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Subject: Planning Application Consultation 15NP0008 Hesleyside Hall, Bellingham, Hexham, Northumberland, NE48 2LA
Date: 05 February 2015 10:03:39
Attachments: [image001.png](#)

FAO: Chris Stanworth

Planning Reference: 15NP0008

I write to express in principle support for the proposal to construct a single `hut on wheels` tourist accommodation unit at Hesleyside Hall, Bellingham.

Tourism is a critical part of Northumberland's economy and is currently worth £707 million per annum. Over 13,000 full-time jobs depend on the success of the industry locally and it is our collective mission to not only sustain these jobs, but to develop the visitor economy further.

To achieve this particular target and those which will follow, the county tourism providers and stakeholders will adopt strategies which will include:

- Encouraging more visits and especially longer ones.
- Extending the season with visits taking place across the whole year and not just in the summer.
- Encouraging visitors to spend more locally through encouraging them to see, experience and take part in more of the opportunities Northumberland has to offer.
- Creating a local culture, which values and welcomes visitors, where everyone living, working, visiting and investing in Northumberland can act as an advocate and ambassador for the county.
- Continually driving up the quality of the county's tourism offer through demonstrating and promoting excellence and supporting businesses and organisations to grow and compete effectively with others.

We believe that the proposed development will contribute to achieving these objectives and will also add to wider benefits for the county, i.e.

- Raising the profile of the county as a great place to work, live, visit and invest.
- Contributing to the conservation of local heritage and the natural landscape.
- Helping to create attractive places and experiences for local people to enjoy.
- Helping to sustain and develop services and opportunities for local people.

For the above stated reasons, Northumberland County Council's strategic tourism service is prepared to add its support to the application, subject to it satisfying all statutory planning conditions and it being broadly acceptable to the adjacent community.

Regards

Paul Nichol

Tourism & Visitor Economy Manager

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