

CLERKS REPORT – February 2012

Agenda Items

5. Matters Arising

c) Application to stop up highway between Lower Mere Park Farm and Lower Park Cottages, Mere – please see electronic folder attachment

8. Highways, Rivers, Footpaths, Traffic & Transport

b) Waiting Restrictions – Wiltshire Council writes:

In order to manage the requests for waiting restrictions, a new process has been developed which engages the parish and town councils and enables them to input their valuable local knowledge into the assessment process.

A waiting restriction report has now been approved by the cabinet member for highways and transport, outlining the process.

The process enables a more structured assessment of all requests for new, or changes to existing waiting and parking restrictions, by defining a priority assessment matrix to ensure that the limited resources of the council are directed to deal with the demands which are supported by town and parish councils, and that requests are prioritised to ensure that resources are appropriately allocated.

Full details of the process and assessment matrix are shown in the report which includes waiting restrictions guidance notes for towns and parishes, in brief this involves:

All requests from residents and others for waiting and parking restrictions to be sent directly to the town and parish councils.

Towns and parish councils send out a standard waiting restrictions request form to the applicant to gain as much detail as possible.

Completed forms to be returned by applicant to town and parish council.

Town and parish council to complete the waiting restrictions assessment form giving validation to the request and rank in order of priority and send to the network management team in January when requested..

The top ranking requests for all areas will then be assessed against the full TRO assessment matrix by the engineers in the network management team and scores reported to the cabinet member for agreement on which schemes to progress each year.

In order for the town and parish councils to give appropriate consideration to all local requests, the outstanding requests held on file will be sent to the clerks during the next couple of weeks. As this is a new process, we understand that some town and parish councils may well require some initial support, officers from the network management team will be more than happy to explain the process further or assist in any way necessary. Please contact Alister Storey in the first instance at alister.storey@wiltshire.gov.uk or on 01225 713495.

11. General Items

e) Enhancing the Visitor Economy – the AONB team write:

This project seeks to improve the local visitor economy of the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty (AONB) and surrounding market towns. It will do this by encouraging visitors to stay longer and not just pass through, by extending the length of visit and season and by attracting new visitors and new audiences.

The AONB with its stunning landscapes, wildlife, archaeological, historic and cultural riches, offers a very attractive environment for local people and visitors alike. The potential economic benefits of informal recreation and sustainable tourism are widely recognised, however there are currently few schemes promoting local food and drink or sustainable tourism within the AONB. This exciting and innovative project is in direct response to the express desires of the many of the AONB's rural businesses, who would welcome more visitors to the area, to enjoy what it has to offer. This initiative will facilitate the

communities and businesses of the AONB, to collaborate and promote visitor 'packages' that focus on both the recreational and heritage assets of the area and the wealth of locally produced food, drinks, arts and crafts.

In an effort to first understand and then boost the visitor economy of the area, the AONB Partnership commissioned a report by A Meredith Associates entitled 'Encouraging a Sustainable Approach to the Visitor Economy of Cranborne Chase and West Wiltshire Downs AONB' (December 2011). Over 250 local stakeholders were involved in the consultation process and influenced the recommendations of the report, many of which would be achieved through this initiative.

The statutory purpose of the AONB Partnership does not provide scope for the team to directly deliver tourism services. However, this bid is to provide the pump priming necessary to enable local businesses to realise their ambitions themselves.

This project will bring a number of benefits to a large proportion of the Sowing SEEDS area including increased numbers of visitors to the area, increased visitor spend and generate a greater understanding and appreciation of the outstanding natural beauty of the area.

This project seeks to improve the local visitor economy by engaging a Project Officer to facilitate and encourage the following:

Strengthening the component elements and relationships between those directly and indirectly involved in delivering the visitor experience by developing Business Clusters and broadening partnerships

- Fostering the relationships with surrounding market towns to help to 'anchor' the large rural core and strengthen perceptions of the visitor destination
- Improving communication, information and marketing of the AONB within the destination marketing currently led by Wiltshire, Dorset and New Forest
- Making more of local and sustainability credentials e.g. creation of local food, drink, local crafts makers and artists trails, directories and events and by promoting the Green Tourism Business Scheme
- Building upon existing events and festivals and create new ones such as an AONB Walking Festival or a Festival of Archaeology
- Highlighting the range of accommodation venues across the AONB and immediate gateway locations and to encourage the establishment of further accommodation establishments
- Promoting less car usage, increased use of public transport and Rights of Way network e.g. accommodation providers offering to pick visitors up or the creation of readymade arrival packages of transport, directions, trails and places to eat/ stay
- Making more of Walking Tourism e.g. working with County Rights of Way teams to create routes that incorporate villages, shops, pubs and attractions
- Encouraging cycling opportunities e.g. developing more Cyclist Welcome accredited establishments for overnight guests
- Investigating the opportunity for innovative equestrian tourism such as Horse B&Bs
- Developing the interpretation of the natural landscape and heritage in order to market the special qualities of the AONB, to enhance visits and to generate a deeper sense of awareness.

Investment in this project will help to bring about long term economic benefit to the area, increase the understanding and appreciation of it and put the outstanding landscape of the AONB at the heart of the tourism experience. In particular this project seeks to promote the benefits of 'Green Tourism'.

Information Items

Planning Applications determined:

Application Number: S / 2011 / 1881

Location: 10 Church Street, Mere, Warminster.

Proposal: Fell x 1 Silver Birch

Agent:

Case Officer: Mr Shane Verrion

Category Of Application: TREES CONS AREA

Decision: APPROVE **Date of Decision:** 20/01/2012

Application Number: S / 2011 / 1652

Location: Mere Lecture Hall Salisbury Street, Mere, Warminster.

Proposal: Change of use of part of the Mere lecture hall (ground and first floor office) to residential accommodation

Agent: M L Lawson MCIAT The Square Gillingham SP8 4AS.

Case Officer: Mr S Banks

Category Of Application: CHANGE OF USE

Decision: APPROVED **Date of Decision:** 27/01/2012

Application Number: S / 2011 / 1494

Location: Lower Mere Park Farm Mere Park, Mere, Warminster.

Proposal: Erection of a replacement dwelling and the re-establishment of dairy cottage as two separate dwellings

Agent: Pegasus Planning Group Pegasus House Querns Business Centre Cirencester GL7 1RT.

Case Officer: Charlie Bruce-White

Category Of Application: FULL PLANNING

Decision: APPROVED **Date of Decision:** 31/01/2012

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