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Direct Line: 01588 674085
Email: Joy.tetsill@shropshire-cc.gov.uk
Your Ref:
Our Ref:

Date: 18th December 2007

Dear Dyanne

Re: Application no 1/07/20221/F – Use of land for siting of 2 log cabin holiday homes, 1 log cabin for use as a bunkhouse and a stable block, Lower Bush Farm, Clee St Margaret

Thank you for your consultation on this proposal. The Shropshire Hills Area of Outstanding Natural Beauty Partnership would like to **support** this planning application.

My letter of 6th December 2006 concerning the previous application on this site (1/06/18916/F – later withdrawn) raised a number of issues which the Partnership felt should be considered should the opportunity arise. Since then, the applicants have sought advice from a number of sources and made corresponding changes to their proposals. This second application now meets all of these earlier concerns. Furthermore it is in accord with the AONB Position Statement on Sustainable Tourism. This states that;

It is appropriate for the AONB Partnership to be pro-active in promoting a sustainable approach to tourism, as others will continue to promote and develop the area for tourism, and this sometimes may encourage directions of development which are less compatible with the AONB. The public enjoyment and economic benefits of tourism create an extra reason for conserving the landscape, and justification for the public and private funding which goes towards this. Encouraging sustainable tourism within the UK can also contribute significantly to reducing CO2 emissions from overseas air travel and from car use....

and talks about sustainable tourism:

Sustainable development seeks to balance environmental, social and economic benefits and not gain some of these at the expense of the others. A sustainable approach to tourism therefore can be defined as one which seeks to achieve less impact on the environment, more understanding and enjoyment, and more benefit to the local economy and community....and ... Neither is sustainability just about making tourism 'less harmful' to the environment – it can actually be beneficial to conserving the landscape, e.g. where boosting a market for local products (food and drink accounts for 46% of visitor spending in the countryside (Countryside Agency, 2001)).

Please do not hesitate to contact me as above (Mon-Weds) if I can be of further assistance.

Yours sincerely

Joy Tetsill
Planning and Policy Officer