

ISLE OF ANGLESEY COUNTY COUNCIL	
Report to	Meeting of the Executive
Date	15th October 2012
Subject	Destination Management Planning on Anglesey 2012 – 2016
Portfolio Holder(s)	Councillor Bryan Owen
Lead Officer(s)	Dylan J Williams (Head of Service - Economic Development)
Contact Officer	Iwan Huws (Principal Development Officer - Tourism)
Nature and reason for reporting	
To secure the Board of Commissioner’s support and endorsement of the Destination Management Plan for Anglesey 2012-2016 and the establishment of the Destination Anglesey Partnership.	

A – Introduction / Background / Issues
<p>Commissioners recently adopted the North Wales Economic Ambition: a Strategy for Change. This strategy recognised the importance of tourism to North Wales. It brings in £1.8 billion of income to the region each year and supports over 37,000 jobs. The Island’s DMP dovetails with TPNW Tourism Strategy North Wales 2010-2015 which seeks to make North Wales one of the top five UK tourism destinations.</p> <p>The Council’s Executive Committee approved the development and implementation of an integrated DMP approach on Anglesey in February 2011. The 11th September 2012 Scrutiny Committee recommends adoption of the Plan to the Executive.</p> <p>Consultants were appointed in December 2011 (The Tourism Company) on a Framework Agreement (a call-off contract) to assist in researching and drafting the emerging Plan. The draft Strategy (Appendix 1) and the draft Delivery Plan (Appendix 2) are both attached.</p>

According to the STEAM model (Scarborough Tourism Economic Activity Monitor), tourism is now worth over £250m to the Island's fragile economy and supports over 4,000 jobs. This value has seen a significant increase over the past few years not least due to the Royal connection with the island. There is certainly room for tourism to grow sustainably on Anglesey and major transformational developments are being discussed, e.g. Holyhead marina; Land and Lakes, Penrhos. The island's 125 mile coastline, with its popular coastal path, 95% of the coast being designated as an Area of Outstanding Natural Beauty remain the island's greatest assets and attract the majority of tourists for quiet enjoyment. The island is an increasingly significant tourist destination and **destination management** is all about leading, influencing and co-ordinating the management of all the aspects of the island that contribute to a visitor's experience, taking account of the needs of visitors, local residents, businesses and the environment.

B - Considerations

An Internal Programme Board is already in place and has met on several occasions to steer the work. This is chaired by the Director of Sustainable Development and includes several relevant Heads of Service (see Appendix 3). An internal officer workshop was held in July to raise awareness of the process within the Authority.

Activities included in all 2012/13 Service Business Plans relating to tourism have been identified and integrated into one business document. This clearly shows the cross-cutting nature of tourism across the Authority and how individual actions have cumulative impacts on the quality of the experience in the destination. Internal individual Service Reviews are currently underway to try and understand tourism related risks and opportunities across the Authority. Of particular importance is to make visiting Anglesey a modern experience. The visit Anglesey brochure and website are currently being reviewed and ICT capacity/coverage on the island is key to the development of digital opportunities for tourists on the island. Together with the use of digital media such as facebook and twitter to engage with visitors. There is potential for a Holyhead specific project to provide free Wi-Fi. Such innovative digital projects could prove transformational to the image of the island as a positive and modern destination in the face of increasing competition.

A Tourism Forum was held last May (chaired by Commissioner Aldridge) where over 100 tourism businesses attended an external stakeholder event. This proved to be an excellent engagement event and the newly-formed **Destination Anglesey Partnership (DAP) Board** was elected. This is made up of 11 trade Sector Representatives, Tourism Partnership North Wales (TPNW), the co-opted Chair of

the Anglesey Tourism Association and the Council's economic and tourism portfolio holder (Cllr Bryan Owen). See Appendix 4.

The current budgetary pressure facing the Authority is a clear threat to deliver the DMP, particularly as a non-statutory service within economic development.

Action plans (Appendix 2) are pointless if they are not implemented. A key feature of actions identified in the DMP is that they will need to be carried out by a range of different stakeholder bodies. The role of the DAP Board is therefore crucial in securing commitment and allocating roles.

As Commissioners and Members are aware, tourism is extremely important to future prosperity for Anglesey. It is one of only a few realistic growth areas for economic prosperity in the current economic uncertainty.

The Scrutiny Committee of 11th September recommended the DMP to the Executive. At that Committee, issues surrounding Holyhead port were raised and in particular cruise passenger tourism. The Director of Sustainable Development recently attended a Ministerial meeting with Edwina Hart AM to discuss strategic cruise issues in Wales. The Interreg-funded Celtic Wave Project – linking the six Irish Sea ports – finishes in December 2012. Attracting passengers to stay in Holyhead and offering independent island tours is a challenge recognised in the DMP as the majority of organised coach tours – as offered by the cruise operators themselves - head directly to Gwynedd and Conwy to visit attractions such as Portmeirion, Bodnant Garden, Caernarfon Castle, Llandudno, tours of Snowdonia etc The Scrutiny Committee recommended the establishment of a Panel to look into the future of the Holyhead Cruise Terminal and look into the possibilities of further developing cruise tourism on the Island.

C – Implications and Impacts	
1	Finance / Section 151
2	Legal / Monitoring Officer
3	Human Resources
4	Property Services (see notes – separate document)
5	Information and Communications Technology (ICT)

C – Implications and Impacts		
6	Equality (see notes – separate document)	
7	Anti-poverty and Social (see notes – separate document)	
8	Communication (see notes – separate document)	
9	Consultation (see notes – separate document)	
10	Economic	DMP is fully intergrated into the Economic Development Unit’s Work Programme.
11	Environmental (see notes – separate document)	The protection and enhancement of the Area of Outstanding Natural Beauty (AONB) and the Island’s wildlife are recognised in the Destination Management Plan. The AONB Management Plan and the Local Biodiversity Action Plan should take into account the Destination Management Plan.
12	Crime and Disorder (see notes – separate document)	
13	Outcome Agreements	

CH - Summary

Destination management is all about making the Island a more appealing and competitive visitor destination. Crucially, destination management includes the **planning, development and marketing** of a destination as well as how it is managed physically, financially, operationally and in other ways. Broadly, a

Destination Management Plan is equivalent to a Strategy and Action Plan for Sustainable Tourism in a destination. We have a very comprehensive and well researched draft report underpinned with some qualitative research and solid local evidence. The local Enterprise Survey of tourist facilities and accommodation providers proving particularly useful and informative.

The **Destination Anglesey Partnership Board** is already established and meeting quarterly. It has an important monitoring role of the DMP to play and is made up of 11 trade Sector Representatives. This is very much a collaborative exercise between the local authority and the private sector -the trade. Co-ordination will be needed between the different stakeholders. For example, individual businesses are responsible for the quality of their product, the **Partnership** can only influence, raise awareness and encourage improvements to be made. Similarly, the County Council will not have the responsibility over every facet of the destination. For example, if the organisation is separate from the local authority it will have no direct control over the public realm. However, the Council also directly manages some very important tourist attractions and other public facilities (used by both residents and visitors) and therefore has a very direct influence on the overall quality of the destination. The role of the Internal Programme Board will be crucial in striking the right balance for the Authority in managing the destination appropriately in a climate of economic challenges and service delivery cutbacks.

D - Recommendation

1. To adopt the DMP strategy and Delivery Plan as working documents to develop tourism on the Island;
2. To recognise tourism as being vitally important to the Island's economy and remoter rural communities and the importance of the DMP process in realising this potential;
3. To recognise tourism and marketing as an important area for core spending for the Authority but to explore and investigate other sources of funding (to include funding from local/Community Councils) as well as recognising the importance of implementing the recommendations and strategic objectives in the DMP;
4. To support private sector stakeholder engagement through the Destination Anglesey Partnership;
5. To encourage Town/Community Councils to be involved in the project.

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Appendices:

- 1 Destination Management Plan 2012-16 The Strategy -
<http://www.anglesey.gov.uk/business/regeneration/destination-management-planning-dmp/destination-management-action-plan/>
- 2 Destination Management Plan 2012-16 The Delivery Plan -
<http://www.anglesey.gov.uk/business/regeneration/destination-management-planning-dmp/destination-management-action-plan/>
- 3 Internal Programme Board – Terms of Reference -
<http://www.anglesey.gov.uk/business/regeneration/destination-management-planning-dmp/destination-management-programme-board/>
- 4 Destination Anglesey Partnership – Structures and Terms of Reference -
<http://www.anglesey.gov.uk/business/regeneration/destination-management-planning-dmp/destination-anglesey-partnership-dap/>

Background papers