



**soar mill cove**  
HOTEL SPA SELF CATERING

## Our letter to you

Dear guest,

I am writing this open letter to you all, in response to a few queries from guests recently about the government's recent VAT ruling and our policy regarding the reduction.

It was only a month ago, though it feels like a lot longer, when, like all independent hotels, we were seriously wondering if opening this year would be possible.

Thankfully, the situation the world finds itself in is changing and becoming more manageable, providing businesses such as The Cove with the opportunity to trade once more and focus on what we believe we do best, offer an experience in the UK that is well worth the investment we have made and will continue to, and the will from you, our guest, to feel that it is worth paying for.

The reality was after 106 days of no actual income. A third of the year the hotel's finances and war chest had taken a mighty hit. So, fast forward to now and after being open for 2 weeks, out of the blue a very welcome announcement appeared to bring some much welcomed blue skies back.

The announcement that the hospitality sector, globally acknowledged as being one of the worst affected by the pandemic, and one that really required extra help, would be benefiting from the Vat reduction.

### SO WHAT DOES THAT MEAN TO US, AND TO YOU?

In very clear and simple terms, to us as a family-run independent hotel with a team of people whose livelihoods depend on our ability to employ them, a further chance at keeping the wolf from the door and the opportunity to trade out of this crisis.

It is a temporary measure, to allow businesses, such as ourselves, to recover and re-build, after months of lockdown paying all the bills that needed to be paid without the income to balance the books. It provides necessary assistance and a monetary boost needed to keep our business going and the staff employed. Simple and essential.

The government clearly recognises the importance of the hospitality sector in its role to provide, joy, hope and a sense of what we all need and look forward to. Holidays are more than just time away they are intrinsic to our overall health and well-being, restorative, revitalising and often remarkable in the minute ways we only discover in memories.

We are not a multi-million dollar enterprise that has backers to ensure we survive and see us through the bad times. We are a family run hotel - 3 generations now - and wish to continue to do what we love to do; welcome you all, and provide an experience that is something you will treasure and share with your families.

Soar Mill Cove has already discounted room bookings for 2020 to encourage uptake and get the hotel operating once more, with everyone currently staying enjoying, up to, 20% off our normal rates.

I sincerely hope that you will understand that without this added incentive, the hospitality landscape would be looking a lot emptier and barren. For these reasons, I can confirm that there will be no changes, for the time being, to our published rates for hotel accommodation, restaurant or spa prices, and there will be no refunds or credits on hotel bills. We are not keeping the saving to ourselves, we are saving the business and many others who are directly connected to us.

Yours truly,

**Jenny & Keith Makepeace**