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Dear Sir / Madam

Re: P201390/F Land at the Mill, Little Cowarne

[REDACTED] we purchased the Three Horseshoes Inn in Little Cowarne and we have been working hard to build our business over this time

Although we have only been running the business for [REDACTED] we have lived in the county and run an organic dairy farm over many years. We feel very strongly that more people should be encouraged to come to Herefordshire to enjoy the beautiful countryside, generating much needed income and jobs for our young people. It is a difficult time in agriculture and diversification is becoming increasingly important

Staycations are becoming more popular as awareness of environmental issues increases and in Herefordshire we are ideally placed to educate tourists about the countryside and where our food comes from

There is a demand for good holiday accommodation in the area and we should be doing more to promote ourselves as a county. Tourists do not only come here on holiday - we have a thriving wedding industry for example and guests are regularly looking for somewhere to stay as well as places of interest to visit locally such as The Chase Distillery and the city of Hereford

As more and more people retire to the county and a larger proportion of public finance is spent each year on social care we need to be supporting small businesses that are actively encouraging tourism and promoting ourselves as a county

We would therefore like to offer our support to the above application

Yours faithfully

[REDACTED]
Janet Abell