

[REDACTED]

NDF Team,  
Planning Policy Branch,  
Welsh Government,  
Cathays Park,  
Cardiff  
CF10 3NQ

Nov 12 2019

Response to Consultation re: National Development Plan - Wales.

Dear Team,

I am responding to the consultation as Director of Freerein Ltd and Hooftrek (Wales) Ltd.

Freerein sells horse riding holidays to riders from the UK, Europe, the USA and Australia. We operate in the Radnor Hills and Cambrian Mountains where our riders stay at 30 inns hotels and farm guest houses spending in excess of £200,000 each year. These overnight accommodation for horses and riders are linked by 800 miles of mapped and described trails which stretch across Mid Wales from the Welsh Border to Cardigan Bay.

The network of Rights of Way through Mid Wales is unique world wide. The scenery is of absolute importance to tourism businesses (*please see attached brochure*). It is the combination of scenery and Rights of Way that have enabled us to build a business currently employing 9 staff.

The National Development plan, as offered for consultation, would have the following effects.

- 1) There would be a drastic decline in scenery based tourism. (Turbines are not allowed in National Parks as they detract from peoples enjoyment of the countryside). Many hotels, inns, B&Bs, restaurants, self catering accommodation, camping & caravan businesses would become unviable.
- 2) Very few of the Freerein overnight stops at farms, hotels and inns would survive.
- 3) Accommodation for horse riders, walkers, and mountain bikers would gradually close down.
- 4) Our business, like all the others, would become unviable and close with loss of all employees.
- 5) Mid Wales would become an industrialised wasteland with only minimal direct employment needed for on site solar and wind power.
- 6) The nation as a whole would be deprived of a valuable recreational resource – a resource within easy travelling distance from major centres of population – London and South East, Midlands, Manchester. Half of Freerein business comes from these areas.
- 7) There would be a devastating effect on business tax revenues - equal to that experienced during the foot and mouth outbreak of year 2000/2001 – except that it would be gradual and permanent.
- 8) The upland farms have been encouraged to invest millions in tourism based diversification.

*The proposed development plan does not consider any of the above.*

Yours sincerely,

[REDACTED]

Graham Williams