



25th September 2019

Mr Jonathon Eirug
Ceredigion County Council
County Hall
Market Street
Aberaeron
SA46 0AT

Dear Sir

Re: *Gwesty'r Conrah Hotel, Ffosrhydgaled, Aberaeron. SY23 4DF*
Planning Application - Touring Site for Caravans, Motor Homes

I refer to our earlier telephone conversation regarding the enclosed planning application.

As discussed, we purchased the Hotel from the Mortgagees in Possession in late November 2014. This was the second time that the Hotel had entered liquidation, since 2005.

As a local family, we believed that we could turn around the viability of the business through much needed financial investment and attracting local support and custom. We are proud with the improvements we have made to the Hotel – which resulted in safeguarding over 30 local jobs and in supporting many of Ceredigion's independent local food producers.

Unfortunately however, with continuing rising costs, forced salary increases of over 26% since 2014, increased commissions payable to booking agencies and increased competition from companies like Air BnB, which allows individuals to market and gain untaxable income from domestic properties as Hotels or HMO' without any regulation, change of use planning consent or business rates.

It is interesting to note that both food and accommodation was far more expensive at the Conrah back in 1997 than it is today.

You will be aware that from our previous telephone conversations, we intended closing the Hotel at the tail end of this year, making our current workforce of over 34 people redundant.

Following advice received from specialists within this field, we have decided not to close the Hotel at this stage, but look at increasing the income streams from other uses of the Conrah lands, thereby protecting over 30 local jobs and the income which our independent Ceredigion suppliers receive directly from the Hotel.


Gwesty'r Conrah Hotel, Ffosrhydgaled, Aberystwyth, Ceredigion, SY23 4DF



I am fully aware that policy states that no new camping or caravan sites should be permitted on the western side of the A487 Trunk Road. Although I fully appreciate that this policy is to protect our Ceredigion Coastline, I feel that this one size fits all policy is unfair as we are unfortunate enough to be set on the western side of the main road, not remotely visible from the Ceredigion coast-line, which is 1.1 miles away, over rolling hillside. Please see enclosure reference GWH/CH/Magic, which forms part of this application.

I would be grateful therefore if this application can be validated and look forward to hearing from you in due course.

Yours sincerely



Geraint Hughes
Gwesty Conrah Hotel