

The
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Sent via email

Felix Faulkner

Henry Moore

Wednesday 27th April 2022

Dear Mr Faulkner and Henry,

Ref: **Application to vary premises licence: 22/00140/LQN**

Thank you for the representation that was lodged on 22nd April 2022 that has been forwarded by West Berkshire licencing.

Further to recent ongoing meetings and correspondence with Henry, Frances Beeton and other local residents and stakeholders please note that I am extremely keen to work with all our neighbours (humans, livestock and all wildlife) to make the 'new' Elcot Park hotel a quality establishment that my team & I operate to the highest professional procedures that enable us to not only give full confidence in the manner we intend to run the proposed variation to the historic licence, but to ensure we good neighbours in every possible manor.

By way of background if I may:

- I am a local resident to Elcot Park Hotel living in West Berks, 7 miles from the hotel on a farm where my wife & I graze livestock. I grew up on farms and indeed my mother and I have a cattle farm / rearing business on our family farm in southern Scotland. Farming is in my blood and the warfare of livestock is of the upmost importance to me.
- The Signet Collection (owners of Elcot Park hotel) is a business I founded in late 2019 to purchase tired yet beautiful hotels that have fallen out of favour through poor upkeep, poor operational standards and lack of investment. I have set out to create a collection of up to 6 assets over the next 30years. This is a business commitment for my career.
We refer to creating "New Chapters for Age Old Stories":
 - Hotel 1: is [The Mitre Hampton Court | Boutique Luxury Hotel in Surrey](#) which my team transformed in 2020 (to win London's luxury boutique Hotel of the Year 2020)
 - Hotel 2: is [Retreat at Elcot Park | Boutique Luxury Hotel in West Berkshire](#).
- Previous projects I have run include [Bel & the Dragon](#) which I grew from 1 to 7 before exiting in 2018; and [Beaverbrook | Luxury Country House Hotel | Surrey](#) (UK Hotel of the Year 2018 & 2019).
- For each hotel I always set out as the designated premises supervisor (DPS), and with Elcot Park hotel being our 'flagship' and as soon to become our head office, I envisage remaining DPS.

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- Elcot Park is an asset I have known of for +15years. Whilst it took me several years to purchase the hotel my teams and I have spent the past 10months sympathetically bring the site back to life, working in conjunction multiple authorities and planners to restore the hotel to its former glory.
The hotel has phase 1 launched, with more facilities coming online throughout the summer.
- Today the hotel has 57 employees and we anticipate employing c120 people by 1st July, with the ambition to fast become a quality employer to the local area.
- We seek to hero local produce (7 food suppliers are from a 20mile radius) and local venues and attractions (Highclere Castle, boutique shops of Hungerford, Newbury Racecourse, local sporting pursuits, etc).

Accompanying this letter, I attach 2 documents:

- **Responses to your representation. I have used your representation as my response, with the intention of responding to each of your concerns in turn. I have responded in red.**
- **Attachments** to show examples / plans

I hope that my responses are helpful to aid you in understanding how we intend to operate to mitigate your listed concerns.

I would be pleased to meet with you later this week (in person at Elcot Park hotel) or virtually on a guided tour / meeting. I welcome all further comments in an effort to find solutions, as required.

Please note that I will be away from the hotel, abroad on business, from Tuesday 3rd to Friday 6th May; yet remain contactable on my mobile: _____ and can arrange for the duty manager to host you if required.

Finally, I do hope that I have demonstrated through my revised application (reduced outside space) and specified zoning that we can successfully work in partnership with our immediate locals. I know that Henry has concerns about the hotel reopening as feels that his grazing cattle may be harmed or abused, yet please be reassured that I seek to run a quality operation that I will do everything possible to ensure my business is run to the highest standards, as I have sort to demonstrate to date, and always within our licencing objectives.

Yours sincerely,

Hector Ross

Managing Partner

cc. Amanda Ward, West Berkshire Council
Frances Beeton, SRSL
Matthew Phipps, TLT