

Holiday Let Viability Statement for Planning Application

PL/2026/03707

3rd August 2026

Applicant: Keith Potter, 20 Lawn Vista. Sidmouth. EX10 9BY

Background

The holiday let business ran out of the two barns at Woolley Barn Farm beginning Oct 2020 through to May 2024. We ran the business living on-site by ourselves with only the assistance of a part-time cleaner.

Operational Issues

Our relocation to Devon [REDACTED] meant that we could no longer perform the day-to-day running of the holiday lets including guest management, booking management, marketing, cleaning, maintenance, key management, laundry. We would need to use a full-service holiday let management company to operate the business remotely.

Market Issues

Since the post-covid staycation boom of 2021, there has been a steady down-turn in holiday let revenues driven by over-supply and the cost of living crisis. In Wiltshire there has been an increase of 40% in holiday let capacity from 2021 to 2025 (ONS data) whereas the demand for UK holiday accommodation is at best flat.

Financial Issues

The core operating costs of the holiday let business have risen dramatically. Business gas and electricity costs have doubled since 2021, insurance costs have increased by 50% and the average clean cost per hour has risen from [REDACTED] to [REDACTED] per hour. Increased competition has meant expanding use of accommodation platforms such as AirBnB who charge 15% of revenue. Our direct bookings decreased from 60% of the total to 30% over the operating period. The decreasing margins driven by these increasing costs are shown clearly in the financial table below.

A full-service holiday let company would charge between 18% to 25% of revenue.

The combination of flat demand, over-supply, increasing costs and the cost of a management service company make a holiday let business unviable.

FINANCIALS	2020^	2021	2022	2023	2024^^
Revenue					
Cost of Sales					
Gross Profit					
Operating Costs					
Depreciation					
Profit /Loss					

^ *Start-Up year*

^^ *7 month year*