



News release

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West Sussex family business sows seeds of success with £2.2m backing from Allied Irish Bank (GB)

A West Sussex family-run hospitality business has sown the seeds for future growth by acquiring 30 acres of neighbouring land in a £2.2m deal backed by Allied Irish Bank (GB).

Crouchers Hotel and Restaurant of Birdham Road, Chichester is run by Lloyd van Rooyen, Gavin Wilson and family, whose parents started the business with a six bedroom Bed & Breakfast in 1996. Now a popular 26-room hotel and 80 seat restaurant employing 45 staff, Lloyd and his family are planning to expand Crouchers following the land purchase from a neighbouring farm.

Capitalising on the site's countryside location on the Chichester Canal, close to the Marina and some of the county's best beaches, the family's plans include completing four luxury holiday cottages due to open in May, refurbishing The Cider House, an informal café restaurant on the site, plus establishing new kitchen gardens which will supply the hotel and restaurants in a sustainable 'farm to fork' initiative.

Jamie Ward, Senior Relationship Manager at Allied Irish Bank (GB), said: "Lloyd's family and their management team have built a fantastic business at Crouchers and have gained a well-deserved reputation for top quality service and hospitality. The acquisition of this neighbouring parcel of land provides the business with enormous potential for growth and we look forward to seeing the family's plans come to fruition in the months and years ahead."

Lloyd van Rooyen added: "I was introduced to Jamie Ward at Allied Irish Bank (GB) around a year ago and he immediately understood our vision for the business. Completion of the land purchase has taken longer than we anticipated but Jamie and his team at the Bank persevered with the proposal, standing by us to see the deal through, which has been

fantastic. We're embarking on a new chapter for Crouchers and very excited about the future."