

**From:** [REDACTED]  
**Sent:** 15 July 2024 17:20  
**To:** [REDACTED]  
**Subject:** FW: Knoll House Hotel - Revised Scheme (our ref 9405)

**Categories:** Knoll House Hotel

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**From:** Dominic Farmer [REDACTED]  
**Sent:** 04 August 2022 13:02  
**To:** Squirrell, Nick [REDACTED]; Stobart, John [REDACTED]  
**Cc:** Robbie Mackenzie [REDACTED]; Jodie Dixon [REDACTED]; Ben Read [REDACTED]  
**Subject:** RE: Knoll House Hotel - Revised Scheme (our ref 9405)

Hi Nick

Many thanks for the below. I appreciate you don't have time to go through the questionnaire and agree this in detail. However, I would be very grateful if you could just confirm the following queries:

1. How many days questioning within summer holidays and outwith summer holidays would you expect – just one or more?
2. Are there any specific days of the week you want questioning to occur or do you want one (or more) in the week and one (or more) at a weekend?
3. You suggest the survey occur around breakfast – do you mean surveyors are there half an hour before breakfast is scheduled until one hour after breakfast outside the dining area (i.e. if breakfast were 7am-10am you would want 6.30am – 11am covered)? Would it just be this period of time?
4. Are you suggesting that guests are collared during and on way to/from breakfast and taken through a questionnaire by a surveyor or left to fill out a questionnaire and return it?
5. How many surveyors at one time would you expect to be addressing guests?

Clearly, we would need to assess if operationally the hotel deemed this too intrusive or not for guests over breakfast. I assume an alternate is to be present in the reception for the whole day and ask people as they come in/out (as some could relay their plans of what they have done)?

Kind regards

**Dominic Farmer BSc (Hons) MSc MCIEEM CEnv | Director**



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**From:** Squirrell, Nick [REDACTED]  
**Sent:** 04 August 2022 11:51  
**To:** Dominic Farmer [REDACTED]; Stobart, John [REDACTED]  
**Cc:** Robbie Mackenzie [REDACTED]; Jodie Dixon [REDACTED]; Ben Read [REDACTED]  
**Subject:** RE: Knoll House Hotel - Revised Scheme (our ref 9405)

Dear Dominic,

Of course, the table provided and comments following should be treated as informal advice without prejudice to our advice with the benefit of a full application and accompanying information.

It is my view that the table provides a reasonable basis upon which you can advise the client to take forward a new application in respect of the bare numerical information.

It is my strong view that the client should carry out a new survey of the guests. The previous one cannot be considered in any way reliable information or good practice.

I would suggest that the survey should follow the staff survey and aim to cover two periods, a summer holiday period and a period when the school holidays are finished. I do not have time at this moment to review the questionnaire to see if additional information might be sought. However the fact that guests are all on site is a real benefit in terms of effort, you might feel that focussing a survey period during and after breakfast in the morning would capture guests planned activities for example.

This set of information is important to help characterise the guest activity against staff and also the varying guest activities when family use is more restricted eg outside school holidays.

As I commented previously the staff survey report could be improved (use of % and actual number etc) and a full submission of the results of the questionnaire should be provided but no additional survey is needed.

I trust this will be of assistance.

Nick Squirrell  
Conservation and Planning Senior Advisor  
Dorset Team  
Wessex Area Team  
**Natural England**

[REDACTED]

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**From:** Dominic Farmer [REDACTED]  
**Sent:** 02 August 2022 15:26  
**To:** Stobart, John [REDACTED]; Squirrell, Nick [REDACTED]  
**Cc:** Robbie Mackenzie [REDACTED]; Jodie Dixon [REDACTED]; Ben Read [REDACTED]  
**Subject:** RE: Knoll House Hotel - Revised Scheme (our ref 9405)

Hi John / Nick

Further to the below we were wondering if you were able to come back to us with your thoughts?

Kind regards

**Dominic Farmer BSc (Hons) MSc MCIEEM CEnv | Director**



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**From:** Dominic Farmer  
**Sent:** 18 July 2022 15:28  
**To:** Stobart, John [REDACTED]; Squirrell, Nick [REDACTED]  
**Cc:** Robbie Mackenzie [REDACTED]; Jodie Dixon [REDACTED]  
**Subject:** Knoll House Hotel - Revised Scheme (our ref 9405)

Hi John / Nick

Further to our recent meeting in relation to this site I can confirm the occupancy figures for the revised scheme. You relayed that you wanted 'bottom line' (maximum occupancy) figures rather than the like for like consideration during the various seasons. As such see table below that shows figures based on the current accommodation

schedule for the emerging revised scheme and also the refused scheme (for ease of reference) vs the existing situation.

	Existing	Refused Scheme	Revised Proposal
<b>No. of keys</b>	163 (106 Guest and 57 Staff)	93 (30no in hotel and 63 no. villas/apartments)	78 (30no hotel and 48no villas/apartments)
<b>No. of staff living on site</b>	66	0	0
<b>No. of guests</b>	273	324	296
<b>Total</b>	339	324	296
<b>Difference vs existing</b>		-15	-43

As discussed the total number of people reduces on the basis that staff are counted as part of the baseline. As 'guest' numbers increase by 23 people and there are 66 existing staff, in theory even if the existing staff counted as the equivalent of around 'a third of a guest' the numbers would, in effect, be neutral.

I hope this is helpful to your thinking.

As discussed, you also wanted us to formally write to ask the question as to whether any new visitor surveys would be warranted for the revised application given the staff questionnaires completed and the prior visitor surveys (completed by others) presented as part of the application (albeit it is acknowledged you had some criticism of the visitor surveys done by others). If further visitor survey were merited we would be seeking an agreement on the scope and methods of any such surveys. To help your decision I attached the prior surveys for ease of reference.

We look forward to hearing from you.

Kind regards

**Dominic Farmer BSc (Hons) MSc MCIEEM CEnv** | Director



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