

Additional Viability Statement

Further to the Marketing Statement and Viability Statement already submitted in support of this application, this Statement is provided in order to demonstrate compliance with criterion G2 (part one) of Eastbourne's Tourist Accommodation Retention SPD (2017), as requested by the case officer dealing with this application. Criterion G2 requires:

"Evidence of efforts to sustain the business, including:

Engagement with Eastbourne Borough Council's Tourism Department (or a statement indicating why assistance was not sought)."

The Arden Guest House owners have confirmed that they have been members of Eastbourne's tourism department, VisitEastbourne, since 2016, and have advertised their guest house through them, and visitors were able to book overnight stays at the guest house directly via the VisitEastbourne website. The owners have also been members of Conference Eastbourne since 2016, whereby the Arden Guest House was advertised for visitors attending conferences in Eastbourne, including venues such as the Congress. Their membership was confirmed in an email from Jack Brownell at VisitEastbourne:

From: Jack Brownell <Jack.Brownell@lewes-eastbourne.gov.uk>

Sent: 22 February 2023 11:49

To: Sarah Collins - SCPlanning <sarah@scplanning.co.uk>

Subject: RE: Arden Hotel/Guest House

Hi Sarah

Ok so we can confirm that Arden started their membership with Visit Eastbourne in 2016 and were annual paid members up until 2021. They did not advertise with us from 2022 onwards.

They would have benefitted from Conference Eastbourne Membership alongside this which was paid for the first few years but was complimentary addition to VisitEastbourne membership from around 2019.

The Visit Eastbourne membership would have allowed Arden to advertise on our tourist website www.visiteastbourne.com and for their property to be bookable through this channel.

Hope this is helpful

Many thanks

Jack