

The Luttrell Arms:

A Rural Enterprise Exmoor business case study



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

The Luttrell Arms Hotel is situated at the heart of Dunster which is famous as one of England's prettiest medieval villages set within the stunning Exmoor National Park.

They have been trading from the award winning, independent and privately owned hotel for 9 years and it has the ambiance and charm of a country house hotel with roaring log fires and cosy bars alongside elegant yet informal dining areas.

They aim to be the most desirable destination for all their discerning customers whether looking for a weekend getaway, a meal with friends for a special occasion or just a drink in the bar.

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Their hand picked products, carefully constructed menus and locally sourced food are central to their values and promise seasonal variations and a unique Exmoor experience.

The old Stables have been lovingly restored, refurbished and renamed as The Mews. Hosting three new, relaxing and stylish beauty rooms, offering a wide range of bespoke treatments, from facials and massages to indulgent manicures, pedicures and medical aesthetics.

The Luttrell Arms takes great pride in delivering award winning customer service and personalised attention to detail to all their guests whether they be local or visitors to Exmoor.

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.”

