

LAVENHAM PARISH COUNCIL
FORMAL EXAMINATION OF JOINT LOCAL PLAN

DRAFT SUBMISSION

Matter 6 Employment, Retail and Town Centre and Tourism Policies

Policies SP05, SP06, SP07, LP12, LP13, LP14, LP15, LP16

Further submission

Tourism and hospitality in Lavenham is supported by 94 heritage businesses (comprising museums, retail shops, hotel, holiday let and B&B accommodation, café, bars, inns and restaurants, and trades associated with maintaining over 300 listed buildings) that together with our amenities, sports and leisure facilities contribute £25m to the regional economy and are forecast (according to HM Treasury projections) to grow by 30% to 2036

The economic and heritage cycle as it relates to tourism

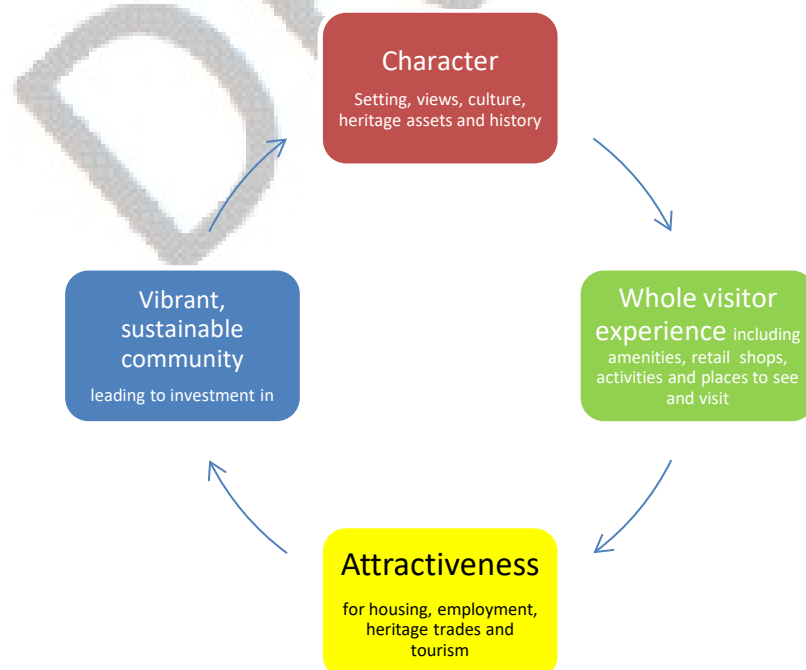
Setting, views, culture, heritage assets and history

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Whole village experience of retail shops, café, bars, Inns, places to visit, amenities, sports and leisure, activities for visitors *and cultural events laid on by an active community*
leads to

Attractiveness for housing, retail, employment and heritage businesses
driving

A vibrant and sustainable community
supporting and investing in the maintenance of
Setting, views, culture, heritage assets and history



It is important that the impact on any element of this cycle is locally assessed and in this case this includes a full range of retail shops and heritage specific trades (that range from traditional

carpentry and working in lime, paint manufacture, garden designers, bricklayers and masonry, glass working, roof tillers, thatchers, lead workers and builders, all trained and experienced in working with listed and heritage buildings and their settings).

Hence we propose the addition of retail shops to 16.10 but also formal recognition in the context of the sections on employment, retail and tourism of the importance of not damaging the above cycle of heritage to retail and hospitality to attractiveness that is essential to maintain the economic viability of otherwise small communities, especially when dependent on the symbiosis of heritage, history, community, culture and vibrant economy from tourism.

The economic cycle of tourism and hospitality is such that a 6 month marketing period is not adequate to reflect retail and other business activity essential for the viability of a community as a whole that may be mainly summer and Christmas related (July to December).

Hence, we recommend that a minimum of 12 months be considered where tourism is core to a community's sustainability.

May 2021