

23rd November 2016

Tourism & Marketing Response to:

Planning Application No. 2016/01160/OUT (MPH)

Location : Woodside Hamlet, Ham Manor, Llantwit Major

Proposal : Proposed tourist (Tree Tent) accommodation development on land adjacent to Woodside Hamlet, including access from Mill Lane, with associated parking, wash up and toilet facilities

I welcome applications that support and extend the tourism offer in the Vale, and I believe that, in principle this application aims to do this.

The Vale has good provision of quality accommodation, however 'alternative accommodation' is less readily available, and this type in particular does not currently exist. As a consequence the Vale struggles to compete with similar destinations that offer a full range of accommodation types, and by default fails to attract the alternative 'type' of visitor that are attracted by such accommodation. Given our location and excellent access to major road and rail links, this type of accommodation has great potential to increase our staying visitor market which is currently dominated by day visitors, and extend the season should it be open during the shoulder months.

Much work has been done to develop the low-impact, slow tourism ethos that is typical of the GHC. At present, Llantwit Major does not have a huge capacity to accommodate staying visitors therefore, this proposal would be welcomed not only due to its 'type' of accommodation, but also due to its location and close proximity to the town.

The only areas of concern we would have is access the site and daily management. Either utilising access and parking through an existing residential park or creating a new entrance off the lane would have issues that would need addressing. Furthermore, any development of this nature requires onsite daily management; therefore this does need to be incorporated into the plan. Many local campsite developments have recognised the need for the availability of on-site management in order to ensure the sites run appropriately, and a proposal of this nature would require the same consideration.

I would welcome the opportunity to meet the developers to advise on the local tourism industry, introduce key contacts and also introduce the Councils Rural Regeneration team who may be able to offer support through their RDP projects.