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From: John Sheaves
Sent: 27 April 2015 17:01
To: Local Plan Review
Subject: Eden Westwood J27 Development
Attachments: Eden Westwood - Mid Devon - Taste of the West Local Plan Review Consultation letter - Apr 15.docx

Dear Sir/Madam

Please find attached a letter of support for this application

Many thanks
John Sheaves
Chief Executive
Taste of the West Ltd



Local Plan Review Consultation
Forward Planning
Mid Devon District Council
Phoenix House
Tiverton
EX16 6PP



24 April 2015

To whom it may concern

I write in support of the inclusion in Mid Devon's Local Plan of the leisure, tourism and retail destination proposal known as Eden Westwood, at Junction 27 of the M5. Taste of the West fully endorses this course of action and urges the Council not to lose this 'once in a generation' opportunity.

Taste of the West is a unique **membership** organisation for food and drink producers, distributors, restaurants, cafes, pubs, hotels, farm shops and speciality retailers in the South West - all passionate about the provenance and quality of the products they make, serve or sell. Our organisation is the largest independent regional food group in the UK and we work hard to promote and support fantastic local food and drink from **Cornwall, Devon, Dorset, Gloucestershire, Somerset and Wiltshire**.

We were established in 1991, and today we remain the leading supply chain co-operative for the South West's food and drink industry. We operate as a commercial company that is owned by over 1,000 members from producers to distributors, foodservice, retailers and marketing specialists. Our ethos of quality and integrity is underpinned by our annual awards scheme – the largest regional awards programme in the UK – for products, as well as shops, restaurants, pubs, hotels and cafes.

Taste of the West has concluded that this is the opportunity we have been waiting for to be part of a landmark development. We genuinely believe this could become a Mecca for food, drink and agriculture not just on a regional but on a national scale. The West of England is known for its food and drink and this location is a natural home for a destination which seeks to promote, celebrate and educate visitors on all that is best about the region and its industries.

The partnership between the site's promoters and The Eden Project, particularly the Project's founder and Chairman, Sir Tim Smit, is a hugely important factor that enables Taste of the West to wholeheartedly endorse and support the proposal. Eden has helped put Cornwall on the map and we believe it could have a similar impact on Devon. The Mid Devon Local Plan should seek to boost tourism, cut the number of people commuting away from the area, address economic development challenges, restrict a brain drain out of the area and crucially increase aspiration and educational opportunities for our young.

Yours sincerely

John Sheaves

John Sheaves, Chief Executive, Taste of the West