

## **EDUCATION, WORK AND RETIREMENT**

### **4. Visitors & Tourism**

#### **THE PRESENT SITUATION**

The Parish has a number of important visitor attractions, in particular the Severn Valley Railway at Arley Station, the River Severn, Wyre Forest, Arley Church, Arley Arboretum and Shatterford Lakes. The quiet and tranquil nature of the area and the beauty of the landscape, also attract many visitors. Among more minor attractions are the Bellman's Cross public house, fishing lakes at Witnells End, the Harbour Inn, and the New Inn at Pound Green.

The Parish depends in many ways on the people who visit the area, and the villages would find it difficult to survive a large-scale, down-turn in visitor numbers.

Visitor activities include walking, riding, cycling, microlight flying, bird watching, photography, painting, fishing, sightseeing and shooting.

#### ***Issues***

- The Parish depends on visitors in many ways.
- Residents would not be averse to suitable new visitor attractions.
- More overnight visitors
- More information for visitors
- More floral and other decorations.
- Any changes should be of a minor nature rather on any larger scale

<b><u>Actions</u></b>	<b><u>Stakeholders</u></b>	<b><u>Timescale</u></b>
Encourage the setting up of new small facilities that complement existing attractions or build upon the strengths of the Parish e.g. courses in painting, photography, rural studies, etc., farm shops, guided walks/rides.	PC, WFDC	Ongoing
Provide appropriate planting, litter bins, seats, information boards and signs to serve visitors to the Parish.	PC	Short-term
Work towards the production of materials that publicise the visitor attractions in the Parish	PC, Arley Estate, WFDC (Tourism)	
Ensure that the attractions in Parish are promoted to best effect.	PC, WCC, WFDC (Tourism)	Medium term
Ensure that services and infrastructure (including access, parking etc.) are adequate to serve existing and new visitor attractions	WCC, WFDC	Ongoing

### **Policy Statement**

The Parish Council will aim to ensure that services to visitors to the Parish are of high quality, and that the attractions of the Parish are well promoted