Business Case for Planning Permission

Birchfields Guesthouse

31 Milverton Road, Victoria Park, Manchester, M14 5PJ

[redacted]

August 2025

Introduction

Birchfields Guesthouse has been part of the Victoria Park community since April 2016. When we took over the property, it was in a derelict condition. We carried out a full refurbishment and significantly improved its overall state. For more than nine years, we have provided safe, affordable accommodation for visitors, key workers, and families in need. We have done this with care, professionalism, and a strong sense of responsibility to our neighbours.

We are now applying for planning permission so we can continue operating legally and openly. This is not a new venture — it is the formal recognition of a business that has already proven its value to the area.

House and garden were in derelict condition with damp issues when we took it over

Our Operations

We run a **7-room guesthouse** with three shared bathrooms and an extra WC. Guests can enjoy a sunny back yard and we provide recycling facilities at the front.

We keep the property safe and well-managed:

- Two on-site member of the stuff maintains high standards daily.
- A manager inspects the house every day.
- 24/7 phone support is available for guests.
- CCTV covers all communal areas and is monitored at all times.
- Quiet hours from 22:00 to 08:00 ensure minimal disturbance.

Although we have no private parking, there is unrestricted street parking, and most guests (over 80%) use public transport.

Track Record

Over the years, our occupancy rate has averaged **73%**, with current levels at **80%**. Even during the COVID-19 pandemic, we stayed open to house **key workers** and vulnerable people, maintaining 69% occupancy.

Our relationship with local authorities has been strong and consistent. Manchester City Council has booked rooms with us on numerous occasions, and in recent years, most of our bookings have come from **Stockport Homes**, providing safe, temporary accommodation for young families awaiting permanent housing. In this way, Birchfields Guesthouse has become a trusted partner in easing housing pressures in Greater Manchester.

Bedrooms today

Location & Accessibility

Our location makes us ideal for guests without cars:

- Frequent buses (41, 42, 43, 50, 53) reach Manchester city centre in 15–20 minutes.
- Direct buses and trains to Stockport take 25–30 minutes.
- The area is well-served by local shops, cafés, and services.

Nearby attractions include:

- **Platt Fields Park** – green space, sports, and events.
- **Whitworth Art Gallery** – a cultural landmark.
- **Victoria Baths** – historic Grade II* listed building.
- **University of Manchester** and **Manchester Museum**.
- The famous **Curry Mile** with its diverse restaurants.

Benefits to the Community

Birchfields Guesthouse is more than a place to stay:

- We provide safe and affordable accommodation.
- We support local councils in meeting housing demands.
- We create local jobs and buy from local suppliers.
- We encourage sustainable travel by attracting guests who use public transport.
- We maintain a quiet, respectful presence in the neighbourhood.
- We employ 3 stuff members (2 part-time cleaners and part-time manager – all are neighbours)

Back yard after renovation

Why Planning Permission Should Be Granted

We have operated successfully and responsibly for almost a decade. Our business supports the local economy, helps meet housing needs, and has minimal impact on the area.

Granting planning permission would:

- Secure a proven, well-managed accommodation option.
- Recognise our long-standing positive contribution.
- Allow us to continue serving both visitors and local families in need.

Conclusion

Birchfields Guesthouse has shown, year after year, that it can operate safely, respectfully, and for the benefit of the community. We are a trusted partner to local councils, a reliable neighbour, and a valued part of Victoria Park.

We respectfully ask that our planning application be approved so we can continue to provide this service for many years to come.