



# D O L G E A D H A L L

Select Caravan and Lodge Park



#### **4. Existing Loss of Income due to the threat of development.**

The evidence I am about to present demonstrates the performance of our business over the past 6 years, specifically new holiday home sales.

Please see the attached graph.

Even though these figures are from a period of recession, there is a trend across most of the years until 2012 / 2013.

National Grid announced that the chosen sub station site would be Cefn Coch in July 2012 and widened the pylon route corridor to include all of our holiday home park.

This route choice directly affects our business. The uninterrupted view of 2 miles of pylons and high voltage cables would destroy the vista to the west of our park, especially from the lodge park.

All the sold units shown in 2012 were sold before this announcement. No further new holiday home sales were completed that year.

Sales of new holiday homes are at their lowest in 2013, being just over one third of what they were in 2009.

Since the NG announcement in July 2012 there have been NO new lodge sales. NONE! As previously mentioned, it is this area of the park that will be visually most affected by the pylons and high voltage cables.

I would like to point out that our park has remained at the highest grade of 5 stars by Visit Wales throughout this period and there have been no detrimental changes to the way the business is managed.

These figures are facts. The cause of the dramatic loss of sales we attribute to the continued threat to, not only our holiday home park itself, but also the continued threat to the countryside which surrounds it.

I would also just like to say that I was born and raised in this area, it is my home and my place of business.

My parents started the caravan park in 1973 and since then the business has steadily grown.

Employing 5 people in 2012, we now employ just 3, with a staff redundancy in October 2013.

I have never seen a greater threat to the long term viability of our business.

In summary I urge you, Inspector, to recommend that the large wind farms do not go ahead for the sake of the tourism business in Mid Wales

#### **Contact Philip and Anna Pryce**

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