REASONED STATEMENT FOR APPLICATION FOR VARIATION/REMOVAL OF CONDITION 1 ON PLANNING APPLICATION 11/00462/FUL
for
B and J PHILIPS t/a HEATH HOUSE EVENTS LTD
THE HEATH HOUSE ST10 4HA

INTRODUCTION

The above application was granted on 14/08/2013 Condition 1 states 'The planning permission hereby graned is limited to a period of 5 years from the day of this permission' This application is to request removal/variation of the 5 year limit. The other conditions have been carried at considerable expense. The Marquee is stiil insitu as per plan, all the other plans have been adhered to they are still in the same location.

HISTORY OF PERIOD FROM 14/08/2017 TO THE PRESENT DAY AND PLANS FOR THE FUTURE

The wedding and events venue has proved to be very sucessful, so sucessful that the Applicants Accountants advised the formation of Heath House Events Ltd to run the venue and that any profits be put into the Heath House Estate to carry out much needed repair work on the Heath House itself and the Estate.
Over the last 4years the business has grown from aprox 20 functions per year to over 40 functions this year.
The functions include Weddings.Parties, Anniversaries,Conferences, Wakes, Christenings and Historic Tours. This growth has been due to applicants work in advertising the venue and taking good care of their guests. This is also due to word of mouth from users to others. This work will of cause go on.

The profits have been invested in The Heath House itself and the Estate.This investment has meant that repairs and maintenance work has been carried out on the house,Re Decoration of some of the main roomsr has beencarried out. The whole house has been re-wired, this being a stipulation of the Insurers. Stable Cottage and the Pergola have been renovated. Also the vast woodlands and gardens have been maintained regenerated by professionals.

BENEFITS TO THE AREA.

Heath House Events have no employees on the books but the following represents the range of companies that Heath House Events and the Estate do business with:
Caterers,
Photographers,
Cake Makers,
Drink Suppliers,
Cleaners,
Marquee Suppliers,
Florists
Printers(invites etc)
Gardeners

Fire Safety Officers and Equipment Suppliers
IT Support Companies (Website, marketing)
Business Support
Bookkeeping and Accountancy
Security Personnel
Furniture Restoration Firms
Painters and Decorators
Plumbers
Builders
Electricians
Printers (brochures etc)
Chimney Sweep
Laundry Suppliers
Tree Surgeons
All the above provides employment opportunities in the area, Heath House Events policy is to provide local firms with work as far as is possible. Also the Local Community benefits from in economic terms as finance is brought into the Community by guests and visitors.

Wedding Couples and guests are not just from the Local Community, they come from further afield in Staffordshire and other parts of the Country. Because of the popularity of the venue guests and others stay in accomadation locally when the house is fully occcupied.
The venue is situated in a wonderful part of England, this is beneficial as some of the guests come back for holidays and book guest houses and cottages in Staffordshire Moorlands and the Peak District.

Enquries are now coming in for late 2018, 2019 and 2021. It is as a result of this that the current Application is being made.

FUTURE OF THE WEDDING VENUE

If this application is approved the following are planned for the future:
Creation of a permanment to replace the marquee (subject to planning permission)
Renovation of Stable Block
Restoration of Historic Paintings in the main house
Restoration of the Orangery.
Ongoing maintainance of the House, Gardens and Woodlands
Marketing and Advertising the Venue for all the functions to be able to continue afterAugust 2018

SUMMARY

Heath House Events Ltd and the Heath House Estate are closely linked Events was formed to provide revenue to be able to keep the Heath House, a listed building, in good condition and the Estate to be managed with ongoing work being able to continue. This is good practise to keep a country estate insitu and to prevent from going into disrepair and perhaps having to be broken up.
The National Planning Framework encourages this form of diversification as do the policies

of Staffordhire Moorlands Distict Council. Historic England encourage Listed Estates diversify. Your attention is drawn to the Informative notes on page 4 of the original

planning permission.particularly note 1 all of this is still relevant.
The Applicants are to be congratulated for their vision, and way it has been carried out.
it is hoped that SMDC will be able to Remove or to extend the period of Condition 1 in order that the Marquee can remain in place and functions can take place.

David W Watson MBIAC

Agent for B and J Philips t/a Heath House Events Ltd

25th October 2017