

Appendix B

Justification Statement for Managers Dwelling / Meet and Greet Building

By Mr Charles Davies

Heatherton Country Sports Park Ltd has now been running for 28 years by Directors Hugh Davies, Mair Davies, Charles Davies and John Davies. In the early 1990's the idea of Heatherton was born out of the agricultural downturn driven by the introduction of milk quotas in the mid 80's, the assistance of the farm diversification scheme in the early 90's enabled Heatherton to be created.

During the 1970's Hugh and Mair had slowly built Heatherton Farm up to a 150-dairy herd, gaining the ability to build a new farmhouse on the farm which they continue to live in to this day. Hugh and Mair although now in their 80's, both continue to enjoy being involved in the running of both Heatherton Park and Farm. Heatherton Farm since the 1990's has been mainly run by John Davies, who currently has a 100 herd of beef cattle, John resides on the farm in the renovated original farmhouse.

Director Charles Davies, who manages the day to day running of Heatherton Park as well as assisting on the Farm, was able to build a home on the land which holds agricultural restrictions, this was built in the mid 90's where he and his family still reside. The home was to enable Charles and his family to be close to the farm, allowing him the ability to assist with the farm management, additionally it allows additional security on the farm due to its rural nature.

It is the intention that all the directors will continue to be involved in the long-term running of Heatherton Park and Farm and continue to live in their existing houses. The Directors are now beginning to look to slowly step back and allow the next generation to continue the running of the business. This consists of the return of Charles' two sons, Lewis 28 who lives in the Saundersfoot area with his partner and William 23 who still resides at home due to lack of close accommodation to the site. Both Lewis and William since returning from university have increased their responsibility for the Park, whilst improving their business and management skills of running the business. Heatherton is now well into its 28th year, developing Heatherton Park from a driving range in 1992 to tree tops in 2005. The creation of the Florence Springs brand in 2012 was a new outlook for the business, allowing it to substantially grow and develop to our current standing in 2020, even with the Covid-19 impact we still employ up to 150 employees in peak season.

At present, the park has no existing staff accommodation within its 150-acre grounds. The intention of the Manager's dwelling and Meet & Greet centre is to allow one of the future directors to reside in the property, providing the hands on 24/7 roles that are required for the expanding site. With the return of both of Charles' sons to the area, it is essential that one of them is able to live within close proximity of the lodge site, to assist with the warden and security issues of Heatherton Park and Florence Springs.

It is essential for Heatherton's future that we can gain the extra accommodation; but it is imperative that the on-site security, customer care and an emergency call out service is provided, from a health and safety point to allow the business to run safely and professionally. These additions and improvements will in turn remove pressure off the older generation of the business that are having to currently fill in. The business has always been, 365 days a year, 24/7 business and the addition of accommodation on site would be of great benefit as this is something that has been lacking over the past 10 years; the dwelling would be directly tied to

the office space allowing 24/7 guest relations, which one of the sons would manage. The Florence Springs site is the most suitable area for the addition of housing as it can closely tie in with guests who stay on site rather than customers who visit and leave the park in one day, another benefit is that of the utility services available and the close location to the rest of the Heatherton Park. Existing buildings and other locations on site would not be suitable for accommodation or housing as they would have a detrimental effect on the operation of the business.

The success of Florence Springs has resulted in 50 groups including 200 guests on average staying on site at one time. We now believe that we require accommodation on site to assist with the 24/7 nature of the business, allowing quick access for customer issues and emergencies. The check in process is not limited to a small timeframe where someone is on site to greet families, the check-in process can in fact occur at all hours depending on a customer's personal travel circumstances. With up to 200 people staying on site, it is imperative that customers are marshalled correctly to ensure that the best experience can be had by all. Late night call outs have now become the norm and a regular occurrence requiring someone to be on site at all times to assist with customer issues. These issues can range from a lack of WIFI and Hot Tub malfunctions to disputes between customers regarding noise complaints and anti-social behaviour, with the duty falling upon the directors to solve these problems to ensure the customer enjoys a relaxing and enjoyable break away. The introduction of on-site housing would allow for these concerns to be dealt with in a swift manner, without the ageing directors having to intervene.

As Heatherton Park and Florence Springs is situated in such a rural area, break ins are a regular occurrence, targeted burglaries over the years of existence have previously resulted in the police removing our alarm response from their system due to the regularity of call outs, this has now since resumed. We have had 2 break ins over the summer months alone with 6 police cases from 2018 to 2020 recorded over the entire site.

The case numbers for your records are as follows - DPP/8/02/03/09/2019/02/C – DP-20200827-014 – DP20206313-027 – DP20190903-136 – DPP/0003/27/08/2020/01/C – DPP/0007/13/03/2020/01/C

As a result, 24-hour security has become a must rather than a need. Currently, two of the directors have to travel to site in order to deal with these issues, due to the ongoing age and the stepping back of responsibilities it will no longer be feasible for the current directors to be on call daily. The directors are currently situated on Heatherton Farm, 1.5-2 miles away from the Heatherton Park site, from a security point of view this causes impracticalities in both distance and speed of response whilst also offering no deterrent to potential break ins. As a business we have endeavoured to reduce break in risk as much as possible, there is a member of the Davies family on site daily from 7.30am – 10pm making the business extremely hands on, we have added 3 CCTV systems and over 40 cameras across the site to increase security. During the first lockdown a member of the Davies family also had to move out of their home to live on the lodge site, breaking licensing rules to aid security due to the concern of break ins during this period.

Going forward the two people who will be responsible will be both of Charles' sons, Lewis and William. Currently this is not feasible due to the location they reside and the difficulty with housing in the area. The additional security provided by onsite accommodation will allow for security issues and guests to be dealt with quickly and efficiently at both Heatherton Park and Florence Springs. The accommodation can also be tied legally to the Heatherton Park site as it will be used by the business owner and would not need to be separated from the business in the future or sold separately at any point, the accommodation is solely to ensure that we can have a member of the family on site to deal with the issues that arise during out of hours.

