

Application ref. DMPA/2025/1693

Eight storage containers, single storey rear extension to Heathland Grove and a new outbuilding

Due to multiple increased pressures, there has been a slight decline in number of events / weddings that Heathland Grove is seeing. These pressures consist of many new competitors entering the market, a lot more demand especially in the Asian culture to host destination weddings, less disposable income and market uncertainty with rising costs, across the board. Therefore affordability for the clients is tricky and as a business to stay afloat is proving more and more difficult with rising operational costs such as electricity and labour to name a few.

Being able to diversify and increase our service offerings such as décor services would help prop up the revenue stream and keep our staff employed. The increased offerings also helps clients to create a 'stress free' experience as they have fewer vendors to communicate with. Having the décor services to compliment the weddings and events venue has helped all around. Due to ever changing trends in the market we have had to acquire storage containers in order to store the décor. Able to offer décor as part of our packages has certainly helped clients to make an easier decision to book with ourselves.

We do not envisage any HGVs or regular traffic to these containers. Also noise would be kept at an absolute minimum as the containers/storage areas are used by ourselves to move things around during normal daytime hours. Also the location of the storage containers are over 40 metres away from any neighbouring property.

The décor offering of the business has already seen a 60% return in two years and with ever changing markets trends new colour ways more space is required to keep up to date.

The current wedding/events venue has been in operation since 2018, therefore is very well established, although the after effects from Covid are still being felt. Also with more competition in the radius this has meant clients are going elsewhere and destination weddings are proving very popular. Some competitor venues would be Alrewas Hayes, The Pavillion at Oscars (Swinfin Hall), Osmaston Park Venue, Grand River Suite and Masters Suite at The Belfry.