

5. TOURISM NEED AND ECONOMIC BENEFITS STATEMENT

5.1 Introduction:

This Statement has been prepared in support of a planning application for the proposed development of four holiday lodges on land north west of Leicester Road, Earl Shilton.

Its purpose is to demonstrate that the proposal will contribute positively to the tourism economy of Hinckley & Bosworth Borough by providing high-quality visitor accommodation in a sustainable location.

The development has been designed as a small-scale rural tourism scheme that complements the surrounding countryside whilst delivering economic, environmental and social benefits.

5.2 The Importance of Tourism

Tourism forms an important part of the Leicestershire economy.

Visitors support a wide range of businesses including:

- hotels;
- holiday accommodation;
- restaurants;
- cafés;
- public houses;
- visitor attractions;
- local retailers;
- transport providers.

Investment in new visitor accommodation increases the Borough's ability to attract overnight visitors who are likely to spend more in the local economy than day visitors.

5.3 The Need for Additional Visitor Accommodation:

The proposal seeks to provide a niche form of accommodation rather than a large holiday park.

Four well-designed lodges would appeal to:

- couples;
- families;
- walkers;
- cyclists;
- business visitors;
- visitors attending sporting and cultural events.

The limited scale ensures that the proposal complements existing accommodation providers rather than competing directly with larger hotels or caravan parks.

5.4 Strategic Location

The site occupies a highly accessible location close to the strategic highway network.

As mentioned Visitors would benefit from convenient access to:

- Earl Shilton;
- Hinckley;
- Leicester;
- the A47;
- the A46;
- the M1 motorway.

This makes the site well placed for visitors wishing to explore the Borough and the wider region.