Harrogate District Local Plan: Visitor Accommodation Study

Contents

Introduction 1

Introduction 1

1.1 A Visitor Accommodation[1] Study was published by the council in May 2011 and formed part of the evidence base for the emerging Sites and Policies DPD[2]. The 2011 study produced a number of policy recommendations on the need and extent of a tourism protection policy and the need to allocate land for hotel development in Harrogate Town.

1.2 The Council is producing a new Local Plan for the district which will set out the growth strategy for the district and include allocations of land to deliver the strategy plus policies to manage development. It is necessary therefore to review the Visitor Accommodation Study to feed into the evidence base for the new Local Plan.

1.3 Visitor and business tourism is an important part of Harrogate District's economy. The tourism industry covers a huge variety of services, facilities and supporting industries including bars, restaurants, hotels, guest houses, leisure facilities, cultural venues, cleaning facilities and tourist attractions, most of which also act as a beneficiary to the local residents. The quality of these facilities and offers, together with the high quality of Harrogate's Spa Town built environment with a large amount of natural beauty shortly away, is an attractive option for tourists and business visitor alike.

1.4 Business tourism, particularly conferences and exhibitions, has been a prominent feature of Harrogate since the post war period. A purpose built conference centre was completed in 1982 and the conference and exhibition business has grown to a point where Harrogate is a leading European destination and the facilities at Harrogate International Centre are amongst the largest in the UK. Over the years significant and regular public sector capital investment has been made to support and develop this sector. Today, conferences and exhibitions held in the town centre of Harrogate attract over 200,000 visitors each year. The total expenditure by visitor and organisers of events amounts to some £180 million, which supports about 7000 jobs in the local economy. The health of the visitor and business tourism industry is therefore important to the continued vitality and viability of the District's towns and villages and the communities that live and work here.

1.5 Visitor accommodation plays a central role in attracting visitors to the district and there is a wide range of sizes, types and quality provided. They provide comfortable, convenient and safe overnight accommodation to tourists and visitors to conferences and exhibitions and therefore represent an important support service to the visitor and business tourism industry. At peak times however, it can be difficult to accommodate all business visitors within establishments in Harrogate's town centre and therefore all the more important to maintain the existing supply of visitor accommodation within Harrogate town centre and the need to take measures to increase supply.

1.6 The Harrogate District Core Strategy was adopted by the Council in February 2009 and includes the objectives of protecting and enhancing the Districts town centres, conference, business and holiday tourism and in particular Policy JB1 places emphasis on maintaining and enhancing the competitiveness of Harrogate's conference and business tourism sector as well as developing sustainable holiday tourism throughout the District and enhance it as a year round activity. Policy JB2 looks to both resist proposals that would undermine the conference and business tourism sector generally and specifically to protect existing hotel bed space and increase provision in Harrogate town centre where appropriate.

---

1 The term 'visitor accommodation' is used in this study to describe hotels, guest houses, bed & breakfasts and Inns. This study does not cover other types of visitor accommodation such as serviced apartments, self-catering accommodation, camping or caravan sites and holiday chalets.

2 The Sites and Policies DPD was withdrawn on 18 June 2014

1 Introduction

1.7 The purpose of this updated study is to:

- Identify and classify existing visitor accommodation in the district;
- Consider the key economic, social and environmental drivers that influence demand for visitor accommodation in the district;
- Assess the current and likely future demand for visitor accommodation;
- Review recent planning application history to determine the effectiveness of existing local planning policies;
- Determine an appropriate size threshold of establishment offering visitor accommodation to offer policy protection; and
- Establish whether the policy recommendations from the 2011 study are still relevant

1.8 The desired outcomes of the work are policy recommendations on:

- The potential for further hotel development in Harrogate town; and
- The appropriate policy response to the retention and protection of the district's existing stock of hotels in support of the visitor and business tourism industry

Review of Visitor Accommodation Supply

2.1 In order to develop a picture of the current supply of visitor accommodation in the District the Accommodation List published annually by the Harrogate Tourist Information Centre (TIC) was used in the 2011 Study as the basis for developing a list of accommodation. This list was updated to 2014 using the 2013 Accommodation List, a search of the Internet, direct contact with establishments and officer knowledge of new developments. This enabled an up to date record of available serviced accommodation in the District to be compiled. It should be noted that whilst this list identifies the vast majority of establishments, there are likely to be additional small or part time B&Bs and guest accommodation that are not included. Two lists were developed, one containing information on establishments located in Harrogate Town and another for businesses located outside of the town. Each of the lists record information on the number and location of establishments and size of establishments by number of bedrooms (full details can be found in Appendices 1 and 2).

Visitor Accommodation Questionnaire

2.2 As with the 2011 Study, questionnaires were sent to businesses offering visitor accommodation within the District (150 in total) which asked for information relating to the characteristics of the tourism industry in Harrogate, details about the respondents business and opinions on the current Local Plan Policy TRX. These range in size from B&Bs offering a handful of rooms to large chain hotels with over a hundred rooms and a wide range of supporting facilities.

2.3 The questionnaire sought the views from existing businesses offering visitor accommodation in the district on:

- How they viewed the visitor and business tourism industry;
- What they believe are the most important factors to developing the industry;
- Whether they feel there is a need to increase visitor accommodation;
- Whether the existing Local Plan Policy TRX

2.4 As in 2011, two versions of the questionnaire were developed. One containing additional questions relating to the operation of the respondents business was only sent to establishments with 10 or more bedrooms. A copy of the longer questionnaire can be found in Appendix 3. Businesses were given 3 weeks to respond to the questionnaire and the results can be seen in Appendix 4.

Review of Planning History

2.5 As part of the 2011 study, a review of planning applications relating to visitor accommodation was undertaken. This identified development that had either increased or decreased the availability of visitor accommodation in the District. The 2011 study looked at applications that were granted planning permission between May 2004 when Policy TRX came into force and July 2011. A review of relevant applications since the 2011 study has now been undertaken to give a comprehensive list of applications from May 2004 to the present day.

2.6 Two tables have been created, the first containing information on applications granted planning permission for either the development of new, or expansion of existing visitor accommodations (Appendix 5). This table also contains information on applications granted permission for the development of supporting facilities such as restaurants, bars, gyms, spas etc The second table contains information on applications granted planning permission for development that have resulted in the loss of visitor accommodation (Appendix 6). It should be noted that there may be some cases where works internal to the hotel have taken place that have resulted in a reduction in the number of bed spaces offered but did not require planning permission. The information gained from the planning history review will help to determine whether Policy TRX has been successful in its aim of protecting hotels with 30 or more bedrooms from a change of use.

Tourism Context 3

3.1 This section provides a review of relevant national, regional and local reports on trends in the tourism industry in order to provide some context to the study. Some of these have not changed since the 2011 study

The Economic Case for the Visitor Economy

3.2 Commissioned by Visit Britain and the Tourism Alliance, Deloitte's report The Economic Case for the Visitor Economy, published in 2008 provided an in-depth analysis of the contribution of the visitor economy in Britain. Although it is now 6 years old and the figures provided within are potentially out of date, the main conclusions made are still relevant now.

3.3 The UK is attractive as a cultural, environmental and heritage destination. The report highlights both the direct economic impact of the visitor economy on the UK and also the significant indirect impact on related industries and investment decisions. The visitor economy has a number of spill over benefits to other sectors of the economy such as retail and manufacturing. This report also highlights a number of social-economic policy areas that are also affected by the visitor economy, namely

- *Economic and social inclusion* – the visitor economy offers job opportunities to those with relatively low or no skills, a vital first step on the jobs ladder, and subsequently provides on the job training opportunities to up-skill employees. The visitor economy can therefore help to reduce unemployment and boost employment opportunities. Only retail and construction industries employed more workers with no qualifications in Great Britain. On average the visitor economy employ more part time (over 50%) workers than the national all industry average(30%). Also the visitor economy offers proportionally higher numbers of part time female workers (33%) compared to the industry standard (23%).
- *Enterprise and business formation* - there is evidence of strong entrepreneurial activity in the visitor economy with one of the highest level of business creation across all sectors (11.5% of all UK business registrations in 2006, and 13% of the total net change in businesses taking account of de-registrations), due in part to the limited barriers to entry compared to other sectors. New restaurants and hotels accounted for 46% and 37% respectively of all new businesses in the Visitor Economy in 2006.
- *Sustainable development* - there is a disproportionate contribution to rural and coastal areas, often with evidence of strong local supply chains in these locations.
- *Regeneration* - tourism has been the catalyst for wider regeneration in a number of urban areas (e.g. Salford Quays and the Eden Project). However, visitor economy driven projects carry a degree of risk in the assumption that new visitors will be attracted by what is being offered.
- *Heritage* - the visitor economy can provide a source of income needed to cover the continuing costs of conservation and renewal of cultural and natural assets. However, this has to be balanced with the need to protect assets from potentially harmful impacts that can be caused by a high number of visitors.

3.4 Yorkshire is estimated to have contributed in the order of £2.6 billion to UK Gross Domestic Product (GDP) in 2007, accounting for 2.6% of regional GDP. This figure was comparatively low compared to the North West region (£4.7 billion and 3.4% of regional GDP) but higher than other adjoining regions, the East Midlands (£3.2 billion and 2.3 % of regional GDP) and North East (£1.1 billion and 2.2 % of regional GDP).

3 Tourism Context

3.5 The report found that generally, the more rural a local authority, the greater the reliance on visitor economy related industries. A ranking of English authorities in 2006 by the percentage of tourism related industries in the area had Harrogate ranked number 40, with 12.1% tourism related industries.

3.6 Tourism also traditionally experiences seasonal peaks and troughs related to rigid holiday periods and the weather. The report suggests that seasonal effects are not as pronounced as they once were because of an increase in city based trips, however this still poses challenges for tourism in rural areas.

3.7 The report emphasises that it is important to ensure that the environmental impact of tourism in rural areas is limited and managed in a sustainable way and that there is a potential impact between increased visitor numbers and sustainable tourism. The report also identifies a number of further policy barriers to the expansion of the visitor economy, these included the following factors which are particularly relevant at the district level:

- Transport infrastructure - the capacity and quality of transport infrastructure as well as service provision has a significant impact on the visitor economy.
- Climate change legislation - the sustainability of the visitor economy is clearly dependent on travel. Climate change legislation is also likely to change the nature of the product being offered in response to consumer demand although this may also be accompanied by a price premium that reduces the potential demand for such products.

World Tourism Council

3.8 According to the World Tourism Council in their research "Importance of tourism in the UK – the economic contribution – 2011", travel & tourism's total contribution to GDP in the UK in 2011 was £101 billion, or 6.7% of total GDP. This compares to 2.3% for automotive manufacturing, 1.9% for mining and 4.1% for chemicals. Furthermore, there are estimated to be approximately 2.3 million direct and indirect jobs in the UK. In fact, travel & tourism directly supports nearly as many jobs as the financial service sector in the UK.

3.9 This research also showed that travel & tourism's contribution to GDP increased faster than most other sectors in the UK. It is predicted to grow by 4.1% over the next ten years, a faster growth rate than the total economy. It is also worth highlighting that travel & tourism is a significant source of exports for revenue for the UK. In 2011, visitor exports totalled £25 billion which was 13.2% of all service exports and 5.1% of all exports including goods and services.

3.10 This research also compared the effect of travel & tourism spending on GDP and the wider economy and concluded that for every £640,000 spent on Tourism, the following is generated:

- £830,000 in GDP (same impact as the financial services and communications sector)
- £76,000 of gross value added in the real estate sector
- £86,000 of gross added value in the wholesale and retail sector
- Support of 18 jobs, compared to 13 in financial, 12 in the communications sector and 11 jobs in car manufacturing

The Economic Contribution of the Visitor Economy – UK and the Nations

3.11 Commissioned by Visit Britain and the Tourism Alliance, Deloitte's report The Economic Case for the Visitor Economy, published in 2008 was updated in September 2009 and again in 2013. It provides an in-depth quantitative and qualitative analysis of the annual contribution of the Visitor Economy to the UK and its nations.

3.12 Nationally tourism directly contributed £58 billion or 4.1% of Gross Domestic Product (GDP) to the economy and supported over 1.74 million jobs in 2013 (5.4% of the total UK workforce). The report indicates that England accounts for £48.3 billion of this contribution to GDP with a proportionally larger number of employees in the visitor economy (1.44 million or 5.2% of total employment in England).

3.13 There were also significant indirect impacts of the visitor economy on the wider economy through interaction with suppliers of goods and services to the visitor economy, capital investment and government expenditure. The total direct and indirect contribution being in the region of 9% of GDP or £127 billion, and 3.12 million jobs (8.5% of the workforce) in 2013.

3.14 Visits to small towns and the countryside/villages accounted for approximately 37% of the contribution to GDP of domestic visitors, compared to large cities/towns (42%) and seaside destinations (21%).

3.15 Total spending in the visitor economy is estimated to have been £113 billion in 2013, up from £100bn in 2011 and £90bn in 2009. The report estimates total domestic spending in the visitor economy to have been £89 billion in 2013, this is significantly larger than the estimated £24 billion spent by international visitors. Day trips for leisure are by far the largest component of domestic expenditure in the visitor economy, spending in the region of £60 billion in 2013. Domestic overnight trips of one or more nights represent the second largest expenditure at around £24.4 billion in 2013.

3.16 The direct contribution of tourism is expected to remain broadly stable in 2014 at £61.1 billion (4.2%) and 1.8 million jobs (5.5% of employment). Over the medium term, the tourism economy's direct contribution is expected to increase as a share of GDP to 4.4% in 2020 and 4.6% in 2025. The proportion of UK employment directly supported by tourism is forecast to increase to 6% by 2025 to almost 2.1 million

Welcome to Yorkshire

3.17 Welcome to Yorkshire is the regions tourist board and produces a wide range of useful statistics on the benefit of tourism to the Yorkshire & Humber region and of trends in the tourist industry. Below is a selection of the information available on their website http://www.yorkshire.com/ that provides a good backdrop to this study:

- Since 2009, the visitor economy has grown from 5.6bn to 7bn and an additional 4,000 jobs have been created;
- The county's industry employs almost quarter of a million people;
- 216 million visits to Yorkshire are made each year which is more than Walt Disney Attraction Theme Parks;
- Yorkshire & Humber attracts 15 million overnight staying visitors (Equivalent to 48 million nights) in the region every year worth nearly £2.6 billion to the economy;
- Oversees visitors contribute a further 3.2 million trips (13 million nights) and generate £637 million of spend a year;
- Day visits make up the largest proportion of the Yorkshire & Humber Tourism economy, worth £3.9 billion to the region every year with over 194 million visitors;

- Business trips represent a significant proportion of the tourism market, making up 19% of all overnight trips in the region and accounting for a quarter of all visitor spend, equivalent to 31.6 billion a year;
- Yorkshire provides a choice of over 4,868 hotels, guest houses, self-catering units and campsites.

3.18 In 2009 research undertaken by Welcome to Yorkshire identified that the region contained 4,778 hotels, guest houses, self catering units and campsites. Serviced accommodation accounted for over half of these establishments (2,551 establishments) providing 35,768 rooms and 72,570 bed spaces. Travel by car was identified as by far the most dominant form of transportation to the region with 84% of visitors using this form of transport compared to only 8% using the train and 4% using a public bus or coach service. This research also highlighted the scenery and appearance of the countryside as the most enjoyable aspect for staying visitors.

3.19 Welcome to Yorkshire's Regional Serviced Occupancy survey from June 2009 suggests that the Harrogate District maintained a slightly higher room occupancy (65.9%) and bed occupancy (52.6%) than the regional averages (63.4% and 45.6% respectively). This suggests that Harrogate enjoys a comparatively strong position with regards to room and bed occupancy and thereby a relatively buoyant hotel market. High occupancy rates can be an indication of local hotel need if it results in turnaway trade. The average length of stays in Harrogate District was 1.9 nights and 19.5% of total stays in the district were on business. Room occupancy in Harrogate Town was higher than the District average at 67% and the proportion of stays resulting from business trips were also higher at 33.2% in 2009.

Tourism and the District Economy

3.20 The historic roots of Harrogate town as a Spa during the Victorian and Edwardian periods and its growth and development has gone hand in hand with that of the tourist industry in the district. In 2014 there were 6,890 (full time equivalent) jobs in accommodation, food and recreation in Harrogate District.

3.21 Conference and business tourism is a key driver of the district economy, a major source of direct and indirect employment and a key attractor of investment into Harrogate town centre. The Harrogate International Centre (HIC) is one of the UK's largest integrated conference and exhibition facilities and the Yorkshire Showground is home to the UK's premier agricultural show and a key regional venue for outdoor events and exhibitions. In 2012/13, HIC opened its doors to around 200,000 visitors which in turn brought an estimated £180m into the local economy. A number of hotels in the district also provide conference space and meeting rooms, ranging from between approximately 2,400 sqm in total at the Majestic Hotel and 550 sqm at the Crown Hotel.

3.22 The importance of conference and business tourism is recognised by the council in the support given to the HIC and Yorkshire Showground in the Core Strategy and Economic Strategy. Harrogate Borough Council has continued to invest in the HIC with the aim of sustaining and growing this key part of the local economy. Over the last few years, the HIC has seen a multi-million pound programme of improvements, with the development of a new 1,600 square metre exhibition hall.

3.23 Vital to the continued success of the HIC and the Yorkshire Showground is the availability of a sufficient volume, range and quality of visitor accommodation in the district, and in particular within Harrogate Town itself. The HIC has reported lost conference trade in the past as a result of the deficiencies in accommodation (although this is also attributable to a number of other factors including the town's transport links with the rest of the UK). Therefore hotels and other types of serviced accommodation are an essential ingredient to the performance of the local economy and are also, in themselves, a major source of employment in the district.

4 Policy Context

National Planning Policy Framework (NPPF)

4.1 Published in March 2012, the National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied and is the main policy document in relation to Tourism. It supersedes the previous 'Government Tourism Policy' and the 'Planning Policy Statement 4: Planning for Sustainable Economic Growth'.

4.2 Sustainable development is at the heart of the NPPF and planning is defined as having an economic, social and environmental role to play in ensuring this:

- **economic role** - contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;
- **social role** – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being;
- **environmental role** – contributing to protecting and enhancing our natural, built and historic environment; and as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving forward to a low carbon economy.

4.3 Tourist facilities, including hotels are identified in the NPPF as a main town centre use. The NPPF provides that main town centre uses including hotels, leisure facilities and arts, culture and tourism development should be focused in existing centres and that local plans should assess the need for further expansion of such uses and if appropriate, allocate a range of suitable sites to meet the scale and type of development needed in town centres.

4.4 When determining planning applications for main town centre uses, including the development of tourist facilities and hotels, the NPPF stipulates that local planning authorities should apply the sequential test in that applicants must demonstrate that there are no sites more centrally located than that being proposed. The purpose of the test is to direct tourist and leisure development towards locations best served by transport infrastructure and other supporting facilities. For leisure applications outside town centres, the applicant must demonstrate that the proposal will not have a significant adverse impact on recognised centres. These tests also need to be satisfied where a local planning authority wishes to allocate sites within their development plan for tourist facilities or hotels.

4.5 In terms of planning for tourism in rural areas, the NPPF stipulates that local Plan policies should support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors and which respect the character of the countryside. This includes supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres.

Harrogate District Local Plan

4.6 Policy TRX Hotel Protection of the Harrogate District Local Plan (Selective Alteration, May 2004) provides that changes of use to hotels with 30 or more lettable bedrooms will not be permitted in Harrogate town unless clear evidence is provided to demonstrate that they are no longer viable for use as such for three years. For hotels of a similar size elsewhere in the District the time frame for evidence is reduced to two years or where it can be demonstrated that there will be no significant adverse impact on the supply of visitor accommodation available in the area.

4.7 Applicants proposing development that would result in a loss of a hotel with 30 or more bedrooms are required to show that the property has been effectively marketed at its existing use value for at least a year. In addition, evidence is also required of occupancy rates for at least three years and of capital expenditure for 5 years in order to demonstrate non-viability.

4.8 The policy was developed in response to a decline in serviced accommodation in Harrogate town and increasing pressure to change the use of hotels and guest houses to residential properties. The supporting text to Policy TRX states that the volume of accommodation in Harrogate reached a historic low figure in 2001 of 1,880 rooms compared to 2,320 rooms in 1995. At the time the policy was developed there was also concerns being expressed by clients of the HIC that the level of accommodation available may not be adequate to sustain larger conferences and exhibitions.

Harrogate District Core Strategy

4.9 The Core Strategy was adopted by the Council in February 2009 and provides the strategic policy context for the district up to the year 2021 and beyond. The Core Strategy contains a number of policies that relate to tourism development, the following are of particular relevance to this study:

- **Policy JB1:** Supporting the Harrogate District Economy seeks to maintain and enhance the economic role of the district seeks to maintain and enhance the economic role of the District and support innovation and enterprise with regards to developing sustainable holiday tourism throughout the district and enhance its year round activity.
- **Policy JB2:** Conference and Business Tourism looks to support conference and business tourism industry by resisting proposals which would undermine the industry to the detriment of Harrogate town centre, protecting hotel room space and increasing hotel provision in Harrogate town centre.
- **Policy JB4:** Retail and Town Centre Development provides that the role of Harrogate town as a Sub Regional Town will be reinforced through, amongst other measures, enhanced hotel provision. The policies supporting text adds that additional hotel accommodation within the town centre will be supported to assist business and holiday tourism sector.

2011 Visitor Accommodation Study

4.10 The 2011 Visitor Accommodation Study recommended that a planning policy similar to the current Local Plan Policy TRX should be retained and that the threshold should be lowered to protect establishments with 25 or more lettable bedrooms in order to offer some protection against the loss of these establishments. It also recommended that this policy should also encourage existing establishments to expand and improve, particularly if they are in sustainable locations. The study indicated that there was no specific need to identify land for the development of new visitor accommodation within Harrogate town.

Visit Harrogate Strategy

4.11 Visit Harrogate was set up in 2013 to support businesses, conferences and tourism in Harrogate and the surrounding area and to provide a way for businesses in the Harrogate district to get involved and work together.

Economic Development Strategy

4.12 The Strong Local Economy Strategic Action Plan 2012-2015[3] sets out the actions Harrogate Borough Council will take to generate wealth, investment and jobs for the district. Growing the visitor economy is one of the priorities of the plan and the following strong local economy goals and/or actions are identified:

- Sustain the Harrogate International Centre as one of the leading UK large event venues;
- Increase the contribution of tourism to the local economy;
- Improve the quality of the visitor experience;
- Attract a larger market share of the national and regional tourism market;
- Lobby for investment in transport;
- Encourage the growth and sustainability of different sectors in the district's economy;
- Promote investment in infrastructure and the physical environment;
- Promote and support sustainable and responsible tourism.

4.13 The strategy highlights the importance of tourism to the local economy stating that it in 2012 there were over 7.5 million visits made to the District, generating over £310 million in visitor spend. There were circa 7,000 jobs in accommodation and food services accounting for over 9% of total employee jobs in the district compared with an average of 6% across Yorkshire and the Humber.

4.14 The local economy, particularly in the urban core, is dependent upon the visitor spend generated by business and holiday tourism. It is crucial therefore that, together with sector partners, the council meet the challenge of marketing the Harrogate district as a visitor destination and maintain Harrogate International Centre's place in the UK conference and exhibition market through sustained long-term investment. (HBC Corporate Plan 2011/2014)

4.15 The Tourism sector, both leisure and business, is critically important to the local economy. In 2009 there were almost 9 million trips made to the district, generating £448 million in visitor spend, equating to a Gross Value Added impact of £280 million, and supporting over 14,500 jobs. Leisure and Business Tourism represented around 25% in value of the district's economy, with Leisure Tourism representing 43% of overall visitor spend. (Regional Visitor Survey 2009 – Yorkshire Forward).

4.16 Key strengths of the Harrogate economy are identified including: the quality of the environment; positive perceptions of Harrogate as a place to live, work and visit; the new exhibition halls at HIC; the leisure tourism offer; the establishment of 'Visit Harrogate'; and the quality of cultural venues and facilities. However, a number of

---

3 For more information please visit http://www.harrogate.gov.uk/edu/Documents/2014-2015%20Year%203%20-HBC%20A%20Strong%20Local%20Economy%20Action%20Plan,%20FINAL%2014.5.14.pdf

weaknesses in the economy are also highlighted within the strategy including the relatively poor and under pressure transport networks and the need to fully develop and promote the district's tourism offer and products.

4.17 As can be seen from the goals and actions of the Strategy, there is a strong focus on consolidating and developing the tourist and leisure economy in the district. There is also the recognition that in order to attract more visitors to the district more will need to be done to improve supporting facilities such as transport networks, infrastructure and services. The availability of visitor accommodation in sufficient volume and quality will also be key to achieving these long-term aims for the district's economy.

5 Analysis

Review of Visitor Accommodation Supply

5.1 Table 1 below provides a breakdown of the supply of visitor accommodation in the district by size of establishment. The table is based on an analysis of the two lists of accommodation contained at Appendix 1 and 2 of this study and includes the supply of rooms from hotels, guest houses, B&Bs and Inns in the district. The table distinguishes between supply in Harrogate town and in the rest of the district.

Table 5.1 Harrogate District Bedroom Stock 2014 (figures in brackets are 2011 study figures)

ESTABLISHMENT SIZE (NUMBER OF ROOMS)	1-10	11-20	21-30	31-40	41-50	51-100	101+	Total
HARROGATE TOWN								
Establishments	37 (42)	13 (16)	4 (1)	0 (0)	2 (4)	6 (6*)	5 (5 *)	67 (74)
Rooms	228 (262)	185 (232)	107 (26 but should read 47)	0 (0)	90 (172 but should read 130)	483 (384)	769 (869)	1861 (1945 but should read 1924)
Percentage	12%	10%	6%	0%	5%	26%	41%	100%
REST OF THE DISTRICT								
Establishments	60 (65)	11 (12)	3 (2)	5 (6)	1 (2)	1 (0**)	2 (2)	83 (89**)
Rooms	258 (265)	151 (159)	81 (57)	175 (210)	44 (93)	90 (0**)	312 (312)	1111 (1096**)
Percentage	23%	14%	7%	16%	4%	8%	28%	100%
HARROGATE DISTRICT TOTAL								
Establishments	97 (107)	24 (28)	7 (3)	5 (6)	3 (6)	7 (6)	7 (7)	150 (163)
Rooms	486 (527)	336 (391)	188 (83 but should read 104)	175 (210)	134 (265 but should read 223)	573 (384)	1081 (1181)	2973 (3135 but should read 3020)
Percentage	16%	11%	6%	6%	5%	19%	37%	100%

Harrogate Town

5.2 In total the study identified 67 establishments in Harrogate town offering serviced visitor accommodation. The majority of these establishments are smaller scale guest houses and B&Bs. However, the smaller number of larger hotels supply a greater share of the total number of bedrooms in the town, with 19% of establishments (13 in total) each providing over 40 bedrooms containing 72% of the total bedroom stock in the town (1342 rooms). The threshold for protection of establishments with 30 or more lettable bedrooms offered by Local Plan Policy TRX currently offers protection against the loss of these 13 establishments in Harrogate town.

5.3 Since the 2011 study, there has been a loss of 63 bedrooms in total in Harrogate town. 49 of these rooms are through closure of establishments (7 in total) and 14 can be attributed to changes within the number of rooms provided by individual establishments. This loss amount to 3% of the total bedroom stock.

5.4 As in 2011, the majority of rooms provided in the town are double and twin rooms with single rooms and family rooms making up a smaller proportion of rooms. However, it should be noted that there is often flexibility in the configuration of rooms, with a number of establishments stating families can often be accommodated in double or twin rooms and that double and twin rooms are often interchangeable. Approximately two thirds of establishments had a 3 start rating and only a handful of businesses had no accreditation.

5.5 It should be noted that whilst Table 1 does not take into account serviced apartments, this type of accommodation is expanding in Harrogate town with several operators now offering high quality apartments to the short term let market. This type of accommodation can be particularly attractive to business visitors and families as they offer comfort, size and flexibility.

Rest of the District

5.6 The study identified a further 83 establishments offering serviced visitor accommodation across the rest of the district outside of Harrogate town. 72% of establishments outside of Harrogate town have less than 10 bedrooms and comprise 23% of the bedroom stock available. 63% of the total bedroom stock in the rest of the district (702 rooms) is provided by only 11% of establishments (9 in total) offering 30 or more rooms each.

5.7 Similar to arrangements in Harrogate town, the majority of rooms recorded were double and twin rooms with family rooms and single rooms making up a smaller proportion. Approximately one third of establishments outside of Harrogate town have a 4 star rating and another one third have a 3 star rating, from Visit Britain or the AA. A larger proportion of businesses had no accreditation than was the case in Harrogate town.

5.8 Since 2011, there has been a net loss of 6 establishments however due to changes in existing hotels and four new establishments; there is actually a gain of 15 bedrooms since 2011.

Harrogate District Total

5.9 In total, the review of visitor accommodation supply in the district has identified a total of 150 establishments offering 2973 bedrooms to the market. The vast majority of these establishments (97 establishments and 67% of the total) are guest houses, inns and B&Bs with less than 10 lettable rooms. These smaller establishments provide 16% of the Districts total bedroom stock. By comparison there are only 22 establishments (15% in total) in the District that contain 30 or more bedrooms. However, these establishments provide 66% of total supply of bedrooms in the district (1963 rooms).

5 Analysis

5.10 Table 2 below identifies the supply of serviced visitor accommodation within the district's main settlements. Although there have been changes in the number of establishments and rooms and the distribution since 2011, the overall pattern of provision remains stable. The table highlights that the majority of the district's total bedroom stock is located within Harrogate town. The level of supply within the 4 other market towns in the district and the City of Ripon is substantially lower by comparison but this reflects both the comparative sizes of these settlements and the level of services and facilities available for visitors in Harrogate town, but also the impact of the exhibition and conference industry in Harrogate town.

Table 5.2 Visitor Accommodation by Location 2014 (2011)

	Establishments	Rooms	% of Rooms
Harrogate Town	67 (74)	1861 (1924)	64 (62%)
Knaresborough	10 (12)	78 (79)	3 (2.5%)
Ripon	14 (13)	135 (141)	5 (4.5%)
Boroughbridge	1 (1)	35 (35)	1 (1%)
Masham	7 (3)	99 (47)	3 (1.5%)
Pateley Bridge	6 (4)	42 (22)	1 (0.5%)
Larger Villages	11 (18)	118 (117)	4 (4%)
In the countryside	34 (38)	594 (749)	20 (24%)
District Total	**150 (163)**	**2972 (3135)**	**100%**

5.11 Outside of Harrogate town, 20% of the total bedroom stock in the district is located in the countryside away from the main built up areas. This compares to only 17 % of the total rooms identified being located outside of Harrogate town but within one of the district’s other market towns, the City of Ripon or a large village.

Analysis of Questionnaire Responses

5.12 The questionnaire received seven responses (a response rate of 4.6%) which compares to 25 which were received for the 2011 study. Those received were from a variety of type and size of establishment. Although a very low response, this does not diminish the validity of the views obtained.

5.13 In summary, the results of the questionnaire were as follows:

- The seven establishments that responded to the questionnaire comprised of two hotels, three guest houses and two B&Bs supplying a combined total of 103 bedrooms to the market. The businesses varied in size from four bedroom B&B to one hotel with 48 bedrooms.
- The quality of the district’s natural and built environments were identified as the most important factors contributing to the attractiveness of Harrogate as a visitor destination just as it was for the 2011 study. However, there was little difference between the average scores of all of the factors that respondents were asked to rate suggesting that all are important to making a successful destination. The

availability of parking was also highlighted by one respondent as an important factor that affects the district's tourist market.

- Marketing, transport infrastructure, and the availability of accommodation were identified as the most important challenges to the tourism market in Harrogate.
- All respondents were optimistic about the prospects of the tourism industry in Harrogate over the next 5-10 years.
- Responses to the question about whether there is room for further growth in visitor accommodation in Harrogate was mixed with 57% responding 'Yes' and 43% 'No'. Those that responded positively identified the following as the type of accommodation that was needed:

    - wide range of accommodation
    - leisure business accommodation and accommodation for smaller events/trade shows
    - higher quality accommodation e.g. 4/5*
    -

    Those that responded with a 'no' stated the following as reasons why there is no room for further growth:

    - need to concentrate on maintaining the number and quality of existing guest house accommodation as it is in high demand
    - increase in budget accommodation from multiple chains has impact on independent hoteliers
    - larger hotels need to invest to improve the standards of their offer

- The majority of establishments that responded have a dining room (71%), whilst only 42% have a bar. 3 out of the 7 offered meeting rooms and only 1 hotel offered other facilities such as a spa, courtyard and conference facilities.
- Only 2 responses to the question about average annual room occupancy were received. These responses showed that the average annual room occupancy remained fairly static over the three years between 2011 and 2014 and ranged between 50 – 80%.
- The range in the rack rates charged for different room types by respondents was as follows: between £55 and £250 for a single room; £79 and £380 for a twin room; £79 and £399 for a double room; and £92 and £430 for a family room.
- Guest stayed an average of two nights at the establishment.
- With regard the number of full time staff employed, two establishments employed zero full time staff; three establishments one - two full time staff; one employed 20 and one employed 50.
- Five respondents identified that they had experienced denied business nights ranging from two-three rooms occasionally to lots during major events. All respondents to this question stated that the reason for this was because they were fully booked.
- One respondent did not complete any of the question s relating to the Local Plan and therefore the remaining analysis of the questions is based on six responses. 83% (five) stated that the Local Plan should retain a similar policy to the existing Local Plan Policy TRX.
- Three respondents t felt that the policy should protect establishments with 20+ bedrooms, one felt it should cover all tourist accommodation and one felt it should apply to establishments with 10+ bedrooms.
- Only one respondent felt that protection should be extended to other types of establishments other than hotels.

- 50% of respondents felt that the current period for demonstrating viability of three years in Harrogate Town and two years elsewhere in the district is still appropriate whilst the remainder suggesting varying periods ranging from one year in Harrogate and the rest of the district and two years in both.
- 50% of respondents (three) felt that it was necessary to identify land in Harrogate for new hotel development.
- 83% of respondents (five) stated that local planning policies should encourage the expansion of existing establishments.
- Respondents also made a number of additional comments on the health of the tourism industry in Harrogate and on the content of a local planning policy. These comments included:

  - more parking should be created to increase footfall and spending;
  - do not encourage cheap accommodation and late night drinking;
  - façade on Kings Road, between Cheltenham Mount and Parliament Road facing the Exhibition Halls gives a very poor impression to visitors;
  - limit the change of use of pubs;
  - Harrogate needs a 5* hotel; and
  - need to invest in new attractions

Review of Planning History

5.14 The review of planning history has identified 12 applications resulting in a gain to bedroom stock that have been approved since the 2011 study however some of these are replacement applications for ones determined earlier. In total, these applications if implemented would result in a gain of 583 bedrooms. These applications involve the creation of 7 new establishments (442 new bedrooms) including a new 298 bedroom hotel at Flaxby and the extension/alteration of 4 establishments to provide a further 141 bedrooms. In terms of location, 198 bedrooms would be created in Harrogate town, 45 in Ripon and the rest in the countryside. Overall, since 2004 and the introduction of Policy TRX, applications have been determined that would result in a gain of 878 bedrooms.

5.15 Appendix 6 shows that 14 applications resulting in a loss to bedroom stock have been approved since the 2011 study. In total, these applications if implemented would result in the loss of 163 bedrooms which amount to 237 since May 2004. All of these applications involve the conversion of the existing hotel/guest house to a dwelling/s. In terms of location, only one application for the Hob Green Hotel, Markington was outside one of the three main towns of Harrogate, Knaresborough and Ripon and 11 of the applications were in Harrogate town with a loss of 134 rooms.

Policy Recommendations 6

6.1 The Visitor Accommodation Study 2011 detailed a number of policy recommendations for the Sites and Policies DPD as follows:

- Need to retain a protection policy such as TRX
- Policy threshold is lowered to protect establishments with 25 or more lettable rooms
- Not considered necessary to identify new land for the development of visitor accommodation

6.2 As highlighted by the 2011 Visitor Accommodation Study and this 2014 update, the district's tourism and business conferencing sectors are important contributors to the vitality and viability of the district. The strength of both these sectors is intrinsically linked to the provision of a sufficient range and quality of visitor accommodation in accessible locations and in particular within Harrogate town, the district's only sub-regional centre and the focus for tourism activities and business conferencing.

6.3 The results of the questionnaire highlighted the support of businesses to retain a planning policy similar to the current Local Plan Policy TRX to prevent the loss of hotels unless it can be demonstrated that the business is no longer viable and that it has been marketed effectively for an appropriate period of time. The results of the questionnaire can be viewed in Appendix 4.

Setting an Appropriate Size Threshold for Policy Protection

6.4 There clearly was a low response to the visitor accommodation questionnaire however those that did reply (five) gave opinions about various thresholds ranging from protecting all accommodation to 20+ bedrooms. None of these respondents wanted the policy to be more relaxed by making the threshold higher than the existing 30 bedrooms in Policy TRX.

6.5 It is considered unreasonable to develop a policy that contains a universal presumption against the change of use of visitor accommodation to other uses. There has always been a market in changes of use to and from smaller establishments to other uses and this has not been a cause for concern as a balance has generally struck between gains and losses. The review of visitor accommodation since 2011 has shown that overall in the district, 13 establishments have closed (none having more than 18 bedrooms in total) and there have been four gains. Overall, there has only been a loss of 69 bedrooms. This study has shown that smaller establishments also make up a smaller proportion of the overall bedroom stock in the district (see para 5.4). Their contribution to the total occupied bedroom stock is therefore comparatively small, and certainly disproportionate to the number of establishments of this size present in the district.

6.6 By comparison, larger hotels make up a greater proportion of the total bedroom stock in the district (see paragraph 5.4) and also tend to have higher room occupancy rates than smaller establishments. Therefore their loss has a significant impact on the availability of visitor accommodation, on the local economy, and on local employment opportunities. Larger establishments are also harder to replace when lost due to the lack of suitable, available and viable land or premises in most locations, and particularly within Harrogate Town.

6.7 The review of planning permissions highlighted that since Local Plan Policy TRX was adopted, all except one of the establishments lost have under 30 bedrooms. The exception to this is Grants Hotel in Harrogate which although contrary to Policy TRX because of having 30 rooms was able to pass the criteria of TRX by providing the

6 Policy Recommendations

relevant marketing information to show that there were viability issues with the hotel. This hotel has a total of 41 bedrooms compared to the 237 bedrooms lost between May 2004 and August 2014 although at the time of this study the hotel is still trading. This position could either indicate that in the majority of cases Policy TRX has been successful in protecting larger scale establishments from change of use or redevelopment, or simply reflects the position that larger establishments are generally more viable than smaller establishments and more resilient to changes in the market. There tends to be a higher turnover in smaller establishments due to pressures of completion, because they are generally more susceptible to a downturn in the market and because of the wishes of their owners.

6.8 The review of visitor accommodation in the District has shown that should the threshold for protection be increased to establishments with 40 bedrooms or more than 5 additional existing establishments would not be protected by the policy. However, these include a number of establishments important to the continued vitality and viability of some of the District's towns and larger villages such as the Crown Hotel in Boroughbridge, the Unicorn in Ripon, and Swinton Park Hotel near Masham.

6.9 If the threshold was reduced to establishments with 10 or more bedrooms this would offer protection to a further 33 establishments with a combined total of 534 bedrooms (or 18% of the total bedroom stock in the District), however , most of these establishments are small, family run, guest houses. Alternatively, if the threshold was lowered to cover establishments with 20 bedrooms or more this would offer protection to an additional 6 establishments, the Kings Head Hotel in Masham, The Studley Hotel in Harrogate, The Balmoral Hotel, Harrogate, The West Park Hotel, Harrogate, The Boars Head, Ripley and The Dower House Hotel, Knaresborough. These establishments provide a total of 158 bedrooms, and are considered important for different reasons. Currently no establishments offering visitor accommodation in Masham are protected by Local Plan Policy TRX. The Kings Head Hotel has 27 bedrooms and is located in the centre of the town on Market Square and is therefore considered important to the continued vitality and viability of Masham. The Boars Head Ripley is the only establishment in the village of Ripley and provides valuable visitor accommodation (25 bedrooms) which complements the visitor attraction of Ripley Castle nearby. This hotel previously had 40 bedrooms and therefore was protected under Policy TRX but having reduced its bedrooms to 25, it would not be protected under the terms of the existing Policy TRX. The Studley Hotel with 28 rooms, The Balmoral Hotel with 24 and The West Park Hotel with 25 rooms are situated on the edge of Harrogate town's shopping centre and only a short walk from the HIC. These establishments are therefore ideally located to cater for both tourist and business trade in the town.

6.10 The 2011 study recommended lowering the protection threshold to 25 bedrooms as it identified only two hotels in the 20-29 bedroom category and these both contained 25+ bedrooms. This update however has identified a further four hotels that fall into this category. It is recommended therefore that the policy threshold is lowered to protect establishments with 20 or more lettable bedrooms in order to offer some protection against the loss of these establishments over the plan period.

6.11 A number of hotels such as The Boars Head at Ripley and The Dower House Hotel, Knaresborough have also undergone refurbishment and alteration which has reduced the number of bedrooms available but increased the offer in terms of quality. Reducing the threshold further protects hotels which have undergone refurbishment and reduced the number of rooms.

The Need to Allocate Land for Hotel Development in Harrogate Town

6.12 It is important to encourage the retention and establishment of a wide range of accommodation types and sizes to offer the maximum choice to visitors in terms of price, quality and experience. 50% of respondents (three) to the questionnaire felt that there was no need to identify land in Harrogate for new hotel development, but 83% (five) also felt that planning policy should encourage the expansion of existing establishments in the district.

6.13 Figures from the Harrogate International Centre provided as evidence to support the adoption of Local Plan Policy TRX identified that the number of rooms in Harrogate town fell from 2,320 rooms in 1995 to 1,880 rooms in 2001. The review of establishments undertaken as part of this study has identified that there are currently 1861 bedrooms available in 67 separate establishments in Harrogate town, and that the majority of these rooms are provided in a small number of large hotels. Although the total number of rooms available in the town has remained relatively static, in general, the quality of accommodation on offer in the town has improved since 2004. Also, other types of visitor accommodation such as serviced apartments are becoming more commonplace, a trend likely to continue.

6.14 The review of planning application history also demonstrated that since May 2004 planning permission was granted to develop a further 273 bedrooms in Harrogate Town and 626 bedrooms elsewhere in the district, either involving the creation of a new establishment or by way of an expansion to an existing business. In contrast only around 172 bedrooms in Harrogate town and 65 in the rest of the district would be lost through planning permissions granted during the same period. A number of these applications also have not been implemented and remain trading. With the continued importance of the conference and exhibition business in Harrogate and potential long term improvement s to the Yorkshire Showground, it remains important to protect existing hotel accommodation and create the conditions for the continued expansion and improvement of visitor accommodation in the district. However, it is not considered necessary to identify land in the forthcoming Local Plan for the development of new visitor accommodation.

Next Steps

6.15 The information gathered in this study will be used to inform the emerging planning policies to be contained within the Local Plan. It is recommended that the Local Plan contains a policy to both protect existing accommodation and encourage existing establishments to expand and improve, particularly those in sustainable locations, but that there is no specific need to identify land for the development of new visitor accommodation within Harrogate town.

6.16 The council is presently preparing a Town Centre Strategy and Masterplan for Harrogate, the results of which will also be used to inform the emerging Local Plan.

6.17 This update to the 2011 study has shown the need to lower the threshold for hotel protection from 30 in Policy TRX to a recommendation in this study to 20+ bedrooms.

1 Visitor Accommodation in Harrogate Town May 2013

Table 1.1 Visitor accommodation in Harrogate town, May 2013

Name	Address	Settlement	Single	Double	Twin	Family	Total Rooms
Acomb Lodge	6 Franklin Road	Harrogate	1	2	1	0	4
Acorn Lodge Guest House	1 Studley Road	Harrogate	2	3	2	0	7
Alamah Guest House	88 Kings Road	Harrogate	2	3	2	1	8
Alderside Guest House	11 Belmont Road	Harrogate	1	0	2	0	3
Alexa House Hotel	26 Ripon Road	Harrogate	3	6	2	2	13
Alvera Court Hotel	76 Kings Road	Harrogate	3	9		0	12
April House	3 Studley Road	Harrogate	0	3	0	0	3
Arc	68 Kings Road	Harrogate	2	6	0	0	8
Arden House Hotel	69-71 Franklin Road	Harrogate	4	6	4	0	14
Ascot House Hotel	53 Kings Road	Harrogate	3	8	8	0	19
Ash Grove Guest House	72 Kings Road	Harrogate	2	2	2	0	6
Ashley House Hotel	36-40 Franklin Road	Harrogate	5	7	5	1	18
Ashwood House	7 Spring Grove	Harrogate	1	2	1	1	5
Aston Hotel	7-9 Franklin Mount	Harrogate	2	3	11	1	17
Azalea Court Hotel	56-58 Kings Road	Harrogate	3	3	11	1	18
Balmoral Hotel	Franklin Mount	Harrogate	2	18	3	0	23
Barcelo Harrogate Majestic Hotel	Ripon Road	Harrogate	20	106	38	6	170
Barkers Guest House	204 King Road	Harrogate	1	1	0	1	3
Bay Tree House	98 Franklin Road	Harrogate	3	4	2	1	9

Visitor Accommodation in Harrogate Town May 2013 1

Belmont Guest House	86 Kings Road	Harrogate	3	2	2	1	8
Brookfield House	5 Alexandra Road	Harrogate	0	6	0	0	6
Cedar Court Hotel	Park Parade	Harrogate	0	70	26	4	100
Cairn Hotel	Ripon Road	Harrogate	16	44	67	8	135
Conference View	74 Kings Road	Harrogate	1	2	3	0	6
Crown Hotel	Crown Place	Harrogate	10	60	30	4	114
Dragon House	6 Dragon Road	Harrogate	2	4	4	2	12
Franklin View	19 Grove Road	Harrogate	0	2	1	0	3
Garden House	14 Harlow Moor Drive	Harrogate	3	2	2	0	7
Geminian	11-13 Franklin Mount	Harrogate	2	5	2	0	9
Glenayr Guest Accommodation	19 Franklin Mount	Harrogate	1	2	3		6
Grants Hotel	3-13 Swan Road	Harrogate	12	14	8	7	30
115 Harrogate Boutique B&B	115 Franklin Road	Harrogate	0	2	1	0	3
Harrogate Brasserie	26-28 Cheltenham Parade	Harrogate	0	6	6	0	12
Holiday Inn	Kings Road	Harrogate	0	138	67	0	214
Hollins House	17 Hollins Road	Harrogate	1	2	3	0	6
Hotel du Vin & Bistro	Prospect Place	Harrogate	0	40	4	0	48
Lamont House	12 St Mary's Walk	Harrogate	0	4	2	0	6
Murray House	67 Franklin Road	Harrogate	3	4	2	0	9
18 Park Parade	18 Park Parade	Harrogate	0	2	1	0	3
Premier Inn	Hornbeam Park Avenue	Harrogate	0	18	1	49	68

1 Visitor Accommodation in Harrogate Town May 2013

Ruskin Hotel	1 Swan Road	Harrogate	2	3	0	2	7
Scotia Guest House	66-68 Kings Road	Harrogate	1	1	1	2	5
Shannon Court	65 Dragon Avenue	Harrogate	2	4	0	2	8
Shelbourne House	78 Kings Road	Harrogate	2	4	0	2	8
Sherwood Hotel	7 Studley Road	Harrogate	1	3	1	0	6
Spring Lodge	22 Spring Mount	Harrogate	1	3	1	0	5
St George Hotel	1 Ripon Road	Harrogate	23	34	20	6	90
The Bijou	17 Ripon Road	Harrogate	1	8	1	0	10
The Camberley	52-54 Kings Road	Harrogate	1	8	1	1	11
The Cavendish	3 Valley Drive	Harrogate	4	6	3	1	14
The Coppice	9 Studely Road	Harrogate	1	2	1	1	5
The Dales	101 Valley Drive	Harrogate	0	5	1	0	6
The Fountains	27 Kings Road	Harrogate	2	6	2	0	10
The Grafton	1-3 Franklin Mount	Harrogate	0	11	2	0	13
The Kimberley Hotel	11-19 Kings Road	Harrogate	4	52	33	3	92
The Kingsway Hotel	36 Kings Road	Harrogate	0	4	3	1	8
The Old Swan Hotel	Swan Road	Harrogate	32	64	30	10	136
The Pine Marten	Otley Road	Harrogate	0	12	0	0	12
The Studley Hotel	28 Swan Road	Harrogate	3	19	0	6	28
The Welford	27 Franklin Road	Harrogate	2	2	2	0	6
The Yorkshire Hotel	Prospect Place	Harrogate	12	30	37	1	80
Travelodge	The Ginnel	Harrogate	0	10	0	36	46

Townhouse B&B	43 Strawberry Dale Avenue	Harrogate	0	1	2	0	3
West Park Hotel	19 West Park	Harrogate	0	23	2	0	25 (should have read 21 rather than 42 in the 2011 list)
White Hart Hotel	2 Cold Bath Road	Harrogate	13	19	19	1	53
Wynnstay House	60 Franklin Road	Harrogate	0	4	1	0	5
Ye Olde Coach House	2 Strawberry Dale Terrace	Harrogate	0	0	2	0	4
		TOTAL:	221	959	494	165	1836

2 Visitor Accommodation Outside Harrogate Town May 2013

Table 2.1 Visitor accommodation outside Harrogate town, May 2013

Name	Address	Settlement	Single	Double	Twin	Family	Total Rooms
Arthington Lodge	Jubilee Farm, Wescoe Hill Lane	Weeton	0	0	0	1	1
Bank Villa	The Avenue	Masham	0	4	0	1	5
Bay Tree Farm	Aldfield	Ripon	0	2	3	1	6
Beck Hall	Cove Road, Malham	Masham	2	7	5	4	18
Best Western Crown Hotel	Horsefair	Boroughbridge	2	15	17	3	35
Bewerley Hall Farm	Bewerley	Pateley Bridge	0	3	2	0	5
Bishopton Grove House	Bishop Grove House	Bishopton	0	0	2	1	3
Black a Moor Inn	Boroughbridge Road	Ripon	0	3	2	0	5
Boar's Head Hotel	Main Street	Ripley	0	14	21	5	25
Bowes Green Farm	Colber Lane	Bishop Thornton	0	1	1	0	2
Box Tree Cottages	Coltsgate Hill	Ripon	0	3	1		4
Bridge Hotel	Walshford	Wetherby	1	14	14	3	37
Central House Farm B&B	Haverah Park	Harrogate	0	1	2	0	3
Chequers Inn & Restaurant	Fountains Abbey Road	Bishop Thornton	0	8	6	0	14
Cold Cotes	Cold Cotes Road	Felliscliffe	0	4	2	0	6
Cowscot House	Back Lane	Kirkby Malzeard	0	3	1	0	4
Crescent Lodge	42 North Street	Ripon	1	3	0	1	5
Crown Hotel		Lofthouse	0	1	0	2	3

Cundall Lodge Farm	Cundall	York	0	2	1	0	3
Days Inn	J46 A1 (M) Wetherby Services	Wetherby	0	65	30	34	129
Dower House Hotel	Bond End	Knaresborough	3	14	11	1	29
Ebor Mount Guest House	18 York Place	Knaresborough	1	4	1	2	8
Gallon House	47 Kirkgate	Knaresborough	1	2	0	0	3
General Tarleton Inn	Boroughbridge Road	Ferrensby	0	11	2	0	13
Goldsborough Hall	Church Street	Goldsborough	0	2	0	4	6
Harefield Hall Hotel		Pateley Bridge	0	15	0	0	15
Harrogate Motel	Brackenthwaite Lane	Burn Bridge	4	1	4	1	10
High Green Farm	Wath Road	Wath	0	1	1	0	2
High Winsley Farm	Brimham Rocks Road	Burnt Yates	0	2	1	0	3
Hollybreen	Ellingstring	Masham	0	0	1	1	2
Knabs Ash	Skipton Road	Felliscliffe	0	2	1	0	3
Lamb & Flag Inn	Boroughbridge Road	Bishop Monkton	0	3			3
Lavender House	28 College Road	Ripon	0	2	0	0	2
Lyndale Guest House	King Street	Pateley Bridge	1	2	1	2	6
Mallard Grange	Aldfield	Ripon	0	2	2	0	4
Middle Ridge	42 Mallorie Park Drive	Ripon	0	1	1	0	2
Newton House	5-7 York Place	Knaresborough	2	9	0	0	11
Nidderdale Lodge Farm	Ripon Road	Fellbeck	0	2	1	0	3

2 Visitor Accommodation Outside Harrogate Town May 2013

Nidd Hall Hotel		Nidd	4	179	0	0	183
North Dockenbush		Brearton	0	0	3	0	3
Doreens Guest House		Hampsthwaite	1	0	2	0	3
Queen Head Inn		Kettlesing	1	7	0	0	8
Ravencroft B&B	Moorside Avenue	Ripon	0	2	0	1	3
Ripon Spa Hotel	Park Street	Ripon	4	19	15	2	40
Roslyn House	9 King Street	Pateley Bridge	1	4	2	1	7
Royal Oak Inn	Oak Lane	Dacre Banks	0	1	2	0	3
Rudding Park Hotel		Follifoot	0	90	0	0	90
Scaife Hall Farm	Hardisty Hill	Blubberhouses	0	2	1	0	3
Sharow Cross House	Dishforth Road	Sharow	0	3	0	0	3
Sportsmans Arms Hotel		Wath	2	9	0	0	11
Staveley Grange	The Grange	Staveley	0	3	0	0	3
St George's Court	Old Home Farm	Grantley	0	3	1	1	5
Swinton Park		Masham	0	30	1	5	31
Talbot House	27 High Street	Pateley Bridge	1	2	4	0	7
Teardrop Cottage	Waterside	Knaresborough	1	3	0	0	4
The Bay Horse Inn	Main Street	Goldsborough	0	5	0	0	5
Crab Manor Hotel	Dishforth Road	Asenby	0	17	0	0	17
The Coutyard at Dukes Place	Fountains Abbey Road	Bishop Thornton	0	1	2	0	3

The Crown Hotel		Middlesmoor	0	5	0	2	7
The George	Main Street	Wath	1	4	1	1	5
The Groves	30 Market Place	Knaresborough	0	4	0	0	4
The Half Moon Inn	Sharow Lane	Sharow	0	1	1	1	3
The Half Moon Inn		Fellbeck	0	1	1	0	2
The Hermitage	10 Waterside	Knaresborough	1	2	0	0	3
The Kings Head Hotel	Market Place	Masham	2	21	0	4	27
The Market Tavern	12 Castlegate	Knaresborough	0	3	2	1	6
The Mitre	4 Station Road	Knaresborough	0	4	0	0	4
The Moor House	Dallowgill	Kirkby Malzeard	0	3	2	0	5
The New Inn	Pateley Bridge Road	Burnt Yates	1	4	1		4
The Old Coach House	2 Stable Cottages	North Stainley	0	8	0	0	8
The Old Deanery	Minster Road	Ripon	0	9	0	1	10
The Old Royal Oak	7 Market Place	Knaresborough	0	4	2	0	6
The Royal Oak	36 Kirkgate	Ripon	0	5	0	1	6
The Station Hotel	Station Road Birstwith HG3 3AG	Birtstwith	0	0	4	1	5
The Ship	84 Bondgate	Ripon	0	0	3	1	4
The Unicorn Hotel	Market Place	Ripon	0	16	13	3	32
The White Bear	Wellgarth	Masham	0	11	0	3	14

2 Visitor Accommodation Outside Harrogate Town May 2013

The White Horse	61 North Street	Ripon	4	0	3	5	12
The Willow Restaurant and B&B	8-10 Park Road	Pateley Bridge	0	1	1	0	2
The Yorke Arms Hotel		Ramsgill	0	14	0	0	14
Warren House Farm	High Ellington	Masham	0	1	1	0	2
Wellington Inn	Darley Head	Darley	1	5	6	0	12
Wood Hall Hotel	Trip Lane, Linton	Wetherby	0	36	8	0	44

Harrogate District Visitor Accommodation Study Questionnaire - June 2014

- Please return your completed questionnaire by 30th June 2014 to either the above e-mail address or by post to: Rachael Hutton, Planning Policy, Planning and Development, Harrogate Borough Council, Knapping Mount, West Grove Road, Harrogate, HG1 2AE

Your Details	
Name of Establishment	
Name of Respondent	
Post Title	
Telephone Number	
E-mail Address	

Tourism in Harrogate District

Attractiveness of the district as a destination: On a scale of 1 to 10, please rate each of the following in terms of their importance to the district's tourist market (10 being of high important and 1 of low importance):	
Natural environment and landscape	
Quality of the built environment	
Historical and archaeological attractions	
Tourist leisure attractions	
Cultural facilities	
Shopping	
Pubs, clubs and restaurants	
Conferencing and exhibition facilities	

3 Harrogate District Visitor Accommodation Study Questionnaire June 2014

Attractiveness of the district as a destination: On a scale of 1 to 10, please rate each of the following in terms of their importance to the district's tourist market (10 being of high important and 1 of low importance):	
Accessibility of the countryside	
Other, please specify	

Challenges to the market: On a scale of 1 to 10, please rate each of the following in terms of their impact on the future success of tourism in Harrogate District (10 being of high important and 1 of low importance):	
Economic downturn	
Transport infrastructure - Getting to/from the district	
Transport Infrastructure - Getting around the district	
Availability of accommodation	
Quality of accommodation	
Type of accommodation available	
Opportunities for expansion of existing establishments	
Marketing	
Competition from UK destinations	
Competition from international tourism	
Other, please specify	

Are you optimistic about the prospects of the tourism industry in Harrogate over the next 5-10 years?	
Yes	
No	

Harrogate District Visitor Accommodation Study Questionnaire June 2014 3

Do you think there is room for further growth in visitor accommodation in Harrogate?	
Yes	
No	
If you answered 'Yes' to this question, what type of accommodation do you think is needed and where should this be provided?	

Questions About Your Business

- Unless otherwise specified, the questions below relate to the **2013/2014** financial year. Please answer as many questions as you can. If you have any questions about the council's use of this information please contact Planning Policy: (01423) 556586 or e-mail: planningpolicy@harrogate.gov.uk

Type of establishment	
Hotel	
Guest House	
Bed & Breakfast	
Serviced Apartments	
Other, please specify	

Number of bedrooms	
	No. Rooms
Single	
Twin	
Double	
Family	
Total	

3 Harrogate District Visitor Accommodation Study Questionnaire June 2014

Does your establishment provide any of the following services and facilities?	
Dining room	
Bar	
Gym	
Swimming pool	
Spa	
Meeting rooms	
Conference facilities	
Other, please specify	

Average annual room occupancy[1]			
	2011-2012	2012-2013	2013-2014
Annual Average % Room Occupancy	%	%	%
Total annual room nights			

1. Occupancy - The proportion of bedrooms available during the period that are occupied during the period.

Room Rates	
Achieved average room rate[1]	£
Room revenue yield (Room Revpar)[2]	£
Rack rates	
Single	£
Twin	£
Double	£
Family	£

1. Room rate - The total bedroom revenue for 2013/14 divided by the total bedrooms occupied during that period.
2. Room revenue - The total bedroom revenue for 2013/14 divided by the total available rooms during the period.

Harrogate District Visitor Accommodation Study Questionnaire June 2014 3

Average duration of stay (nights)	
Denied business (nights)	
Reasons for denied business	
Fully booked	
Lack of appropriate room type	
Other, please specify	

Number of full time equivalent staff employed	

Planning Policy Options

1. The current planning policy position for visitor accommodation in the Harrogate District is provided by Harrogate District Local Plan (as revised May 2004) Policy TRX:

Local Plan Policy TRX: Hotel Protection

Within Harrogate town the change of use of hotels with 30 or more lettable bedrooms will not be permitted unless clear evidence is provided to demonstrate that they are no longer viable for use as such for three years.

Elsewhere in the district the change of use of hotels with 30 or more lettable bedrooms will only be permitted where it can be demonstrated that they are no longer viable for use as such for two years or there will be no significant adverse impact on the supply of visitor accommodation available in the area.

- *As part of the work undertaken for the 2011 Study, the council looked to reduce the threshold of protection to include establishments of 25+ bedrooms however, the current policy above (30+ bedrooms) is still the one that applies.*

Do you think a similar policy should be contained in the council's future Local Plan?	
Yes	
No	

What size of establishment do you think the policy should protect (select one)?	
All tourist accommodation	

3 Harrogate District Visitor Accommodation Study Questionnaire June 2014

What size of establishment do you think the policy should protect (select one)?	
10+ bedrooms	
20+ bedrooms	
40+ bedrooms	
50+ bedrooms	
100+ bedrooms	
Other, please specify	

Do you think protection should be extended to the following types of establishments?	
Guest Houses	
Bed & Breakfast	
Serviced Apartments	

Do you think the periods for demonstrating that an existing establishment is no longer viable are appropriate?	
Yes	
No	
If you answered 'No' to this question, what period do you think would be appropriate?	
Harrogate Town	
Elsewhere in the district	

Do you think the future Local Plan should identify land in Harrogate Town for new hotel development?	
Yes	
No	

Do you think the policy should provide more encouragement for existing establishments to expand?	
Yes	
No	

Is there anything further you would like to add on the future of visitor accommodation in Harrogate, how the council can support the district's tourism industry, or to expand on your answers to the questions?

THANK YOU FOR TAKING THE TIME TO COMPLETE QUESTIONNAIRE

4 Results of Visitor Accommodation Questionnaire

Tourism in Harrogate District

Attractiveness of the district as a destination: On a scale of 1 to 10, please rate each of the following in terms of their importance to the district's tourist market (10 being of high important and 1 of low importance):	
	Average Response
Natural environment and landscape	9.5
Quality of the built environment	8.8
Historical and archaeological attractions	8.4
Tourist leisure attractions	8
Cultural facilities	8.2
Shopping	7.8
Pubs, clubs and restaurants	8.5
Conferencing and exhibition facilities	8.5
Accessibility of the countryside	9.2
Other, please specify	Parking

Challenges to the market: On a scale of 1 to 10, please rate each of the following in terms of their impact on the future success of tourism in Harrogate District (10 being of high important and 1 of low importance):	
	Average Response
Economic downturn	7
Transport infrastructure - Getting to/from the district	9.2
Transport Infrastructure - Getting around the district	8.1
Availability of accommodation	9

Challenges to the market: On a scale of 1 to 10, please rate each of the following in terms of their impact on the future success of tourism in Harrogate District (10 being of high important and 1 of low importance):	
Quality of accommodation	8.4
Type of accommodation available	8.2
Opportunities for expansion of existing establishments	7
Marketing	9.5
Competition from UK destinations	8.4
Competition from international tourism	6.4
Other, please specify	

Are you optimistic about the prospects of the tourism industry in Harrogate over the next 5-10 years?		
	Average response	Percentage
Yes	7	100
No	0	0

Do you think there is room for further growth in visitor accommodation in Harrogate?		
Yes	Average Response	Percentage
No		57%
		43%
If you answered 'Yes' to this question, what type of accommodation do you think is needed and where should this be provided?		
• Wide range of accommodation • Leisure business accommodation for smaller events/trade shows • Higher quality accommodation e.g 4/5*		

4 Results of Visitor Accommodation Questionnaire

Questions About Your Business

Type of establishment	Response	Percentage
Hotel	1	14
Guest House	3	43
Bed & Breakfast	2	28
Serviced Apartments	0	0
Other, please specify	Restaurant with rooms.	

Number of bedrooms		
	Total Rooms	**Percentage**
Single	9	9
Twin	22	21
Double	64	62
Family	8	8
Total	**103**	**100**

Does your establishment provide any of the following services and facilities?		
	Response	**Percentage**
Dining room	5	71
Bar	3	43
Gym	0	0
Swimming pool	0	0
Spa	1	14
Meeting rooms	3	43
Conference facilities	1	14
Other, please specify	Courtyard	

4.1 **Please Note:** the questions below were only present in the longer version of the questionnaire sent to establishments with 10 or more bedrooms. The response to these questions was very low and therefore little weight should be attached to the average responses provided below.

Average annual room occupancy[1]			
	2011-2012	**2012-2013**	**2013-2014**
Annual Average % Room Occupancy	65%	68%	70%
Total annual room nights		Responses (Nights)	2 (3406)

1. Occupancy - The proportion of bedrooms available during the period that are occupied during the period.

Room Rates		
Achieved average room rate[1]	Responses (£)	2 (£241)
Room revenue yield (Room Revpar)[2]	Responses (£)	1 (£91.60)
Rack rates		
Average Rack Rate by Room Type (£)	**Range**	**Average**
Single	£55 - 250	£92
Twin	£79 - 380	£135
Double	£79 - 399	£138
Family	£92 - 430	£217

1. Room rate - The total bedroom revenue for 2013/14 divided by the total bedrooms occupied during that period.
2. Room revenue - The total bedroom revenue for 2013/14 divided by the total available rooms during the period.

Average duration of stay (nights)	Responses (Nights)	2 (3

Denied business (nights)	
Reasons for denied business	
Fully booked	7
Lack of appropriate room type	
Other, please specify	

Number of full time equivalent staff employed	
	FTE Staff
Range	0 - 50

4 Results of Visitor Accommodation Questionnaire

Average	10.5

Planning Policy Options

Do you think a similar policy should be contained in the council's future Local Plan?			
	Yes	**No**	**Don't Know**
Total	5	1	1
Percentage of Responses	71	14	14

What size of establishment do you think the policy should protect (select one)?		
	Total	**Percentage**
All tourist accommodation	1	16.6
10+ bedrooms	1	16.6
20+ bedrooms	3	50
40+ bedrooms		
50+ bedrooms		
100+ bedrooms		
No response		16.6
Other, please specify		

Do you think protection should be extended to the following types of establishments?		
	Total	**Percentage**
Guest Houses	1	14
Bed & Breakfast	1	14
Serviced Apartments	1	14
Responded 'No' to the above options	5	71
No response	1	14

Do you think the periods for demonstrating that an existing establishment is no longer viable are appropriate?		
	Total	**Percentage of Responses**
Yes	3	50
No	3	50

Do you think the periods for demonstrating that an existing establishment is no longer viable are appropriate?		
	Total	**Percentage of Responses**
If you answered 'No' to this question, what period do you think would be appropriate?		
One response suggested that 1 years evidence was sufficient in both Harrogate town and the rest of the district whilst another respondent suggested 2 years.		

Do you think the future Local Plan should identify land in Harrogate Town for new hotel development?		
	Total	**Percentage of Responses**
Yes	3	50
No	3	50

Do you think the policy should provide more encouragement for existing establishments to expand?		
	Total	**Percentage of Responses**
Yes	5	83
No	1	17

Is there anything further you would like to add on the future of visitor accommodation in Harrogate, how the council can support the district's tourism industry, or to expand on your answers to the questions?

- More parking should be created as this will increase footfall and spending
- Do not encourage cheap accommodation and late night drinking
- Façade on Kings Road, between Cheltenham Mount and Parliament Road facing the Exhibition Halls gives a very poor impression to visitors
- Limit the change of use of pubs
- Harrogate needs a 5* hotel
- Need to invest in new attractions

5 Visitor Accommodation Gains since May 2004

5.1 The applications shaded in purple have been determined since the 2011 study

Table 5.1

Application Reference	Address	Development Proposal	Decision Issue Date	Increase in Bedroom Stock
05/02694/FUL	Argyle Guest House 80 Kings Road Harrogate HG1 5JX	Two storey side/rear extension providing a kitchen and additional bedroom with en-suite facility for the hotel use.	25.07.2005	1
06/01821/FUL	Crown Hotel Grewelthorpe Ripon North Yorkshire	Retention and completion of conversion of redundant building to form 3 short term letting rooms for use with Public House.	30.05.2006	3
06/02459/FUL	White Bear Public House Wellgarth Masham HG4 4EN	Conversion of redundant offices to create 12 bedroom guest accommodation.	07.08.2006	12
06/03715/FUL	George Hotel (Formerly Cragg Lodge Hotel) Wormald Green Harrogate HG3 3PR	Erection of extension to create 1 additional bedroom guest accommodation.	18.09.2006	1
06/04790/FUL	Yorke Arms Ramsgill Harrogate North Yorkshire	Extension to create 8 bedroom guest accommodation	22.05.2007	Superceded by another application.
07/00325/FUL	Miners Arms Hotel Greenhow Harrogate HG3 5JQ	Conversion of part of the public house to create 6 bedroom guest accommodation, restaurant and function room.	09.05.2007	6
07/01621/FUL	Wood Hall Hotel Trip Lane Sicklinghall Wetherby North Yorkshire LS22 4JA	Three storey extension to increase restaurant, leisure and lounge bar facilities - 150sqm.	25.05.2007	0

Visitor Accommodation Gains since May 2004 5

Application Reference	Address	Development Proposal	Decision Issue Date	Increase in Bedroom Stock
07/01686/FULMAJ	The Majestic Hotel Springfield Avenue Harrogate HG1 2HU	Six storey extension to accommodate 85 bedroom guest accommodation	06.06.2007	Superceded by another application.
07/01705/FULMAJ	The Kimberley Hotel 11-19 Kings Road Harrogate	Extension to create 9 self-catering guest accommodation, 18 bedroom guest accommodation, 6 staff bedrooms and additional dining and lounge areas.	06.06.2007	Superceded by another application.
07/02881/COU	The Cross Keys Inn 17 Cheapside Knaresborough HG5 8AX	Change of use from manager's flat to form 6 bed and breakfast room guest accommodation.	03.07.2007	6
07/05057/COU	Cavendish and Brooklands Hotels 3 & 5 Valley Drive Harrogate	Conversion of 2 hotels to 1, alterations to ground floor to allow for formation of bar, restaurant and 1 additional bedroom.	14.11.2007	1
07/05107/COU	Kings Head Hotel Market Place Masham HG4 4	Change of use from outbuilding/retail/storage unit to 4 bedroom guest accommodation.	03.12.2007	4
07/05347/FUL	Hotel Du Vin Prospect Place Harrogate North Yorkshire HG1 1LB	Erection of single storey side extension and conversion of staff accommodation to form 10 additional guest bedrooms.	20.12.2007	10
07/06101/FUL	Fox House King Street Pateley Bridge Harrogate North Yorkshire HG3 5AT	Conversion of dwelling to form 6 bedroom guest house accommodation.	23.01.2008	6

5 Visitor Accommodation Gains since May 2004

Application Reference	Address	Development Proposal	Decision Issue Date	Increase in Bedroom Stock
08/00013/REMMAJ	Moto Wetherby Motorway Service Area Deighton Road Kirk Deighton Wetherby	Formation of new 126 bedroom guest accommodation.	27.02.2008	126
08/00018/FUL	Conference View Guest House 74 Kings Road Harrogate North Yorkshire HG1 5JR	Erection of first floor extension to create 1 bedroom guest accommodation.	06.02.2008	1
08/02122/COU	43 Strawberry Dale Avenue Harrogate North Yorkshire HG1 5EA	Change of use of dwelling to form 3 bedroom guest bed and breakfast accommodation.	16.06.2008	3
08/04306/FULMAJ	Rudding House Follifoot Harrogate North Yorkshire HG3 1JH	Erection of west wing extension to provide 48 hotel rooms (34 net additional rooms) and spa (revised scheme).	10.12.2008	34
08/04615/FUL	The Kimberley Hotel 11-19 Kings Road Harrogate	Changes to permission 07/01705/FULMAJ to substitute 9 self-catering units for 21 bedroom guest accommodation, dining room no longer extended, but accommodated it within the disused basement, additional seating provided on the terrace 08/03577/FUL	10.11.2008	21
09/00225/FUL	Premier Inn Hornbeam Park Avenue Harrogate North Yorkshire HG2 8QT	Erection of three storey extension to create additional 15 bedroom guest accommodation.	06.04.2009	15

Visitor Accommodation Gains since May 2004 5

Application Reference	Address	Development Proposal	Decision Issue Date	Increase in Bedroom Stock
09/00950/FUL	The Camberley 52 - 54 Kings Road Harrogate North Yorkshire HG1 5JR	Conversion of living accommodation to form 2 bedroom guest accommodation.	27.04.2009	2
09/02322/COU	The Moor House Dallowgill Ripon HG4 3RH	Change of Use of dwelling to guest house with 5 bedroom guest accommodation.	03.08.2009	5
09/02365/FUL	The Bridge Walshford Wetherby North Yorkshire LS22 5HS	Two-storey rear extension and single storey extension to create a leisure facility with treatment rooms and an additional 5 bedroom guest accommodation.	29.07.2009	5
09/03169/FUL	The Victoria Station Road Cattal York North Yorkshire YO26 8EB	Erection of extension to create 7 bedroom guest accommodation.	12.10.2009	7
09/03962/FUL	Nidd Hall Hotel Nidd Harrogate North Yorkshire	Erection of detached single storey extension to create 19 bedroom guest accommodation.	28.04.2010	19
09/05044/FULMAJ	The Majestic Hotel Springfield Avenue Harrogate HG1 2HU	Application for 107 bedroom guest accommodation.	10.03.2010	Superceded by another application
09/05072/FUL	Crab And Lobster Asenby Thirsk North Yorkshire	Erection of detached annex forming 3 bedroom guest accommodation.	03.03.2010	3
10/00837/FUL	Yorke Arms Ramsgill Harrogate North Yorkshire	06/04790/FUL Revised Scheme, now only creating 4 bedroom guest accommodation.	11.05.2010	4

5 Visitor Accommodation Gains since May 2004

Application Reference	Address	Development Proposal	Decision Issue Date	Increase in Bedroom Stock
10/05323/FUL	Rudding Park Hotel Follifoot Harrogate North Yorkshire	Additional fine dining restaurant.	02.02.2011	0
12/04462/FULMAJ	UK Superbowl 24 Tower Street Harrogate	Erection of 70 bed hotel	30.01.2013	70
12/01269/FUL	The Station Hotel Clint Bank Harrogate		14.05.2012	4
13/00420/REP	Nidd Hall Hotel, Nidd Harrogate	Erection of extension to form 19 bedrooms	26.03.2013	19
11/01235/FUL	Franklin House, 4 Victoria Avenue Harrogate	Change of use of offices to hotel and restaurant	24.10.2011	11
12/04006/REP	The Victoria Station Road Cattal	Erection of two storey extension to provide 7 guest bedrooms	07.12.2012	7
12/04814/REPMAJ	The Majestic Hotel Springfield Ave Harrogate	Erection of 5 storey plus basement lodge hotel	04.03.13	107

Application Reference	Address	Development Proposal	Decision Issue Date	Increase in Bedroom Stock
11/04333/FUL	High Kettlespring Farm Tinkers Lane Bishop Thornton	Conversion of farm buildings to form B&B accommodation and function room	05.01.2012	10
11/02590/OUT	Land at Boroughbridge Rd Ripon	Outline for erection of hotel	28.09.2011	45
12/02298/FUL	West Park Hotel 19 West Park Harrogate	Formation of 25 bed hotel	10.09.2012	4 (replacing 21 bedroom hotel)
14/01005/FUL	Roseberry Cottage Bishop Thornton	Conversion of stables to form B&B accommodation	27.05.2014	2
09/01788/FULMAJ	Land at A1(M)/ A59 Junction Flaxby	Erection of hotel and golf club	11.02.2013	298
14/00950/FUL	16 Spring Grove Harrogate	Change of use from dwelling to B&B	06.05.2014	6
			TOTAL	**878**

6 Visitor Accommodation Losses since May 2004

6.1 The applications shaded in purple have been determined since the 2011 study

Table 6.1 Visitor accommodation losses since May 2004

Application Reference	Address	Development Proposal	Decision Issue Date	Loss to bedroom stock
05/04201/FUL	Grassfield Country House Hotel Low Wath Road Pateley Bridge HG3 5HL	Conversion from hotel into 2 dwellings	31.10.2005	9
04/04460/FUL	Delaine Hotel 17 Ripon Road Harrogate HG1 2JL	Conversion of hotel and managers annex to form 6 no. self-contained apartments.	01.11.2004	9
04/00860/FUL	Princes Hotel 7 Granby Road Harrogate North Yorkshire	Conversion of hotel to form 5 no. flats with the loss of 7 bedroom guest accommodation.	29.06.2004	7
04/06198/COU	28 Harlow Moor Drive Harrogate North Yorkshire HG2 0JY	Change of use from guesthouse to 1 dwelling	11.01.2005	Not Known*[(1)]
05/00214/FUL	Farndale Guest House Horsefair Boroughbridge York YO51 9AH	Conversion of existing guest house and bar to form 7 flats	19/10/2005	Not Known*
05/04279/FUL	Rose Manor Hotel Horsefair Boroughbridge York YO51 9LL	Conversion from hotel (Class C1) to single dwelling (Class C3)	14/11/2005	18
06/04739/FUL	The Orient 51 Valley Drive Harrogate North Yorkshire HG2 0JH	Conversion of hotel to form 7 short term let apartments, with erection of replacement dormer to front and bin store.	13.11.2006	12

Visitor Accommodation Losses since May 2004 6

Application Reference	Address	Development Proposal	Decision Issue Date	Loss to bedroom stock
07/00576/FUL	Healey Mill Healey Ripon North Yorkshire HG4 4LH	Conversion of bed and breakfast to form 1 dwelling.	29.09.2007	Not Known*
07/00671/FUL	68 Kings Road Harrogate North Yorkshire HG1 1BT	Conversion from Guest house to supported living apartments.	11.04.2007	8
08/00395/FUL	Box Tree Cottages 15 - 17 Coltsgate Hill Ripon	Conversion to form 3 dwellings	08.05.2008	6
09/01212/FUL	The Alexander 88 Franklin Road Harrogate HG1 5EN	Conversion of guest house to form dwelling. Loss of 5 bedroom guest accommodation.	18.05.2009	5
13/03231/FUL	Ashbrooke Hotel 140 Valley Drive Harrogate	Conversion of hotel to form single dwelling	07.10.2013	7
11/03590/FUL	Alexandra Hotel Alexandra Rd Harrogate	Conversion of hotel to form 1 dwelling	20.10.2011	11
11/03284/FUL	Grants Hotel 3-13 Swan Road Harrogate	Conversion of part of hotel to form 2 dwellings	11.10.2011	11
12/02196/FUL	The Gables Hotel 2 West Grove Road Harrogate	Conversion of guest house to form 4 apartments	06.08.2012	9
11/04700/FUL	Applewood House 55 St Georges Rd	Conversion of guest house to form 1 dwelling	09.01.2012	5

6 Visitor Accommodation Losses since May 2004

Application Reference	Address	Development Proposal	Decision Issue Date	Loss to bedroom stock
	Harrogate			
13/02280/COU	Riverside Hotel 20-22 Boroughbridge Rd Ripon	Change of use of hotel to 3 dwellings	14.10.2013	18
12/01684/FULMAJ	Hobb Green Hotel Markington	Change of use of hotel to 1 dwelling	31.08.2012	11
13/04837/FUL	Grants Hotel 3-13 Swan Road Harrogate	Conversion of hotel to 4 dwellings	10.02.2014	30
13/02608/FUL	Cavendish Hotel 3 Valley Drive Harrogate	Change of use from hotel to dwelling	20.08.2013	9
13/01314/FUL	5 Valley Drive Harrogate	Conversion of guest house to form 1 dwelling	03.06.2013	5
14/02294/FUL	Ashley House Hotel 36-40 Franklin Road Harrogate	Conversion of hotel to form 3 dwellings	04.08.2014	18
14/01300/FUL	Kimberley Hotel 11-19 Kings Road Harrogate	Conversion of hotel annexe building to form 7 self-contained apartments	21.07.2014	21
14/00372/FUL	Gallon House 47 Kirkgate Knaresborough	Change of use from a guest house to a dwelling	10.03.2014	3

Application Reference	Address	Development Proposal	Decision Issue Date	Loss to bedroom stock
13/02073/REP	Spring Lodge 22 Spring Mount Harrogate	Renewal of permission for the conversion of guesthouse to form a dwelling	08/10/2013	5
			Total	**237**

1. *It was not possible to identify how many lettable bedrooms were lost as a result of this application from the information available in the application file.