

PART B. (3)

TOURISM

Tourism is the main employment provider within the town of Ilkley itself. The plans for new homes will irrevocably damage the tourism industry making this unsustainable.

Ilkley attracts tourists because it is an attractive place as a town and as a place to enjoy outdoor activities and scenery. The proposed developments are sited at the two gateways to the town and consequently will have a massive detrimental visual impact on the character of the town for both residents and visitors alike.

- They will remove several large and important tracts of green belt land and replace these with concrete and buildings.
- They will cause extra traffic and parking problems in a town that is already “full up”, which will deter visitors.
- The town and its surrounds will lose its unique nature, its separateness and overall attractiveness.