

## The Porlock Weir Hotel:

### A Rural Enterprise Exmoor business case study



The Porlock Weir Hotel is 1 of 2 small, individual family run hotels offering dining facilities for residents and day visitors.

The wellness hotel opened in spring 2019 following 10 long weeks of building works and refurbishments. The hotel provides employment for between 35 and 40 local people.

The hotel boasts 17 fully refurbished rooms with new en-suite bathrooms, a guest lounge and a fabulous new bar and wood burning pizza oven on the terrace with a view of the sea.

The garden is proving to be a labour of love and will become a tranquil haven. The aim is to provide a peaceful and relaxing place to stay, where you can unwind and enjoy stunning stretch of Exmoor coastline and moorland.

Their ethos is one of consideration and thoughtfulness for others and the environment. With beautiful secluded gardens for yoga, meditation and relaxing. They will be offering a range of wellness activities, holistic treatments and a daily 2 minute beach clean, to encourage guests to switch off, relax, take in the sea air and enjoy a calm and tranquil experience.

Although there is no pressure to join in with any of the wellness activities, they are keen to promote what they believe to be the 4 pillars of a healthy mind and body - eat well, sleep well, move and relax.

They pride themselves on being a part of the local community and their bars are frequented by locals.

# Benefits and challenges of working on Exmoor

## Benefits

- Great location, lots of visitor attractions, inexpensive days out and in nature.
- Lots of walkers and people enjoying the great open spaces, nature and beautiful vistas.
- Different appeals throughout the seasons, it is an all year round destination.
- Great local suppliers and produce.

## Challenges

- Recruitment is sometimes difficult. We provide a small amount of staff accommodation which facilitates some staff members being able to move to the area for work.
- Road networks and limited public transport facilities make our businesses hard to access if you don't drive (for staff especially).

# Aspirations and advice

## Aspirations

“To continue to grow the business and contribute to establishing Porlock as an exceptional destination for dining experiences and overnight stays.”

## Advice

“Our advice for others doing business on Exmoor is to cherish your surroundings, encourage appreciation of the countryside and maintaining it. Work with the local community.”

