

THE MANSION

COLDEAST | CIRCA 1765

Dear neighbour,

Fern Property Ltd has recently secured the freehold interest in The Mansion at Coldeast.

As you will be aware, this property has had a chequered history and has stood largely vacant for a number of years during which time the house and the grounds have fallen into disrepair.

Our initial intention was to convert the property into full residential accommodation with 40+ apartments. However, we have been convinced that with a fair wind, substantial financial investment and the support of our neighbours and Fareham Borough Council, we can make this property flourish once again as a hospitality venue.

It is a matter of public record that when Fareham Borough Council permitted residential development in the surrounding grounds, they were insistent that a commercial use should be established for the Mansion to ensure that it could be maintained for future generations. A hospitality venue was the preferred option and in recent years, past owners attempted to achieve this without success.

It is our opinion that The mansion failed because of a combination of poor management (at owner level) and a poorly considered offering being only serviced apartments and a separate events/function facility.

It is clear to us and to our hospitality advisors that The Mansion needs to be a fully functioning venue offering the range of facilities any other country house style property would enjoy. These include: -

Quality accommodation,

A full food and beverage offering,

Functions/events,

Business facilities,

Leisure uses.

We have ambitious plans to fully refurbish the entire property, and, in due course, we hope to introduce a spa, swimming pool, gym and studio rooms.

In the meantime however, with financial and time constraints to be respected, we will soon reopen The mansion with 33 accommodation suites and a wonderful new restaurant – "Becketts at the Mansion".

As with any food and beverage operation, we need a licence to operate, and we have now submitted a very carefully considered Premises Licence application to Fareham Borough Council. It is normal that any change in the vicinity of residential accommodation, predominantly owned and occupied by families, will cause concern. It is therefore imperative that if The Mansion is to succeed and enjoy the support of the local community (which is highly important to us), we as the owners must strike a fair and balanced attitude in terms of the proposed business activities and the hours during which these will take place.

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We must ensure that the future of The Mansion is economically viable and that we can compete on an equal footing with our competitors in the local area.

Our general day to day activities will be the provision of aparthotel accommodation and initially casual daytime dining. In the coming months we look forward to opening our dining rooms during the evening and when we are ready to do so, we will host private functions such as birthdays and weddings. These types of events require entertainment, will involve music and drinking/dancing. The key is for us as a venue to manage these occasions properly, in line with our licence and taking fully into account our neighbours. We anticipate a "carriages at midnight" approach and fully expect that many guests will stay in the accommodation, thereby limiting vehicular movements.

It is very important to understand that we will be running a hotel and a high quality food and beverage function alongside these events. We cannot afford to upset diners or hotel guests and therefore we will keep noise to a minimum. Live music outside of the normal licensing hours will only be operated indoors and in airconditioned rooms to control the escape of noise from the function spaces. These spaces are also being refurbished and we will be upgrading where possible sound insulation.

The Mansion has been a peaceful neighbour to local residents recently but that is because it is empty, and it was deteriorating rapidly with water ingress and dry rot prevalent. Vandalism, arson and attack inevitably occur in vacant buildings, and it is fortunate that this has not already happened and this heritage asset potentially lost. We will save the Mansion, but we need the ability to operate it under reasonable permitted terms.

We ask that you give us the chance to prove ourselves. Our investment is clear for anybody to see. Environmental Health and Fareham Borough Council's Licensing team are there to protect local residents if we fail to meet with our promises to trade in a fair and reasonable manner.

We are open to meeting with residents to discuss any concerns either on a one-to-one basis or with a group.

We ask that you allow us the opportunity to respond to your concerns before you formally object to our proposals.

With thanks

Jason Parker & Daniel Byrne
Fern Property Ltd

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Our Bio, Our Vision

The Mansion at Coldeast offers 25,000 square foot of Victorian splendour situated within 9 acres of landscaped grounds and woodland perfectly located near the Hamble River.

Arranged as an aparthotel, we have 33 generously proportioned hotel-based apartments offering flexible short or longer term accommodation to leisure and business travellers alike. Most of our apartments have the facilities to allow a self-catering stay. However, guests may instead find themselves drawn towards the very special premium casual dining experience we have on offer.

"Becketts at The Mansion" focuses on providing delicious fresh food in a variety of settings. Indoor dining is accommodated within 3 of the principle rooms of the property which boast high ceilings, period features and wonderful outlooks to the gardens. When the weather permits, customers can breathe in the abundant lavender-scented fresh air on our extensive, tranquil terraced areas. For a truly unique experience, we can offer 6 private dining pods, perfectly located amongst towering specimen trees alongside the Victorian pond. These bookable domed pods offer a wonderfully safe and exclusive environment for families, friends and business colleagues to enjoy all year round covered dining with a view. The former Library will soon offer a high-quality gin bar with comfortable seating in the adjoining Admiral Lounge. The full food and beverage offering is available to both hotel guests and non-residents.

A dedicated business suite will be available to hotel guests and to local businesses, organisations and groups who require access to a private space that is beautifully furnished and offers secure, fast WI-FI and a high-quality display for presentations.

The owners of The Mansion are keen to see the business evolve and are planning to open The Mansion's doors to private functions and events to include weddings, birthday parties, anniversaries and any other occasions requiring a wonderful environment and attentive personalised service.

Please ensure you stay abreast of what The Mansion can offer by following our social media channels, by regularly checking-in to www.coldeastmansion.co.uk and, most importantly, by coming in to meet the team and experience for yourself our very special and unique venue.

Regards

Jason and Daniel

