

Sycamore Farm Holiday Let Units Supporting Statement

The Vision: *A boutique collection of simple, high-quality, environmentally sustainable holiday accommodation for couples or families who are wanting to escape the everyday to reconnect with nature and with each other.*

Summary: A phased project to provide simple yet high quality holiday accommodation options for those wishing to get back to basics, to enjoy the countryside and quality time with each other. The existing farmhouse accommodates Air B&B accommodation and has been used to raise building capital for the project. The business is to be developed to provide the proposed holiday accommodation in the existing brick outbuilding and Deer Barn; and furthermore, to develop 2 small but unique cabins in the pasture field which forms part of the site. The aim would be to provide simple yet bespoke high-quality accommodation. The space would be kept at a 'boutique' level to enable a high quality of experience enabling guests to enjoy the space and peace of the Lincolnshire countryside.

Current Status: Sycamore Farm has been the family home since the 1950s when it was first purchased as a dairy and arable farm business. From the 1980s, following the sale of the farmland and stock, a small haulage company operated from Sycamore Farm until early in the 2000s. Since then the Farmhouse has continued to provide family accommodation and more recently also Air B&B accommodation. The yard and buildings from which the haulage company operated have remained largely redundant in use since 2004.

The Air B&B accommodation at Sycamore Farm has proved to be a popular option with those visiting the area, with many of those who have stayed commenting upon the joy of being in the countryside, being able to enjoy the rural location and the big skies (day and night) that Lincolnshire has. The location has also been noted as being good for access to Boston, the Lincolnshire Coast and Wolds and Lincoln.

Business Case: It is proposed that the business is developed incrementally over several phases enabling both the financing and the development and testing of options.

Phase 1 (Current): Air B&B

- Operation of Air B&B accommodation within the existing Sycamore Farmhouse.

Phase 2: Deer Barn Accommodation

- To convert the former 'deer barn' (comprises a brick building with timber panel extension) into two holiday lets.
- Accommodation to be environmentally sustainable, quirky and high-quality.
- Would have option to let as two single units or as one unit for family groups enabling flexibility.

Phase 3: Field Accommodation

- To site unique cabin accommodation in the 2-acre pasture field. The intention is to keep the accommodation small scale with the unique selling point being the enjoyment of the space and the natural surroundings.

The business developer has experience of managing holiday accommodation through their current Air B&B business. Extensive research has been undertaken on the local tourism strategy and businesses that are offering quirky countryside accommodation that allow a 'get away from it all, back to nature' stay in an environmentally sustainable model.

SWOT Analysis for the Potential Development of a Small Holiday Accommodation Business at Sycamore Farm.

<u>Strengths:</u> <ul style="list-style-type: none">• The current and likely on-going demand for UK staycations.• The drive from Lincoln Tourism for high-quality holiday accommodation.• The growing market for 'alternative' and flexible accommodation offers.• There is already a demand for accommodation in the area.• The increased interest in people wanting to reconnect with nature and to disconnect from the digital world.• Proximity to Boston, Lincoln and the Lincolnshire Coast and Wolds.• Small scale of the offer and target audience is unlikely to negatively impact on local neighbours and infrastructure e.g. site accesses, services.• Proven success of similar businesses already operating e.g. accommodation offered through 'Cool Stays UK' and 'Canopy and Stars'.• There is no similar offer in the area; Sycamore Farm would provide a unique offer for the local area.• The 'tidying-up' of the redundant haulage yard and shed.	<u>Opportunities:</u> <ul style="list-style-type: none">• Potential to partner with other small businesses e.g. local food businesses and experience providers.• To be part of a network of accommodation providers for Lincolnshire thus helping to promote Lincolnshire as a destination.• Supporting the rural economy e.g. local farm shops, pubs, bakeries, tourism offers etc.
<u>Weaknesses:</u> <ul style="list-style-type: none">• Uncertain future economy; although if there is a downturn this is likely to further encourage UK staycations.• Small increase in traffic using the farm road and potential increase in noise (though note that the target audience is couples and families).	<u>Threats:</u> <ul style="list-style-type: none">• Potential longer-term impacts of covid which may restrict disposal income.• Planning not permitted.

