

**Email from National Trust 15<sup>th</sup> January 2013**

Overall, the National Trust welcomes and supports the draft plan. We also applaud the work that has gone into its preparation.

The promotion of green tourism is identified as a means by which the policies under objective 7 will contribute to sustainable development. Green tourism also has relevance to other objectives, including objective 2. Existing resources that support sustainable tourism at Much Wenlock include the historic character of the town; its shops, attractions and facilities; and the opportunities for quiet recreation on Wenlock Edge – including on land in the National Trust's protective ownership.

We suggest that some reinforcement or clarification of the policies might further facilitate the promotion of green tourism.

Policy 2.6 could refer to tourism facilities as well as activities: the facilities are likely to require planning permission and therefore formal consideration against the policies of the plan.

We are not entirely clear whether policy 7.3 relates solely to on-site provision or would also address off-site linkages. The objective suggests that it is intended to support both. If it is addressing wider linkage then we would suggest an explicit reference to improving links to the recreational route network on Wenlock Edge.

Hope this helps and best wishes for the next stages of the plan.