



Tourism

Topic Paper No 18 – Summary

Introduction

The planning system should encourage sustainable tourism to bring considerable benefits for the local economy, inward investment, providing jobs and playing a key role in rural development and urban regeneration.

Context

The tourist attractions of Flintshire are ideal for short breaks, a stop off en-route, or a day out. They include the Clwydian Hills Area of Outstanding Natural Beauty, the traditional seaside resort of Talacre Beach, the Greenfield Valley Heritage Park and Wepre Park along with traditional market towns. The Council's Flintshire Tourism Strategy sets out to realise the potential of tourism within the County through:

- the development of Flintshire's untapped assets;
- determining and promoting a specific image for Flintshire;
- marketing specific packages and;
- ensuring visitors to neighbouring attractions and drive through tourists, know about the County and the quality and range of its tourism opportunities.

The Role of the Plan

It is essential that the Plan adopts a sustainable approach to tourism development so that the needs of visitors to the area are satisfied in a manner which provides a positive impetus for the protection and enhancement of these natural and historic resources. This is particularly important

as the attraction for tourists is often based upon the quality of the natural, built and cultural environment.

Key Plans and Strategies

- Achieving our Potential 2006-2013; Tourism Strategy for Wales, Mid Term Review.
- Tourism Strategy North Wales 2010-2015.
- Rural Development Plan for Wales (2007-2013).
- Planning Policy Wales (Edition 5, November 2012) (Welsh Government).
- Technical Advice Note (TAN) 13 Tourism (Welsh Office 1997).
- Flintshire Tourism Strategy 2008-2013.

Issues to be addressed by the Plan

- establish a strategic framework for the provision and enhancement of well designed tourism facilities.
- consider the scale and broad distribution of existing facilities and activities and provide for the accommodation and management of future needs in ways which limit negative environmental impacts.
- take into account the environmental, economic and social implications of likely future changes in the provision of facilities and have regard to objectives for urban regeneration and rural diversification.
- contain clear policies for the provision and enhancement of tourism facilities.
- set out policies to avoid or resolve conflict between different pursuits.

- indicate the ways in which previously developed or disused land and water bodies will be considered for tourism uses, particularly in relation to urban regeneration.
- locate facilities which may generate high levels of travel demand in or close to town centres, where possible.
- provide guidance for access to the countryside and coast for tourism uses.

Potential Land Use Policies / Proposals

The UDP contained 10 policies and proposals within the 'Tourism' chapter. Many of these are detailed policies and whilst some are used, in many instances guidance is available elsewhere in the Plan, or the policies could be amalgamated to be more concise and focused. Following an assessment of the UDP policies it is proposed that the key policies and proposals are broadly along the lines of:

- Guidance for the development of new or extension to existing tourist attractions.
- Guidance for the development of new or extension to serviced and self catering tourist accommodation.
- Caravan related tourist accommodation guidance.
- The review of an area consisting of Talacre, Gronant and Gwespyr whereby caravan related tourist development is resisted.
- A tourism designation to safeguard the interests of Greenfield Valley.