Steven Heighway
Queensbridge Farm,
Overton
Wrexham
LL13 0LE

DYMA WRECSAM
THIS IS WREXHAM

25th February 2025

Dear Steven

**PROPOSED GLAMPING SITE, QUEENSBRIDGE FARM, OVERTON, LL13 0LE**

Many thanks for highlighting your proposed scheme to us and sharing some draft drawings. As Destination Manager for Wrexham County Borough Council and coordinator for our Tourism Partnership here in Wrexham, I am pleased to add my provisional support to the application for the above proposed project based on the details provided to date, subject to advice from our planning & ecology 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 2022-25 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 proposal adds to.
- 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 Wrexham Tourism Ambassadors too, via our Tourism Partnership.
- Finally, your proposed site, to the south 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 colleague (Claire Hinchcliffe cc'd) can provide further help as regards signposting to local producers, tradespeople and business networking 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

**Claire Hinchcliffe**
Business Support Manager
01978 667308