



Rolvenden Parish Council

NEIGHBOURHOOD DEVELOPMENT PLAN 2018

ROLVENDEN TOURISM STUDY, 2017

COMPILED BY:

**NEIGHBOURHOOD DEVELOPMENT PLAN STEERING COMMITTEE
AND ROLVENDEN PARISH COUNCIL**

CONSULTANT:

TONY FULLWOOD ASSOCIATES, CHARTERED TOWN PLANNERS

CONTENTS

| | |
|--|---|
| 1. Introduction | 3 |
| 2. Attractions in and around Rolvenden | 3 |
| 3. Tourist Accommodation in and around Rolvenden | 4 |
| 4. Conclusions | 4 |

1. Introduction

Tourism forms part of the local economy and there is potential for the Parish to benefit further from its contribution.

2. Attractions in and around Rolvenden

People visit Rolvenden for a variety of reasons and the surrounding tourist attractions present opportunities for the village. Its position along the main A28 thoroughfare, the attractive countryside designated for its outstanding natural beauty and the much photographed white 'weather boarded' houses along the High Street mean that people are attracted to the area.

The area is crossed by a number of public footpaths and the High Weald Landscape Trail long distance footpath passes through both Rolvenden and Rolvenden Layne whilst National Cycle Route 18, which runs from Canterbury to Tunbridge Wells, also passes through the Neighbourhood Plan area bringing tourists to the area.

Tourists visit the area for the local facilities including the pubs and shops. The picture framers sell various works by local artists and Linklaters stock books and literature with local colour and history. The Thursday morning markets are a further attraction with local producers of mainly foodstuffs.

Although limited in availability, conveniently located on street car parking encourages those passing through to dwell.

Attractions in and around Rolvenden include:

- St Mary the Virgin Church and graveyard (historic church)
- The Morgan Museum (Museum)
- Kent and East Sussex Railway (Family Attraction)
- Hole Park - (Gardens)
- World of Water (Specialist Retail)
- Great Maytham Hall (Grade II listed country house)
- Tenterden and District Museum – (Museum)
- Tenterden, St Mildred (Historic Church)
- Newenden, St Peter - (Historic Church)
- Smallhythe Place - (Historic Building and theatre)
- Great Dixter Gardens - (Gardens)
- Sissinghurst Castle (Gardens)
- Benenden, St George's Church - (Historic Church)
- The Romney Marsh Churches (Historic Churches)
- Wealden Smokery (Delicatessen and Smokery)
- The Wealden Times' summer and winter Fairs
- Bodiam Castle (14th Century National Trust site)
- Camber sands (beach)
- Rye (Historic Cinque Ports town)

3. Tourist Accommodation in and around Rolvenden

If they wish to stay, visitors now have an increasing availability of bed and breakfast or holiday let accommodation and the following facilities are now available

- Barley Byre
- The Bull Inn Lodges
- Church Row Cottage
- Firs Coach House
- Friezingham Lane Cottage
- Great Maytham Cottage
- The Little House
- Little Puddingcake
- Lower Chessenden Stables
- The Stores B n B
- Thornden Oaks

Glamping is also available in a Safari Lodge, Yurts or Hopper Huts at Little Halden Farm.

4. Conclusions

Tourism offers much potential for Rolvenden's economy.

It is essential that any new development enhances the historic and distinctive character of the villages and the surrounding countryside to maintain its attraction to visitors.

It is important that the local and long distance footpaths which provide recreational opportunities and bring tourists to the area are retained and are well maintained.

The local facilities which serve the parish population (such as shops and pubs and the Thursday markets) are also an important part of the tourism offer. For this reason, the aim should be to retain these attractions.

Limited on street car parking continues to be an issue. However, creating more space within easy, acceptable and immediate reach of the central hub of the High Street would be likely to involve losing valued green spaces and increased vehicle speeds.

As part of the Neighbourhood Plan engagement, suggestions to improve the appearance of the High Street to enhance the "sense of place" have been collected. The aim is to begin to market the area more positively, making the high street an eye-catching *destination* rather than just a place of convenience, thus helping to improve level of custom for retailers and other businesses.

Raising awareness in the first instance of the importance of an attractive, safe and accessible High Street with a viable range of products and services on offer is the first step towards improving the economy of the parish.

This in turn will make Rolvenden a more attractive and desirable place to live.