

Economic Case for the Hesdin Estate Planning Application

1. Introduction and Purpose

This business case supports the planning application for the **Enhancement of holiday accommodation complex use with additional recreational and operational facilities and uses** at the Hesdin Estate, Wiltshire. The purpose of this statement is to set out the **economic justification** for the proposed development, demonstrating the Estate's growing contribution to the **local economy, employment, and tourism sector**, and its alignment with Wiltshire's wider strategic objectives for sustainable rural growth.

Since its inception in **2019**, the Hesdin Estate has established itself as a distinctive destination offering large, high-quality holiday accommodation designed for **multi-generational families and group gatherings**. Each residence accommodates up to **30 guests**, fostering social connection through shared spaces such as grand dining tables designed to seat entire groups together.

2. Current Economic Contribution

The Estate currently accommodates **up to 110 overnight guests per night** and hosted **7,000 visitors in 2025**, generating a turnover of approximately [REDACTED]. In the same year, **total visitor spending associated with Hesdin guests in Wiltshire**—including off-site expenditure on food, retail, leisure, and services—was estimated at [REDACTED].

This activity supports both direct and indirect employment across the region:

- **41 people** are currently employed on-site.
 - Off-site visitor spending supports an estimated **90 direct tourism jobs** and a total of **around 115 jobs** once supply-chain and induced impacts are included.
 - The Estate has invested [REDACTED] in its development to date, with a further [REDACTED] of capital investment planned to complete the project by 2027.
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3. Projected Economic Impact to 2027

The proposed land conversion and infrastructure expansion will enable the Estate to increase its capacity and enhance visitor facilities, directly contributing to Wiltshire's tourism growth and rural diversification objectives.

By **2027**, once development is complete:

- The Estate is forecast to host **12,000 guests per year**, an increase of over **70%**.
- Annual turnover is projected to reach [REDACTED] reflecting both higher occupancy and extended stays.
- Total visitor spending in Wiltshire is estimated to rise to **£16.0 million**, of which **£10.0 million** will be off-site expenditure.
- This will support approximately **200 direct tourism jobs off-site** and **around 250 total jobs** when including indirect and induced effects.
- On-site employment is expected to increase to **100 staff**, delivering significant year-round rural job creation.

Collectively, the Estate and its visitors will therefore support **around 350 full-time equivalent jobs** across Wiltshire's tourism economy by 2027.

4. Alignment with Wiltshire's Economic Objectives

The proposed development aligns closely with Wiltshire's strategic aims to:

- **Strengthen the rural economy** through tourism-led diversification.
- **Increase visitor spend and dwell time** within the county.
- **Support sustainable, high-quality accommodation** that enhances Wiltshire's reputation as a premium rural destination.
- **Create long-term, locally based employment** and supply-chain opportunities.

The Estate's model of **local sourcing, collaboration with nearby businesses**, and **emphasis on multi-generational tourism** contributes directly to these policy objectives while promoting sustainable economic growth within the local community.

5. Conclusion

The conversion of agricultural land and associated infrastructure development at the Hesdin Estate represents a **strategic and sustainable investment** in Wiltshire's visitor economy.

By 2027, the Estate will:

- Generate [REDACTED] in total annual visitor spending,
- Support **over 350 jobs across the county**, and
- Deliver a [REDACTED] **cumulative capital investment** into the rural economy.

These outcomes demonstrate a clear, evidence-based economic justification for the proposed development and a strong alignment with Wiltshire Council's goals for **sustainable rural growth and tourism development**.

