

**SECTION 6**

# **Tourism**



## 6.0. TOURISM

### 6.1. INTRODUCTION

6.1.1. The Report of Survey (paragraph 7.1.1.) makes reference to the importance that the tourist trade has, both in economic terms and in job provision in the Plan Area.

6.1.2. The approved Herefordshire County Structure Plan (Policy 10.8) refers to the potential that Ross-on-Wye has to receive visitors and this view is confirmed by the local Wyedean Tourist Board. Furthermore, the recently prepared Draft County Structure Plan Review (Policy TSM 7) endorses the market towns potential for tourism.

POLICY TSM 7 - "TO ENCOURAGE THE DEVELOPMENT OF THE TOURIST POTENTIAL OF THE MAIN URBAN AREAS WITHIN THE COUNTY."

6.1.3. Ross-on-Wye is a town of significant historic and architectural importance with many individual attractions and buildings including the Market Hall, the Gazebo Tower, the Prospect and of course, the riverside. In association with its commercial role, these attractions make the town an ideal tourist base. It is necessary to protect these assets in order to retain the economic and other benefits accrued for tourism.

### 6.2. POLICIES AND PROPOSALS

*Policy TOR 1 - "Tourism in the Plan area will be encouraged including proposals for the improvement of existing and provision of new tourist facilities."*

*Policy TOR 2 - "Protect and enhance the tourist attractions in the town in conjunction with Conservation policies. Encouragement will be given to enhancement schemes in order to improve the attractiveness of the town to tourists."*

6.2.1. The number of tourists visiting the town has increased and paragraph 7.4.9. of the Report of Survey demonstrates that in particular the demand for self-catering accommodation is increasing. It is confidently expected that this trend will continue subject to suitable accommodation being available. In Ross-on-Wye at the present time it was reported that flats and cottages for self-catering holidays were very popular and at Bank Holidays and peak weeks in July and August, caravan sites were at capacity.

*Policy TOR 3 - "Provision of self-catering holiday and hostel type accommodation should be made available in appropriate locations to meet an increasing demand."*

*Policy TOR 4 - "The provision of facilities for overnight parking of caravans on appropriate sites will be encouraged."*

6.2.2. A need has been expressed that the town requires some special attraction for visitors as well as a facility for tourists to visit during wet weather. Such need for an attraction could be fulfilled by the establishment of a 'Heritage Centre' or museum.

Policy TOR 5 - "The establishment of a heritage centre/town museum will be encouraged. The provision of such facilities will be dependant on the availability of a suitable building in a convenient location."

6.2.3. A recreational footpath has been established from Chepstow to Ross-on-Wye (The Wye Valley Walk) and investigations are now being carried out for the extension of this footpath to Hereford City and beyond which will be an additional attraction for visitors.

Policy TOR 6 - "Encouragement will be given to the proposed extension northwards of the Wye Valley Walk from Ross-on-Wye."

6.2.4. Commenting on the Draft Plan, the Ross-on-Wye Town Council have suggested the provision of a café and toilets on the Wilton Road Car Park and a bus service to the centre of the town during the tourist season. Whilst it is unlikely that an additional bus service would be viable and hence introduced, the establishment of a café and toilets would be of benefit to visitors to this attractive riverside area.

Proposal TOR 7 - "THAT SITES BE RESERVED ON THE WILTON ROAD CAR PARK TO ACCOMMODATE TOILET FACILITIES AND A CAFE."

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\* Policies are indicated in *italics* and underlined whilst PROPOSALS \*  
\* are shown in BLOCK CAPITALS and are again underlined. \*  
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