



Neighbourhood Development Plan

Leisure and tourism in our Neighbourhood Area

your
neighbourhood
plan

Question: Just how important is leisure and tourism for our Neighbourhood Area? Answer: Very.

From various outdoor activities enjoyed by residents and our neighbours from the urban area to holiday accommodation for visitors from further afield, leisure and tourism is an important part of the Neighbourhood Area economy. Walking and sporting, eating and dining, enjoying the wildlife and countryside, touring around or simply spending a quiet week in the country away from the city mayhem – these are just some of the things that our Neighbourhood Area has to offer. But our visitors don't come in dreaded coachloads. They just fit in to the rural scene and are part of local life.

Out and about in the lanes and footpaths on any day of the week one may meet a group of walkers, sometimes larger, sometimes smaller. The route of the Newcastle Way long distance footpath runs through Maer Hills. On a summer's evening cyclists from the urban area come out to enjoy a ride on our lanes. The main roads may be bad, but the network of minor roads and lanes provides some safe and pleasant routes out from town.

Chapel Chorlton is a favourite place with walkers. They often like to picnic under the commemorative oak tree on the village green. Other visitors like just to sit and look and enjoy the peace of the countryside. Again, Chapel Chorlton with its little car park facing the pond is a favourite place. Stop and talk to visitors in the lanes, and you'll find that they have favourite places too.

Many visitors bring custom to a variety of local businesses, whether buying something as simple as a bottle of water at one of the shops, stopping for a meal or light refreshment after a walk, or stocking up on supplies for a week in a rented cottage. Thanks to our visitors, the Dorothy Clive garden is able to thrive. Other visitors, through memberships, help local sporting clubs such as Whitmore Cricket Club, the Red Hills rifle range and Slaters Bowls Club to flourish.

Across the Neighbourhood Area a number of equestrian businesses offer livery and other facilities for horse owners, as well as riding lessons. Cudmore Fishery in Whitmore is one of the largest fisheries in the country and attracts both local anglers and people from further afield.

Easy access to places such as Shrewsbury, Chester and the Peak District, and a choice of farmhouse and village bed and breakfasts, hotel accommodation and self-catering cottages makes the area an ideal place to stay. Believe it or not, holiday makers from as far away as London come here to enjoy a peaceful week in our countryside.

This is what leisure and tourism means in a rural area such as ours – people like us who value and enjoy our countryside and the range of activities and simple pleasures that it has to offer. Unlike us, they don't have the good fortune to live here, but we have plenty of space and we can share it with them.

It's your neighbourhood – please support the Neighbourhood Plan!

Please participate in the Local Consultation

Visit the website: www.cmaw-neighbourhoodplan.org.uk

Email us: cmaw-neighbourhoodplan@hotmail.com