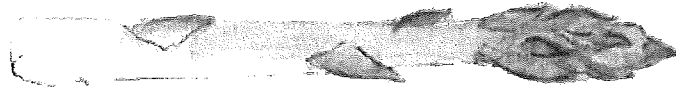


# Charlotte Richards

Appendix VII

## Catering



31<sup>st</sup> October 2013

To whom it may concern,

I would like to place on record my support for the proposed new wedding and events venue at the beautiful Dunwood Hall in Endon. We have worked with Ms. Lovett and her family in developing the project using the experience we have gained from a similar project – the conversion of an old family home in need of maintenance and restoration funds – in Cheshire (Hilltop Country House), and we hope to cater for the events at Dunwood Hall.

My catering firm specialises in wedding catering in quiet rural locations, and as such is experienced in treating the local environment and neighborhood with understanding and respect.

Cheshire East Council is hugely supportive of new venues that commit to the use of local food producers, bar suppliers, service and cleaning staff. The value to local butchers, bakers, brewers, hoteliers, bed and breakfasts, taxi firms and many other suppliers in the Macclesfield area has been immense. We spend tens of thousands per year at the local butcher alone – Heathcote's Family Butcher in Bollington; a small business that is in constant competition with the large Tesco and Sainsbury stores in Macclesfield.

People travel from far and wide to visit the wedding venues of Cheshire, and I see no reason to suggest that a beautiful new venue in Staffordshire will not have the same effect. If the permission is granted for Dunwood Hall, we shall contact 'Totally Locally Leek' to find out how we can best use the many excellent small businesses in the area.

I would be more than happy to expand on any points raised above, and to speak in any capacity in favour of what could be a really excellent new Staffordshire business.

Yours Faithfully,

Charlotte Richards

C.R. Catering

07939752572

crcatering@hotmail.com

# Event Equipment Hire

HILLTOP, FLASH LANE, PRESTBURY,  
CHESHIRE, SK10 4ED  
07899 920992  
EVENTEQUIPMENTHIRE@HOTMAIL.COM

1<sup>st</sup> November 2013

To whom it may concern,

I have since last year been consulting with the lovely family which owns and lives in the beautiful Dunwood Hall, with a view to supplying sound equipment to the venue.

Several years ago I helped convert my own family home – Hilltop Country House, Cheshire – into a successful wedding and events venue. As a result, we have been able to undertake the expensive and much-needed renovation work of one of the area's oldest houses. We have also of course provided work and business for the local community. All our food, beer, taxis, accommodation and staff are sourced from within a couple of miles of the venue. We would aim to replicate this in Leek.

I have been very happy to pass on what I've learnt to the family at Dunwood and I really hope that they are allowed to trade, to boost the local economy, and to fund the maintenance one of the most interesting English heritage sites in Staffordshire.

I would be most happy to provide further assistance in this matter. Please do not hesitate to contact me.

Yours Faithfully,

  
L. Sam Gardner

Hilltop, Flash Lane, Prestbury, Cheshire, SK10 4ED.

## Thirst Aid Bars +

Dear Sir / Madam

I am writing today in support of the planning application for Dunwood Hall. We have been working closely with Delphine and the team at Dunwood over the past 18 months in developing and running special occasions at this beautiful venue.

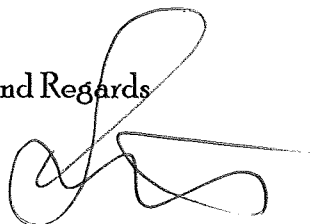
The directors at Thirst Aid Bars have a vast experience in the licensed trade including operating over 300 weddings in the past 3 years, our skills involve responsible drink promotion (something we work with closely with big blue chip companies such as Diageo) and of course making sure that people have a fun but a safe time and go home remembering an amazing occasion.

One thing which is so important to us is making sure the guests respect the environment they are in, including neighbours. Over the years we have gained many skills in dealing with this. This is one of the key reasons why Delphine asked for our involvement.

We are also committed to local employment and would work closely with Leek College and their catering and hospitality department, helping the young people of the town find work and give them experience of working in the one of the finest establishments in the county and of course giving invaluable on the job training. There are also many benefits to local suppliers like local ale producers whom we would support.

From our knowledge the opportunity at Dunwood Hall is huge and with the boom in weddings just over the border in Cheshire, I am sure Dunwood would help to lead a similar boom in Staffordshire and would become a venue that locals can be proud of.

Kind Regards



Louis Smith  
Director  
Thirst Aid Bars Limited

THIRST AID BARS + Ltd.  
PO Box 470, Macclesfield, Cheshire. SK10 9AA  
Tel. Mr S Weston - 07775596804  
Mr F L Smith - 07717313428

Dunwood Farm,  
Longsdon,  
Stoke-on-Trent,  
Staffs  
ST9 9QW.

20/01/2014

To whom it may concern

We understand that the owners of Dunwood Hall wish to use their listed house as a wedding and event venue.

Dunwood Hall offers an easily accessed, unique venue, which would be a great asset to the area, to local businesses, and would also provide revenue to help maintain this notable building for future generations.

We feel sure the applicant would manage the site sensitively, with due consideration to regulations and local residents. Therefore we offer our support.

Yours faithfully,

The image shows two handwritten signatures in black ink. The first signature is 'Peter Pearson' and the second is 'Gwyneth Pearson'. Both are written in a cursive, flowing style.

Peter and Gwyneth Pearson

Reynolds Hey  
Park Lane  
Endon  
Stoke-on-Trent

21-01-2014

To Whom it may concern,

I write to express my support for the proposal to allow Danwood Hall at Longsdon, to run a small wedding and events business.

This beautiful old building would benefit from this new source of income, and help to restore it to its former glory.

Allowing wedding and events to be held will bring more awareness to our area, and increase potential tourism to the Staffordshire Moorlands Area.

This proposal could provide some additional employment for local people, if only on a part-time basis.

Yours faithfully

C Weaver.

Sunnybank  
Dunwood Lane  
Rudyard  
Leek  
Staffordshire  
ST13 8RG

To whom it may concern,

We are writing in support of the application to open Dunwood Hall as a wedding venue.

We consider this would be an asset in this area. It is a beautiful building and it would be a shame to see it go into decline when it could be used for this purpose.

We know the owner will put all her efforts into making the business a success and it would bring more business to the area in this time of recession, which is a good thing. We hope the application will be looked on favourably.

Yours Sincerely

J.H & C.M Robinson  
Robinsons Rolls Royce  
Rudyard

Mrs. Emma Williams,  
(Emma Williams flowers)  
Kingston House,  
Greenway Hall Road,  
Stocket Brook,  
Stoke-on-Trent,  
Staffordshire,  
ST9 9PW.

Re: Donwood Hall.

email: emmawilliamsflowers@hotmail.co.uk.

20<sup>th</sup> January 2014.

Dear Sir / Madam,

I am writing to you to show my support in the reopening of Donwood Hall in Longsden as a wedding venue.

I am a local florist, trying to build my business. Local venues, such as Donwood Hall, are invaluable to small, new businesses such as mine, not just for the business they send our way, but also the networks we build from meeting other trades and businesses that are linked to ours via the venue.

Delphine Lovatt has great vision and is particularly talented in creating such networks. It would be such a shame not to see Donwood Hall in its full glory and not to be able to share it with wedding parties who also appreciate its beauty.

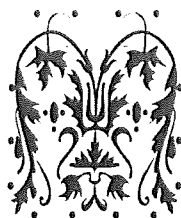
As far as I am aware, we do not have another venue which compares to Donwood Hall in the area, regarding its size, era or architecture.

To conclude, I believe Delphine and her family could contribute a great deal to our local community, given the chance, and I think it would be a great shame not to allow Donwood Hall to reopen as a venue.

Yours faithfully,

Ed Williams

Emma Williams



## Bridgwood Wedding Photography

32 Kenley Avenue, Endon, Stoke-on-Trent, Staffordshire, ST9 9HX

To whom it may concern,

We would like to offer our support to Dunwood Hall's application to become a wedding venue for the reasons outlined below;

- We represent two separate businesses that provide wedding photography services and wedding cakes to couples throughout Staffordshire. We are therefore constantly talking to couples looking to get married and it is evident that there are not currently enough quality wedding locations available to couples within the Staffordshire Moorlands.
- The Ashes wedding venue has been incredibly successful which proves that there is a strong demand for unique wedding venues located within the area. Again the success of The Ashes venue has had a positive effect on local businesses which complement them from hotels, taxi services, wedding photographers, caterers and other wedding services.
- Dunwood Hall is a unique venue due to the building, setting and ambience and will appeal to couples both locally and further afield who are looking for a more intimate style of wedding set in a beautiful rural location.
- If successful Dunwood Hall would help to support many local businesses such as ours as couples tend to source wedding suppliers in close proximity to the venue.
- I believe that we have a responsibility to support buildings that are part of our local heritage, granting the application will help to provide financial stability for the on-going upkeep of Dunwood Hall which is a well-known and admired local landmark.

If you require any further detail please let me know. We truly believe that the application should be approved as it offer benefits to the wider local community, we therefore fully support this application.

Regards

Stephanie and Steven Bridgwood

Bridgwood Wedding Photography & Pink Cake

Blackwood House Farm  
Horton,  
Nr Leek  
Staffs  
ST13 8QA  
also:

W James - Butchers  
894 Leek New Road  
Baddeley Green  
Stoke-on-Trent,  
ST2 7HL.

Dear Sir or Madam, To whom it may concern.

I would like to acknowledge my support for the proposed wedding and event business at Dunwood Hall, Longdon.

As an owner and occupier of a grade II listed building myself, I can appreciate the hard work and investment that is needed for the upkeep of such a building as Dunwood Hall. Such properties require more than average running costs compared to your average domestic home. So the opportunity to use this property is not only befitting to this beautiful building but a useful source of revenue to help maintain its condition for the present and future generations to enjoy.

In these difficult times for small businesses all new ventures I think should be admired and supported.

Being a local butcher and farmer, supplying meat and groceries to many residents and businesses around this area I would greatly welcome any increase in trade this proposal would create. Helping to promote the quality of locally produced food and the beauty and heritage of the Staffordshire Moorlands.

Yours faithfully

Adam John James

---



32 Kenley Avenue, Endon, Stoke-on-Trent, Staffordshire, ST9 9HX

To whom it may concern,

We would like to offer our support to Dunwood Hall's application to become a wedding venue for the reasons outlined below;

- We represent two separate businesses that provide wedding photography services and wedding cakes to couples throughout Staffordshire. We are therefore constantly talking to couples looking to get married and it is evident that there are not currently enough quality wedding locations available to couples within the Staffordshire Moorlands.
- The Ashes wedding venue has been incredibly successful which proves that there is a strong demand for unique wedding venues located within the area. Again the success of The Ashes venue has had a positive effect on local businesses which complement them from hotels, taxi services, wedding photographers, caterers and other wedding services.
- Dunwood Hall is a unique venue due to the building, setting and ambience and will appeal to couples both locally and further afield who are looking for a more intimate style of wedding set in a beautiful rural location.
- If successful Dunwood Hall would help to support many local businesses such as ours as couples tend to source wedding suppliers in close proximity to the venue.
- I believe that we have a responsibility to support buildings that are part of our local heritage, granting the application will help to provide financial stability for the on-going upkeep of Dunwood Hall which is a well-known and admired local landmark.

If you require any further detail please let me know. We truly believe that the application should be approved as it offer benefits to the wider local community, we therefore fully support this application.

Regards

A handwritten signature in black ink, appearing to read 'Stephanie and Steven Bridgwood', with a large, stylized flourish at the end.

Stephanie and Steven Bridgwood

Bridgwood Wedding Photography & Pink Cake

Stook Cottage  
The Village  
Crdon.

23<sup>rd</sup> January 2014

To Whom it may concern,

As a local business person, running Middle Cottage holiday accommodation and living in the heart of Crdon. We fully support the application for the beautiful Dunwood Hall becoming a wedding venue.

I feel this would be advantageous to the area bringing an increase of trade to the local businesses, ie pubs, guest accommodation and even the shops in town.

Most important it would ensure the future for Dunwood, not only being able to keep the high standard of maintenance. As we know these buildings need on going funds to keep them alive. But supporting a family who have supported Crdon and the local area for three generations.

Yours Mike and Alison Benson.

The Wine Shop Leek

22 Russell Street

Leek, Staffordshire

ST10 2QG

To whom it may concern

I am writing to show my support for the change of usage of Dunwood hall, and think that a wedding venue in the Leek area would be great. The building is something we should be proud of as local people, it is stunning and would benefit from further developments and restoration, which could be generate from extra income of a venue. Wedding venues are good for other local businesses as there are many parts to planning a wedding and local businesses will be used in the wedding organisation. Strengthening local economy is something I am keen on.

Thanks for your time to read my letter.

Kind regards,

James Molden

The Lodge,  
Sutherland Road,  
Longsdon  
ST9. 9QD.  
26.1.13

Dear Sir/Madam,

I am writing to you concerning future developments at Dunwood Hall, Longsdon of which I am wholeheartedly supportive.

I am aware that Delphine, from Dunwood Hall, and her family, are applying to run a small wedding & event business at the Hall, which I think is an excellent venture, and will be wonderful for the community of Longsdon to have the opportunity to use such a beautiful local building.

I have lived in Longsdon for almost 34 years and knew Delphine's family, and have watched her and her brother grow up, and the fact that she is wanting to uphold family traditions and be true to her roots by setting up a business venture there, should be highly commended and supported.

It will be wonderful to see such

Deaville & Co  
83 Mill Green Park,  
Congleton,  
Cheshire  
CW12 1GD

To whom it may concern

I work as an event planner in the Staffordshire area. I would like to put forward my support in opening Dunwood Hall as a wedding venue.

I have a wide knowledge base of the local venues and feel a smaller bespoke wedding venue is needed in this area, which will increase wedding venue options and so bring in further trade and tourism. Local businesses will benefit and a wide variety of people such as myself will be glad of the trade and it's effect on the local community.

I hope the council will support the local economy by approving this application.

Kind regards

Verity Deaville

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

tel: 07588 677449



Venue Director  
Dunwood Hall  
Longsdon  
Stoke-on-Trent  
Staffordshire  
ST99AR

December 12<sup>th</sup> 2013

Dear Delphine,

**Re.: Your Wedding Venue**

It saddens me to hear of recent news that you're struggling to acquire your wedding licence. As a professional photographer located in Leek, Staffordshire, I would like to show my full support.

From my wedding enquiries I receive there is a great deal of interest in your wedding venue, couples I have met from across the Midlands show real enthusiasm for such a beautiful historic venue. Your business provides a much needed service in the area, not only as a wedding supplier but for tourism too.

It would be great to build on a business relationship in the future as I'm very keen to support local trade and boost the profile of Leek and Staffordshire.

Best Regards,

A handwritten signature in black ink, appearing to read 'Wesley Webster', with a long, sweeping flourish extending to the right.

Wesley Webster

Wes Webster Photography  
27 York Street, Leek, Staffordshire, ST13 6JE  
Tel: 07790418906  
Web: [www.weswebsterphotography.co.uk](http://www.weswebsterphotography.co.uk)  
Email: [info@weswebsterphotography.co.uk](mailto:info@weswebsterphotography.co.uk)

21 Victoria Park Road  
Tunstall  
Stoke-on-Trent  
ST6 6DX

20 January 2014

Re: Dunwood Hall - Wedding Venue

To whom it may concern,

I would like to offer my support for the application of Dunwood Hall to be approved as a wedding venue. As the proprietor of LG Cleaning Services I have provided cleaning and maintenance to Dunwood Hall for more than 12 months. I have seen first hand the renovation that has been done and is still ongoing at the property, and have felt excited about this undertaking from the start for a number of reasons. I feel the property would be a wonderful venue for marriage within Staffordshire. Unlike modern venues, the property carries a wealth of charm and beauty that can only be found in buildings like Dunwood Hall that possess significant historical content and architecture. I also feel its rural location is ideal without being too remote.

At a time when our economy is trying to get back on its feet, the application for Dunwood Hall to serve a commercial purpose is most definitely in the greater interest of the local community.

P.T.O.



**Venue Perfection**  
**2/3 Barracks Court**  
**Barracks Road**  
**Staffordshire**  
**ST5 1LG**

**07739 040039**  
**info@venueperfection.com**  
**www.venueperfection.com**

Friday 1<sup>st</sup> November 2013

Dear Sirs

I have worked within the Wedding Industry for 3 years as a Venue Dresser, therefore have a good knowledge of local venues and the differing levels of service they all offer. You can learn a lot from how each venue operates behind the scenes.

Personally, I feel there is need for more privately owned venues such as Dunwood Hall in the Staffordshire area, as these venues are the ones who take most pride in the service they offer and can monitor the level of service every step of the way. At Dunwood Hall, Delphine offers a very personal approach, when hosting a wedding, she assures the Bride & Groom that each wedding can be personalised to their needs. Rather than many other venues, that simply offer one package that suits all, so every wedding is the same.

Another positive to Dunwood Hall is that it only caterers for the smaller more intimate weddings, many local venues are much larger and only want to cater for over 100 guests, whereas Dunwood Hall appeals to Bride & Grooms who appreciate quality but on a smaller scale and want a more personal wedding.

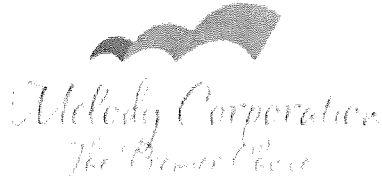
I live in Brown Edge and have a local business in a very competitive market, there are new Venue Dressing Companies appearing every other week. If Dunwood Hall became a new Wedding venue and can recommend our services, it would definitely support my business and allow it to grow. The more wedding venues give Bride & Grooms more choice and provide businesses such as mine a chance to expand.

Dunwood Hall is a very special venue, which displays character and class it would be a shame if it not used to it's many advantages.

Delphine and her family have worked extremely hard to develop the building, and now deserve to have their chance to pursue their dream in making Dunwood Hall a successful Wedding Venue.

Kindest Regards

Katie McGrath



**27 Redwood Drive, Crewe, Cheshire, CW1 3GS**

**01270 251317 or 07970 989708**

[ago@melodycorporation.co.uk](mailto:ago@melodycorporation.co.uk)

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

To Whom it may concern

Reference:  
Dunwood Hall  
Longsdon  
Stoke-on-Trent  
Staffordshire  
ST99AR

22/11/13

I fully support and encourage the above venue in gaining their license to be a wedding venue in the staffordshire area. We are in a recession and the council should be encouraging new venues starting up which in turn create employment, purchase from other local traders, and contribute to the local economy in general.

Councils who turn down applications from small private enterprise who are funding this in the private sector and not from the public purse, should consider the negative effect they are creating with unemployment, cash flow within a community, and the future prosperity of the area.

People require more choice for quality run venues in the Staffordshire area, giving value for money and service.

Kind regards

Agostino Fabrizio.

Mark Rivers  
The Fox  
Rushton Spencer  
Cheshire  
SK110RU

Dear Sir

I am writing to offer my support for a new wedding venue at Dunwood Hall.

As a wedding car supplier it is always great to hear of a new venue as there is an opportunity to get to know the owner/manager and build up a working rapport leading to new work and jobs.

In these hard economic times it shows great endeavour to set up a new business and I find it hard to believe that a council or any other authority would make it more difficult for someone to achieve their goals.

I am in full support of Dunwood Hall and hope they receive the backing they need to fulfil their ambitions.

Yours Sincerely

Mark Rivers  
Rivers Wedding Cars

  
*Judith Brown Jewellery*

HANDMADE IN ENGLAND



Unit Twelve, Chatterley Whitfield Enterprise Centre, Biddulph Road, Stoke On Trent, ST6 8UW.  
Mobile: 07733 026077 E mail: [judith@judithbrownjewellery.co.uk](mailto:judith@judithbrownjewellery.co.uk)  
Website: [www.judithbrownjewellery.co.uk](http://www.judithbrownjewellery.co.uk)

23/01/2014

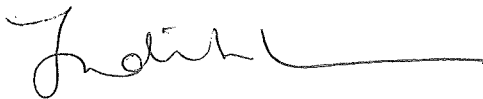
To whom it may concern

This is a letter in support of the planning application for Dunwood Hall.

This is a stunning venue for events and weddings, with a very welcoming feel. There is nothing of a similar style available in the area for those looking for a grand yet intimate venue for their special day. It is the kind of place that people from the local area and beyond would love to see and use.

I run a local business and sell to brides who would appreciate the elegant yet welcoming style of the Hall.

Yours sincerely



Judith Brown

jon thorne   
photography

1 Oldfields Cottages  
Stone Road  
Uttoxeter  
Staffordshire  
ST147PR

23<sup>rd</sup> December 2013

**PREMISES LICENCE FOR Dunwood Hall: EXPRESSION OF SUPPORT**

Dear Sir/Madam,

I write with regard to the recent application for a premises license for Dunwood Hall. As director of a local photography company called Jon Thorne Photography, I can confirm that my business would benefit considerably as a direct result of events held at Dunwood Hall, I would therefore like to express my full support for this venture.

If such a venture would benefit my business then it is likely that several other businesses in the locality will benefit as a direct result of Dunwood Hall operating as stated in their application. The council should be both welcoming and supporting Dunwood Hall since the business will clearly improve the local economy both by providing substantial employment opportunities and by helping small local businesses like mine.

It is also worthy of note that the hall is in very good hands. It has been restored beautifully, on this basis, I would like to express my full support to the premises license application. If you have any further queries please do not hesitate to contact me.

Yours sincerely

Jon Thorne

Jon Thorne Photography  
[www.thorneweddingphotography.co.uk](http://www.thorneweddingphotography.co.uk)  
077344 59708



Venue Director  
Dunwood Hall  
Longsdon  
Stoke on Trent  
Staffordshire  
ST9 9AR

Sub-4 Health  
The Old Bowling Green  
Leek Road  
Cellarhead  
Staffordshire Moorlands  
ST9 0JQ  
Tel: 01782 – 551698  
Fax: 08715227018  
Email: info@sub-4.co.uk

20<sup>th</sup> December 2013

Dear Delphine,

Sub-4 Health would like to wish you all the very best with the re-opening of Dunwood Hall.

As a local company we would like to show our support and we look forward to working together in the near future.

Yours sincerely

A handwritten signature in black ink, appearing to read "P.P. V. Clifton Bradeley". The signature is fluid and cursive, written over the printed name below.

Clifton Bradeley  
Managing Director

[www.sub-4.co.uk](http://www.sub-4.co.uk)



Stoke-on-Trent & North Staffordshire  
Citizen of the Year Award 2004  
BIC sponsored Innovation Award Winner



Start-up Business of the year award 2005  
Business Innovation award 2005

Dear Sir/Madam,

I would like to express my support for the planning application made by Dunwood Hall to host weddings.

After having my son, I was hoping to apply to Dunwood Hall for an appropriate return to employment to ideally suit my specific experience and knowledge in wedding venues and degree level qualifications. In an industry less affected by the recession due to continuation of marriages, particularly in more intimate venues such as Dunwood Hall, which therefore lacks the common start-up risk, weddings provide much needed injections into local economy through employment and local business suppliers.

As a potential employee in planning what the owners thought would be the approaching wedding season for Dunwood Hall, we discussed approaching local printers for marketing material quotes and an initial task would be getting in touch with the many couples that had expressed interest in holding their wedding at the Hall. This would progress to compiling a list of known wedding suppliers to recommend to couples and could have easily reached over 100 local businesses which they would therefore be supporting, which I have previously achieved in my past wedding venue employment role.

Dunwood Hall has my full support along with many other stakeholders ready to support a successful business, which is vital for the future of such a beautiful building whose preservation symbolises Staffordshire's rich heritage. The employees, customers and suppliers are queuing and the building is need of an income. I hope the benefits are equally apparent to you.

Yours sincerely,

Jen Stock