	200	200	200	200	200	200	200	200	200	2400
Printing/Stationery	15	15	15	15	15	15	15	15	15	15	15	15	180
Postage	15	15	15	15	15	15	15	15	15	15	15	15	180
Travel Expenses	50	50	50	50	50	50	50	50	50	50	50	50	600
Insurances	100	100	100	100	100	100	100	100	100	100	100	100	1200
Professional Fees				400									400
Training Costs					200								200
Drawings	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18000
Class 2 NI	12	12	12	12	12	12	12	12	12	12	12	12	144
Contingencies	100	100	100	100	100	100	100	100	100	100	100	100	1200
<b>Total Expenditur</b>	<b>4539</b>	<b>4494</b>	<b>5124</b>	<b>6609</b>	<b>5659</b>	<b>6479</b>	<b>6979</b>	<b>7779</b>	<b>5639</b>	<b>5309</b>	<b>4929</b>	<b>4189</b>	<b>67728</b>
Net Inflow/Outflow	-1339	-1294	1406	7141	3891	8021	8671	8421	6661	2591	871	-239	<b>45452</b>
Opening Balance	170176	168837	167543	168949	176090	179981	188002	196673	205094	211755	214346	215217	
Closing Balance	168837	167543	168949	176090	179981	188002	196673	205094	211755	214346	215217	214978	

## **Appendix VI**

### **Letters of Support from Local Public Houses and Restaurants**

# The Pelican

In Her Piety



Marcus Goldsworthy  
Operational Manager Development Control  
Vale of Glamorgan Council  
Dock Offices  
Barry  
CF63 4RT

October 29, 2014

Dear Mr Goldsworthy,

Re: Vale Carriages and St Bridgets B&B at Yard adjacent Vicarage Field, Southerndown Road, St.  
Brides Major

I write to you again regarding the need for additional holiday accommodation in this area.

In the last 12mths or so there has been a significant increase in demand for overnight accommodation driven by the significant increase in holiday makers. The phone calls to my business asking if we 'do rooms' is endless. The increase in trade seen with the business of the Horse & Carriage is also very encouraging.

We simply cannot suggest accommodation except direct them into the borough of Bridgend. I have no doubt that this has not helped ours and other businesses that rely on such trade for income and employment. It is sad to see that Wales continues to believe that tourism is not a major source of income and it is a significant distance behind our other industries that are in obvious decline.

I am aware of the proposed planning application noted above and I am writing to offer my total support for the proposal.

I would therefore ask that this application is looked upon favourably.

Yours Sincerely

Stephen J. Fisher  
Landlord

### Vale Carriages Cashflow (2013-current)

	2013 Forecast	2013 Sales	Forecast 2014	2014 Sales	Expences	Forecast2015
Jan	not tading		620	780	583.33	640
feb	not trading		620	200	483.33	640
march	not trading		620	1200	636.23	640
april	not trading		1860	1700	745.67	2290
may	200	400	620	820	448.48	720
june	600	1305	2480	2600	890.56	2860
july	800	2100	2480	3100	1237.98	2860
august	2000	2170	2480	3145	1498	3200
sept	2000	1600	620	1580	580	3600
oct	1000	690	1240	1356	657.98	1280
nov	400	380	620	790	594.89	850
dec	260	260	620	610	120	620
Total	7260	8905	14880	17881		20200
Expences total		6989.89			8476.45	
Total profit/loss		1915.11		9404.55		



2015 sales	expences	forecast 2016	2016 sales	expences	forecast 2017	2017 sales	expences
		650			680		
		650			680		
		2090			2190		
		2390			2480		
		720			720		
		3200			3400		
		3200			3400		
		3460			3620		
		3460			3620		
		1480			1480		
		950			1200		
		620			620		
		22870			24090		
					26090		

### **Vale Carriages Promotional Leaflet**

HERITAGE COAST CARRIAGE TOURS

VALE CARRIAGES



ST BRIDES MAJOR

01656 880 808

[enquiries@valecarriages.co.uk](mailto:enquiries@valecarriages.co.uk)

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



[www.visitthevale.com](http://www.visitthevale.com)

creative   
RURAL COMMUNITIES



  
Croŵfa Amaethyddol Ewrop ar gyfer Datblygu  
Gwledig Ewrop yn Bwrddodd  
rwydd Arbuddaeth Gwledig  
The European Agricultural Fund for  
Rural Development: Europe Investing in  
Rural Areas

  
Llywodraeth Cymru  
Welsh Government

# Hope on the horizon, after remarkable Welsh recovery



➤ The sector that made the largest contribution to overall growth during 2010-12 is directly related to the tourism sector, generating an additional £312m in the Welsh economy

Every year across the regions of the UK, academics and policy-makers await the latest release from the Office for National Statistics (ONS) of the regional GVA (gross value-added) data.

**DYLAN JONES EVANS**

THE PROFESSOR WHO SHOOTS FROM THE HIP



behind this revitalisation of the Welsh economy?

While sectoral data for GVA lags one year behind that for the whole of the economy, the statistics for the period 2010-12 show that, contrary

That will be great news to those who have been working hard to upgrade the profile of Wales as a quality "go to" destination.

Another important sector is that of the arts, entertainment and recrea-

**Extract from Tourism Business Article in Western Mail (29 December 2014) showing Vale Carriages in operation on the Heritage Coast.**