

Business Plan for
Proposed
Holiday Lets at Old Swallow Barn Haslingden

Halo Holiday Lets



Contents:

Applicants:	Page 3
Background:	Page 4
Customers:	Page 8
Reasons for using our let:	Page 9
Finance:	Page 11
Revenue:	Page 12
Advertising:	Page 13
Employment possibilities:	Page 14

Applying:

Mr Mark Allcock and Mrs Kathy Allcock

Old Swallow Barn

Higher Lane

Haslingden

BB4 5UD

Telephone number: 07803 29 29 28

Business summary:

To provide 2 high class holiday lets for family and groups at the above address

Proposal:

We are proposing that we sell the use of a luxury product, a high class holiday let with excellent facilities and excellent customer service.

Background

We have two large redundant chicken sheds which are no longer viable for their original use. They are sited in a field with a fantastic view. We therefore have the buildings, the land, the views, and along with our personal experience of building and renovating property to a high standard and the added benefit of living in a beautiful area we believe that we can provide a holiday let experience that will allow others to experience all that Rossendale has to offer and be of such quality that it will generate return business.

We are located extremely near the Halo and we have provided 2 pictures of the views from the location where the lets would be sited to demonstrate the views available to the customers.

We believe we can provide welcoming and accommodating accommodation and service to our customers and believe that our hobbies and activities which include walking, hiking, running as well as activities within the community here in Haslingden and Rossendale will be an additional help in this venture along with our past experience of using self-catering and hotel accommodation.



Each holiday cottage will benefit from and enjoy the beautiful views from the proposed properties which on a clear day extend as far as the Bowland Fells.

Each holiday let will benefit from the facilities of under floor heating, log fires, large picture window, hot tub and sauna as well as stabling and grazing for two horses per let. The properties will each have a large open plan kitchen dinner/living room, 3 bed rooms, bathrooms, ensuite to master, utility room and parking.

The lets will also benefit from a covered area which can be used when there is inclement weather.

Our Customers

We see our target customers as being families who are looking to spend their holiday in a high quality let, which offers them something different than being a home. There will be facilities for horses with stables and grazing allowing customers to enjoy the Rossendale Valley on horse back or on foot.

They will be people who enjoy activities and/or those who may just wish to spend time away relaxing.

Alternatively the accommodation will be welcoming, the views beautiful and therefore the holiday lets will appeal to customers who just wish to spend time relaxing and holidaying.

Reasons why people would come to Rossendale

Activities for Tourist in Rossendale

It is a destination which offers much as outlined in the list of activities below.

Activities:

Rossendale Way and the many other walks

Horse riding

Walking

Fell running

Mountain biking

Ski Rossendale

Golf Driving Range

Peers Clough Ponies

Lee Mill Quarry

Mary Townley Loop

Windsurfing and sailing at Clowbridge

Healey Dell Way

Golf

Running Club at Marl Pits

Places to visit in and around Rossendale

Halo

Other Panoptican trails throughout Lancashire

Rossendale Markets – Haslingden, Rawtenstall – and further afield Bury Market, Skipton Markets

Farmers Markets Helmshore 1st Sunday of Month, Ramsbottom
2nd Sunday of month

The Last Temperance Bar located in Rawtenstall

Helmshore Textile Museum

Whittaker Museum

Football stadiums

Rugby Club at Rawtenstall

East Lancs Railway

Winfields

Places to visit further afield but easily reached

The Rossendale Valley is also located within easy reach of other areas, offering day trips for those using our properties such as :

Astronomy Centre Todmorden

Hebden Bridge

Skipton and its castle
Boundary Mill at Colne
Blackpool and The Fylde Coast
Liverpool
Lake District
Yorkshire 3 Peaks
The Trafford Centre
Oswaldtwistle mill
Lancashire cycle way
Pendle Hill
Blackburn Cathedral
Clitheroe

Finance

- Self financed
- Build Costs
- Approximately £200,000 depending on specification.

Revenue

It is anticipated that we will be initially looking for 16 week occupancy for each of the 2 lets.

The average weekly rental is anticipated to be £750.

Total initial annual revenue £24000.

This will generate an annual yield of 12% on investment.

It is anticipated that this income will grow in line with the environmental trend for holidaying in the UK.

Advertising

We will hope to publicise our properties on-line via our own website (which we will create), within high class magazines, equine magazines, our local tourist information service as well as through national letting agencies, since we see our target market as families and others who wish to visit the area for all the things that Rossendale has to offer which does include horse riding, cycling, running, and walking although there are so many other things which are available within Rossendale and the surrounding area.

Employment

As the business grows it is anticipated that part time cleaners will be required to support the business.

Guides and instructors could be required for rambling and sporting activities around the local area (parts of the Rossendale way etc)