

Larissa Jones
Rackery Farm,
Higher Lane Burton,
Rossett, Wrexham,
Wrexham
LL12 0AD

24th June 2021

Dear Larissa

PROPOSED RACKERY FARM SHOP & COUNTRY WALK, BURTON

Many thanks for highlighting your proposed scheme to me and sharing some draft drawings. As Destination Manager for Wrexham County Borough Council, I am pleased to add my support the application for the above proposed project based on the details provided to date, subject to advice from our planning team and a full assessment of your application. I have highlighted some reasons for this, **solely from a local tourism and economic development perspective.**

- It has been a challenging year for small businesses especially within the local rural communities and particularly within the tourism and hospitality sector. However our research with Welsh Government and Visit Britain suggests that the next 24-months will see a large influx of visitors from other parts of the UK to North Wales – which in turn, will heighten demand for high quality catering outlets showcasing local Welsh food & drink produce.
- Our leisure stay occupancy rates (pre-COVID) in Wrexham County were some of the highest in Wales (based on available bedstock) and our Destination Management Plan 2017-20 actively sought to encourage the investment in and development of further high-quality self-catering and serviced accommodation in our rural wards – something which your existing offer at Rackery Retreat adds to – and from your competitor analysis, you have demonstrated that there are no immediate farm shop competitors in the Rossett, Burton or Llay areas which your retreat clients will benefit from.
- Although now expired, our new tourism plan (2021-24) will also continue to highlight the need for more hubs around the county (such as this proposal) which help deliver both the aims of our local plan and the national food strategy for Wales which aims to put Welsh produce at the heart of the tourism offer across the country. Your aim of developing new jobs for the area in the hospitality sector is also a bonus and one which we'd look to put you in touch with Coleg Cambria and Glyndwr University when the time is right. We can also assist in training staff and helping them become North Wales Tourism Ambassadors too.
- Finally, your proposed site, to the north of Wrexham County Borough is a short drive from our three key attractions - the 11-mile Pontcysyllte Aqueduct & Canal World Heritage Site, Erddig and Chirk Castle. All three sites have grown in visitor numbers year-on-year since 2010, many of whom are being

encouraged by ourselves to turn day visits into staycations, whilst we are encouraging hospitality and retail businesses in the County Borough to develop and offer a greater sense of place by stocking more local produce.

Should the application be successful, and the scheme be developed – please don't hesitate to stay in touch, as either myself or my business support colleagues can provide further help as regards sourcing more local food & drink through meet the producer events, linking in with our Tourism Partnership (This Is Wrexham) or signposting to any additional support you may need.

Please let me know if you need any further information at any point.

Kind Regards

Joe Bickerton

Rheolwr Cyrchfan / Destination Manager

01978 292461

Canolfan Wybodaeth i ymwelwyr, Stryd Caer, Wrecsam, LL13 8BA

Visitor Information Centre, Chester St, Wrexham, LL13 8BA