

11 Tourism

The Visitor Economy

1. Like elsewhere in Arun tourism is viewed as an important contributor to the local economy. Barnham & Eastergate have many un-discovered features that can add to an overall enhancement of the visitor experience. Also village uniqueness and location between the coastal seaside towns of Bognor & Littlehampton to the south, historic Arundel and the South Downs National Park to the north and the cultural city of Chichester with Goodwood close by to the west underpins the villages as possible excellent stay locations.
Arun's Local Plan strategic objective for tourism is broadly to enhance the visitor appeal of the Districts towns and villages building on quality tourist amenities (physical & cultural) and the unique local character.
2. This strategy is evidenced by two reports. Firstly the '*Sussex By The Sea Visitor Strategy 2006-2011*' which advocated a diversified, sustainable, quality enriched coastal tourism product and secondly;
3. The '*Arun Economic Strategy 2009-2026*' that identified tourism as a key employment sector and has the objective of promoting Bognor Regis for seaside tourism, Littlehampton for marine based tourism and Arundel for heritage tourism.
4. Barnham and Eastergate will support any initiative or proposal to promote, expand or develop the local visitor economy. Any growth in our tourist offering must be commensurate with the existing scale and character of the village areas and must be of sufficiently high quality as not to diminish or distract from the villages' acclaimed uniqueness. To this end Barnham & Eastergate support the Local Plan Policy SP7 "Sustainable Tourism and the Visitor Economy" with the augmented objectives of encouraging long-term visitor interest / activity and tourist infrastructure growth with associated benefits to the local community.

Tourism Related Development

Policy DM 7

Visitor Attractions, Facilities and Accommodation Scale, Priority Location and Change of Use.

5. Barnham and Eastergate appreciate the due care that must accompany any proposal for a tourism related development since a poor visitor rating will be harmful to any cultural and economic benefit. Therefore Arun's prerequisite impact and scale assessment and location criteria are fully supported.

Similarly an application for change of use of a tourist amenity will generally not be supported again unless it meets Arun's stringent criteria.

The change of use of holiday caravan sites to other uses, including permanent residential use, will not be supported.

Development Outside the Built Up Area Boundary

6. Barnham & Eastergate supports the view by Arun that visitor related development can play an important role in rural diversification, however at the same time must not be incongruous in any respect with its proposed location and have minimal impact on its adjoining neighbours.

Developments with respect to all of the above shall also be consistent with all other Neighbourhood Plan and Local Plan policies.