



Northumberland

County Council

Planning Consultation 19/00247/FUL

Elizabeth Landmark

Cold Law

Kirkwhelpington

Northumberland

I write on behalf of the Northumberland County Council tourism development section to state that we have no objection to the above project subject to it satisfying all statutory planning conditions and considerations. In making this statement, we would add the following.

Tourism is rapidly elevating in significance within Northumberland and is confirmed as being a critical part of our economic well being and facilitator of goods and services which can be enjoyed by our residents as well as our visitors. Statistical research indicates year on year increases in the performance of the county visitor economy. In 2017, almost £925 million was spent in Northumberland by 10.27 million visitors. This equates to an 8.6% elevation in economic value and 5.7% surge in visitors over 2016 and this trend has been consistent since 2013. The visitor economy now also provides over 14,800 direct and indirect full time jobs across the county.

To achieve the ambition of sustained growth, the county tourism providers and stakeholders are encouraged to 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
- Continually driving up the quality of the county's tourism offer through demonstrating and promoting excellence and innovation
- Raising the profile of the county as a great place to work, live, visit and invest
- Helping to create attractive places and experiences for local people to enjoy
- Helping to sustain and develop services and opportunities for local people.

With specific regard to this proposal, it is believed that the structure will be a sensitive asset in relation to the landscape and the environment and it is noted that it will not exist as an isolated structure, being in an area already populated with wind turbines.

Whilst it is questionable that the landmark will exist as a substantially visited singular attraction, it will as an unusual feature and point of interest, add value to the total visitor offer within the county and as such will contribute directly to ambitions for sustained growth in our economy.



Paul Nichol
Tourism & Visitor Economy manager

13th June 2019