

Policy EC07 Tourism Related Development

The ~~creation~~, enhancement and expansion of existing tourism attractions, and tourism infrastructure will be supported in accordance with the development strategy where this would ~~enhance the existing tourism offer~~, benefit the local economy; the environment and infrastructure can accommodate the visitor impact; and proposals would be of a suitable scale and type for its location.

~~Development of an appropriate scale should be located where the environment and infrastructure can accommodate the visitor impact. Where a proposal is not readily accessible by public transport, then it will be supported where it relies on a specific geographical resource or contributions are made to improve accessibility.~~

Proposals for new tourism related development ~~Leisure, tourism and cultural development proposals and visitor accommodation~~ attracting a significant number of visitors should be located within, or be accessible to the five market towns. Smaller development proposals involving new tourism related development should be of a suitable scale and type to protect the character of the townscape and landscape within which they are situated.

All ~~D~~ development proposals will be assessed against the extent to which they meet the following criteria:

- ~~• Support the vitality and enhance the role of the market towns as tourist and leisure destinations through encouraging greater visitor numbers;~~
- Bring regeneration benefits, particularly through the redevelopment of brownfield land;
- Are accessible by sustainable modes of transport ~~and / or are in close proximity to existing visitor attractions~~ OR where a proposal is not readily accessible by sustainable modes of transport, it can be demonstrated that the development relies on a specific geographical resource or contributions are made to improve accessibility;
- Offer the potential to improve access to rights of way, and/or green infrastructure; and
- In the case of proposals in the countryside, demonstrate the need for a rural location for that development.
- ~~• Support agricultural diversification of an appropriate scale and type in rural areas, and would support the continued viability of rural businesses.~~

~~Particular emphasis is placed on improving the quality of existing visitor accommodation/ attractions and the need to broaden the range of accommodation and attractions provided.~~

Camping and caravan sites will be supported where there is an unmet need. Proposals should be small in scale to limit impact on landscape and amenity and utilise, or be well related to, existing rural buildings.