

Public Document Pack



CYNGOR SIR
YNYS MÔN
ISLE OF ANGLESEY
COUNTY COUNCIL

Mr Dylan Williams
Prif Weithredwr – Chief Executive

CYNGOR SIR YNYS MÔN
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| RHYBUDD O GYFARFOD | NOTICE OF MEETING |
| PWYLLGOR GWAITH | THE EXECUTIVE |
| DYDD MAWRTH 25 EBRILL 2023 10.00 o'r gloch | TUESDAY 25 APRIL 2023 10.00 am |
| CYFARFOD HYBRID – YN SIAMBR Y CYNGOR AC YN RHITHWIR | HYBRID MEETING – VIRTUAL AND IN THE COUNCIL CHAMBER |
| Swyddog Pwyllgor | Ann Holmes 01248 752518 Committee Officer |

AELODAU/MEMBERS

Plaid Cymru/The Party of Wales

Neville Evans, Carwyn E Jones, Llinos Medi, Gary Pritchard, Alun Roberts, Nicola Roberts,
Robin Wyn Williams

Y Grŵp Annibynnol/The Independent Group

Dafydd Rhys Thomas, Ieuan Williams

COPI ER GWYBODAETH / COPY FOR INFORMATION

I Aelodau'r Cyngor Sir / To the Members of the County Council

Bydd aelod sydd ddim ar y Pwyllgor Gwaith yn cael gwahoddiad i'r cyfarfod i siarad (ond nid i bleidleisio) os ydy o/hi wedi gofyn am gael rhoddi eitem ar y rhaglen dan Reolau Gweithdrefn y Pwyllgor Gwaith. Efallai bydd y Pwyllgor Gwaith yn ystyried ceisiadau gan aelodau sydd ddim ar y Pwyllgor Gwaith i siarad ar faterion eraill.

A non-Executive member will be invited to the meeting and may speak (but not vote) during the meeting, if he/she has requested the item to be placed on the agenda under the Executive Procedure Rules. Requests by non-Executive members to speak on other matters may be considered at the discretion of The Executive.

Please note that meetings of the Committee are streamed for live and subsequent broadcast on the Council's website. The Authority is a Data Controller under the Data Protection Act and data collected during this live stream will be retained in accordance with the Authority's published policy.

A G E N D A

1 DECLARATION OF INTEREST

To receive any declaration of interest from a Member or Officer in respect of any item of business.

2 URGENT MATTERS CERTIFIED BY THE CHIEF EXECUTIVE OR HIS APPOINTED OFFICER

No urgent matters at the time of dispatch of this agenda.

3 MINUTES (Pages 1 - 8)

To submit for confirmation, the draft minutes of the meeting of the Executive held on 21 March 2023.

4 THE FORWARD WORK PROGRAMME (Pages 9 - 20)

To submit a report by the Head of Democracy.

5 ANGLESEY TOWN CENTRES IMPROVEMENT STRATEGY (Pages 21 - 42)

To submit a report by the Head of Regulation and Economic Development.

6 DRAFT AONB MANAGEMENT PLAN (Pages 43 - 130)

To submit a report by the Head of Regulation and Economic Development.

7 DRAFT DESTINATION MANAGEMENT PLAN 2023-2028 (Pages 131 - 150)

To submit a report by the Head of Regulation and Economic Development.

THE EXECUTIVE

Minutes of the hybrid meeting held on 21 March, 2023

PRESENT: Councillor Llinos Medi (Chair)
Councillors Neville Evans, Carwyn E. Jones, Gary Pritchard, Alun Roberts, Ieuan Williams, Robin Williams.

IN ATTENDANCE: Chief Executive
Deputy Chief Executive
Director of Function (Resources)/Section 151 Officer
Director of Function (Council Business)/Monitoring Officer
Director of Social Services
Director of Education, Skills and Young People
Head of Democracy
Head of Adults' Services
Head of Housing Services
Head of Profession (HR) and Transformation
Scrutiny Manager (AGD)
Committee Officer (ATH)

APOLOGIES: Councillors Nicola Roberts, Dafydd Rhys Thomas

ALSO PRESENT: Councillors Glyn Haynes, Trefor Lloyd Hughes, MBE, R. Llewelyn Jones, Derek Owen, Dafydd Roberts, Ken Taylor, Keith Roberts, Arfon Wyn.

1. DECLARATION OF INTEREST

No declaration of interest was received.

2. URGENT MATTERS CERTIFIED BY THE CHIEF EXECUTIVE OR HIS APPOINTED OFFICER

None to report.

3. MINUTES

The minutes of the previous meeting of the Executive held on 2 March, 2023 were presented for confirmation.

It was resolved that the draft minutes of the previous meeting of the Executive held on 2 March, 2023 be confirmed as correct.

4. THE EXECUTIVE'S FORWARD WORK PROGRAMME

The report of the Head of Democracy incorporating the Executive's Forward Work Programme for the period from April to November, 2023 was presented for confirmation.

The Head of Democracy updated the Executive with regard to changes to the Forward Work Programme and the following were noted –

- Item 5 (Potential Compulsory Purchase on Eco Pellets land in Llangefni) and Item 6 (The Council's Corporate Property and Asset Management Strategy) as new items scheduled for the 25 April, 2023 meeting
- Items 26 to 29 (Q2 Performance and Budget Monitoring) as new items scheduled for the November, 2023 meeting
- Items 3 and 4 (Area of Outstanding Natural Beauty Management Plan and Destination Management Plan respectively) to be presented to the 25 April meeting as draft plans for consultation and to be re-presented under items 16 and 17 to the July, 2023 meeting as final drafts.
- Portfolio details to be amended to reflect recent changes to the Executive ahead of the monthly update on the Council's website.

It was resolved to confirm the Executive's updated Forward Work Programme for the period April to November, 2023 with the changes outlined at the meeting.

5. SCORECARD MONITORING QUARTER 3, 2022/23

The report of the Head of Profession (Human Resources) and Transformation incorporating the Corporate Scorecard setting out the position of the Council against its operational objectives at the end of Quarter 3 2022/23 was presented for the Executive's consideration.

The Chair presented the report as a highly positive reflection of the Council's performance at the end of Quarter 3 making it the best performing third quarter against the performance management section targets since the creation of the scorecard report. She referred to the performance indicators aligned to the Council's current three well-being objectives and highlighted some standout performances with regard to Housing, Adults' Services, Homelessness services and waste management. Notwithstanding the examples of very good performance along with the areas of improvement, the report also identifies areas where targets have been missed and these will be the subject of continued focus so as to improve the performance. However overall, the report demonstrates the commendable commitment and achievement of staff across the Council in maintaining performance levels in at times difficult circumstances and the Executive extends its appreciation and thanks to them for their efforts.

The Head of Profession (HR) and Transformation echoed the sentiments of the Chair saying that the Quarter 3 scorecard report was very encouraging and places the Council in a good position to set the contents and targets for the 2023/24 corporate scorecard the arrangements for which will be made known shortly to ensure everyone has an opportunity to contribute.

Councillor R. Llewelyn Jones, Chair of the Corporate Scrutiny Committee provided feedback from the Committee's 14 March, 2023 meeting where the Quarter 3 Corporate Scorecard report was scrutinised and challenged. While acknowledging the instances of positive performance and progress and asking about the arrangements to recognise those successes, the Committee also noted below target performance in some areas and sought assurance regarding the monitoring of these areas. The Committee had also discussed the performance against the attendance at work indicator including how it compared with previous years' performance and further, had sought clarification of the arrangements for aligning the corporate scorecard with the objectives of the new Council Plan for 2023- 2028. Having been reassured on these matters the Committee had resolved to note the areas of improvement along with mitigation measures outlined and to recommend the same to the Executive.

Members of the Executive welcomed the Q3 scorecard as testimony to the continuation of positive progress across the Council's services saying that there was a lot to be proud of

within the report. Notwithstanding, members also noted a declining trend over time for some performance management indicators and asked Officers to monitor those indicators closely in the coming months. The Head of Profession (HR) and Transformation and the Programme, Business Planning and Performance Manager were thanked for their work and support as were the Council's staff whose contribution to the improvement process was recognised with appreciation.

It was resolved to accept the Scorecard monitoring report for Q3 2022/23 and to note the areas of improvement together with the areas which the Leadership Team is managing to secure further improvements into the future.

6. PROGRESS REPORT: SOCIAL SERVICES IMPROVEMENT

The report of the Director of Social Services which provided an overview of the latest progress and development within the Social Services was presented for the Executive's consideration.

Councillor Alun Roberts, Portfolio Member for Adults' Services and Community Safety provided context to the Social Services progress report which has been presented to Scrutiny and the Executive quarterly and then lately on a twice yearly basis following a critical Care Inspectorate Wales (CIW) report in 2016. A recent performance and evaluation inspection of Social Services by CIW produced a positive report in December, 2022 which identified a number of strengths across both Adults and Children and Families' services as well as areas for further improvement which will be the focus of attention for an internal working group. Although the report is a reflection of the positive journey on which the Social Services in Anglesey have been since 2016 there remain a number of challenges especially in relation to capacity and staffing which is affecting the sector as a whole. The Portfolio Member highlighted that the Social Services Department continues to work closely with Coleg Menai to attract younger people into the service and with the help of HR is trying out innovative recruitment ideas and marketing. As regards highpoints, the Holyhead 50+ Open Day, the third such event proved popular with participants with plans to make the series one that repeats annually.

Councillor Gary Pritchard, Portfolio Member for Children, Youth and Housing Services summarised the main developments in Children and Families' Services with particular reference to Carterf Clyd Rhosybol the fourth such facility to be registered. The Youth Services team is being reviewed with a focus on engaging with stakeholders especially the young people who access the service as well as those who do not. A looked After Children and Care Leavers Strategy has been developed and will be presented to the Corporate Parenting Panel in March, 2023.

The Director of Social Services commented that while the progress report documents specific initiatives and successes they are in addition to the day to day delivery of social services to many people on the Island. World Social Work Day falls on the 21 March, 2023 and is a reminder of the importance of valuing social work and social workers. The Social Services Department is proud of its achievements in recent years but recognises that there are still challenges that must be faced with regard to funding, staffing and demand.

The Head of Adults' Services confirmed that Adults' Services had been under significant pressure over the winter months but thanks to the workforce, had responded flexibly and creatively to levels of demand. An internal working group will be addressing the CIW report in terms of making further improvements recognising that the Service cannot stand still and must continue to explore ways of modernising service delivery for the future.

Councillor R. Llewelyn Jones, Chair of the Corporate Scrutiny Committee reported that the Committee at its 14 March meeting had considered the progress report and had acknowledged the positive points while seeking confirmation of the monitoring arrangements with regard to areas needing attention. The work streams to be prioritised by the Social Services Scrutiny Panel over the next period were raised and the Committee considered whether it supported the intention to cease reporting on Social Services improvement to the Committee with reports to come from the Social Services Scrutiny Panel instead. The Committee had endorsed this approach confirming that it was satisfied with the pace of progress and improvements in Social Services to date and recommending the same to the Executive.

Members of the Executive acknowledged the progress made by the Social Services since 2016 and thanked the staff for the contribution they had made to that process in often challenging circumstances.

The Chief Executive likewise thanked the staff and also the Director of Social Services and Head of Adults' Services for providing leadership and guidance. The Chair was pleased by the focus on Youth Services as a valuable investment in the Island's young people who had endured a great deal over the past two years in the wake of the pandemic.

It was resolved -

- **To confirm that the Executive is reassured that the continued progress made by the Social Services Department is reasonable and timely.**
- **To endorse the intention not to report to the Executive on Social Services improvements hereafter and that reports in future will continue to be made to the Social Services Scrutiny Panel.**

7. SCHOOLS MODERNISATION – CHANGING THE IMPLEMENTATION DATE OF THE STATUTORY NOTICE FOR YSGOL Y GRAIG AND YSGOL TALWRN

The report of the Director of Education, Skills and Young People seeking the Executive's approval to delay the statutory notice implementation date for Ysgol y Graig and Ysgol Talwrn was presented for consideration.

Councillor Ieuan Williams, Portfolio Member for Education and the Welsh Language explained the background to the publication of the statutory notice to discontinue Ysgol Talwrn and to increase the capacity of Ysgol Y Graig to accommodate pupils from Ysgol Talwrn with the implementation date for the proposal being 1 September, 2023. He referred to the numerous factors – listed in the report which have paused the start date including a longer than expected land purchase and planning consent process; restrictions during the pre-election period and the undertaking of archaeological works on site. The Executive had agreed that the original implementation date of the statutory notice was 1 September, 2023 but due to the reasons outlined it is being asked to extend the period for 12 months to 1 September, 2024. Accordingly, as the proposer of the intention in the statutory notice there is a need for the Isle of Anglesey County Council's Executive to defer the implementation date.

It was resolved –

- **To approve the delay of the implementation date of the proposal namely “to increase the capacity of Ysgol Y Graig to take pupils from Ysgol Talwrn, close Ysgol Talwrn and review the catchment areas of Ysgol Y Graig and Ysgol Talwrn” to 1 September, 2024.**

- **Subject to the above, Officers will notify the “relevant parties” of the decision to defer the implementation date of the proposal for Ysgol Y Graig.**

8. MODERNISING LEARNING COMMUNITIES AND DEVELOPING THE WELSH LANGUAGE STRATEGY

The report of the Director of Education, Skills and Young People incorporating the draft Learning Communities and Developing the Welsh Language Strategy was presented for the Executive’s consideration.

Councillor Ieuan Williams, Portfolio Member for Education and the Welsh Language presented the report by referring to the Council’s ambition for the Island’s children and young people that whatever their background and circumstances, they achieve their full potential, and that all learners are supported to develop towards the four purposes of the curriculum. Since the original strategy was published in 2013, a great deal of work has been undertaken to modernise the school stock on Anglesey with three projects having been completed thus far and two further projects currently underway. By the time the latter two will have been completed the Council will have opened five 21st century buildings in four areas including the Council’s first net zero building, updated and expanded a further two schools and closed 11 small schools. Additionally, approximately 25% of primary learners on Anglesey will be receiving their education in 21st century buildings by that time. The projects undertaken to date have had a positive impact on surplus places in the primary sector and have led to revenue savings and removed current and projected maintenance costs. The Council’s progress in modernising its school organisation has been recognised by Estyn in its report in June 2022.

The Portfolio Member for Education and the Welsh Language spoke about the funding commitments that go with modernising school organisation saying that although Welsh Government has contributed 50% towards the cost of Band A projects and 65% towards Band B projects, the Council has had to meet the remaining costs. While building new schools is therefore expensive especially at present as a result of global events, it is important that the Council takes advantage of the opportunity to attract external funds to improve the condition of its education buildings estate. Good progress has been made in the primary sector but work needs to be done to address the decline in the condition of secondary school buildings; as a result the strategy anticipates the need to remodel secondary provision over the coming years whilst also implementing other difficult decisions.

The Portfolio Member outlined the objectives underpinning the strategy as listed in the report and stressed that the Council is keen to consult on the strategy ahead of its adoption so as to be able to consider the views of stakeholders and partners before making further decisions about how to move forward with the programme.

The Director of Education, Skills and Young People explained the proposed consultation process and timetable confirming that subject to the Executive’s approval, the intention was to commence consultation on 31 March, 2023 for a period of seven weeks until 18 May following which a consultation report would be prepared before the draft strategy is then presented to the Corporate Scrutiny Committee in June and to the Executive for approval in July, 2023 to be ready for implementation at the start of the new school term in September, 2023.

The Executive’s members voiced their support for the draft strategy saying that it was difficult to disagree with the strategy’s mission to deliver effective schools of the right size in the right locations with a suitable teaching environment and led by inspirational leaders. They emphasised that it was the Council’s responsibility to do all it can to ensure that the Island’s

children are provided with the learning conditions and environment that will enable them to become ambitious, capable learners and responsible citizens and reference was made in this context to the new Ysgol Corn Hir, the latest completed project of the original strategy as encapsulating the Council's ambition and vision for its schools. Some members of the Executive mentioned that they had had the opportunity to visit the school prior to its official opening after this coming Easter and had been struck by its modernity and range of facilities providing the best opportunities for pupils to learn and develop. They urged others to take advantage of the school's Open Day on 31 March to see for themselves what the new Ysgol Corn Hir is able to offer its learners.

It was resolved to approve the draft Modernising Learning Communities and Developing the Welsh Language Strategy for public consultation.

9. HOUSING REVENUE ACCOUNT BUSINESS PLAN 2023-2053

The report of the Head of Housing Services incorporating the Housing Revenue Account Business Plan 2023-53 was presented for the Executive's consideration and approval.

Councillor Gary Pritchard, Portfolio Member for Children, Youth and Housing Services presented the report and HRA Business Plan as a statutory document saying that the Business Plan reflects the Council's vision of ensuring that everyone has the right to call somewhere home. The HRA finances all of the Council's operations in its role as registered social landlord and is ring-fenced for that purpose; it provides a financially viable plan for the Council's housing stock. An important element of the HRA is the commitment to expanding the Council's housing stock to meet differing housing needs across the Island. As the Portfolio Holder Councillor Gary Pritchard said that he was proud that Anglesey in among the few authorities to have retained their housing stock and is actively enlarging its stock by building new housing and converting empty properties into homes.

The Head of Housing Services advised that the HRA Business Plan had been prepared in conjunction with the Finance Service and will be submitted to Welsh Government by the end of the month in order to secure the Council's annual Major Repairs Allowance of £2.688m for 2023/24. The Business Plan demonstrates how the Council brings its stock to Welsh Housing Quality Standards (WHQS); how it intends to work towards the new WHQS and the investment needed to finance its new council house development programme. By the end of the period covered by the Business Plan, the Council's housing stock will have increased by 25% to over 5,000 properties which will help meet the increasing local housing need with over 900 people currently on the social housing waiting list including 85 households in temporary accommodation on the Island.

The Council is fully committed to fulfilling the new WHQS shortly to be agreed by Welsh Government and to that end carried out a stock condition survey of all its housing stock during 2022/23 to establish a baseline in preparation for meeting the new standards. A capital programme of £9.7m for 2023/24 has been included in the Business Plan for improvement works; a provision of £6.963m has been included within the revenue budget for responsive repairs and in addition, £8.749m has been budgeted for in 2023/24 for the development programme of new Council housing and acquisition of former council housing on the Island. The Council will also continue with its energy and decarbonisation works with £1m having been earmarked to target a further 250 Solar PV system installations on the Council's properties. The Business Plan is accompanied by a sensitivity analysis which demonstrates its robustness and further, the plan has been stress tested to take account of the risks and to ensure it remains viable over the 30 year period.

The Director of Function (Resources)/Section 151 Officer advised that the Business Plan is based on a complex financial model and having examined the Plan to verify the figures it has become apparent that the way the plan is funded needs to be changed with regard to the timing of the capital borrowing to be undertaken which while it has implications for interest

payments, does not change the Plan's overall expenditure nor income figures. These amendments will be made prior to forwarding the Plan along with the financial model to Welsh Government.

The Chair suggested and it was agreed, that in order to expedite the matter the Plan be approved by the Executive subject to the amendments to be made as outlined, and that the Portfolio Members for Housing and Finance be given the authority to approve the finalised Plan to be forwarded to Welsh Government.

Councillor R. Llewelyn Jones, Chair of the Corporate Scrutiny Committee reported that in the course of its discussion on the HRA Business Plan at its 14 March, 2023 meeting the Committee had raised several issues including the Plan's affordability; the ways in which it enables the Council to realise the priorities of the Council Plan 2023-28; how it addresses the supply of adequate accommodation for vulnerable adults and families and the capacity necessary to deliver the Plan including among private sector developers and contractors with whom the Council collaborates to build new housing. Having been reassured to its satisfaction with regard to these matters, the Committee had resolved to recommend the Business Plan to the Executive.

Members of the Executive welcomed the HRA Business Plan highlighting that the Council has long taken a proactive approach to developing and expanding its council house stock to respond to local housing needs and was the second council in Wales to meet the original Welsh Housing Quality Standards. Reference was also made to the collaboration with Social Services on the development of Extra Care housing for older persons on the Island with the third such facility now in the planning.

The Chair further highlighted the Housing Service's tackling poverty activities as well as the support and advice services provided to tenants with the cost of living crisis and welfare issues especially important at this time.

It was resolved –

- **To approve the Housing Revenue Account Business Plan 2023-2053 subject to minor amendments to the financial details and**
- **To authorise the Portfolio Member for Housing and the Portfolio Member for Finance to approve the finalised HRA Business Plan for submission to Welsh Government.**

10. EXCLUSION OF THE PRESS AND PUBLIC

It was considered and resolved –

“Under Section 100(A)(4) of the Local Government Act 1972 to exclude the press and public from the meeting during the discussion on the following item on the grounds that it involved the disclosure of exempt information as defined in Paragraph 12, Schedule 12A of the said Act and in the Public Interest Test presented.

11. COMPLEX DISABLED FACILITIES GRANT APPLICATION

The report of the Head of Housing Services seeking the Executive's approval for a Disabled Facilities Grant (DFG) application in a specific case was presented for consideration.

The Head of Housing Services advised that the DFG is a mandatory council grant that helps meet the cost of adapting a disabled person's home so that they can continue to live there as independently as possible. The works required would be identified in a Social Service Adaptation Care Plan, prepared by an Occupational Therapist and each DFG is considered on its individual merits.

The Head of Housing Services outlined the circumstances and complex needs of the client whose application was the subject of the report confirming that those needs have been identified and outlined in the Complex Adaptations report. He explained the works required to enable the client and family to remain in their current home and confirmed that other options had been considered but were found to be unfeasible. The tendered costs of the required adaptations is £122,868 which requires a discretionary grant approval for the £86,868 above the mandatory maximum grant of £36,000 and which is also above the £80,000 which the Head of Housing Services in consultation with the Portfolio Member for Housing has authority to approve hence the request for the Executive's approval.

It was resolved to approve a Disabled Facilities Grant (DFG) application for the required adaptation works for the total cost of £122,868 which requires a discretionary grant approval for the £86,868 above the mandatory maximum grant of £36,000.

**Councillor Llinos Medi
Chair**

DRAFT

| Isle of Anglesey County Council | |
|---------------------------------|---|
| Report to: | The Executive |
| Date: | 25 April 2023 |
| Subject: | The Executive's Forward Work Programme |
| Portfolio Holder(s): | Cllr Llinos Medi |
| Head of Service / Director: | Lynn Ball, Director of Function – Council Business / Monitoring Officer |
| Report Author: | Dyfan Sion, Head of Democracy |
| Local Members: | Not applicable |

| A – Recommendation/s and reason/s |
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| <p>In accordance with its Constitution, the Council is required to publish a forward work programme and to update it regularly. The Executive's Forward Work Programme is published each month to enable both members of the Council and the public to see what key decisions are likely to be taken over the coming months.</p> <p>The Executive is requested to:</p> <p>confirm the attached updated work programme which covers May – December 2023;</p> <p>identify any matters for specific input and consultation with the Council's Scrutiny Committees;</p> <p>note that the forward work programme is updated monthly and submitted as a standing monthly item to the Executive.</p> |

| B – What other options did you consider and why did you reject them and/or opt for this option? |
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| C – Why is this a decision for the Executive? |
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| <p>The approval of the Executive is sought before each update is published to strengthen accountability and forward planning arrangements.</p> |

Ch – Is this decision consistent with policy approved by the full Council?

Yes.

D – Is this decision within the budget approved by the Council?

Not applicable.

Dd – Assessing the potential impact (if relevant):

| | | |
|---|--|---------------|
| 1 | How does this decision impact on our long term needs as an Island? | Not relevant. |
| 2 | Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how? | |
| 3 | Have we been working collaboratively with other organisations to come to this decision? If so, please advise whom. | |
| 4 | Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how. | |
| 5 | Note any potential impact that this decision would have on the groups protected under the Equality Act 2010. | |
| 6 | If this is a strategic decision, note any potential impact that the decision would have on those experiencing socio-economic disadvantage. | |
| 7 | Note any potential impact that this decision would have on opportunities for people to use the Welsh language and on treating the Welsh language no less favourably than the English language. | |

| E – Who did you consult? | | What did they say? |
|--------------------------|---|--|
| 1 | Chief Executive / Senior Leadership Team (SLT) (mandatory) | The forward work programme is discussed at Heads of Service meetings ('Penaethiaid') on a monthly basis (standing agenda item). |
| 2 | Finance / Section 151 (mandatory) | |
| 3 | Legal / Monitoring Officer (mandatory) | |
| 4 | Human Resources (HR) | |
| 5 | Property | |
| 6 | Information Communication Technology (ICT) | |
| 7 | Procurement | |
| 8 | Scrutiny | Under normal circumstances, monthly joint discussions take place on the work programmes of the Executive and the two Scrutiny Committees in order to ensure alignment. |
| 9 | Local Members | Not relevant |

F - Appendices:

The Executive's Forward Work Programme: May – December 2023.

Ff - Background papers (please contact the author of the Report for any further information):

The Executive's Forward Work Programme

Period: May – December 2023

Updated 12 April 2023



The Executive's forward work programme enables both Members of the Council and the public to see what key decisions are likely to be taken by the Executive over the coming months.

Executive decisions may be taken by the Executive acting as a collective body or by individual members of the Executive acting under delegated powers. The forward work programme includes information on the decisions sought, who will make the decisions and who the lead Officers and Portfolio Holders are for each item.

Page 12 It should be noted, however, that the work programme is a flexible document as not all items requiring a decision will be known that far in advance and some timescales may need to be altered to reflect new priorities etc. The list of items included is therefore reviewed regularly and updates are published monthly.

Reports will need to be submitted from time to time regarding specific property transactions, in accordance with the Asset Management Policy and Procedures. Due to the influence of the external market, it is not possible to determine the timing of reports in advance

The latest version of the Executive's Forward Work Programme – **which is a live document and subject to change** - is set out on the following pages.

Mae'r ddogfen hon hefyd ar gael yn Gymraeg / This document is also available in Welsh.

* Key:

S = Strategic – key corporate plans or initiatives

O = Operational – service delivery

FI = For information

The Executive's Forward Work Programme

Period: May – December 2023

Updated 12 April 2023

| Subject & *category and what decision is sought | Decision by which Portfolio Holder or, if a collective decision, why | Lead Service | Responsible Officer/ Lead Member & contact for representation | Pre-decision / Scrutiny (if applicable) | Date to Executive or, if delegated, date of publication | Date to Full Council (if applicable) |
|---|--|---|---|---|---|--------------------------------------|
| May 2023 | | | | | | |
| 1 | The Executive's Forward Work Programme (S) Approval of monthly update. | The approval of the full Executive is sought to strengthen forward planning and accountability. | Council Business | Dyfan Sion Head of Democracy Cllr Llinos Medi | | The Executive 30 May 2023 |
| 2 | Cost of Living Discretionary Scheme – update following the end of the scheme | | Resources | Marc Jones Director of Function– Resources / Section 151 Officer Cllr Gary Pritchard Cllr Robin Williams | | The Executive 30 May 2023 |
| June 2023 | | | | | | |
| 3 | Welsh Language Standards Annual Report 2022/23 Approval of report. | Portfolio holder with responsibility for the Welsh language. | Council Business | Dylan Williams Chief Executive Cyng Ieuan Williams | To be confirmed | Delegated decision June 2023 |
| 4 | The Executive's Forward Work Programme (S) Approval of monthly update. | The approval of the full Executive is sought to strengthen forward planning and accountability. | Council Business | Dyfan Sion Head of Democracy Cllr Llinos Medi | | The Executive 27 June 2023 |

* Key:

S = Strategic – key corporate plans or initiatives

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The Executive's Forward Work Programme

Period: May – December 2023

Updated 12 April 2023

| | Subject & *category and what decision is sought | Decision by which Portfolio Holder or, if a collective decision, why | Lead Service | Responsible Officer/ Lead Member & contact for representation | Pre-decision / Scrutiny (if applicable) | Date to Executive or, if delegated, date of publication | Date to Full Council (if applicable) |
|---|---|--|--------------------------|--|---|---|--------------------------------------|
| 5 | <p>Corporate Scorecard – Quarter 4, 2022/23 (S)</p> <p>Quarterly performance monitoring report.</p> | This is a matter for the full Executive as it provides assurance of current performance across the Council. | Corporate Transformation | Carys Edwards Head of Profession – HR and Transformation Cllr Carwyn Jones | Corporate Scrutiny Committee – date to be confirmed | The Executive 27 June 2023 | |
| 6 | <p>Revenue Budget Monitoring Report – Quarter 4, 2022/23 (S)</p> <p>Quarterly financial monitoring report.</p> | This is a matter for the full Executive as it provides assurance of current financial position across the Council. | Resources | Marc Jones Director of Function– Resources / Section 151 Officer Cllr Robin Williams | Finance Scrutiny Panel – date to be confirmed | The Executive 27 June 2023 | |
| 7 | <p>Capital Budget Monitoring Report – Quarter 4, 2022/23 (S)</p> <p>Quarterly financial monitoring report.</p> | This is a matter for the full Executive as it provides assurance of current financial position across the Council. | Resources | Marc Jones Director of Function– Resources / Section 151 Officer Cllr Robin Williams | Finance Scrutiny Panel – date to be confirmed | The Executive 27 June 2023 | |
| 8 | <p>Housing Revenue Account Budget Monitoring Report – Quarter 4, 2022/23 (S)</p> <p>Quarterly financial monitoring report.</p> | This is a matter for the full Executive as it provides assurance of current financial position across the Council. | Resources | Marc Jones Director of Function– Resources / Section 151 Officer Cllr Robin Williams | Finance Scrutiny Panel – date to be confirmed | The Executive 27 June 2023 | |

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S = Strategic – key corporate plans or initiatives

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The Executive's Forward Work Programme

Period: May – December 2023

Updated 12 April 2023

| Subject & *category and what decision is sought | Decision by which Portfolio Holder or, if a collective decision, why | Lead Service | Responsible Officer/ Lead Member & contact for representation | Pre-decision / Scrutiny (if applicable) | Date to Executive or, if delegated, date of publication | Date to Full Council (if applicable) | |
|---|--|---|---|--|---|--------------------------------------|------------------------------------|
| July 2023 | | | | | | | |
| 9 | The Executive's Forward Work Programme (S) Approval of monthly update. | The approval of the full Executive is sought to strengthen forward planning and accountability. | Council Business | Dyfan Sion Head of Democracy Cllr Llinos Medi | | The Executive 18 July 2023 | |
| 10 | Draft Final Accounts 2022/23 and use of Balances and Reserves | | Resources | Marc Jones Director of Function– Resources / Section 151 Officer Cllr Robin Williams | | The Executive 18 July 2023 | |
| 11 | Area of Outstanding Natural Beauty Management Plan (AONB) – Final Draft | | Regulation and Economic Development | Christian Branch Head of Regulation and Economic Development Cllr Nicola Roberts | | The Executive 18 July 2023 | Full Council September 2023 |
| 12 | Destination Management Plan – Final Draft | | Regulation and Economic Development | Christian Branch Head of Regulation and Economic Development Cllr Neville Evans | | The Executive 18 July 2023 | |

* Key:

S = Strategic – key corporate plans or initiatives

O =Operational – service delivery

FI = For information

The Executive's Forward Work Programme

Period: May – December 2023

Updated 12 April 2023

| Subject & *category and what decision is sought | Decision by which Portfolio Holder or, if a collective decision, why | Lead Service | Responsible Officer/ Lead Member & contact for representation | Pre-decision / Scrutiny (if applicable) | Date to Executive or, if delegated, date of publication | Date to Full Council (if applicable) |
|---|--|--------------------------|--|---|---|--------------------------------------|
| 13 | Modernising Learning Communities and Developing the Welsh Language Strategy | Learning | Marc Berw Hughes Director of Learning, Skills and Young People Cllr Ieuan Williams | | The Executive 18 July 2023 | |
| September 2023 | | | | | | |
| 14 | The Executive's Forward Work Programme (S) Approval of monthly update. | Council Business | Dyfan Sion Head of Democracy Cllr Llinos Medi | | The Executive 26 September 2023 | |
| 15 | Corporate Scorecard – Quarter 1, 2023/24 (S) Quarterly performance monitoring report. | Corporate Transformation | Carys Edwards Head of Profession – HR and Transformation Cllr Carwyn Jones | Corporate Scrutiny Committee – date to be confirmed | The Executive 26 September 2023 | |
| 16 | Revenue Budget Monitoring Report – Quarter 1, 2023/24 (S) Quarterly financial monitoring report. | Resources | Marc Jones Director of Function– Resources / Section 151 Officer Cllr Robin Williams | Finance Scrutiny Panel – date to be confirmed | The Executive 26 September 2023 | |

* Key:

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|---|--|-------------------------------------|--|---|---|--------------------------------------|
| 17 | Capital Budget Monitoring Report – Quarter 1, 2023/24 (S) Quarterly financial monitoring report. | Resources | Marc Jones Director of Function– Resources / Section 151 Officer Cllr Robin Williams | Finance Scrutiny Panel – date to be confirmed | The Executive 26 September 2023 | |
| 18 | Housing Revenue Account Budget Monitoring Report – Quarter 1, 2023/24 (S) Quarterly financial monitoring report. | Resources | Marc Jones Director of Function– Resources / Section 151 Officer Cllr Robin Williams | Finance Scrutiny Panel – date to be confirmed | The Executive 26 September 2023 | |
| 19 | Anglesey Town Centres Improvement Strategy- final draft | Regulation and Economic Development | Christian Branch Head of Regulation and Economic Development Cllr Llinos Medi | | The Executive 26 September 2023 | |
| October 2023 | | | | | | |
| 20 | The Executive's Forward Work Programme (S) Approval of monthly update. | Council Business | Dyfan Sion Head of Democracy Cllr Llinos Medi | | The Executive 24 October 2023 | |

* Key:

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The Executive's Forward Work Programme

Period: May – December 2023

Updated 12 April 2023

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|---|--|--------------------------|--|---|---|--------------------------------------|
| November 2023 | | | | | | |
| 21 | The Executive's Forward Work Programme (S) Approval of monthly update. | Council Business | Dyfan Sion Head of Democracy Cllr Llinos Medi | | The Executive 28 November 2023 | |
| 22 | Corporate Scorecard – Quarter 2, 2023/24 (S) Quarterly performance monitoring report. | Corporate Transformation | Carys Edwards Head of Profession – HR and Transformation Cllr Carwyn Jones | Corporate Scrutiny Committee – date to be confirmed | The Executive 28 November 2023 | |
| 23 | Revenue Budget Monitoring Report – Quarter 2, 2023/24 (S) Quarterly financial monitoring report. | Resources | Marc Jones Director of Function– Resources / Section 151 Officer Cllr Robin Williams | Finance Scrutiny Panel – date to be confirmed | The Executive 28 November 2023 | |
| 24 | Capital Budget Monitoring Report – Quarter 2, 2023/24 (S) Quarterly financial monitoring report. | Resources | Marc Jones Director of Function– Resources / Section 151 Officer Cllr Robin Williams | Finance Scrutiny Panel – date to be confirmed | The Executive 28 November 2023 | |

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|----------------------|--|--|------------------|--|---|---|--------------------------------------|
| 25 | Housing Revenue Account Budget Monitoring Report – Quarter 2, 2023/24 (S) Quarterly financial monitoring report. | This is a matter for the full Executive as it provides assurance of current financial position across the Council. | Resources | Marc Jones Director of Function– Resources / Section 151 Officer Cllr Robin Williams | Finance Scrutiny Panel – date to be confirmed | The Executive 28 November 2023 | |
| December 2023 | | | | | | | |
| 26 | The Executive's Forward Work Programme (S) Approval of monthly update. | The approval of the full Executive is sought to strengthen forward planning and accountability. | Council Business | Dyfan Sion Head of Democracy Cllr Llinos Medi | | The Executive 12 December 2023 | |

* Key:
 S = Strategic – key corporate plans or initiatives
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 FI = For information

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| Isle of Anglesey County Council | |
|--|---|
| Report to: | EXECUTIVE COMMITTEE |
| Date: | 25th April 2023 |
| Subject: | Anglesey Town Centres Improvement Strategy |
| Portfolio Holder(s): | Councillor Llinos Medi: Leader and Economic Development & Councillor Nicola Roberts: Planning, Public Protection & Climate Change |
| Head of Service / Director: | Christian Branch, Head of Regulation & Economic Development |
| Report Author: | Dewi G Lloyd, Regeneration Manager |
| Tel: | 01248 752483 |
| E-mail: | dewilloyd@ynysmon.llyw.cymru |
| Local Members: | Relevant to all members |

A –Recommendation/s and reason/s

A1 Agree the Draft Strategy as a basis for public consultation.

REASONS

To deliver on the new Council Plan objective of improving the vitality and viability of town centres, and to comply with relevant Welsh Government and Audit Wales recommendations to local authorities in respect of regenerating town centres, which emphasise the need for stakeholder involvement. Subject to approval of the draft, a process of public and other stakeholder consultation and engagement would take place to gather views, comments, and seek support for the proposed strategy, with a view to finalisation of the Strategy and its adoption by the Executive by the end of 2023.

1. BACKGROUND

1.1 The need to improve town centres is referred to and supported in several UK Government and Welsh Government strategies, reports and policy documents, and in a number of external reviews of town centres.

1.2 The recently approved Council Plan includes the aims of '*improving the vitality and viability of our town centres*' and '*that the people of Anglesey and its communities enjoy, protect and enhance their built and natural environment for future generations*'.

1.3 The Well-Being of Future Generations Act requires local authorities to address the economic, social, environmental, and cultural well-being of their areas. There are clearly many related needs in all our town centres that should be addressed.

A – Recommendation/s and reason/s

1.4 Audit Wales undertook a study of Town Centre Regeneration in Wales and published a report in September 2021 with several recommendations for the Welsh Government and local authorities. This report and the Council's response to it was reported to the Governance and Audit Committee in February 2022. This process highlighted the need for the Council to develop a strategy and corporate approach to improving our town centres.

1.5 The Welsh Government's Transforming Towns programme includes a number of components, including capital grants and loans for town centre improvements. It can also now support the preparation of town centre place making strategies / plans, and new capital funding is conditional on these being in place.

2.0 AN ANGLESEY TOWN CENTRE IMPROVEMENT STRATEGY

2.1 Local authorities across Wales are now in the process of responding to the above by preparing town centre regeneration strategies and place making plans. Guidance on the scope and content of these plans is provided by the Welsh Government, Design Commission for Wales, and Placemaking Wales.

2.3 It is now proposed that a single county-wide strategy covering all Anglesey town centres be prepared, not tied to any particular external fund or programme, but reflects the wider needs of the county and its towns and town centres, and aligns with the newly approved Council Plan for 2023-28.

2.4 A suitable draft strategy document meeting relevant requirements has been prepared and is attached as an Appendix to this report for approval as a Consultation Draft version.

B – What other options did you consider and why did you reject them and/or opt for this option?

Not preparing this document is an option, but this was rejected as it would conflict with recommendations by Welsh Government and Audit Wales.

C – Why is this a decision for the Executive?

The decision is sought from the Executive as approval is needed for the strategy to become a public document and consulted upon.

Ch – Is this decision consistent with policy approved by the full Council?

The decision would support the following policies :-
Council Plan (2023-28) – the Economic aims include supporting the vitality and viability of town centres and the Well-being aims include improving the built environment
JLDP – policies identify and support town centres (notably Strategic Policy PS15)
DMP – policies support the effective planning and management of places

D – Is this decision within the budget approved by the Council?

The Council will need some ongoing staffing capacity during 2023-28 to manage and monitor the strategy and deliver elements not already being delivered.
 The Welsh Government is offering 70% revenue grant towards the cost of preparing town place plans but counties need to find the remaining 30% match funding. Having a Strategy should assist in attracting additional external capital grant funding from Welsh Government and potentially other funders, which could save on Council core capital funding.

Dd – Assessing the potential impact (if relevant):

| | | |
|---|---|---|
| 1 | How does this decision impact on our long term needs as an Island? | Supporting the vitality and viability of town centres and built environment are specific sub-objective in the New Council plan |
| 2 | Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how? | The strategy will assist in generating external funding that will contribute to achieving the Council's's objectives |
| 3 | Have we been working collaboratively with other organisations to come to this decision? If so, please advise whom. | The draft Strategy reflects collaboration with the Welsh Government and the other five North Wales Councils |
| 4 | Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how. | Feedback from the public and other stakeholders will be taken into account when creating the final Strategy |
| 5 | Note any potential impact that this decision would have on the groups protected under the Equality Act 2010. | Negative impact not anticipated |
| 6 | If this is a strategic decision, note any potential impact that the decision would have on those experiencing socio-economic disadvantage. | The Strategy is expected to improve the vitality, viability and built environment of town centres, thus contributing to social and economic improvement |

Dd – Assessing the potential impact (if relevant):

| | | |
|---|---|---|
| 7 | Note any potential impact that this decision would have on opportunities for people to use the Welsh language and on treating the Welsh language no less favourably than the English language. | The Council's Welsh language policies will be applied to the delivery of the Strategy |
|---|---|---|

E – Who did you consult?

What did they say?

| | | |
|---|---|---|
| 1 | Chief Executive / Senior Leadership Team (SLT) (mandatory) | Clear document. Need to manage expectations given the limitations on capacity and resources. Emphasise purpose to attract external funds. |
| 2 | Finance / Section 151 (mandatory) | Clear and easy to read – no additional comments to No1 |
| 3 | Legal / Monitoring Officer (mandatory) | Included within No1 |
| 4 | Human Resources (HR) | |
| 5 | Property | |
| 6 | Information Communication Technology (ICT) | |
| 7 | Procurement | |
| 8 | Scrutiny | Item at Regeneration & Partnerships Scrutiny Committee on 19.04.2024 |
| 9 | Local Members | Members briefing session held on 02.03.2023 and many comments received. |

F - Appendices:

Town Centres Improvement Strategy 2023-28 : Consultation Draft

Ff - Background papers (please contact the author of the Report for any further information):

Audit Wales - Regenerating Town Centres in Wales Report (September 2021)

<https://www.audit.wales/publication/regenerating-town-centres-wales>

Audit Wales – Regenerating Town Centres in Wales – Self-Evaluation Tool (Sept. 2021)

<https://www.audit.wales/system/files/2021-08/Regenerating%20Town%20Centres%20in%20Wales%20Self%20Evaluation%20Tool%20-%20English.pdf>

IoACC Governance and Audit Committee - 8th February 2022 – Item 7 - External Audit : Regenerating Town Centres in Wales Report – Recommendations and Response (Pages 87-162)

<https://democracy.anglesey.gov.uk/documents/g3911/Public%20reports%20pack%2008th-Feb-2022%2014.00%20Governance%20and%20Audit%20Committee.pdf?T=10&LLL=0>

Town Centres Improvement Strategy 2023-28

Draft for Consultation - *updated 12.04.2023*

Page 25

Mae'r ddogfen yma hefyd ar gael yn y Gymraeg / This document is also available in Welsh



Introduction

Anglesey's towns and town centres are focal points for the Island's economic, social and cultural activities. They are key areas for the local economy, with over 500 businesses in our town centres employing thousands of local people. Our town centres are also important in many other ways – as hubs for services and facilities, as places to visit for leisure, hospitality or events, as focal points for culture and heritage, and as places to live.

Town centres across Wales and the UK have seen very significant changes, including the growth in edge or out-of-town retail, the loss of several traditional town centre services such as banks, and a large growth in online shopping which rapidly increased during the recent pandemic. Some town centres have been able to adjust and remain vibrant, but others are clearly struggling, and they need to develop different roles if they are to thrive, and new ideas and approaches are needed.

Page 26

This strategy provides a framework for achieving the aim set out in our new **Council Plan** of ***'improving the vitality and viability of our town centres'***. It also supports our well-being objective ***'that the people of Anglesey and its communities enjoy, protect and enhance their built and natural environment for future generations'***.

The focus of this document is the centres of the settlements legally designated as towns and having town councils, namely Holyhead, Llangefni, Amlwch, Menai Bridge and Beaumaris. Many of our villages are also very important to the Island's economy, with several being popular visitor destinations, and they may require similar improvements and projects to be considered under relevant plans and programmes.

Improving our town centres will require considerable effort by the County Council and other town centre improvement stakeholders in the public, private and third sectors. This will not be easy given the current and potential substantial future financial challenges we face. Effective collaboration is therefore vital to developing a shared vision, and realistic ways of progressively improving and effectively managing our town centres.

Cllr. Llinos Medi, Council Leader & Economic Development Portfolio

Why do we need a Town Centre Improvement Strategy?

1. To set out how the County Council and its partners will work together to address the challenges faced by the Island's town centres, and maximise opportunities for their improvement
2. To deliver on the Council Plan aim of improving the vitality and viability of our town centres
3. Inform the preparation of Placemaking Plans for our towns and help to access funds for their delivery
4. To enable the Council to meet its statutory obligations under the Well-Being Act



Relevant strategic documents are listed here – further details are provided in the Appendix

KEY UKG & WG FUNDING PROGRAMMES

United Kingdom Levelling-Up Fund & Shared Prosperity Fund
Transforming Towns Programme for Wales (2022-25)
Other Public Sector Funding Programmes

LEGISLATION, GOALS & POLICIES

Well-Being of Future Generations Act
Future Wales 2040 – The National Plan
Planning Policy Wales & Building Better Places

KEY LOCAL AUTHORITY PLANS

Anglesey Council Plan 2023-2028
Joint Local Development Plan for Gwynedd & Anglesey
Destination Management Plan
Other Local Authority Strategies and Policies

NATIONAL AUDITS & EXTERNAL REVIEWS

Audit Wales Report on Regenerating Town Centres in Wales
Small Towns – Big Issues Report
Placemaking Wales Charter
FSB Vision for Welsh Towns

Strategic Context

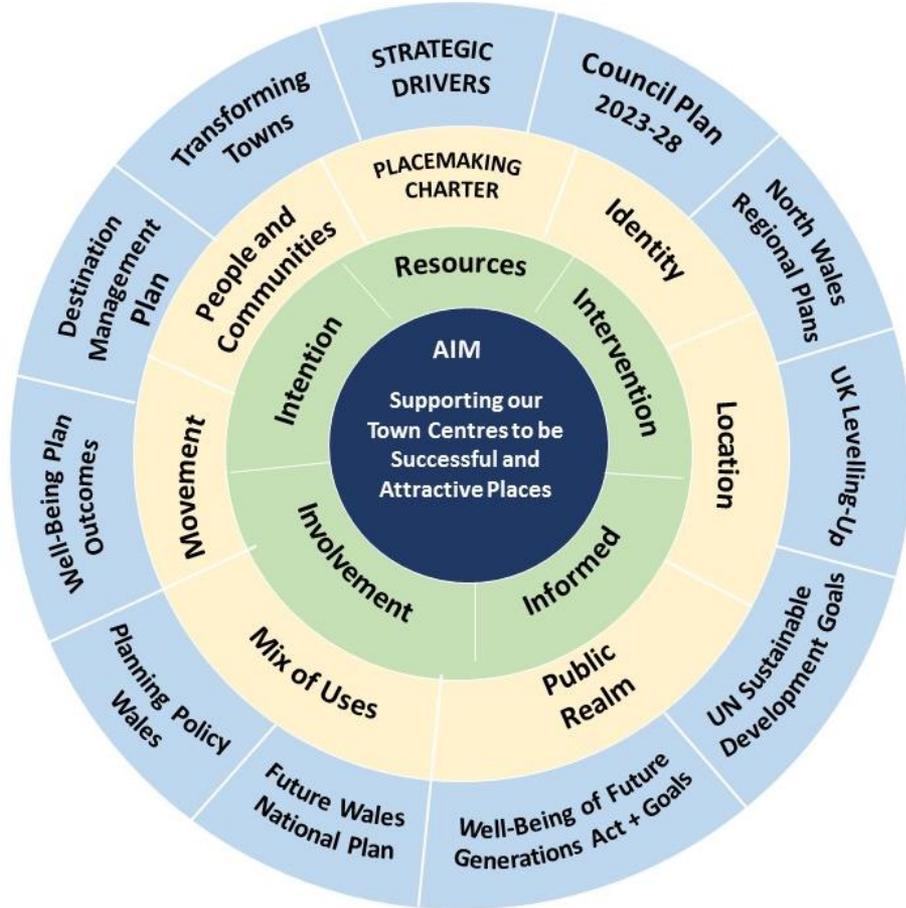
This Strategic Circle sets out the proposed Strategy Aim and five Priorities which reflect the Audit Wales recommendations to local authorities in Wales. It also shows these in the context of wider Strategic Policy Drivers and the Wales Placemaking Charter principles.

Page 28

Placemaking, Place Plans and Place Shaping

Guidance on Placemaking, Place Plans, and Town Centre Place Making Plans is provided by the Welsh Government, Planning Aid Wales, and Design Commission for Wales - see the Appendices.

‘Place Shaping’ is a different key strategic approach, delivered via a partnership between Medrwn Mon and the County Council through area community Alliances, with the following vision : *‘The development of place, connecting the public, private and community sectors to create an Anglesey that is healthy and prosperous, where people can thrive.’*



Town Centres Improvement Strategy Aim and Objectives

AIM : Support our Town Centres to be Attractive and Successful Places

OBJECTIVES



1 - INTENTION : Develop a Clear Vision and Plans for Improving and Managing our Town Centres



2 - INVOLVEMENT : Involve and Support Communities and Businesses to Deliver for Town Centres



3 - INFORMED : Measure and Review Town Centre Performance and Related Initiatives



4 - INTERVENTION : Take Necessary Actions to Improve our Town Centres



5 – RESOURCES : Have Adequate Capacity and Finances to Improve and Manage Town Centres

Objective 1 - Intention



| 1 INTENTION – Develop a Clear Vision and Plans for Improving and Managing our Town Centres | | | |
|--|---|--|--|
| | Why is this important? | What are we going to do? | How are we going to do this? |
| 1.1 | To deliver relevant Council Plan aims and Audit Wales recommendations | Develop a Vision and Strategy to Improve our Town Centres | Establish a shared Vision and Strategy for Improving our Town Centres by finalising and adopting this document |
| 1.2 | | Ensure an Integrated Cross-Council Approach to Town Centres | Develop and apply an integrated approach to improving and managing town centres and applying the ‘town centre first’ principle through joint working across services |
| 1.3 | To satisfy the WG requirement for plans to receive regeneration funding | Engage stakeholders and consult the public | Seek and establish public and other stakeholder comments and suggestions for improving town centres |
| 1.4 | | Create Place Plans | Work with Town/Community Councils and other stakeholders to develop individual town / town centre Place Making Plans |

DISCLAIMER : Budgetary constraints may impact on the County Council's ability to deliver these Objectives

Objective 2 - Involvement



| 2 INVOLVEMENT – Involve and Support Communities and Businesses to Deliver for Town Centres | | | |
|--|--|---|---|
| | Why is this important? | What are we going to do? | How are we going to do this? |
| 2.1 | Businesses are the key occupiers of town centres | Enable and Involve Businesses | Encourage and enable the private sector to invest and operate successful businesses in town centres and be involved |
| 2.2 | They are the local elected public bodies | Encourage Town / Community Councils to deliver locally | Encourage and enable Town/Community Councils to use their powers to help improve, support and manage their town centres |
| 2.3 | There are many other important bodies | Enable Other Organisations to deliver | Encourage and enable other organisations to carry out activities and projects that improve or support town centres |
| 2.4 | Involvement is a key Well-being Act requirement | Involve key Stakeholders | Involve key stakeholders, businesses and communities in the planning, improvement and management of town centres |

Objective 3 - Informed



| 3 | INFORMED – Measure and Review Town Centre Performance and Related Initiatives | | |
|-----|---|---|--|
| | Why is this important? | What are we going to do? | How are we going to do this? |
| 3.1 | To modernise and be effective | Create ‘Smart Towns’ | Enable the creation of ‘Smart Towns’ digital systems and maximise their use and benefits, including measuring footfall and customer /visitor profiles, and other digital platforms |
| 3.2 | To identify town centre physical needs and changes | Survey Town Centres | Carry out periodic town centre surveys and analyse / report on these, including property occupancy and eyesores |
| 3.3 | To ensure effectiveness, efficiency and value-for-money | Evaluate and Improve | Review the impact and effectiveness of town centre initiatives, apply lessons learned to future plans, and highlight/ share good practice |
| 3.4 | This is a Well-being Act requirement | Inform and communicate with Stakeholders | Inform and communicate with key stakeholders about important town centre plans, issues, events and opportunities |

Objective 4 - Intervention



| 4 INTERVENTION – Take Necessary Actions to Improve our Town Centres | | | | |
|---|------------------------|---|--|--|
| | Why is this important? | What are we going to do? | How are we going to do this? | |
| Page 33 | 4.1 | To address WG expectations and local stakeholder concerns | Tackle Problematic Buildings | Encourage property owners, or take enforcement action if that does not work, deliver or support agreed projects, and monitor / update the Enforcement Action Plan, subject to resources and powers |
| | 4.2 | | Reduce Commercial Property Vacancy | Encourage / support the re-occupation of empty commercial units, or their conversion to homes or other uses if appropriate, subject to resources and powers |
| | 4.3 | To address ‘built environment’ improvement needs | Encourage building facelifts and improvements | Encourage & guide owners, and where necessary provide targeted town centre property improvement loans and/or grants, subject to resources and powers |
| | 4.4 | To deliver Council Plan priorities | Deliver or Support Important Projects or Programmes | Deliver or support agreed town centre projects and programmes that reflect this strategy and related Place Making Plans, subject to resources |
| | 4.5 | | Support ‘Green’ projects | Deliver or support suitable Green Infrastructure and Zero Carbon projects in town centres, subject to resources |

DISCLAIMER : Budgetary constraints may impact on the County Council’s ability to deliver these Objectives

Objective 5 - Resources



| 5 RESOURCES - Have Adequate Capacity & Finances to Improve Town Centres | | | |
|---|---|--|--|
| | Why is this important? | What are we going to do? | How are we going to do this? |
| Page 34 | 5.1 | Enable private & commercial investment | Encourage and enable private sector and commercial investment and activity in our town centres, and suitable financially viable uses |
| | 5.2 | Maximise external public / grant funding | Make or support relevant bids for UK Government, Welsh Government, Lottery or other relevant grant funds, including trusts; inform and influence government / funder policies to reflect the needs of Anglesey's towns |
| | | Encourage and enable towns and communities to help themselves | Encourage and enable Town /Community Councils and other public and third sector bodies to deliver, support and provide services in town centres |
| | 5.3 | | |
| 5.4 | To address Audit Wales concerns about insufficient staff capacity in LA's | Employ sufficient staff to support town centres | Ensure that the County Council has adequate staff capacity to deliver the strategy and place making framework and related workloads |

DISCLAIMER : Budgetary constraints may impact on the County Council's ability to deliver these Objectives

Strategy Consultation, Approval, Delivery and Governance

This is a draft version for consultation with many different stakeholders and key partners, and these will be engaged with prior to the finalisation of this document.

This will include a public consultation and engagement process during 2023, which will also be used to inform the preparation of individual town Place Plans.

The Town Councils and several other organisations have a key role to play in improving and managing town centres, and will need to be closely involved.

Effective integration and co-ordination will be needed within the County Council, and relevant structures and reporting arrangements will need to be operated.

The roles and responsibilities of the County Council, Town Council, and other important partners will be set out in the individual town centre plans.

The approved strategy will need to be subject to regular progress reviews and reporting to relevant County Council officer groups and scrutiny processes.

It's expected that individual Place Plans will be prepared by locally based partnerships including the County and Town Councils, and be subject to local governance arrangements, with county-level strategic monitoring.



APPENDIX – Town Centre Ground Floor Premises Occupancy / Vacancy Survey – May 2022



651

Total Commercial Premises

Page 36



103

Vacant Premises

19%



27

Eyesore Premises

| | Biwmares Beaumaris | Porthaethwy Menai Bridge | Llangefni | Amlwch | Caergybi Holyhead |
|--|-----------------------|-----------------------------|-----------|--------|----------------------|
| Adeiladau Masnachol Commercial Premises | 95 | 100 | 141 | 91 | 224 |
| Mewn Defnydd Occupied | 89 | 91 | 122 | 73 | 170 |
| Gwag Vacant | 4 | 8 | 19 | 18 | 54 |
| Cyfradd Gwag Vacant Rate | 4% | 8% | 13% | 20% | 24% |
| Adeliaday Bler Eyesores | 3 | 2 | 3 | 6 | 13 |

Cyfradd eiddo gwag masnachol y DU / UK average commercial vacancy rate = circa 14.5%

APPENDIX – Towns / Urban Centres Overview

HOLYHEAD Town Centre

Policy Designations: Regional Growth Area, Urban Service Centre, Main Shopping Centre, Employment Centre, LUF programme, Conservation Areas, close to EZ & Freeport bid sites

BUA Resident Population: 11,981

Deprivation: **VERY HIGH** (7/8 in top 20% WIMD)

Town Centre Commercial Premises: 170 occupied, 54 vacant (24%), 13 eyesores
Retail Floorspace: 51,440 sqm (20,749 sqm in supermarkets)

Local authorities: Isle of Anglesey County Council & Holyhead Town Council

AMLWCH Town Centre

Policy Designations: Urban Service Centre, Employment Centre, Conservation Areas, North Anglesey Plan main settlement, close to EZ

BUA Resident Population: 3,265

Deprivation: **MEDIUM** (1/2 in top 30% WIMD)

Town Centre Commercial Premises: 73 occupied, 18 vacant (20%), 6 eyesores
Retail Floorspace: 4,900 sqm (1,084 sqm in supermarkets)

Local authorities: Isle of Anglesey County Council & Amlwch Town Council

BEAUMARIS Town Centre

Policy Designations: Local Service Centre, World Heritage Site, Conservation Area, Article 4 Planning Control Area, in AONB

Town Resident Population: 1,804

Deprivation: **LOW** (0/1 in top 50% WIMD) but has poverty pockets

Town Centre Commercial Premises: 95 occupied, 4 vacant (4%), 3 eyesores
Retail Floorspace: 5,280 sqm (0 sqm in supermarkets)

Local authorities: Isle of Anglesey County Council & Beaumaris Town Council

LLANGFNİ Town Centre

Policy Designations: Urban Service Centre, Main Shopping Centre, Employment Centre, Conservation Area, close to EZ

BUA Resident Population: 5,226

Deprivation: **MEDIUM** (1/3 in top 20% WIMD)

Town Centre Commercial Premises: 122 occupied, 19 vacant (13%), 3 eyesores

Retail Floorspace: 18,950 sqm (8,245 sqm in supermarkets)

Local authorities: Isle of Anglesey County Council & Llangfni Town Council

MENAI BRIDGE Town Centre

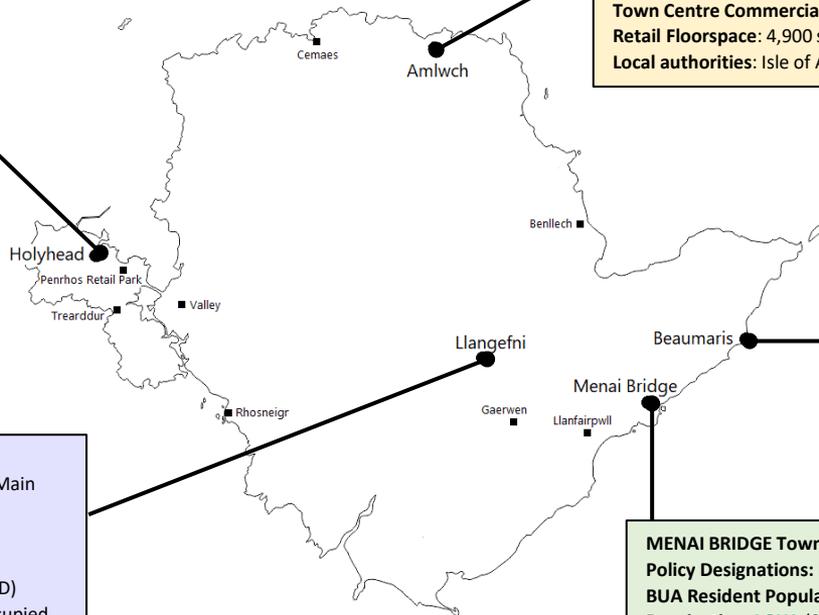
Policy Designations: Local Service Centre, Conservation Area

BUA Resident Population: 3,376

Deprivation: **LOW** (0/2 in top 50% WIMD) but has poverty pockets

Town Centre Commercial Premises: 91 occupied, 8 vacant (8%), 2 eyesores
Retail Floorspace: 6,890 sqm (1,938 sqm in supermarkets)

Local authorities: Isle of Anglesey County Council & Menai Bridge Town Council



KEY

- Towns / Town Centres
- Other Important Centres

APPENDIX – Documents Referred to in the Strategy

United Nations Sustainable Development Goals : goal 11 for ‘*Sustainable Cities and Communities*’ is to make cities and human settlements inclusive, safe, resilient and sustainable.

United Kingdom Levelling-Up : The UK Government’s Levelling-Up strategy specifically refers to investing in ‘...*regenerating town centres and high streets*..’.

Well-Being of Future Generations Act : requires local authorities to address the economic, social, environmental, and cultural well-being of their areas, and apply seven well-being goals.

Future Wales 2040 – The National Plan : supports the ‘*Town Centre First*’ principle that ‘*significant new commercial, retail, education, health, leisure and public service facilities must be located within town and city centres*’ and designates Holyhead as a *Regional Growth Area*.

Planning Policy Wales (PPW11) : sets out national land use planning policies, supplemented by technical advice notes, including TAN4 for retail and commercial development.

Building Better Places (2020) : sets out Welsh Government commitments for the planning system to achieve better places, placemaking, quality outcomes and good design. This document identifies a number of National Sustainable Placemaking Outcomes.

Transforming Towns (2022-25): a Welsh Government programme to improve town centres, including grants and loans, enforcement, research and data, policies, and other initiatives. Some of this funding is now conditional on having Place Making Plans in place for relevant settlements.

Small Towns – Big Issues (2021) - emphasises the importance of a shared vision, investments plans that align policy with market needs, capable stakeholders, and focused regeneration teams.

A Vision for Welsh Towns – a report prepared for the FSB setting out the major challenges and realistic opportunities for town centres

Placemaking Wales Charter : outlines six principles for creating and maintaining good places

Regenerating Town Centres in Wales (2021) : an Audit Wales review of town centre needs with recommendations for the Welsh Government and local authorities, including a self-assessment tool listing key principles and 38 actions / activities they consider counties should undertake, categorised under the 4 ‘I’'s of Intention, Involvement, Informed and Intervention.

North Wales Regeneration Plan (2019) : a framework prepared jointly by the six local authorities.

Joint Local Development Plan for Gwynedd & Anglesey : identifies a clear retail and settlement hierarchy, and the need to promote the vitality and viability of town centres.

Anglesey Council Plan 2023-2028 : includes specific reference to ‘*Improving the vitality and viability of town centres*’ on Anglesey. The Plan also aims to see ‘*Anglesey’s people and communities, enjoying, protecting and improving their built and natural environment for future generations*’ and of having ‘*attractive, viable and safe communities*’.

APPENDIX – Welsh Government Guidance on Preparing Place Plans for Town Centres

A pre-requisite of funding place making activity through Welsh Government Transforming Towns is that appropriate place plans are in place or being developed. These plans should be designed in line with the 6 principles of the Placemaking charter: Design Commission for Wales <https://dcfw.org/placemaking/placemaking-charter/> : People & Community, Movement, Public realm, Location, Mix of uses, Identity. Further clarity on the Placemaking Plan requirements should be discussed with your respective Regeneration Manager

Place plans should consider a holistic view of the requirements of towns and cities and therefore should include all of the current and planned funding interventions from Local Authorities, differing Welsh Government portfolio areas and key private and public sector developments. Place making plans should not focus solely on WG Regeneration funding and should include all sources of funding such as housing, tourism and health as examples in order to show totality of investment in settlements. Place Plans as a minimum should include:-

- A map with a red line boundary identifying the settlement area. This will be required for each settlement. The intervention area should be restricted to the core town centre with sufficient detail to include streets & landmark buildings/features. A second map showing the area on the periphery of the town, identifying the wider development activity and opportunities.
- Detail of the groups, such as BIDs and/or Town & Community Councils are currently operating in the area. Please keep a record of the consultation with these groups and also consultation with other parties such as local members.
- Evidence of engagement and consultation with town centre identified user groups such as young people, older people, ethnic minority groups or disability Groups;
- Alignment with wider economic recovery plans, regional strategies and other WG investment plans such as transport and active travel;
- Identification of the issues to be addressed which limit the full potential of the town centres and/or opportunities to be explored such as green infrastructure, housing, health, public realm, vacant shops, and commercial improvements. The outcome of this work will be shared across Welsh Government portfolios areas and key partners such as NRW;
- Development of a community Engagement Strategy as part of the plan;
- Consideration of the wider threats posed by out of town shopping, changing consumer habits, TAN15, phosphates in water impacting Special Areas of Conservation (SAC) and wider Climate Change considerations.
- A shared vision for the town centre developed through consideration of the identified issues and feedback from the consultation process; with an agreed Action Plan.
- Local Authorities plans will establish a baseline for the defined town centre using available digital technologies in order to establish as a minimum footfall and dwell time metrics at the beginning of the three year funding period;
- Regular review and evaluate deliverability and identified actions of the action plan with the WG and partners, through ongoing consultation.
- Ongoing regional and all-Wales feedback and learning;

Evaluation will be a key element of the Transforming Towns delivery. In order to demonstrate the impact of Place Making funding Local Authorities will be expected to produce an annual update report (including project case studies) to show the projects delivered and their impact on prioritized town centres. At the end of the three year funding cycle all Local Authorities in receipt of funding will be expected to commission an independent evaluation of Transforming Towns delivery covering all Placemaking and Strategic projects. Where Transforming Towns has been deployed over a grouping or clustering of smaller towns a single independent review may be commissioned to cover multiple town centres

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| Isle of Anglesey County Council | |
|--|--|
| Report to: | Executive Committee |
| Date: | 25 th April 2023 |
| Subject: | Draft AONB Management Plan |
| Portfolio Holder(s): | Cllr. Neville Evans (Leisure, Tourism and Maritime) |
| Head of Service / Director: | Christian Branch Head of Regulation & Economic Development Service |
| Report Author: Tel: E-mail: | Andy Godber Visitor Economy and Coastal Areas Manager andygodber@ynysmon.llyw.cymru |
| Local Members: | Applicable to all Elected Members |

A – Recommendation/s and reason/s

The Executive Committee is asked to approve and support the draft Area of Outstanding Natural Beauty Management Plan (2023-2028) for public consultation.

Areas of Outstanding Natural Beauty (AONBs) were established by the National Parks and Access to the Countryside Act (1949). They are special landscapes that have protection through the planning system to help conserve their natural beauty. Subsequent legislation – the Countryside and Rights of Way (CROW) Act 2000 – required all local authorities which administer AONBs to prepare and publish management plans for their area, and to review these plans every 5 years. This is a statutory duty of the local authority.

An AONB Management Plan’s purpose is to evaluate and determine the special qualities of the AONB, and identifies what actions are required to make sure these qualities are conserved and enhanced for future generations.

In line with the consultation guidelines as set out by Natural Resources Wales, a period of 6 weeks will be allotted to receive comments from stakeholders and public.

B – What other options did you consider and why did you reject them and/or opt for this option?

Requirement to undertake consultation to inform preparation of the Management Plan

C – Why is this a decision for the Executive?

Ch – Is this decision consistent with policy approved by the full Council?

The previous AONB Management Plan was endorsed by Executive Committee and County Council in 2015.

There is a statutory duty on the local authority to formally review the Management Plan every 5 years, and for the process to follow set guidelines. The Management Plan review is 3 years behind schedule as a consequence of the Covid pandemic.

The full plan will be augmented by the writing of a condensed 'user friendly' version once the consultation period is completed and changes made. This document will follow the council's new guidelines on document presentation and will link with the Destination Management Plan (2023-28). This will be put before the executive as a non-statutory document.

D – Is this decision within the budget approved by the Council?

Funding is secured from Natural Resources Wales to develop and implement the Plan, and currently funds capital works along with revenue funding including 3 temporary contracted staff.

Additional appropriate external funding sources will be explored to deliver the Plan.

Dd – Assessing the potential impact (if relevant):

| | | |
|---|--|--|
| 1 | How does this decision impact on our long term needs as an Island? | <p>The Management Plan provides a framework to ensure appropriate, long term management of the AONB.</p> <p>The focus being on environmental, social, economic and community issues which link directly to the delivery of the new Council Plan.</p> |
| 2 | Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how? | Funding provided by NRW to develop and implement the Management Plan (which complements existing core funding) |
| 3 | Have we been working collaboratively with other organisations to come to this decision? If so, please advise whom. | The Council are responsible for preparing the Management Plan in collaboration with the Joint Advisory Committee. This is made up of a broad spectrum of stakeholders who play an active role in the delivery of the objectives of the AONB. |

| Dd – Assessing the potential impact (if relevant): | | |
|--|--|--|
| 4 | Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how. | Plan will be subject to a period of public consultation. This is a minimum of 6 weeks. |
| 5 | Note any potential impact that this decision would have on the groups protected under the Equality Act 2010. | An Equality Impact Assessment is required, and currently being prepared. |
| 6 | If this is a strategic decision, note any potential impact that the decision would have on those experiencing socio-economic disadvantage. | An Equality Impact Assessment is required, and currently being prepared. |
| 7 | Note any potential impact that this decision would have on opportunities for people to use the Welsh language and on treating the Welsh language no less favourably than the English language. | An Equality Impact Assessment is required, and currently being prepared. |

| E – Who did you consult? | | What did they say? |
|--------------------------|---|--------------------|
| 1 | Chief Executive / Senior Leadership Team (SLT) (mandatory) | |
| 2 | Finance / Section 151 (mandatory) | |
| 3 | Legal / Monitoring Officer (mandatory) | |
| 4 | Human Resources (HR) | |
| 5 | Property | |
| 6 | Information Communication Technology (ICT) | |
| 7 | Procurement | |
| 8 | Scrutiny | |
| 9 | Local Members | |

| F - Appendices: |
|--|
| Draft AONB Management Plan (2023-2028) |

| Ff - Background papers (please contact the author of the Report for any further information): |
|---|
| |



CYNGOR SIR
YNYS MÔN
ISLE OF ANGLESEY
COUNTY COUNCIL

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www.anglesey.gov.wales

DRAFT

Area of Outstanding Natural Beauty
Management Plan

2022-2024



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- **Section 1**
- **Introducing the AONB**

Introduction to the AONB

The Isle of Anglesey Area of Outstanding Natural Beauty (AONB) encompasses large parts of Anglesey's dramatic coastline. It includes most of the island's cliffs and beaches, and much of the farmland and forests that form the backdrop to the island's coast. Anglesey maintains its status as a popular holiday destination for its expansive beaches and hidden coves. But it is also, crucially, a working landscape of farms and villages, with a varied and thriving rural and coastal economy.

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- Anglesey AONB has one of the most distinctive, attractive and varied landscapes in the British Isles. It was designated as an AONB in 1966 to protect the aesthetic appeal and variety of the island's coastal landscape and habitats from inappropriate development. In the nineteenth report of the National Parks Commission and the first report of the Countryside Commission published in 1968 the Anglesey AONB has the following description:
- The areas designated in Anglesey are approximately 83 square miles in extent and lie along the coast of the island with breaks around the urban areas and in the vicinity of Wylfa. The coastline of Anglesey, many stretches of which are isolated, contributes much to the island's appeal. Rugged cliffs, sandy bays, marshes, dunes, the sheltered shores of Menai Strait and the windswept slopes of Holyhead and Bodafon mountains give great variety of scene.
- The AONB is predominantly a coastal designation, covering most of Anglesey's 201 kilometre coastline. It includes Holyhead Mountain and Mynydd Bodafon, along with substantial areas of land which form the essential backdrop to the coast. The total coverage of the AONB is approximately 221sq kms (22,100 hectares).a



About this Management Plan



Areas of Outstanding Natural Beauty were established by the National Parks and Access to the Countryside Act (1949). They are special landscapes that have protection through the planning system to help conserve their natural beauty. Subsequent legislation – the Countryside and Rights of Way (CROW) Act 2000 – required all local authorities which administer AONBs to prepare and publish management plans for their area, and to review these plans every 5 years.

An AONB Management Plan's purpose is to evaluate and determine the special qualities of the AONB, and identifies what actions are required to make sure these qualities are conserved and enhanced for future generations.

The original Isle of Anglesey AONB management plan, from 2004, was prepared with the participation of all the AONB partners, local landowners and the community. Subsequent reviews, including this one, have updated critical information and assessed the relevance of objectives, policies and actions crucial to managing the AONB effectively and sustainably.

This management plan is for everyone who is interested in the protection and management of the Anglesey AONB. It is a plan for the landscape and seascape of the AONB, for the businesses and communities within its area, for the visitors who enjoy its views, dark skies and its tranquillity, and for everyone in the whole of the island who values its special qualities.

Key Features of the AONB

Features of the Anglesey AONB which define its designation status

- Coastal landscape / seascape features
- Traditional agricultural landscape features
- Geological and geomorphological features

The special qualities of the Anglesey AONB which define its designation status

- Expansive views / seascapes
- Peace and tranquillity
- Islands around Anglesey
- Broadleaved woodlands
- Lowland coastal heath
- Species-rich roadside verges
- Ecologically important coastal and wetland habitats (including rocky shores, mudflats and estuaries, saltmarshes, beaches and dunes)
- Built environment including conservation areas and listed buildings
- Archaeology and ancient monuments / historic landscapes, parks and gardens
- Rural agricultural / coastal communities
- Welsh language
- Soil, air and water quality
- Public rights of way network
- Accessible land and water

About the AONB

Designations

The AONB contains many habitats which have statutory protection because of their nature conservation value. These designations include:

- Special Areas of Conservation (SACs)
- North Anglesey Marine SAC
- Marine Character Areas (MCA)
- Special Protection Areas (SPAs)
- A National Nature Reserve (Newborough Warren NNR)
- Sites of Special Scientific Interest (SSSIs)
- Local Nature Reserves (LNRs)
- Local Wildlife Sites
- Sites of Importance for Nature Conservation (SINCs)
- Regionally Important Geological sites (RIGs)

Three sections of open, undeveloped coastline have also been designated as Heritage Coasts:

- North Anglesey
- Holyhead Mountain
- Aberffraw Bay

Key Facts

| | |
|--|--|
| Size | 221 sq kms |
| Population | ONS 2021 census data to be 'cut' for AONB boundary |
| Date of Designation | 20 December 1966 |
| Date of Confirmation | 13 November 1967 |
| SACs | 5 |
| SPAs | 3 |
| NNRs | 1 |
| SSSIs | 32 |
| LNRs | 3 |
| Unesco Geopark | 1 |
| World Heritage Site | 1 |
| Scheduled Ancient Monuments | 75 |
| Outstanding Historic Landscapes | 2 |
| Historic Parks and Gardens | 7 |
| Conservation Areas | 4 |
| Grade I Listed Buildings | 32 |
| Grade II* Listed Buildings | 42 |
| Grade II Listed Buildings | 491 |
| Heritage Coast | 50 kms |
| Public Rights of Way | 370 kms & 120kms permissive coastal path |
| Common Land | 504 hectares |

Vision

The Isle of Anglesey Area of Outstanding Natural Beauty (AONB) is recognised as a local and national asset, critical to Anglesey's economy, environment, culture and the well-being of its communities and those who visit. There is an increased connection to the special qualities, and these are conserved, enhanced, appreciated, understood and able to be at the heart of the community, and a visitor industry which is both environmentally responsible and economically sustainable. The continuation and reinforcement of customs and traditions, and use of the Welsh language has added to the unique identity and sense of place. Anglesey's AONB has been able to redress the decline in biodiversity, and is managed in a way that adapts to, and mitigates against the impacts of climate change to protect its natural beauty whilst supporting the needs of local communities and rural businesses.

5 Key Themes for the 2023-28 Management Plan

The Management Plan highlights the need to address 5 key themes which will enable our vision to be realized.

These are :

- **Enhancing countryside and coastal character**
- **Tackling the Nature Crisis**
- **The AONB as a Place for Enjoyment, Learning and Wellbeing**
- **Vibrant Communities in a Working Landscape**
- **Managing the AONB in a changing climate**



Key Feature – Landscape

- The landscape of the AONB reflects the varied underlying geology and is a diverse mixture of marine and terrestrial habitats, including rugged cliffs, heathland, sand dunes, salt marshes and mud flats. The island contains some of the oldest rocks in Britain south of the Scottish Highlands as a whole. These are clearly illustrated in the topography of the island, which falls from the north east to the south west.
- The Holyhead Mountain, the cliffs of North and South Stack and rocky coves are the dominant features of the island's ancient Precambrian and Cambrian northern coastline. The east coast is characterised by vertical limestone cliffs and sandy beaches, while the west coast is less rugged and consists of stretches of sand dunes and beaches between rocky headlands. The Menai Strait can be considered in two parts, eastern and western. The eastern section from Beaumaris to Menai Bridge is well wooded with relatively large settlements.
- The character of the landscape has been influenced by centuries of farming, and by traditional industries such as quarrying. Agriculture is the main land use in the AONB, and stone walls, cloddiau, hedgerows and field patterns are an integral part of the landscape. There are also areas of heathland, semi natural woodland, intertidal wetlands and lakes.
- A number of the Estates located in the AONB maintain significant areas of broadleaved woodlands. These include Baron Hill, Bodior, Bodorgan, Dulas, Penrhos and Plas Newydd. The AONB also includes two extensive conifer plantations at Newborough and Pentraeth.
- The island shows a rich cultural history with evidence of man's actions extending over some 8000 years. There are over 200 Scheduled Ancient Monuments ranging from Bronze Age burial chambers to later medieval features. More recent landscape features include the planned landscapes of large estates, such as Plas Newydd. The UNESCO world heritage site of Beaumaris Castle is also located within the designated area.
- A detailed description of the Anglesey coastal landscape is contained in the National Landscape Character Assessment NLCA01 Anglesey Coast.



Key Feature - Seascape

- Seascapes are a highly valued part of the Welsh scenery. They can also be some of our last 'wild' landscape areas and support a wealth of natural heritage. Seascapes can loosely be defined as "An area of sea, coastline and land as perceived by people, whose character results from the actions and interactions of land and sea, by natural and/or human factors" (CCW 2010).
- This definition clearly implies that seascapes relate to more than just the view as it also embraces the ecological and cultural resources in the marine and coastal environment. Coastal protected landscapes are clearly key components of nationally important seascapes.
- Around the Anglesey AONB there is a great diversity of terrestrial, intertidal and marine environments. These stem from the varied geology, geomorphology and coastal processes within the area, and also from thousands of years of human activity on land and sea. Combinations of natural and cultural processes continue to shape the evolution of the area's seascapes.
- The Anglesey seascape also has high commercial significance. Most of Anglesey's tourism and recreation is based on the coast where there are also other commercial interests such as ports and fishing. Any changes in coastal commercial infrastructure may affect both the character of the seascape and the commercial interests of recreation.
- A detailed description of the Anglesey seascape is contained in the 2013 Isle of Anglesey Seascape Assessment www.anglesey.gov.uk/aonb



Key Feature – Recreation and Tourism

- Anglesey is the county most reliant in the UK on this industry, generating upwards of £360m per annum in the local economy, and directly supporting ~3,698 jobs.
- The main visitor draws are the opportunities for active recreation such as walking, and traditional beach activities.
- The 125 mile Coast Path remains one of the most popular sections of the Wales Coast Path, and offers locals and visitors alike a wonderful opportunity to appreciate the special qualities of the AONB.
- Other than walking, the most popular forms of recreation include family visits to the beach, sailing, angling from the shore or boats, cycling, wind surfing, motorised leisure boating, personal water craft use (jet skis), diving, bird watching, horse riding, wild swimming and climbing.
- These all place pressures and demands on the AONB. At the same time, the AONB's popularity for such activities provides a significant and positive contribution to the local economy, and a vehicle to bring about greater understanding of the unique qualities of the AONB.



Key Feature – Communities

- The Office for National Statistics (ONS) 2021 census data has recorded the population size on the Isle of Anglesey decreasing by 1.2%, from around 69,800 in 2011 to 68,900 in 2021. It is estimated that over a quarter of the island's population live within Anglesey's AONB (Data being sought and 'cut' to the AONB boundary and included within the State of the AONB Report (2022)).
- Sizeable settlements within the AONB include Beaumaris, Valley, Newborough and Moelfre. Areas of large-scale development, in particular Holyhead, Amlwch, Benllech, Menai Bridge, Wylfa and RAF Valley are not included in the designation.
- Employment within the AONB is mainly based upon tourism and agriculture. Anglesey is a popular area for recreation for the people of North Wales and from the North West of England. The majority are attracted to the island by the quality and number of sandy beaches and the beauty of the coastal landscape.
- Anglesey is a stronghold of the Welsh language, which is spoken by approximately 60% of its residents. There has been an overall increase of residents with full Welsh language skills since the 2001 census. The Welsh language is the strongest of the Celtic languages in the British Isles.



Key Feature - Economic Development

Employment within the Anglesey AONB is principally in agricultural business and businesses and activities linked to the tourism and hospitality sector – the latter driven by the quality and number of sandy beaches, the beauty of the coastal landscape, natural and heritage assets along the coast and the accessibility to them provided by the Anglesey / Wales Coastal Path

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No major industrial development is situated within the AONB – the boundaries having been drawn in order to, for example, exclude the Wylfa Nuclear Power Station and the fast fighter-jet training base at RAF Valley. This is not to say, however, that their operation and possible future development will not potentially affect views into and out of the AONB and the quality and experience of those living in and visiting the designated area.

The Isle of Anglesey County Council has, for several years, prioritised energy generation, and in particular ‘green’, low carbon energy, as a key economic driver – this, in the form of the Anglesey Energy Island Programme, remains a key corporate strategic priority for the Council.

Off-shore renewable energy also remains high on the agenda with the recent consenting of Menter Mon’s Morlais development, activities of the private sector in this respect such as that of Minesto’s world first low-flow tidal stream project off Holyhead Deeps, aspirations to develop centres for manufacturing and servicing for future new rounds of off-shore wind in the Irish Sea as well as a Hydrogen Hub development in Holyhead.



- **Section 2**
- **Key Drivers for Change**

Key Drivers for Change - Policy Context

Much has changed in terms of International, National and Local Policy since the last management plan was published.

Refer to Annex 1 for Policy Context

Key Drivers for Change - Nature Recovery and Biodiversity

- The AONB contains many habitats that have statutory protection because of their nature conservation value. These designations include: Special Areas of Conservation (SACs); Special Protection Areas (SPAs); a National Nature Reserve (NNR); Sites of Special Scientific Interest (SSSIs); Local Nature Reserves (LNRs).
- The area supports a wealth of habitats and wildlife. Habitats of note include: lowland heath, sea cliffs, sand dunes, and rocky shores. Flora of note include: the spotted rock rose (Anglesey's County flower; the largest colonies in the UK lie on Anglesey's Holy Island), South Stack fleawort (found only on the cliffs of Holy Island) and shore dock (which is at its northern limit). Fauna of note include: chough, curlew, lapwing, grey seals, harbor porpoises, water vole, red squirrels, great crested newt, silver studded blue butterflies and other invertebrate species. There are risks from invasive species, pests and diseases spreading within the AONB, such as Himalayan Balsam, Japanese Knotweed, and some of the aquatic invasive species.
- NRW's. The State of the Natural Resources Report 2020 is an assessment of the extent to which Wales is achieving the sustainable management of natural resources. The report concludes that Wales is not maintaining stocks of natural resources and predicts that iconic species like curlews will become extinct in Wales within a couple of decades.
- The resilience of ecosystems is declining in line, with global trends. The Welsh well-being goal of securing 'A resilient Wales' is about building healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change). To secure this resilience, there is a need to focus on building healthy, regenerating systems, and for farming systems to become more sustainable both in terms of farm economics and in becoming more nature friendly.



Key Drivers for Change

Access, Recreation and Well Being

- Tourism is the main industry on Anglesey generating over £360 million annually, employing over 4,000 people and welcoming over 1.7 million visitors. Challenges include the impact of post covid on visitor behaviors and associated pressures on the AONB, the introduction of a tourism levy, and promoting / implementing sustainable tourism. Initiatives to enhance the natural environment can create new green jobs, secure local food and water supplies, and support public health.
- Recreational use, particularly in the period immediately post-Covid 19, has grown considerably (with greater numbers of people deciding to 'stay-cation' and undertake day-visit more locally in order to reduce the need to travel), thus increasing pressure upon biodiversity, ecosystems and heritage assets
- Campervan, caravan and camping sites. and the need for such, grows as a consequence of the above – with growing issues around 'anti-social' uses and problem campervan parking and camping in areas and communities with no formal services or provision to accommodate these.
- Traffic congestion is becoming and increasing issue as more and more visitors seek to access and use coast and countryside – again resulting in 'anti-social' parking, congestion in small communities within the AONB and standing traffic queuing to reach some of the better known hot-spots such as Llanddwyn Beach
- Whilst the promotion of recreation is not a statutory purpose of the AONB designation, managing the impacts of these recreational activities will become increasingly important to conserve and enhance the outstanding landscape features and special qualities of the AONB. Social, economic, environmental and cultural well-being align closely to the recreational activities carried out on the island. Accessible routes, parks, gardens, beaches, sea fronts and the wider countryside can all play an important role for the people in supporting health and wellbeing. There should be equitable access to green and blue spaces for people of all ages and abilities.

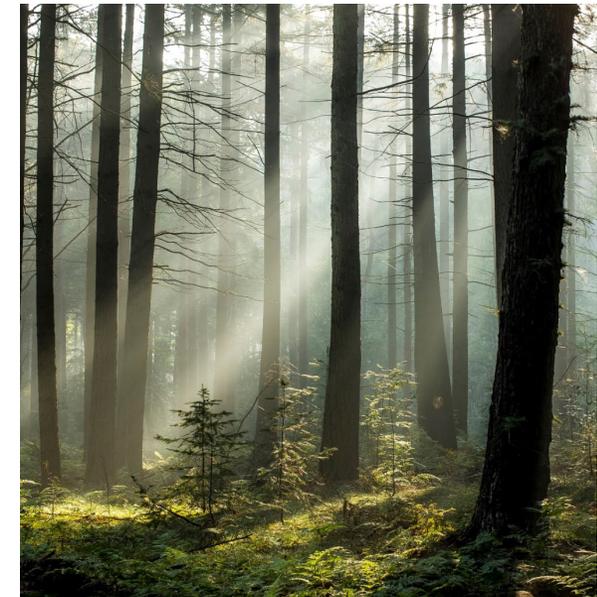


Key Drivers for Change - Climate Change

- Climate change is now a defining issue. Isle of Anglesey County Council declared a climate emergency in September 2020, making a commitment to become a carbon neutral council by 2030. Consequently, the council have agreed a 'Towards Net Zero Plan 2022 to 2025' which outlines its commitment to the climate emergency and how it intends to transform to become a net zero organisation.

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From an Anglesey AONB perspective, climate change impacts are likely to be wide-ranging: higher temperatures, higher rainfall, and rising sea levels resulting in an increase in storm events and a higher risk of flooding affecting habitats, species and vulnerable communities and infrastructure along the coastline. There will be a loss of agricultural land / crops, soil erosion, bio-diversity losses [and gains], loss of native species, threat of bio-security due to increased pests and diseases and damage to cultural and historic assets. Periods of drought will lead to greater demands for water resources, including an increase in competition between households, agriculture, industry and the natural environment.

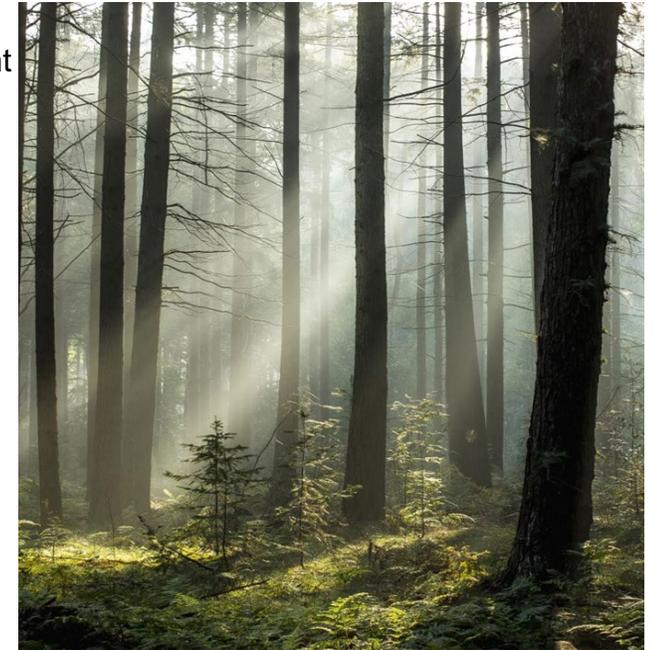
- The Flood Risk Management Plan identifies the communities of Dwyran, Llangefni, Malltraeth and Y Fali /Valley as areas at risk of flooding from rivers; and the Communities at Risk Register identifies the area as at risk of flooding from the sea.
- There are opportunities to develop partnership working between people, communities and businesses to raise awareness, understanding and action with adaptation and mitigation measures. These will include adopting nature-based solutions and taking action to reduce the need to travel, making transport sustainable, providing opportunities for renewable and low carbon energy technologies, and by promoting low carbon design methods to reduce energy consumption.



Key Drivers for Change Development and Transport

Current land use development plan policies and possible changes to the landscape which the next land use development plan for Anglesey will need to face includes:

- Protection of open, undeveloped coastline
- Diversification of the rural economy giving rise to new demands on the resources of the AONB
- Protection of sites designated for their nature conservation importance
- Protection and restoration of connectivity between habitats
- Sustaining rural communities
- Promoting the use of the Welsh language
- The challenges of changing form of energy generation
- Promoting a high quality and diverse tourism product
- Changes induced by climate change
- Reducing light pollution



The local population relies on cars as a means of transport and there is a seasonal increase in traffic during the summer. This can lead to parking difficulties and congestion in the most popular areas of the AONB. In addition, infrastructure needs are changing; there is a need to plan for electric car charging points and alternative modes of travel to and around the area. This will require links to active travel plans.

Key Driver for Change

Rural and coastal economy and communities

There is uncertainty due to the post- Covid recovery, cost of living crisis and a slowing down of the economy. This impacts on increased poverty, health inequalities, lack of housing [general and affordable], potential reduction in employment and growth, climate change adaptation and mitigation requirements and an eroding of cohesive communities.

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The visitor economy is fundamental to the sustainable economic position of Anglesey, and the Destination Management Plan highlights our commitment to further enhancing this. However, it has become increasingly evident over the past 3 years that unchecked tourism can adversely impact the lives of people and the unique qualities which make the island so synonymous and drive the vast majority of tourist activities.

The Destination Management Plan which aligns with this plan will redress this imbalance and ensure through a new multi organisational/interests group that the benefits of a vibrant and diverse offer is able to enhance the key qualities of language, culture, environment and heritage.

Following the exit of the UK from the European Union, the resulting legislative changes are likely to have significant implications on agricultural practice, the rural and coastal economy within and adjoining the AONB. Farming is fundamental to the rural community and its economy, and the current uncertainty in how new subsidy schemes will work is a cause for concern. However, the outline proposals set out in the Sustainable Farming Scheme could deliver significant environmental gains and farming systems which are less dependent on inputs and as such are more economically viable. There needs to be innovation within the rural economy and routes to employment for local people of all ages. This can be supported through the production of local sustainable goods and services and local procurement policies.

The Welsh language is an integral part of Welsh identity and central to its culture. The recent 2021 census found the number of Welsh speakers in the country had decreased by 1.2% since the previous 2011 census, from 19% to 17.8%. Despite the introduction of the Welsh Government's language strategy, the number of Welsh speakers in Wales has continued a downward trajectory begun in 2001.



- **Section 3**
- **Delivering the Vision and 5 Key Themes**

Adopting an Ecosystem Approach

The qualities of the AONB are deemed special for their own intrinsic value, but it is important also to consider the natural, cultural and social benefits they provide for society. These benefits are called ‘ecosystem services’. They are the benefits people gain from the ‘natural capital’ of an area – the forests, farmland, rivers, lakes and coast of our landscape. These benefits may be:

- **Provisioning services** – such as food, timber and fuel
- **Regulating services** – such as clean water, air and fertile soils
- **Cultural services** – such as recreation, spiritual values and sense of place
- **Supporting services** – such as soil formation, the cycle of water and nutrients and the fixing of carbon

Understanding the value of both the natural capital of the AONB and the ecosystem services they provide allows us to more fully recognise the AONB’s special qualities. It also allows us to understand the potential impacts, and the full costs, of damaging these qualities. It is the aim of this management plan to strive towards a better understanding of the natural capital of the AONB, to ensure management that sustains and enhances the range and quality of public benefits (the ecosystem services) that the Isle of Anglesey AONB provides.

A Full Breakdown of the Ecosystem Services provided by the AONB are referred to in Annex 2

5 Key Themes for the 2023-28 Management Plan

- **Enhancing countryside and coastal character**
- **Tackling the Nature Crisis**
- **The AONB as a Place for Enjoyment and Learning**
- **Vibrant Communities in a Working Landscape**
- **Managing the AONB in a changing climate**

The next five pages will introduce these themes which will underpin the work of the Destination team, other departments and partners.

Please refer to Annex 3 for a full list of Objectives, Policies and Actions

A rolling yearly project planner will be developed to deliver the objectives of this plan and monitor progress.





Enhancing countryside and coastal character

Why is this important ?

The character of the AONB is one of its defining features and crucial to the identity of the island, its visitor economy and public enjoyment.

What are we going to do?

- The coastal landscape and seascape are actively conserved through appropriate management.
- Historic, archaeological and cultural sites are protected from development that degrades the special qualities of the AONB and interpreted to increase people's understanding of their value.
- Planning Policies protect the special qualities of the landscape, ensuring that all development within and adjacent to the boundary of the AONB is compatible with the aims and objectives of the designation and that new developments enhance local character.
- Unspoilt panoramic views and tranquillity are safeguarded from development that would degrade the special qualities of the AONB.
- A model is agreed among partners and key stakeholders for applying an ecosystem approach to the management of the natural environment.

How are we going to do it?

- Undertake and maintain character assessments
- Ensure that developments take account of the importance of the landscape and seascape.
- Directly deliver and work with partners on habitat and landscape enhancement projects.
- Continue to assist in the delivery of the Dark Skies project through to designation.
- Undertake an ecosystem services provision assessment to guide delivery of projects.
- Ensure that traditional landscape features such as dry stone walls are maintained and enhanced.
- Historical, cultural and archeological sites at threat from coastal change will be understood and recorded, and where possible protected.



Tackling the Nature Crisis

Why is this important ?

Anglesey has an abundance of important designated and non designated sites supporting rare flora and fauna. This is a key feature of the AONB. The habitats on Anglesey are under ever increasing pressure with a significant majority having a declining condition and becoming increasingly isolated. This theme addresses this issue.

What are we going to do?

- The coast and countryside are managed sensitively to maintain the diversity of habitats and species in a favourable condition and to improve connectivity between sites.
- The quality of the soil, air and water – both freshwater and seawater – is regularly monitored to maintain standards that exceed UK and European standards.
- Both statutory and non-statutory wildlife sites are managed for their biodiversity, aesthetic and amenity value.

How are we going to do it?

- We will work with partners to make the most of existing and future environmental and agricultural support schemes.
- We will work with partners to deliver action to tackle impacts of invasive species on land, aquatic, and marine habitats.
- We will develop a landscape scale habitat connectivity opportunity plan in conjunction with partners, and seek implementation funds.
- Work with partners on a catchment scale to improve water and soil quality and as a consequence land and marine habitats.
- Influence and work with partners and the agricultural sector to deliver a step change for nature within the AONB.

»»» The AONB as a place for enjoyment and learning

Why is this important ?

- Tourism is the largest economic contributor to the Island economy, and the special qualities held within the AONB remain the single largest draw for both locals and visitors. The landscape provides adventure, solitude and learning opportunities key to the well being of all.

What are we going to do?

- Partnerships are developed that secure sustainable recreation activities, supporting rural services and employment, and contributing to the local economy.
- Ensure the AONB continues to be a popular location for sustainable recreation with both residents and visitors, and the risk of damage to the AONB's special qualities and features is lessened.
- The access network is managed to a high standard, providing access opportunities appropriate to the purposes of the designation.
- The whole community is aware of the benefits of AONB designation through the regular promotion of the special qualities and features of the AONB and its management needs
- The meanings of the AONB's special qualities and features are revealed through effective interpretation.

How are we going to do it?

- Ensure the tourism industry makes a vital and sustainable contribution to the Anglesey AONB economy.
- Work with partners and education providers to enhance knowledge of the AONB and its unique features.
- Deliver new and meaningful interpretation to increase understanding and inspire exploration.
- Improve access provision to key coastal and countryside sites and enhance the Coastal Path experience.
- Work with partners to consider improvements to sustainable transport infrastructure
- Work with local education sector to align the work of the AONB with the new Welsh curriculum
- Exploring the opportunities of developing a regenerative tourism model
- Continue to deliver engagement and community/schools participation opportunities.



Vibrant Communities in a Working Landscape

Why is this important ?

- Anglesey's AONB is a living and working landscape with community at its core. The designation must be seen as being of benefit to these communities rather than stifling its needs.

What are we going to do?

- Land managers safeguard sustainable land use activities that support the AONB's special qualities and features and contribute to the local economy by providing products and services.
- Local culture and rural services, products and activities are maintained, securing affordable homes for local people and supporting the Welsh language.
- The communities of the AONB are engaged through meaningful consultation and empowerment to improve participation, inclusivity, active lifestyles and to take pride in their AONB community.
- Businesses in the AONB contribute positively to a healthy rural economy providing employment opportunities for people who live on Anglesey.
- An increased proportion of the resident population of the AONB adopts sustainable lifestyles.

How are we going to do it?

- Play an active role in the formulation and roll out of the emerging SFS scheme.
- Work with other council departments to embed a holistic working ethos.
- By understanding community needs through ongoing partnerships and engagement
- Improving community service infrastructure through collaborative work with internal partners.
- Support land managers in both protecting landscape and habitats while enhancing farm economics through adoption of sustainable farming methods.
- Support land managers in both protecting landscape and habitats while enhancing farm economics through adoption of sustainable farming methods.
- Link with wider destination management work to ensure services within the rural communities are enhanced.
- Support local produce initiatives

Managing the AONB in a changing climate

Why is this important ?

Climate change will impact all aspects of the AONB, from coastal change through to impact on agriculture and will exasperate the nature crisis. We must plan ahead to make the AONB and the communities within it more resilient and able to adapt to the impacts of climate change.

What are we going to do?

- Ensure partner organisations and communities are more aware of the impacts of climate change on the natural beauty and economy of the AONB
- Work with landowners and communities are involved in activities that help to ameliorate the impacts of climate change on the AONB.
- Embed an ecosystems service approach to our work and that of our partners.

How are we going to do it?

- Gather evidence to assist landowners to make sound decisions to adapt to climate change impacts.
- Embrace natural flood management and coastal adaptation options and link these to habitat gain and visitor experience
- Work with coastal erosion and flood risk management teams to deliver innovative adaptation projects.
- Work with the Wales Coastal Monitoring Centre on education and citizen science projects focused on coastal change
- Plant trees with local provenance appropriate to location to mitigate climate change, and improve water quality in our streams and rivers.
- Community engagement and knowledge

Management and Governance

Joint Advisory Committee

The administration of the AONB is overseen by a Joint Advisory Committee (JAC). This committee consists of elected members and co-opted representatives of organisations that wish to participate in the work of conserving, enhancing and promoting the AONB.

Membership spans the broad range of interests needed for effective management, and includes the public, private and third sector.

The JAC supports and oversees the statutory requirement on the Isle of Anglesey County Council to prepare, publish and review the AONB Management Plan. The IACC through the Countryside and AONB Unit, administers and co-ordinates the JAC to enable monitoring, recording and reporting of the Management Plan's action plan, provide updates and share knowledge and foster joint working.

Management and Governance

Staffing

Central to the delivery of the AONB Management Plan's Action Plan is developing a professional and effective AONB Team through IACC's Countryside and AONB Unit by:

- creating recruitment opportunities
- creating an environment for retention
- transfer of temporary contracts to permanent contracts
- the introduction of an annual programme for student placements
- the delivery of training and development
- developing pathways for career advancement
- succession planning
- maintaining and developing collaborative working with Partners and stakeholders

Management and Governance

Core Activities

The Countryside and AONB Unit's core activities include:

- Supporting the preparation and delivery of the AONB Management Plan and Statutory AONB purpose
- The administration and promotion of the Welsh Government's Sustainable Development Fund (SDF), Sustainable Landscapes, Sustainable Places (SLSP) and Natural Resources Wales's AONB Partnership Fund
- Interpreting and promoting the AONB
- Engagement with communities and schools (primary and secondary)
- Administrating and co-ordinating the Joint Advisory Committee (JAC)
- Co-ordinating the AONB Volunteers
- Co-ordination and leading on events and activities related to AONB objectives

Management and Governance

Finance

The costs of managing the AONB are funded by the Isle of Anglesey County Council [IACC], supported by grant funding from Natural Resources Wales and Welsh Government. IACC's Regulation and Economic Development's Service Delivery Plan [SDP] provides the platform for quarterly monitoring, recording and reporting of agreed outputs aligned to the AONB Management Plan.

Sections of the 2022-27 AONB Management Plan's Action Plan are currently supported and funded through the following:

- Welsh Government's 'Resilient AONBs' (revenue) 2022-25
- Welsh Government's Sustainable Landscapes, Sustainable Places (SLSP) 2022-25
- Welsh Government's Sustainable Development Fund (SDF) 2022-25
- Natural Resources Wales (NRW) 2022-24
- Isle of Anglesey County Council (Capital) 2022-24
- Countryside and AONB Unit's annual budget
- Future funding
- Partners' funding

Once the 2022-27 AONB Management Plan has been through stakeholder and partner consultation, scrutiny, amendments and adoption, a detailed 5 year funding matrix will be developed within the first two quarters of the Plan being adopted. This will involve initial discussions with the above funding partners on future funding beyond 2024-25 and discussions with JAC partners on their funding priorities aligned to the AONB. All other available funding which is compatible to the AONB Management Plan will be explored.

Management and Governance

Monitoring

The Anglesey's AONB Management Plan's Action Plan will be implemented through a five-year delivery plan which identifies the key themes, aims, objectives, policies, actions, delivery partners and timescales.

Once the 2032-28 AONB Management Plan has been through stakeholder and partner consultation, scrutiny, amendments and adoption, an annual project plan will be produced which will further expand the action points from the main action plan of the AONB Management Plan to more detailed actions. This project plan will be reviewed quarterly and have sufficient flexibility to take account of new funding opportunities and new joint working opportunities with partners. An annual report will be prepared and distributed to the JAC at the end of each financial year to report on progress, successes and the main issues requiring further work and attention. Quarterly reporting will be done through IACC's Regulation and Economic Development's Service Delivery Plan (SDP)

Anglesey AONB Management Plan – Annex1

Policy Content

International

International Union for Conservation of Nature Category V Landscape

The AONBs of Wales, alongside those in England and Northern Ireland, together with the UK's national parks, are part of a family of protected areas defined by the International Union for the Conservation of Nature (IUCN) as Category V – protected landscapes. These are known as cultural landscapes, formed by a close interaction between nature and the actions of human populations. Category V landscapes are defined by IUCN as landscapes where:

'...the interaction of people and nature over time has produced an area of distinct character with significant ecological, biological, cultural and scenic value: and where safeguarding the integrity of this interaction is vital to protecting and sustaining the area and its associated nature conservation and other values.'

Through this categorisation the management of an AONB can become an exemplar in area-based sustainable development which can highlight opportunities of other area-based management schemes.

The European Landscape Convention (ELC)

The ELC is a Europe-wide concept centred on the quality of landscape protection, management and planning. It was adopted by the Council of Europe in 2000 and ratified by the UK government in 2006. The signatory states have declared that they are:

'...concerned to achieve sustainable development based on a balanced and harmonious relationship between social needs, economic activity and the environment.'

It defines landscape as:

'...a part of the land, as perceived by local people or visitors, which evolves through time as a result of being acted upon by natural forces and human beings.'

Identifying and assessing landscapes should be a collaboration between field research by professionals and the perceptions of local inhabitants. It covers all landscapes, from the ordinary to the outstanding, that determine the quality of people's living environment.

People should be at the heart of landscape management policy, embodying their aspirations for the landscape features of their surroundings. The public is encouraged to take an active part in the landscape's protection, conservation and management, helping to influence changes and in planning its

management. AONBs and their partnership members can make a valuable contribution to delivering the aims of the ELC.

National (UK)

A Green Future – 25-year Plan to Improve the Environment (2018)

The UK Government's 25-year Environment Plan, published in 2018, set out a long-term approach to help the natural world regain and retain good health. The key points in the plan are:

'We will conserve and enhance the beauty of our natural environment, and make sure it can be enjoyed, used by and cared for by everyone. We will do this by:

- Safeguarding and enhancing the beauty of our natural scenery and improving its environmental value while being sensitive to considerations of its heritage.
- Making sure that there are high quality, accessible, natural spaces close to where people live and work, particularly in urban areas, and encouraging more people to spend time in them to benefit their health and wellbeing.
- Focusing on increasing action to improve the environment from all sectors of society.'

Key proposals include the government seeking to embed a 'net environmental gain' principle for development to deliver environmental improvements locally and nationally, and developing a Nature Recovery Network that will provide 500,000 hectares of additional wildlife habitat to link existing protected sites and landscapes. Its aims are that recovering wildlife will require more habitat in better condition in bigger patches that are more closely connected.

The Environment Act 2021

The Act is the new government framework of environmental protection following the UK's withdrawal from the European Union. New laws relate to natural protection, water quality, clean air and environmental protections that originally came from the EU. It sets long-term, legally binding targets for environmental improvement and strengthens the duty on public bodies to conserve and enhance biodiversity, including introducing a net gain for biodiversity through the planning system.

The CRoW Act and the significance of AONBs

The purposes of AONBs are set out in the Countryside and Rights of Way (CRoW) Act 2000.

Section 82 of the Act defines the primary purpose of the designation is to conserve and enhance natural beauty. Two other purposes were also defined:

- In pursuing the primary purpose account should be taken of the needs of agriculture forestry, other rural industries and of the economic and social needs of local communities. Particular

regard should be paid to promoting sustainable forms of social and economic development that in themselves conserve and enhance the environment.

- Recreation is not an objective of designation, but the demand for recreation should be met so far as this is consistent with the conservation of natural beauty and the needs of agriculture, forestry and other uses.

Section 85 places a duty on all public bodies to have regard to the purposes of conserving and enhancing the natural beauty of the area... It is not the purpose of designation to stop development but the planning authorities will consider any development proposal to ensure that it does not unduly harm the character and appearance of the AONB.

Section 89 requires local authorities in whose area an AONB lies to produce AONB management plans and then review and adopt these plans at intervals of no more than five years.

National (Wales)

Future Wales – The National Plan for Wales (2021)

The National Plan for Wales sets out the direction for development for Wales to 2040. Its strategy addresses key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate resilience, developing strong ecosystems and improving the health and well-being of our communities. It forms the highest tier of development planning in Wales.

The Environment (Wales) Act (2016)

The Environment Act provides the legislation needed to plan and manage Wales' natural resources in a more proactive, sustainable and joined-up way. It aims to make Wales a low carbon, green economy able to adapt to the impacts of climate change.

The Act promotes sustainable uses of natural resources; provides targets for reducing emissions of greenhouse gases; makes changes to the law about land drainage and byelaws by Natural Resources Wales and makes various provisions for waste collection and disposal, fisheries and marine licences, and establishes a Flood and Coastal Erosion Committee.

The Act requires Natural Resources Wales (NRW) to produce a State of Natural Resources Report that assesses how well resources are being managed sustainably, it enables the Welsh Government to produce a national policy for sustainable management and requires NRW to produce a local evidence base to help with the implementation of priorities.

The Well-being of Future Generations (Wales) Act 2015

This Act provides a legally-binding common purpose to all levels of government and specified public bodies to improve the well-being of Wales. The Act requires the specified organisations to carry out sustainable development, making it their core principle to improve economic, social, environmental and cultural well-being aimed at achieving seven well-being goals:

- A prosperous Wales – recognising the limits of the global environment, using resources efficiently and proportionately, and developing a skilled and well-educated population in an economy that generates wealth and provides employment opportunities.
- A resilient Wales – a natural environment with healthy ecosystems that support social, economic and ecological resilience.
- A healthier Wales – people’s physical and mental well-being is maximised.
- A more equal Wales – enabling people to fulfil their potential regardless of their background or circumstances.
- A Wales of cohesive communities – attractive, viable, safe and well-connected communities.
- A Wales of vibrant and thriving Welsh language – promoting and protecting culture, heritage and the Welsh language.
- A globally responsible Wales – taking account of the global impact of improving economic, social, environmental and cultural well-being.

The Act emphasises the importance of considering the well-being of people alongside the well-being of Wales, connecting sustainable development to people and their quality of life.

Public Services Boards have been established throughout Wales to ensure that public bodies work together to create a better future for the people of Wales. Key points from the 2022 five-yearly report by the Anglesey Board found that for environmental issues:

- Anglesey’s diverse natural environment is an important resource that has a positive impact on social, cultural and economic well-being.
- Climate change is a global challenge that is having an impact on well-being in Anglesey, as some communities are at high risk of flooding, extreme weather conditions and landslides and putting the area’s nature and habitats under increasing pressure.
- Protecting nature and biodiversity is important for decarbonisation.
- Anglesey is under relatively high agricultural pressure and unsustainable farming is damaging the environment.

Many of the objectives and actions in this management plan will help to achieve the seven well-being goals.

The Historic Environment Act 2016

The Act makes improvements on previous legislation, providing a legal framework for the designation, protection and management of scheduled monuments in Wales. The Act gives more effective protection to listed buildings and scheduled monuments and enhancing existing mechanisms for the sustainable management of the historic environment.

It will make it is easier for owners or developers to create sustainable new uses for unlisted historic buildings and enable authorities to act quickly if a listed building is under threat from unauthorised works.

Valued and Resilient: The Welsh Government’s Priorities for Areas of Outstanding Natural Beauty and National Parks (2018)

This Welsh Government report provides a statement on the future of AONBs and National Parks in Wales. The statement has four goals:

- That they are Valued Places which reach out beyond traditional audiences and engage a more diverse cross-section of Welsh society to feel they have a stake in these national landscapes.
- That they contain Resilient Environments where the value of nature is enhanced and the decline in biodiversity is reversed.
- That they support Resilient Communities where the relationship between people and the environment has shaped these landscapes and their communities.
- That AONB partnerships and National Park authorities must adopt Resilient Ways of Working where they champion collaborative approaches to maximise the benefits and tackle the challenges faced in these landscapes.

The statement emphasised that AONBs and National Parks should exemplify approaches to reconciling tensions around competing demands for natural resources, which will be aided in AONBs by the management plan.

Welsh National Marine Plan (2018)

6.3.13 This is the first marine plan for Wales and is aimed at guiding the sustainable development of the marine area to support economic, social, cultural and environmental objectives. The visions for the plan are that the Welsh seas are clean, healthy, safe, productive and biologically diverse:

- Natural resources are sustainably managed, and seas are healthy and resilient, supporting a sustainable and thriving economy
- Health and wellbeing are improved
- More jobs and wealth are created, helping coastal communities become more resilient, prosperous and equitable with a vibrant culture
- The Welsh marine area is making a strong contribution to energy security and climate change emissions targets.

The plan's objectives align closely with the objectives of this management plan by guiding the sustainable management and development of the coast and coastal communities.

Water Framework Directive (WFD) (2017)

The WFD is a Europe-wide initiative developed by the European Commission to enhance river and water quality. It provides a single framework that would align water management policy throughout Europe.

The framework's key aims are:

- Expanding the scope of water protection to all waters, surface waters and groundwater.
- Achieving 'good status' for all waters by a set deadline
- Water management based on river basins
- Combined approach of emission limit values and quality standards
- Getting the price right
- Getting the citizen involved more closely
- Streamlining legislation

The Framework obliges Great Britain to meet targets for the ecological and chemical status of waterbodies. Any works that could affect the hydrology, ecology or water quality of any classified waterbody needs to be assessed under the WFD to demonstrate how impacts will be mitigated or the waterbody enhanced to achieve good status. Groundwater is also assessed for its quantitative and chemical status.

West of Wales Shoreline Management Plan 2 (2012)

A Shoreline Management Plan (SMP) is a large-scale assessment of the risks associated with coastal evolution. It presents policies to tackle these risks to people and to the developed, historic and natural environment, in a sustainable manner. It does not set policy for anything other than food and coastal erosion risk management. However, it aims to provide a context for management decisions in other sectors of coastal management.

The coast of the Isle of Anglesey is considered within the West of Wales SMP under coastal areas F and G. These take into account predictions for sea level rise and climate change for 50-year and 100-year periods. Policies range from doing nothing to holding the coastal line in order to protect land and property, and will influence AONB management.

North West Wales Area Statement

This area statement, produced by Natural Resources Wales with extensive community participation, provides an overview of the landscape of north west Wales from the perspective of the people who live and work there. The outcomes of the process to produce the statement include identification of a wide range of issues that impact on the environment of the area, a wealth of actions that can help to mitigate

the issues and a commitment to working collaboratively between organisations and communities. The ethic of this approach resonates well with the process of developing and implementing this management plan. The key themes of the statement are:

- Tackling the climate and environment emergency
- Encouraging a sustainable economy
- Reconnecting people with nature
- Seeking opportunities for a resilient ecosystem
- Supporting sustainable land management

Local

Council Plan

The Council Plan sets out the local authorities' priorities for the period 2023-28, with a clear vision to create an Anglesey that is healthy and prosperous where people can thrive.

It sets out 6 key objectives against which its progress will be measured. They are :

1. Social Care and Well-being – providing the right support at the right time
2. Education – ensuring an effective provision for today and for future generations
3. Housing – ensuring that everyone has the right to call somewhere home
4. Economy – promoting opportunities to develop the Island's economy
5. Climate Change – responding to the crisis, tackling change and working towards becoming a net zero organisation by 2030
6. The Welsh Language - increasing opportunities to learn and use the language

The plan recognises the importance of the AONB in delivering these key objectives, and in particular the role it plays in tackling the nature and climate crisis, and economic and social benefits to the island.

Anglesey and Gwynedd Joint Local Development Plan 2011-2026

This plan is the statutory development plan for Anglesey, providing a framework for local decision-making and determination of development issues in relation to conservation interests.

The plan recognises that Anglesey has a distinctive and diverse landscape, incorporating both the Isle of Anglesey AONB and entire island as an UNESCO Global Geopark. It appreciates that the character and

beauty of the landscape significantly improves the quality of life of residents and has major social and health benefits.

Strategic Policy PS19 of the plan determines that development will be managed in a way that conserves and, where appropriate, enhances the distinctive natural environment, countryside and coastline, and proposals that have an adverse effect on them will be refused unless the benefits of the development clearly outweigh the value of the site.

Policy AMG1 is a requirement to refer to the aims and objectives of the management plan when considering planning proposals.

Proposals within or affecting the setting and / or significant views into and out of the Areas of Outstanding Natural Beauty must, where appropriate, have regard to the relevant Area of Outstanding Natural Beauty Management Plan.

Anglesey Energy Island

The Energy Island Programme was established in 2010 and is part of the Isle of Anglesey Council's approach to socio-economic development. The programme is working in partnership with key stakeholders to ensure Anglesey is an exemplar in the transition to a prosperous and resilient low carbon economy.

The Programme is engaging with a wide range of low carbon technology, research and development which includes wind, hydrogen, tidal, solar and nuclear as well as the associated grid infrastructure.

The Programme seeks to ensure that all development and projects provide high quality local jobs, education and supply chain opportunities, while protecting and enhancing the natural environment and enabling the Welsh Language and culture to thrive in vibrant communities.

Anglesey Energy Island vision

Theme 1: 'Growth in new technology, research and development, and innovation'

A place that enables growth in new low carbon technology, research and development, and innovation, while safeguarding and building on existing sectoral strengths such as the visitor economy.

Theme 2: 'Creating local jobs, building skills, thriving businesses'

An inclusive place providing access to employment, education and new high quality local jobs supporting the economic recovery of the island and North Wales post pandemic.

Theme 3: 'Resilient and cohesive communities, supporting a strong sense of place'

A place to be proud of, where the Welsh language and culture are thriving and vibrant, fostering community pride and the spirit of entrepreneurship, enabling a better quality of life for our people.

Theme 4: 'Responsible, pioneering, and timely climate action'

At the forefront of the low carbon energy transition, maximising local jobs and supply chain opportunities.

Theme 5: 'A balanced environment'

Support the wellbeing of current and future generations through building long-term working partnerships and community collaboration, with a need to preserve, enhance, and improve biodiversity, the natural environment and unique island heritage.

From the perspective of Anglesey's AONB, the Programme is seeking for all low carbon technology development proposals to have regard to the AONB designation and its primary purpose of conserving and enhancing natural beauty.

Destination Management Plan

The visitor economy is fundamental to the sustainable economic position of Anglesey, and the strategy highlights the commitment to further enhancing this. However, it has become increasingly evident over the past 3 years that unchecked tourism can adversely impact the lives of people and the unique qualities which make the Island so synonymous and drive the vast majority of tourist activities.

The Plan will redress this imbalance and ensure through a new multi organisational/interests group that the benefits of a vibrant and diverse offer is able to enhance the key qualities of language, culture, environment and heritage.

A drive for improvements to infrastructure such as car parking, toilets and access provision is a key part of the strategy, and by ensuring these critical building blocks are in place, we will have greater opportunities to release the potential of enhanced sustainable tourism offers which will bring about economic, social, health and wellbeing benefits to visitors and the people of Anglesey.

The Plan draws together all responsibilities and priorities of Destination and will act as template for a more collaborative and holistically minded approach to destination management moving forward.

We have developed 4 key principles to guide the direction of our work, and that of partners and stakeholders.

These are:

1. Celebrate, Respect and Protect our Communities, History, Language, Culture and Heritage
 - A visitor economy where the local communities feel ownership and empowered to drive forward the regenerative tourism model.
 - A visitor economy which embraces and sustainably utilises the existing strengths of our language and culture and brings our heritage to a wider audience.
 - A visitor economy where the culture is embraced, and at the heart of all product and promotional activities
2. Enhance the Visitor Experience Offer and Economic Sustainability

- A visitor economy which can grow sustainably based around a high-quality offer where visitors value and respect Anglesey's culture, heritage and environment.
- A visitor economy which is based around activities and experiences which take advantage of, but do not degrade the culture, heritage and environment.
- A visitor economy where quality visitor infrastructure and access provision offer enhanced recreational opportunities and with this improved health and wellbeing.

3. Maintain, Enhance and Respect our Environment, and plan to mitigate impacts of Climate Change

- A visitor economy where the natural environment is understood and enhancements to natural capital bring about benefits in terms of wellbeing to all.
- A visitor economy where activities are in harmony with the natural environment, and enhance both the offer and the land and sea upon which they take place.
- A visitor economy which becomes more 'climate change ready' and is increasingly carbon neutral.
- A visitor economy where users are empowered to directly contribute to tackling both the nature and climate crises.

4. Ensure that the advantages to Anglesey communities outweigh any disadvantages, and as a result social and well being benefits are seen.

- A visitor economy whose infrastructure and resources are enhanced to the benefit of local communities, and adapts to mitigate the impacts of climate change.
- A visitor economy where local people are given the opportunities to be at the heart of the offer, taking advantage of new skilled roles and local supply chains.
- A visitor economy with sustainability at its core and able to grow in economic and social value and provide health and wellbeing opportunities for all.

Anglesey Flood Risk Management Strategy 2013

This strategy is an important step towards understanding and managing flood risk in Anglesey. It highlights how the Council can work better with organisations and communities towards reducing flood risk while balancing the needs of communities, the economy and the environment. The Council, as Lead Local Flood Authority, will focus on tackling local flood risk, including flooding from surface water, groundwater and watercourses such as rivers and streams. Main river flooding is the responsibility of Natural Resources Wales, guided by a National Flood and Coastal Erosion Risk Management Strategy.

AONB Management Plan – Annex 2

Anglesey AONB's public benefits

| Provisioning services | Regulating services | Cultural services | Supporting services |
|--|---|---|---|
| Products of ecosystems such as water, food and the supply of raw materials | The results of natural processes such as water purification and air quality | Non-material benefits that result from our interaction with the natural environment | Functions provided by ecosystems that underpin all the other services |
| Water supply | Air quality | Cultural heritage values | Soil formation |
| Clean water is essential for life. The fenlands and reedbeds in the river catchments of Anglesey perform an important cleansing function in the provision of drinking water | Plants and trees are central to the cycle of oxygen and carbon dioxide in the atmosphere. They have an important role to play in regulating levels of air pollution | Human influence and settlement can be traced back to the Mesolithic hunter gatherers and early agriculture. The AONB has a rich historic heritage in terms of its art, culture, ancient monuments historic buildings and industry. This has great social, as well as economic value. Regional character and sense of place enhances local identity and provides distinctiveness through sustaining Welsh communities. | Soil is formed by the interaction between plants, micro-organisms and the underlying geology. We depend on healthy soils for growing food. Soils are slow to form but can be quickly degraded by poor land management, erosion and the impacts of weather and climate |
| Food production | Climate regulation and carbon storage | Recreation and tourism | Primary production |
| Farmers in the Anglesey AONB produce food and other raw materials. The farmed environment is a major producer of sheep and cattle as well as other local produce such as cheeses and vegetables. Food production in the AONB contributes to direct and ancillary employment. | The range of habitats within and adjacent to the AONB have an influence on climate at both local and global scales through the capture and storage of carbon from the atmosphere. The fens found on Anglesey are large areas of peat that help store approximately 750,000 tonnes of carbon | Recreation and tourism are an important element in the economy of Anglesey and the varied coastline, rich wildlife, coastal path and other visitor attractions of the AONB contribute significantly to this industry. All year round and seasonal employment are major contributors to the tourism and recreation industry | We rely greatly on processes such as photosynthesis where plants use solar energy to convert water, carbon dioxide and nutrients into oxygen and biological growth which provides food and other raw materials |
| Timber | Water flow and flood regulation | Health and wellbeing | Nutrient cycling |
| Broadleaved woodland and coniferous forest, cover around 13.4% of the total area of the AONB. Many estate woodlands are under sound management. There is great potential | The water catchments, rivers, streams, marshes, bogs and fens help regulate the flow of water and drainage of the land through storage and reducing surface run-off. If properly managed they | The landscape and seascape of the Anglesey AONB provides opportunities for a range of activities that help contribute to the health and well-being of local communities, health care | Plants, animals and micro-organisms are essential to the natural cycle of nutrients and help maintain soil and water quality. Increased levels of nutrients such as nitrates and |

| | | | |
|---|---|--|--|
| for bringing other areas of woodland into active management through community participation | can help reduce flooding at times of high rainfall and sustain river flows and surface water levels during droughts | groups and visitors | phosphates from sewage and fertilisers can result in poor water quality and loss of biodiversity |
| Energy | Erosion regulation | Tranquillity | Water cycling |
| The AONB has the potential to accommodate a range of renewable energy schemes that are compatible with its special qualities. There is scope for developing small scale and village energy schemes | The coastline of Anglesey is prone to erosion in a certain number of locations due to tidal action and increasingly, storm events. This can be both positive and negative. Areas of saltmarsh absorb wave energy in storms that might otherwise erode the coastline. Inland, the risk of erosion can be managed through tree and vegetation cover and by taking care over cultivation over large areas or on slopes | Relative tranquillity is recognised as a special quality of the AONB. It provides a resource and a benefit that is greatly valued. Tranquillity is also important at night and the dark skies of Anglesey are increasingly recognised as being of high importance | We rely on the natural environment and its functions to provide us with fresh water |
| Genetic diversity | Soil quality | Spiritual and inspirational values | Biodiversity |
| The biodiversity and seed bank within the AONB are a resource for the future. Local breeds help maintain important genetic diversity and contribute to both our cultural heritage and local distinctiveness | Varying soil types provide a mosaic of habitats and various crops | Anglesey is renowned for its coastal landscape and its sense of place. The area has provided inspiration for artists and writers. It continues to provide people with the opportunity to understand and enjoy its special qualities. The area enables people to escape, be inspired, and find spiritual renewal. | Plants and animals drive many of the processes that result in a healthy ecosystem and the benefits we get from it. It is vital to conserve the diversity of species and habitats, as they underpin the processes we rely on to sustain our lives |
| | Water quality | | |
| | Disease and pest regulation Natural processes such as predation and climatic conditions help to control the spread of disease and pests | | |
| | Pollination | | |
| | The effective pollination of crops by bees and other pollinators is vital to the life cycle of many plants. The AONB relies on this 'natural service' for growing food crops as well as other plants and wildflowers | | |

AONB Management Plan

Annex 3 – Policy Objectives and Actions

THEME 1

Enhancing countryside and coastal character

7.1.2 The association between Anglesey AONB’s landscape and seascape is one of its key defining features. Its cliffs, beaches, dunes and estuaries contrast and complement the heaths and grasslands forming the backdrop to the coast. Communities over centuries have shaped the land and traded from its coastal communities forming a rich blend of the natural and the man-made. It has a natural beauty and sense of tranquillity that provides it with special qualities that set it apart from mainland Wales.

7.1.3 The Anglesey coastline with its beaches has been a popular tourist destination for generations. Pressures for development and the need to protect its natural and historic features are challenges for the AONB’s management.

AIM

The natural beauty, special qualities and distinctiveness of the landscape of the Isle of Anglesey AONB, including its natural, cultural and historical features, will be maintained, conserved and enhanced for the benefit of present and future generations.

What are the key forces for change?

| | |
|--|--|
| Increased woodland planting | Scrub development |
| Changes to agricultural policy and practices | Conifer planting |
| Income diversification on farms | Invasive Non-Native Species (INNS) |
| Economic pressures and threats | Climate change |
| Second homes, and their impact on culture, community and language Note – IACC / internal advice required on how to include second homes as part of objectives, policies and actions | Inappropriate development |
| Sea level rise, and the subsequent need for sea defences tied into managed retreat | Neglect and lack of management of cultural heritage sites |
| Recreation pressures | Marine pollution |
| Pollution | Lack of public awareness |
| Decline in traditional light grazing | Government policy, including post-Brexit environmental legislation |

Who are the key partners?

| | |
|--------------------------------------|---------------------------|
| Natural Resources Wales | Countryside and AONB Unit |
| Landscape and wildlife organisations | Welsh Government |
| Cadw | Bangor University |
| Landowners, communities | JAC |
| Local authority staff | |

| What are the key policy influences? | |
|---|--|
| European Landscape Convention | Water Framework Directive |
| UK Government 25-year Environment Plan | Local Development Plan |
| UK Environment Act 2021 | West of Wales Shoreline Management Plan |
| Environment (Wales) Act 2016 | Post-Brexit agri-environment and rural development schemes |
| Well-being of Future Generations (Wales) Act 2015 | Wales National Marine Plan |
| Historic Environment (Wales) Act 2016 | |

Objective 1: Landscape/Seascape

The coastal landscape and seascape are actively conserved through appropriate management.

(

Policies

CCC 1.1 LANDMAP is used as the process by which the landscape character of the AONB is valued and assessed.

CCC 1.2 The Anglesey Seascape Character Assessment is used to help determine the likely impacts of marine developments on the special qualities and features of the AONB.

CCC 1.3 There is a need to maintain the accessibility and conservation interest of sites of geological and geomorphological importance.

CCC 1.4 Elements of the landscape that have been degraded and lost their character will be restored and enhanced to safeguard the quality of the landscape.

CCC 1.5

Objective 2: Historic Landscape and Culture

Historic, archaeological and cultural sites are protected from development that degrades the special qualities of the AONB and interpreted to increase people's understanding of their value.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

CCC 2.1 Encourage relevant agencies to work together to identify, protect and actively conserve the historic, archaeological and cultural resources of the AONB.

CCC 2.2 Support the use of traditional skills and practices during restoration of the AONB's special qualities.

CCC 2.3 Ensure that high quality, co-ordinated and consistent interpretation material is provided to inform people about the rich history and culture of the AONB.

Objective 3: Development

Planning Policies protect the special qualities of the landscape, ensuring that all development within and adjacent to the boundary of the AONB is compatible with the aims and objectives of the designation and that new developments enhance local character.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

CCC 3.1 All development proposals within and up to 2Km adjacent to the AONB will be rigorously assessed to minimise inappropriate development which might damage the special qualities and features of the AONB or the integrity of European designated sites.

CCC 3.2 All new developments and re-developments within and up to 2Km adjacent to the AONB will be expected to adopt the highest standard of design, materials and landscaping in order to enhance the special qualities and features of the AONB and to be respectful of the local context. Proposals of an appropriate scale and nature, embodying the principles of sustainable development, will be supported.

CCC 3.3 Ensure that planning policies reflect the statutory duty of the Council to conserve and enhance the special qualities and features of the AONB.

CCC 3.4 Continue to encourage the under-grounding of existing and proposed power and telephone lines.

CCC 3.5 Continue to encourage the highest standards of equipment design for telecommunication masts to minimise their visual impact on the special qualities and features of the AONB.

Objective 4: Peace and Tranquillity

Unspoilt panoramic views and tranquillity are safeguarded from development that would degrade the special qualities of the AONB.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

CCC 4.1 Work to maintain the solitude and natural beauty of the AONB.

CCC 4.2 Work towards securing Dark Skies status for Anglesey.

CCC 4.3 Ensure noise intrusion into the AONB is within acceptable limits.

Objective 5: The Ecosystem Approach

A model is agreed among partners and key stakeholders for applying an ecosystem approach to the management of the natural environment.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

CCC 5.1 Promote the role that the Ecosystem Approach has in relation to integrated sustainable land management and the wider landscape of the AONB and the range of goods and services this delivers.

CCC 5.2 Ensure that the impacts of climate change on the Anglesey AONB are recognised and understood and that mitigation and adaptation to climate change are established within the Ecosystem Approach.

CCC 5.3 Encourage and support research into the role various ecosystems provide within the AONB, ensuring all data sources are identified and accessible so that informed choices can be made.

CCC 5.4 Encourage partners to assign values to the various ecosystem services, recognising the non-use value that some services provide, and create

opportunity maps where land management changes could provide enhanced ecosystem services.

THEME 2

Tackling the Nature Crisis

7.1.4 Anglesey AONB has a wealth of habitats, supporting a wide and varied biodiversity. Its cliffs, sand dunes and salt marshes are internationally renowned, while its heaths, wetlands, reedbeds and woodlands support species such as otter, red squirrel, varied orchids and the rare marsh fritillary.

7.1.5 Anglesey's LBAP and the Corporate Biodiversity Action Plan set out a framework for protecting and managing its natural resources and promoting resilience in its ecosystems. It provides a firm basis for this management plan, in conserving the island's biodiversity and recognising the role that local people and visitors can play in its protection and management

Aim

The whole community has accepted the importance of conserving the natural world and wildlife and supports legislation that protects the special qualities of the AONB environment. Designated wildlife sites are managed sensitively and form part of an increasingly rich matrix of wildlife-friendly countryside. Incidents of pollution of soil, air and water in the AONB will be reduced.

What are the key forces for change?

| | |
|---|--|
| Increased isolation between woodlands | Pollution, including that originating from industries and activities not located in the AONB |
| General neglect of woodlands | Development pressure |
| Overgrazing leading to loss of dwarf shrubs | Changes in local government, legislation and regulations |
| Abandonment of cliff top grazing due to recreational pressure | Tourism and economic pressures |
| Scrub development on heathland | Energy production |
| Changes in land management policy and practices | Cumulative effects of the transport network |

| | |
|---|--|
| Abandonment of commons | Increased demand for fresh water |
| Decline in appropriate burning regimes of heathland | Lack of public awareness |
| Competition from invasive non-native species | Government policy, including post-Brexit environmental legislation |
| Climate change | Funding (increase and decrease) |
| An increase in fly tipping | Grubbing out native hedges |

Who are the key partners?

| | |
|--------------------------------------|--------------------------|
| Natural Resources Wales | AONB Volunteers |
| Landscape and wildlife organisations | Utilities |
| Landowners, communities, | North Wales Rivers Trust |
| IACC Countryside and AONB Unit | JAC / Partners |
| IACC Council Planning Function | Local Nature Partnership |
| North Wales Wildlife Trust | RSPB |

What are the key policy influences?

| | |
|---|--|
| UK Government 25-year Environment Plan | Local Development Plan |
| UK Environment Act 2021 | Isle of Anglesey Corporate Biodiversity Plan 2022-2023 |
| Environment (Wales) Act 2016 | West of Wales Shoreline Management Plan |
| Well-being of Future Generations (Wales) Act 2015 | Post-Brexit agri-environment and rural development schemes |
| Water Framework Directive | Wales National Marine Plan |

Objective 1: Habitat and Species Conservation

The coast and countryside are managed sensitively to maintain the diversity of habitats and species in a favourable condition and to improve connectivity between sites.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

NE 1.1 Continue to deliver the priorities of the Anglesey Local Biodiversity Action plan and the actions of IACC's Biodiversity Action Plan.

NE 1.2 Maintain, restore and enhance priority habitats and biodiversity in the AONB.

Particular attention will be paid to sites with International and National

designations such as SPAs, SACs, NNRs and SSSIs.

NE 1.3 Promote open sharing of information collected in research with those organisations having an interest in the AONB.

NE 1.4 Continued use and the resources available at the Local Biological Records Centre (COFNOD).

NE 1.5 Identify, locate, catalogue and remove invasive non-native species.

Objective 2: Soil, Air and Water

The quality of the soil, air and water – both freshwater and seawater – is regularly monitored to maintain standards that exceed UK and European standards.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

NE 2.1 Communities, NRW and Welsh Water to work collaboratively to protect soils, air and water from pollution.

NE 2.2 Monitor soil, air and water quality regularly to ensure that the AONB meets or exceeds the expected standards.

NE 2.3 Reduce wastage by actively promoting and implementing water efficiency measures and more sustainable patterns of domestic, industrial, agricultural and leisure water use.

Objective 3: Designated Areas and Other Important Sites

Both statutory and non-statutory wildlife sites are managed for their biodiversity, aesthetic and amenity value.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

NE 3.1 AONB Unit, site managers and other organisations to work collaboratively to maintain, restore, expand and sometimes create wildlife habitats.

NE 3.2 Ensure that non-statutory local wildlife sites are recognised as fundamental components of the AONB and the wider Anglesey countryside.

NE 3.3 Ensure that high quality interpretative material is readily available to both residents and visitors so that they are informed about the interest and value of the AONB's natural environment and wildlife.

THEME 3

The AONB as a place for enjoyment, learning and health benefits

7.1.6 Anglesey has long been a popular destination for both domestic and international visitors. Various studies and evidence also highlights Anglesey as the UK county that is most dependent on tourism, with the industry contributing significantly to Anglesey's prosperity and quality of life. The challenge is to ensure that the advantages to Anglesey communities outweigh any disadvantages, and as a result social and well being benefits are seen.

7.1.7 Tourism, by its very nature, can have both positive and negative effects if not managed appropriately. It can result in inappropriate development, congestion on roads and erosion of the natural beauty and tranquillity that are Anglesey's primary attractions. But it can also contribute positively through increased revenues, year-round sustainability and an increase in environmental holidays and visitor giving breaks, such as traditional skills' events and courses and nature conservation holidays.

Aim

People understand and support the primary purpose of the AONB. They have opportunities to experience and appreciate its special qualities and features in a sustainable way and contribute positively to its current and future management.

| What are the key forces for change? | |
|--|--|
| Increase in fly tipping | Tourism policy and promotion |
| Limited availability of waste transfer stations | Awareness of health and wellbeing benefits of outdoor recreation |
| Increasing cost of disposing waste | Local authority and partner funding (increase and decrease) |
| Use of rights of way | The selection criteria for award beaches |
| Legal issues of common land | Negotiations on permissive paths |
| External funding | Community involvement and support |
| Welsh Government protected landscape policy | Emerging recreation activities, such as e-biking |
| Changes in local government | Ferry use, with transient visitors |
| Changes in legislation, such as the Wales National Marine Plan | |

| Who are the key partners? | |
|---|--|
| Natural Resources Wales | Tourism providers |
| Local authorities – IACC, Town and Community Councils | Local schools, societies and interest groups |
| Landscape and wildlife organisations | Voluntary services |
| Landowners, communities | Menter Môn |
| Tourism authority – national regional local | Visit Wales |
| Tourism partnership | Bangor University |

| What are the key policy influences? | |
|---|--|
| UK and Wales tourism policy | Local Development Plan |
| UK and Wales access legislation and policy | Anglesey Destination Management Plan |
| Environment (Wales) Act 2016 | Anglesey Public Rights of Way Improvement Plan |
| North West Wales Area Statement | Maritime statutory plan – marine operational plan (Marine and coastguard agency) |
| Well-being of Future Generations (Wales) Act 2015 | |

Objective 1: Tourism

Partnerships are developed that secure sustainable recreation activities, supporting rural services and employment, and contributing to the local economy.
(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

EU 1.1 Ensure the tourism industry makes a vital and sustainable contribution to the
Anglesey AONB economy.

EU 1.2 Raise awareness of the special qualities and features of the AONB that are key
assets to the tourism sector.

EU 1.3 Ensure that the Destination Management Plan supports the conservation and
enhancement of the AONB's special qualities and features.

Objective 2: Recreation

The AONB continues to be a popular location for sustainable recreation with both residents and visitors, and the risk of damage to the AONB's special qualities and features is lessened.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

EU 2.1 Promote sustainable terrestrial and maritime recreational activities and facilities
that complement the special qualities and features of the AONB.

EU 2.2 Promote terrestrial and maritime enjoyment of the AONB for residents and
visitors by encouraging recreation and leisure activities that are consistent with
the conservation of the area's special qualities and features.

Objective 3: A welcoming AONB

The impacts of pollution and recreation upon the special qualities and features of the AONB are regularly monitored to ensure that any incidents are within acceptable limits.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

EU 3.1 Promote understanding and awareness between recreation, conservation and local interest groups.

EU 3.2 Work to improve people’s enjoyment of the AONB by reducing incidents of littering, dog fouling and fly tipping and associated antisocial behaviour.

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Objective 4: Access

The access network is managed to a high standard, providing access opportunities appropriate to the purposes of the designation.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

EU 4.1 Promote access for all (where appropriate), whilst also protecting the AONB's special qualities and features and the integrity of the European sites, ensuring there is a coordinated approach to the appropriate management and promotion of public access and quiet recreational activities.

EU 4.2 Ensure that the PROW network is maintained at a high standard and that appropriate information and clear signage conserves and enhances the special qualities and features of the AONB and the integrity of the European sites.

EU 4.3 Ensure the All-Wales Coastal Path complements the PROW network and where deemed appropriate provides opportunities for recreation that are accessible to all. Monitor the impacts of Coastal Footpath use on the special qualities and features of the AONB.

Objective 5: Understanding and Lifelong Learning

The whole community is aware of the benefits of AONB designation through the regular promotion of the special qualities and features of the AONB and its management needs.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

EU 5.1 Support initiatives for children and young people to understand more about the Anglesey AONB's changing landscape and its special qualities and features through outdoor learning aligned to the new national curriculum.

EU 5.2 Work with schools to improve connections between the special qualities and

and Features of the Anglesey AONB, landscape change and their curricular extra-curricular activities aligned to the new national curriculum.

EU 5.3 Work with partners to provide opportunities for outdoor learning for all ages and abilities in keeping with the goals of lifelong learning and social well-being.

EU 5.4 Work with partners to ensure there is greater awareness and appreciation of the Anglesey AONB by those who live, work or visit the AONB.

Objective 6: Interpretation and Information

The meanings of the AONB's special qualities and features are revealed through effective interpretation.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

EU 6.1 Increase the profile of the AONB through effective and consistent interpretation and information for both residents and visitors.

THEME 4

Vibrant Communities

Aim

Communities within, and adjacent to, the AONB contribute to the conservation and enhancement of its special qualities and features while increasing their existing economic and social activities sustainably.

7.1.8 The AONB is home to over 16,000 people. They are distributed in sizeable settlements such as Beaumaris and Newborough and in dispersed communities throughout the area. The AONB is therefore both a protected landscape and a living and working community. While many people commute to other employment centres on the island or on the mainland employment within the AONB is mainly in tourism and agriculture. The natural resources of the island are therefore a significant foundation for people's livelihoods.

What are the key forces for change?

| | |
|---|---|
| Demise of family succession and ownership in agriculture and small business | Funding (increase and decrease) |
| Lack of affordable housing | Tourism traffic and increasing interest in off-road cycling |
| Increase in the number of second homes | Changes in local government |
| Lack of employment opportunities | Demand for local products |
| Migration patterns and population structures | Awareness of health and wellbeing benefits of outdoor recreation |
| Loss of community patterns and traditions | Community involvement and support |
| Demise in local traditions and skills | Home working and broadband provision, enabling more people to use virtual working practices |
| Government policy, including post-Brexit environmental legislation | Climate change |
| Rural development programmes post-Brexit | Impact of other infrastructure projects |

Who are the key partners?

| | |
|--------------------------------------|-----------------------------|
| Natural Resources Wales | Local Authority Departments |
| Landscape and wildlife organisations | Business associations |
| Farming Unions | Menter Môn |
| Landowners, communities | Welsh Government |

| What are the key policy influences? | |
|--|---|
| Post-Brexit agri-environment and rural development schemes | Well-being of Future Generations (Wales) Act 2015 |
| UK Government 25-year Environment Plan | Local Development Plan |
| UK Environment Act 2021 | Anglesey Destination Management Plan |
| Environment (Wales) Act 2016 | |

Objective 1: Land Management

Land managers safeguard sustainable land use activities that support the AONB's special qualities and features and contribute to the local economy by providing products and services.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 1.1 Support farming so that it remains one of the principal land uses within the Anglesey AONB and contributes to maintaining the quality of the landscape and the AONB's special qualities and features.

LWL 1.2 Ensure the continued viability of agriculture and its allied businesses in ways which conserve and enhance the special qualities and features of the AONB.

LWL 1.3 Influence policy, plans and funding streams which support farmers and other rural landowners.

LWL 1.4 Support the sound management and appropriate expansion of woodlands within the AONB for both their commercial and social value.

LWL 1.5 Support opportunities for farmers and landowners to identify and develop environmentally sustainable diversification enterprises that conserve and enhance the special qualities and features of the AONB.

LWL 1.6 Encourage and support measures, including financial initiatives under agri-environment schemes which are targeted towards the enhancement of the

special qualities and features of the AONB.

Objective 2: Viable Communities

Local culture and rural services, products and activities are maintained, securing affordable homes for local people and supporting the Welsh language.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 2.1 Promote local employment and local business opportunities which contribute to the conservation and enhancement of the AONB's special qualities and features; support local communities within the AONB and increase the ability of people to live and work locally.

LWL 2.2 Recognise a proven need for affordable housing within the AONB in Accordance with relevant planning and housing policies. **Second homes, and their impact on culture, community and language** Note – IACC / **internal advice required on how to include second homes as part of objectives, policies and actions**

LWL 2.3 Encourage and enhance the retention and provision of local services within the AONB's communities whilst reducing the move towards urbanisation.

Objective 3: Community Involvement

The communities of the AONB are engaged through meaningful consultation and empowerment to improve participation, inclusivity, active lifestyles and to take pride in their AONB community.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 3.1 Support and enable communities to develop and deliver high quality, community-led initiatives that contribute to the understanding, conservation, and enhancement of the special qualities and features of the AONB.

LWL 3.2 Work with others to help develop and deliver the health and well-being agenda

In the AONB.

LWL 3.3 Continue to build and maintain the volunteering capacity, and diversity of volunteer roles and the range of opportunities that deliver AONB purposes.

Objective 4: Business

Businesses in the AONB contribute positively to a healthy rural economy providing employment opportunities for people who live on Anglesey.
(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 4.1 Work with partners to increase the availability and speed of broadband and the coverage of the mobile phone network, to facilitate business growth, encourage home working and hybrid lifestyles, and improve the quality of rural life.

LWL 4.2 Promote a profitable, high quality local food processing economy as a way of revitalising rural incomes, and to raise awareness among local residents, organisations and visitors about the benefits to the landscape/seascape, economy and social fabric of purchasing locally sourced foods.

LWL 4.3 Support opportunities that encourage local businesses in the AONB to become more environmentally and economically sustainable, particularly in ways that conserve the special qualities and features of the AONB.

Objective 5: Sustainability

An increased proportion of the resident population of the AONB adopts sustainable lifestyles.
(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

- LWL 5.1** Ensure that the sustainability concept is recognised and understood as a basic requirement underlying all policies.
- LWL 5.2** Ensure that the landscape and the special qualities and features of the AONB are recognised and valued as an economic asset, providing information about projects and examples of best practice.
- LWL 5.3** Promote the efficient, sustainable use of the AONB's natural resources to conserve and enhance the special qualities and features of the AONB.
- LWL 5.4** Promote the objectives of the Waste Hierarchy in the AONB, which are to reduce, reuse and recycle, thus ensuring the sustainable management of waste.

DRAFT

Objective 6: Transport

National and local transport agencies have put in place policies, guidance and decisions to conserve and enhance the special qualities of the AONB, maintain local distinctiveness, provide services and support a buoyant rural economy.
(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 6.1 Promote the integration and use of more sustainable public transport systems as part of a multi-modal approach in the AONB.

LWL 6.2 Encourage cycling for both commuting and leisure purposes through the development and promotion of a seamless and safer network and by exploring opportunities for future off-road cycling infrastructure.

LWL 6.3 Ensure that the special qualities and features of the AONB are fully respected in the planning, design, provision and management of all types of transport schemes.

LWL 6.4 Promote the AONB as a model for high standards of design in highway schemes, infrastructure and associated landscaping which complement the special qualities of the AONB.

Objective 7: Partnership working

The JAC will continuously seek opportunities to promote joint working with and between stakeholders to secure the purposes of designation and maximise funds.
(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 7.1 Foster effective partnership and administrative arrangements to lead and co-ordinate the management of the AONB via the Joint Advisory Committee (JAC).

LWL 7.2 Share knowledge, best practice and skills in protected landscape management through the JAC and the Protected Landscape network.

THEME 5

Adapting to Climate Change

Aim

Aim

The AONB partners and communities are working positively to reduce carbon emissions, renewable and sustainable energy initiatives are pursued, and the principles of adaptation to and mitigation of the impacts of climate change are adopted to protect the natural beauty and landscape / seascape character of the AONB.

7.1.9 Climate change is likely to have a significant impact on the Anglesey environment. Rising temperatures, changing rainfall patterns, increased frequency of storms and predicted rising sea levels will affect the landscape, its habitats and its species. These impacts will have a detrimental effect on individuals, communities, businesses, health and well-being.

7.1.10 The impacts on habitats include soil erosion of fens from increased rainfall, erosion and habitat change of sand dunes, and erosion of soft sediment cliffs and coastlines. There will be impacts too on the interdependency and range of species, on populations of rare and endangered species that are characteristic of the island and on communities within the AONB and the whole of Anglesey.

What are the key forces for change?

| | |
|---|--|
| Cumulative effects of carbon emissions | Public engagement |
| The need to respond to a changing climate – such as flood management and coastal protection | Government policy |
| Increased demand for fresh water | Government funding (increase and decrease) |
| Lack of public awareness | |

| Who are the key partners? | |
|--------------------------------------|---------------------------|
| Natural Resources Wales | Countryside and AONB unit |
| Landscape and wildlife organisations | Welsh Government |
| Landowners, communities, | UK Government |

| What are the key policy influences? | |
|---|--|
| UK Government 25-year Environment Plan | The IACC Towards Net Zero Plan |
| UK Environment Act 2021 | UK Climate Change Committee risk assessment report – Wales |
| Environment (Wales) Act 2016 | Local Development Plan |
| Well-being of Future Generations (Wales) Act 2015 | West of Wales Shoreline Management Plan |
| Water Framework Directive | Wales National Marine Plan |
| The IACC Council Plan | |

Objective 1: Understanding about climate change

Partner organisations and communities are more aware of the impacts of climate change on the natural beauty and economy of the AONB
(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

- CLCH 1.1** Ensure that the vision and policies of the Anglesey Energy Island Programme are promoted within AONB communities.
- CLCH 1.2** Provide easily accessible information and interpretation, and education programmes, on the changes that are likely to happen in the AONB as a result of a changing climate.

Objective 2: Action on climate change

Landowners and communities are involved in activities that help to ameliorate the impacts of climate change on the AONB.
(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

CLCH 2.1 Empower communities to explore ways they can help to take action on climate change.

CLCH 2.2 Ensure landowners and land managers understand best practice in approaches to carbon sequestration and land management that reduces carbon emissions and manages water catchment and flow and take action wherever appropriate.

CLCH 2.3 Encourage destination managers and tourism operators to develop approaches to sustainable tourism that reduces carbon emissions and mitigates against, or adapts to, the effects of climate change.

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THEME: Managing the AONB in a changing climate

AIM: The AONB partners and communities are working positively to reduce carbon emissions, renewable and sustainable energy initiatives are pursued, and the principles of adaptation to and mitigation of the impacts of climate change are adopted to protect the natural beauty and landscape / seascape character of the AONB.

| Policy Ref. | Objective | Actions to deliver this objective | Lead | Partnership/ Collaboration | Timescale |
|----------------|--|--|--|---|-----------|
| CLCH 1.1 - 1.2 | Understanding about climate change Partner organisations and communities are more aware of the impacts of climate change on the natural beauty and economy of the AONB | 1. Collaborate with partners organisations and academic institutions to better understand the implications of climate change on the AONB and implement measures to mitigate and adapt | IACC AONB Unit | JAC NRW/WG Bangor University | 2023-25 |
| | | 2. The AONB Unit in association with partners, to provide and implement an annual programme of events and activities for schools to raise awareness and understanding of climate change | AONB Unit IACC | Schools | Annual |
| CLCH 2.1 - 2.3 | Action on climate change Landowners and communities are involved in activities that help to ameliorate the impacts of climate change on the AONB. | 1. Work with landowners, tenants and land managers to promote best practice and identify opportunities for carbon sequestration, water catchment and climate adaptation through agricultural practices | Farming Unions AONB Unit IACC | JAC Landowners / Land managers | Annual |
| | | 2. Assist with preparing a Sustainable Tourism Strategy aligned to the IACC's Destination Management Plan | Tourism Unit AONB Unit | DAP JAC | tbc |
| | | 3. Promote and administer Welsh Government's Sustainable Landscapes, Sustainable Places [SLSP] and Sustainable Development Fund (SDF) for decarbonisation and nature recovery projects | AONB Unit IACC | JAC Landowners / Land managers | 2022-25 |

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THEME: Enhancing countryside and coastal character

AIM: The natural beauty, special qualities and distinctiveness of the landscape of the Isle of Anglesey AONB, including its natural, cultural and historical features, will be maintained, conserved and enhanced for the benefit of present and future generations.

| Policy Ref. | Objective | Actions to deliver this objective | Lead | Partnership/ Collaboration | Timescale |
|--------------------------------------|--|---|---|--------------------------------------|--|
| CCC 1.1 - 1.4 Page 117 | <u>Landscape/Seascape</u> The coastal landscape and seascape are actively conserved through appropriate management. | 1. Continued use of Landmap when assessing new and proposed developments. | IACC | NRW | Ongoing |
| | | 2. Equip officers with Landmap and GIS training including familiarisation of new mapping and modelling technology linked to climate change. | IACC | NRW | 2023/24 |
| | | 3. Anglesey Seascape Character Assessment utilised when assessing new and proposed marine developments | IACC | NRW | Ongoing |
| | | 4. Continued IACC co-opted membership of the GeoMôn Board to influence and advise on funding, collaborative working and retaining UNESCO Geopark status. | IACC | GeoMôn NRW | Quarterly |
| CCC 2.1 - 2.3 | <u>Historic Landscape and Culture</u> Historic, archaeological and cultural sites are protected from development that degrades the special qualities of the AONB and interpreted to increase | 1. Promote the management and conservation of the AONB's historical and archaeological features 2. Outline key historic and archaeological locations within the AONB that can be used for education purposes aligned to the new school curriculum 3. Provide training in traditional and rural skills activities through the AONB Volunteer Programme | GAT GAT / AONB Unit AONB Unit | AONB Unit / IACC IACC Schools | 2023-24/ Ongoing 2023-24 / ongoing |

THEME: Enhancing countryside and coastal character

AIM: The natural beauty, special qualities and distinctiveness of the landscape of the Isle of Anglesey AONB, including its natural, cultural and historical features, will be maintained, conserved and enhanced for the benefit of present and future generations.

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| | people's understanding of their value. | <ol style="list-style-type: none"> 4. Identify key messages and themes and appropriate methods and materials for interpretation 5. Develop a project to research, catalogue, protect and promote Anglesey AONB's Welsh language place names, beaches and coves, rivers / streams and agricultural field names | AONB Unit / Oriel - Archives | NRW, WG SPF Menter Iaith Schools | 2023-24 / ongoing 2023-25 |
| <p style="text-align: center;">CCC 3.1 - 3.5 Page 118</p> | <p>Development Planning Policies protect the special qualities of the landscape, ensuring that all development within and adjacent to the boundary of the AONB is compatible with the aims and objectives of the designation and that new developments enhance local character.</p> | <ol style="list-style-type: none"> 1. Integrate the new AONB Management Plan as policy within relevant sections of the new Local Development Plan for Anglesey. | AONB Unit / Planning Policy Unit | IACC JAC | 2023-24 |
| | | <ol style="list-style-type: none"> 2. Production and publication of a series of relevant AONB Supplementary Planning Guidance (SPG) to support the AONB Management Plan and Local Development Plan. | AONB Unit / Planning Policy Unit | IACC JAC | 2023-24 |
| | | <ol style="list-style-type: none"> 3. The AONB Unit to receive all Planning applications within and 2km adjacent to the AONB and respond accordingly. | IACC Development Management | AONB Unit | Weekly |
| | | <ol style="list-style-type: none"> 4. Create closer working practices and reciprocal training between the AONB Unit and Planning and Policy Service. | AONB Unit | Planning and Policy Service | Bi-annual |
| | | <ol style="list-style-type: none"> 5. Improve and develop the dialogue with Section 85 organisations undertaking work in the AONB aligned to the AONB Management Plan's policies culminating in an annual report with recommendations. | AONB Unit | Utilities JAC | Bi-annual |

THEME: Enhancing countryside and coastal character

AIM: The natural beauty, special qualities and distinctiveness of the landscape of the Isle of Anglesey AONB, including its natural, cultural and historical features, will be maintained, conserved and enhanced for the benefit of present and future generations.

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| Page 119 | <p>CCC 4.1 – 4.3</p> <p><u>Peace and Tranquillity</u> Unspoilt panoramic views and tranquillity are safeguarded from development that would degrade the special qualities of the AONB.</p> | <ol style="list-style-type: none"> 1. Application to the International Dark-sky Association (IDA) to accredit an area within the AONB as dark sky status. 2. IACC (Officer and Member) and JAC training to raise awareness and understanding of lighting /dark skies from an environmental, economic, health / well-being and cultural perspective. 3. Production and publication of a lighting AONB Supplementary Planning Guidance (SPG) support the AONB Management Plan and Local Development Plan. 4. Continued support and implementation for retrofitting of outdoor dark sky friendly lighting on public and private buildings via Welsh Government's Sustainable Landscapes, Sustainable Places (SLSP) Fund 5. Engage with the relevant stakeholders to reduce the prevalence of noisy marine activities along some parts of the coast | <p>AONB Unit Prosiect Nos</p> <p>AONB Unit Prosiect Nos</p> <p>Planning Policy Unit</p> <p>AONB Unit Prosiect Nos</p> <p>Maritime Unit</p> | <p>IACC NRW Landowners / Communities</p> <p>IACC JAC</p> <p>AONB Unit Prosiect Nos</p> <p>Businesses General public IACC</p> <p>IACC</p> | <p>2023-24</p> <p>Annual</p> <p>2023-24</p> <p>2022-25</p> <p>Seasonal</p> |
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THEME: Enhancing countryside and coastal character

AIM: The natural beauty, special qualities and distinctiveness of the landscape of the Isle of Anglesey AONB, including its natural, cultural and historical features, will be maintained, conserved and enhanced for the benefit of present and future generations.

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| <p>CCC 5.1 - 5.3</p> <p>Page 120</p> | <p>The Ecosystem Approach A model is agreed among partners and key stakeholders for applying an ecosystem approach to the management of the natural environment.</p> | <p>1. Establish targeted climate change research projects with partners and education bodies.</p> | <p>AONB Unit IACC</p> | <p>NRW/WG JAC Bangor University Coleg Menai</p> | <p>2023-25</p> |
| | | <p>2. Undertake a series of workshops with stakeholders to identify the goods and services delivered by the Ecosystems on Anglesey and their impact on the special qualities and features of the AONB.</p> | <p>AONB Unit IACC</p> | <p>JAC NRW/WG</p> | <p>Annual</p> |
| | | <p>3. Collate all relevant sources of data and mapping and make available to partners</p> | <p>AONB Unit IACC</p> | <p>NRW/WG JAC</p> | <p>Ongoing</p> |

THEME: Supporting and developing opportunities for enjoying and understanding the AONB

AIM: People understand and support the primary purpose of the AONB. They have opportunities to experience and appreciate the special qualities and features in a sensitive and sustainable way and contribute positively to its current and future management.

| Policy Ref. | Objective | Actions to deliver this objective | Lead | Partnership/ Collaboration | Timescale |
|--------------------------------|--|---|-------------------------------------|--|------------------------|
| EU 1.1 - 1.3 Page 12 | Tourism Partnerships are developed that secure sustainable recreation activities, supporting rural services and employment, and contributing to the local economy | 1. Ensure close alignment of the AONB Management Plan and the Destination Management Plan | AONB Unit Tourism Unit | JAC DAP | 2023-24 |
| | | 2. Closer working practices and collaboration between the AONB's Joint Advisory Committee and the Destination Anglesey Partnership (DAP) | AONB Unit | JAC DAP | 2023-24 / Ongoing |
| EU 2.1 - 2.2 | Recreation The AONB continues to be a popular location for sustainable recreation with both residents and visitors, and the risk of damage to the AONB's special qualities and features is lessened. | 1. The AONB Unit working with relevant partners to provide an annual events and activities programme 2. Promote and administer Welsh Government's Sustainable Landscapes, Sustainable Places (SLSP) funding for sustainable recreation | AONB Unit AONB Unit | Event suppliers Businesses Event suppliers | 2022-25 2022-25 |
| EU 3.1 - 3.2 | A welcoming AONB The impacts of pollution and recreation upon the special qualities and features of the AONB are regularly monitored to ensure that any | 1. Raise awareness and trial new / innovative methods of controlling littering, dog fouling, fly tipping and associated anti-social behaviour within and adjacent to the AONB | IACC Waste Mgmt AONB Unit | JAC | Ongoing |

THEME: Supporting and developing opportunities for enjoying and understanding the AONB

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| | incidents are within acceptable limits. | 2. AONB Volunteers working with partners, schools and community groups to arrange beach cleans and segregate the marine waste for recycling | | | |
| EU 4.1 - 4.2 Page 122 | Access The access network is managed to a high standard, providing access opportunities appropriate to the purposes of the designation. | 1. Review and improve signage between villages, towns, other promoted routes, countryside sites, car parks and visitor facilities within the AONB | Coastal Path and PROW Units | JAC | 2023-25 |
| | | 2. AONB Volunteers to assist the Coastal Path Unit with improving and maintenance of the coastal path network | AONB Unit | Coastal Path Unit | Ongoing |
| | | 3. Review, re-invest and reposition data monitoring equipment within the AONB. Collate and analyse at quarterly intervals and disseminate to relevant partners. | AONB Unit | Coastal Path /PROW Unit JAC | 2023-24 |
| | | 4. Production of a heathland strategy and action plan to enable the conservation and enhancement of lowland heath / common land for access and conservation purposes. | AONB Unit | Coastal Path /PROW Unit JAC | 2023-24 |
| EU 5.1 - 5.4 | Understanding and Lifelong Learning The whole community is aware of the benefits of the AONB designation through the regular promotion of the special qualities and features | 1. The AONB Unit and Partners to provide an annual programme of educational activities and events | AONB Unit IACC | Schools | Weekly – Monthly |
| | | 2. AONB Unit to continue supporting and participating in the work of Outdoor Learning Wales on Anglesey | AONB Unit | | Bi-annual |
| | | | AONB Unit | Schools JAC | Weekly – Monthly |

THEME: Supporting and developing opportunities for enjoying and understanding the AONB

AIM: People understand and support the primary purpose of the AONB. They have opportunities to experience and appreciate the special qualities and features in a sensitive and sustainable way and contribute positively to its current and future management.

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| | of the AONB and its management needs. | 3. Raise awareness of the education resources available from the AONB and utilise the Breakwater Country Park as a centre for schools' activities and events linked to the new curriculum. | | | |
| EU 6.1 Page 123 | <u>Interpretation and Information</u> The meanings of the AONB's special qualities and features are revealed through effective interpretation. | 1. Work with the IACC's Tourism Unit to review and report on all outdoor interpretation in the AONB to evaluate condition, relevance, location, compliance etc (include digital technology as part of review) | Tourism Unit AONB Unit | DAP JAC | 2023-25 |
| | | 2. Develop an interpretation and information plan for the AONB linked to the recommendations of the above review. | Tourism Unit AONB Unit | DAP JAC | 2023-24 |
| | | 3. Prepare a year long programme of events and activities to celebrate the 60 th anniversary since Anglesey's AONB being designated (1966-2026) | AONB Unit IACC | JAC NRW WG | 2025 |

THEME: Supporting and developing the living and working landscape

AIM: Communities within, and adjacent to the AONB contribute to the conservation and enhancement of its special qualities and features while increasing their existing economic and social activities sustainably.

| Policy Ref. | Objective | Actions to deliver this objective | Lead | Partnership/ Collaboration | Timescale |
|----------------------------------|---|---|----------------|--|-----------|
| LWL 1.1 - 1.6 Page 124 | Land Management Land managers safeguard sustainable land use activities that support the special qualities and contribute to the local economy by providing products and services | 1. Influence and promote the Sustainable Farming Scheme (Welsh Government's emerging agri-environment initiative) | Farming Unions | AONB Unit WG JAC | 2023-25 |
| | | 2. Support and promote local food supply chains and local food producers aligned to conserving and enhancing the AONB's special qualities | Farming Unions | Menter Môn AONB Unit | Ongoing |
| | | 3. Develop tree / woodland planting schemes proportionate to land availability and suitability | AONB Unit | JAC Landowners / Land Managers | Annual |
| | | 4. Development of IACC Tree Nursery to supply trees for planting schemes [farmland, communities and landscaping commercial developments] | AONB Unit | Volunteers | 2023-24 |
| | | 5. Continuation of Anglesey Rivers' Project (River Wygyr) to improve water quality [river and bathing waters] improve public access, tree planting and increase bio-diversity | AONB Unit | NWRT WG Landowners / Land Managers | 2022-25 |
| | | 6. Promote and administer Welsh Government's Sustainable Landscapes, Sustainable Places (SLSP) funding for nature recovery and decarbonisation projects | AONB Unit | JAC Landowners / | 2022-25 |

THEME: Supporting and developing the living and working landscape

AIM: Communities within, and adjacent to the AONB contribute to the conservation and enhancement of its special qualities and features while increasing their existing economic and social activities sustainably.

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| | | | | Land Managers WG | |
| LWL 2.1 - 2.3 | <p><u>Viable Communities</u> Local culture and rural services, products and activities are maintained, securing affordable homes for local people and supporting the Welsh language</p> <p>Second homes, and their impact on culture, community and language Note – IACC / internal advice required on how to include second homes as part of objectives, policies and actions</p> | <ol style="list-style-type: none"> 1. Improve dialogue with internal departments of IACC relevant to affordable housing in the AONB as well as external agencies 2. Support and alignment with the North Anglesey Economic Regeneration Plan 3. Promote and initiate volunteering opportunities through the AONB Volunteer Group with relevant community groups and employment agencies. | IACC | AONB Unit | 2023-24 |
| | | | IACC Economic Development | Destination Management Local Community | 2023-25 |
| | | | AONB Unit | IACC JAC DWP | 2023-27 |
| LWL 3.1 - 3.3 | <p><u>Community Involvement</u> The communities of the AONB are engaged through meaningful consultation and</p> | <ol style="list-style-type: none"> 1. The AONB Unit's AONB Community Wardens to maintain and promote links with communities to develop projects and initiatives. 2. The AONB Unit's AONB Community Wardens to actively encourage membership of the AONB Volunteer Group. | AONB Unit | Communities | Weekly – Monthly |
| | | | AONB Unit | Communities | Monthly |

THEME: Supporting and developing the living and working landscape

AIM: Communities within, and adjacent to the AONB contribute to the conservation and enhancement of its special qualities and features while increasing their existing economic and social activities sustainably.

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| Page 126 | empowerment to improve participation, inclusivity, active lifestyles and to take pride in their AONB community. | <ol style="list-style-type: none"> 3. The AONB Unit to provide and implement an annual programme of events and activities. 4. The AONB Unit to foster closer ties with relevant IACC Sections, Medrwn Môn and Menter Môn to deliver on key community objectives and initiatives. 5. Promote and administer Welsh Government's Sustainable Landscapes, Sustainable Places (SLSP) and Sustainable Development Fund (SDF). | AONB Unit | JAC Events providers | Weekly – Monthly |
| | | | AONB Unit | IACC Medrwn Môn Menter Môn | 2023-24 / ongoing |
| | | | AONB Unit | JAC Communities | 2022-25 |
| LWL 4.1 - 4.3 | Business Businesses in the AONB contribute positively to a healthy rural economy providing employment opportunities for people who live on Anglesey | <ol style="list-style-type: none"> 1. Joint working with multiple partners to enable more effective, efficient and sustainable working practices 2. Support and promote local food supply chains and local food producers aligned to conserving and enhancing the AONB's special qualities 3. Promote Welsh Government's Sustainable Development Fund as a catalyst for joint funding of projects | IACC Economic Development | AONB Unit | Ongoing |
| | | | Menter Môn | AONB Unit Suppliers | Ongoing |
| | | | AONB Unit | Businesses | 2022-25 |

THEME: Supporting and developing the living and working landscape

AIM: Communities within, and adjacent to the AONB contribute to the conservation and enhancement of its special qualities and features while increasing their existing economic and social activities sustainably.

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| <p>LWL 5.1 - 5.4</p> <p>Page 127</p> | <p><u>Sustainability</u> An increased proportion of the resident population of the AONB adopts sustainable lifestyles.</p> | <p>1. The AONB Unit to continue to adopt and implement sustainable working principles and practices</p> <p>2. Identify important landscape/seascape elements and explore the links between the AONB's special qualities and the ecosystem approach</p> <p>3. Identify current and future uses of the AONB's natural resources and explore the links to the ecosystems approach</p> <p>4. Support the Welsh Government and IACC's Waste Management principles and strategies</p> <p>5. Promote Welsh Government's Sustainable Development Fund as a catalyst for joint funding of projects</p> | <p>AONB Unit</p> <p>AONB Unit</p> <p>AONB Unit</p> <p>IACC Waste Management</p> <p>AONB Unit</p> | <p>IACC</p> <p>JAC NRW Bangor University</p> <p>JAC NRW Bangor University</p> <p>AONB Unit</p> <p>Communities Businesses</p> | <p>Ongoing</p> <p>2023-24 / Ongoing</p> <p>2023-24 / Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> |
| | <p><u>Transport</u> National and local transport agencies have put in place policies, guidance and decisions to conserve and enhance the special qualities of the AONB,</p> | <p>1. Ensure the AONB Unit has an opportunity to contribute to any transport plans and programmes</p> <p>2. Ensure transport and PROW strategies support the AONB Management Plan's objectives and policies</p> | <p>IACC Transport Unit</p> <p>Transport and PROW Units</p> | <p>AONB Unit</p> <p>AONB Unit</p> | <p>Ongoing</p> <p>Ongoing</p> |

THEME: Supporting and developing the living and working landscape

AIM: Communities within, and adjacent to the AONB contribute to the conservation and enhancement of its special qualities and features while increasing their existing economic and social activities sustainably.

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| | maintain local distinctiveness, provide services and support a buoyant rural economy. | 3. Production and publication of relevant AONB Supplementary Planning Guidance [SPG] to support the AONB Management Plan and Local Development Plan | Planning Policy Unit Transport Unit | AONB Unit | 2024-25 |
| <p>LWL 7.1 - 7.2</p> <p>Page 128</p> | <p><u>Partnership working</u> The JAC will continuously seek opportunities to promote joint working with and between stakeholders to secure the purposes of designation and maximise funds.</p> | 1. Extension of contracts for the 2№ AONB Community Wardens and Assistant AONB project Officer to enable effective implementation of the AONB Management Plan's Action Plan | AONB Unit IACC | WG | 2024 |
| | | 2. Review and strengthen the role of the JAC including governance and training | AONB Unit IACC | JAC | 2023-24 |
| | | 3. Seek new and additional resources to implement the AONB Management Plan's Action Plan | AONB Unit | WG NRW | Ongoing |
| | | 4. Arrange 4№ JAC meetings annually [of which 1№ site / project visits. | AONB Unit | JAC | Quarterly |
| | | 5. Attend and contribute to the National Designated Landscapes Wales Partnership (NDLWP) | AONB Unit | NDLWP WG NRW | Quarterly |
| | | 6. Continued membership, participation and contribution to the NAAONB & Europarc: attend meetings, seminars, workshops, training events and conferences when appropriate | AONB Unit | NAAONB | Ongoing |

AIM: The whole community has accepted the importance of conserving the natural world and wildlife and so that protects the special qualities of the AONB environment. Designated wildlife sites are managed so as part of an increasingly rich matrix of wildlife-friendly countryside. Incidents of pollution of soil, air and water can be reduced.

| Policy Ref. | Objective | Actions to deliver this objective |
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| <p>NE 1.1 - 1.5</p> | <p><u>Habitat and Species Conservation</u> The coast and countryside are managed sensitively to maintain the diversity of habitats and species in a favourable condition and to improve connectivity between sites.</p> | <ol style="list-style-type: none"> 1. The AONB Unit to assist and contribute to the priorities of the LBAP for Anglesey and actions within IACC's Corporate Biodiversity Plan 2. The AONB Unit to forge closer working with IACC's Planning, Built and Natural Environment (PBNE) Unit to share resources, exchange knowledge and prepare joint funding bids. 3. The AONB Unit working collaboratively with Partners to lead and administer Welsh Government and Natural Resources Wales' funding programmes on heathland, wildflower meadows, roadside verges / roundabouts conservation and management. 4. The AONB Unit to lead and co-ordinate the Himalayan Balsam Partnership and expand it to an Invasive Non-Native Species [INNS] Partnership 5. Via the Sustainable Development Fund (SDF), agree a Service Level Agreement (SLA) between IACC and Cofnod |
| <p>NE 2.1 - 2.3</p> | <p><u>Soil, Air and Water</u> The quality of the soil, air and water – both freshwater and seawater – is regularly monitored to maintain standards that exceed UK and European standards.</p> | <ol style="list-style-type: none"> 1. Collate relevant data which can be incorporated and updated into the State of the AONB Report and help determine the values associated with the ecosystem approach 2. Support the work of IACC and agencies monitoring and reporting on soil, air and water quality 3. Work with NRW and the Farming Unions to gather relevant data and better understand the links to the Water Framework Directive (WFD) |
| <p>NE 3.1 - 3.3</p> | <p><u>Designated Areas and Other Important Sites</u></p> | <ol style="list-style-type: none"> 1. Work with the JAC and partners to identify suitable sites for joint working, joint funding bids and volunteering opportunities |

THEME: Conservation of nature and the environment

AIM: The whole community has accepted the importance of conserving the natural world and wildlife and so that protects the special qualities of the AONB environment. Designated wildlife sites are managed so as to be part of an increasingly rich matrix of wildlife-friendly countryside. Incidents of pollution of soil, air and water are to be reduced.

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| | Both statutory and non-statutory wildlife sites are managed for their biodiversity, aesthetic and amenity value. | |
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| Isle of Anglesey County Council | |
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| Report to: | Executive Committee |
| Date: | 25 th April 2023 |
| Subject: | Draft Destination Management Plan 2023-2028 |
| Portfolio Holder(s): | Cllr. Neville Evans (Leisure, Tourism and Maritime) |
| Head of Service / Director: | Christian Branch Head of Regulation & Economic Development Service |
| Report Author: | Andy Godber |
| Tel: | Visitor Economy and Coastal Areas Manager |
| E-mail: | andygodber@ynysmon.llyw.cymru |
| Local Members: | Applicable to all Elected Members |

A –Recommendation/s and reason/s

The Executive Committee is asked to approve and support the draft Destination Management Plan (2023-2028) for consultation with key stakeholders.

The draft Destination Management Plan (DMP) sets out the Council’s ambitions for destination management over the next 5 years and takes account of both local and national strategies including the new draft Council Plan.

The Plan sets out principles and actions which will bring about economic, social and environmental benefits, and will ensure that the special qualities and communities of the Island are at the heart of the tourism offer but will not be adversely impacted as a consequence.

The visitor economy retains its pivotal importance, and the consultation process will establish stakeholders buy into to this approach.

B – What other options did you consider and why did you reject them and/or opt for this option?

This Plan replaces the previous version which spanned 2015-2020. The preparation of the new Plan was delayed by, and takes account of impacts of the Covid pandemic.

It is a requirement to undertake consultation to inform preparation of the Plan.

C – Why is this a decision for the Executive?

The decision is sought from the Executive as approval is needed for the Plan to become a public document and consulted upon.

Ch – Is this decision consistent with policy approved by the full Council?

The DMP is fully aligned with the new Council Plan and has the key general principle of delivering sustainable economic development at its core. Furthermore, it will ensure by 2028 that we have

- capitalised on additional investment for the benefit of the local economy
- Grown and promoted the visitor economy in a respectful and sustainable manner to secure benefits for our communities and visitors

The visitor economy is fundamental to the sustainable economic position of Anglesey, and the strategy highlights the commitment to further enhancing this. However, it has become increasingly evident over the past 3 years that unchecked tourism can adversely impact the lives of people and the unique qualities which make the Island so synonymous and drive the vast majority of tourist activities.

The Plan will redress this imbalance and ensure through a new multi organisational/interests group that the benefits of a vibrant and diverse offer is able to enhance the key qualities of language, culture, environment and heritage.

A drive for improvements to infrastructure such as car parking, toilets and access provision is a key part of the strategy, and by ensuring these critical building blocks are in place, we will have greater opportunities to release the potential of enhanced sustainable tourism offers which will bring about economic, social, health and wellbeing benefits to visitors and the people of Anglesey.

The Plan draws together all responsibilities and priorities of Destination and will act as template for a more collaborative and holistically minded approach to destination management moving forward.

D – Is this decision within the budget approved by the Council?

Budget within Destination Function to prepare and implement the Plan. However, other external funding opportunities will be explored to maximise the delivery and impact of the Plan

| Dd – Assessing the potential impact (if relevant): | | |
|---|---|---|
| 1 | How does this decision impact on our long term needs as an Island? | Tourism remains the largest economic sector. Plan aims to maximise benefits, and mitigate impacts, to realise meaningful socio-economic benefits for the Island |
| 2 | Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how? | Aim is to invest in tourism infrastructure to improve quality, strengthen resilience and reduce financial burden on the Council of infrastructure that is in need of investment. It's a co-ordinated Plan to identify and prioritise future activities |
| 3 | Have we been working collaboratively with other organisations to come to this decision? If so, please advise whom. | Internal and cross-Service collaboration on the development of the draft Plan, and collaboration on the recommendations. This decision will act as a precursor for formal engagement with stakeholders. |
| 4 | Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how. | The formal consultation will offer citizens the opportunity to refine the Plan. |
| 5 | Note any potential impact that this decision would have on the groups protected under the Equality Act 2010. | The Plan aims to provide an offer which has benefits for all society. |
| 6 | If this is a strategic decision, note any potential impact that the decision would have on those experiencing socio-economic disadvantage. | The Plan aims to enhance the economic wellbeing of the people of Anglesey, and bring about new employment opportunities from sustainable tourism. |
| 7 | Note any potential impact that this decision would have on opportunities for people to use the Welsh language and on treating the Welsh language no less favourably than the English language. | Celebrating the Island's Welsh language and culture is a key part of Plan. |

| E – Who did you consult? | | What did they say? |
|--------------------------|---|--------------------|
| 1 | Chief Executive / Senior Leadership Team (SLT) (mandatory) | |
| 2 | Finance / Section 151 (mandatory) | |
| 3 | Legal / Monitoring Officer (mandatory) | |
| 4 | Human Resources (HR) | |
| 5 | Property | |
| 6 | Information Communication Technology (ICT) | |
| 7 | Procurement | |
| 8 | Scrutiny | |
| 9 | Local Members | |

| F - Appendices: |
|---|
| Draft Destination Management Plan 2023-2028 |

| Ff - Background papers (please contact the author of the Report for any further information): |
|---|
| |



CYNGOR SIR
YNYS MÔN
ISLE OF ANGLESEY
COUNTY COUNCIL

www.ynysmon.llyw.cymru
www.anglesey.gov.wales

DRAFT
Isle of Anglesey
Destination Management Plan
2023 -2028

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- Principles & Priorities for 2023-2028
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- Next steps



1. Setting the scene

The Destination and visitor economy are essential to the prosperity and unique offering of Anglesey.

We are blessed with a diverse environment, culture and heritage which is matched only by the scope for varied tourism offers and visitor experiences.

The rugged coastline is home to some of western Europe's most important habitats including lowland heath, dune and maritime grasslands, and rare species of flora and fauna rely on the health of these habitats. Inland from the coast, fens and lakes provide important internationally protected habitats to some of Europe's most threatened species.

Equally important is the uniqueness of Anglesey's culture and heritage tracing human's relationship with place from prehistoric times, through Anglesey's industrial heyday to the cultural vibrancy we see in our communities today

We are blessed with a diverse environment which is matched only by the scope for varied tourism offers and visitor experiences. Anglesey is the county most reliant in the UK on this industry, generating upwards of £360m per annum in the local economy, and directly supporting ~3,698 jobs. As such, it is vitally important that this plan supports and delivers meaningful benefits to the people and communities so economically reliant on this sector.

There is, however, an underlying fragility to the economy on Anglesey, characterised by high levels of migration amongst young people, as well as unemployment and social deprivation.

One of the major difficulties facing peripheral economies like Anglesey is the ability to generate new employment. Tourism is one of these sectors that can, and has, contributed to local prosperity and quality of life in Anglesey.

This fragility is mirrored in the natural environment, with habitats and species becoming ever more threatened and fragmented. Tourism can play a significant role in highlighting the importance of Anglesey's natural environment, and as such help address the 'nature crisis' as well as bring health and wellbeing benefits.

However, the visitor economy can also have negative impacts. The continued growth in visitor numbers can create unwelcome pressures for the local community.

Tourism cannot therefore be left to grow unchecked; it must be managed in a sustainable way, to maximise the benefits for long-term prosperity and mitigate potential negative impacts.

Through a collaborative approach, Anglesey has the opportunity to act now through clear forward-planning and actions. There is a need to enhance the existing offer by ensuring that basic needs such as highway infrastructure, enhanced public access, public conveniences and information provision are fit for purpose, and resilient against pressures such as climate change.

By ensuring this basic need is provided, we have the opportunity for existing offers to be strengthened, safe in the knowledge that the experience will be further enhanced by the Anglesey welcome which is already a cornerstone of the visitor offer.

New opportunities will grow from this strengthened position, and in conjunction with partners and communities, we can grow the offer based around the unique qualities of Anglesey in a sustainable manner

Who does the plan represent?



68,900
Residents



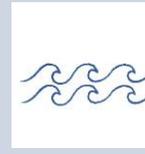
56%
Speak Welsh



3,698
Employees
in tourism



5.2 million
visitors



50Km
Heritage
Coast



1
UNESCO
Global geopark



32
SSSI's
Sights of special Scientific Interest



221 Sq KM
Size of our
AONB



75
Scheduled
Ancient Monuments



2nd Busiest
Port in the UK
And Wales busiest cruise
port

35,843
Bed spaces



125 Miles
Coastal Path

2. A Vision for Anglesey 2023-2028

The Isle of Anglesey is a uniquely special place, with a rich history, culture and heritage, coupled with unspoilt and ecologically diverse landscapes.

We seek a visitor economy which is empathetic to the Island's sense of place, and is seen to benefit the people, environment, culture, heritage and language, and continues to play a pivotal role in the economic stability of the island.

This plan seeks to enhance a spirit of collaboration and holistic thinking to develop an offer which enhances these key qualities, and delivers economic and social benefits to the local communities.



3. What is Destination Management?

Destination management is about 'managing the destination in its widest form for the benefit of all'

This is a place-centred concept, concerned with the whole environment in which visitors, locals and tourists interact.

It focuses on the elements that attract visitors, as well as the infrastructure and services that support their visit. The term 'visitor' applies to those spending their holidays in an area as tourists, but it also includes local people visiting an area just for a day or less.

Destination management therefore not only involves tourists, but the wider impact of people, including locals and nearby visitors, who use services, infrastructure and enjoy local assets. It extends to all aspects of the economy and requires collaboration to run effectively and sustainably.

It involves the physical, financial and operational management of a destination, but also its planning, development and marketing.



4. Why Destination Management ?

Page 10

There are many factors driving the need to update Anglesey's destination management plan to make it ready to work with the challenges and opportunities of 2023 and beyond.

The visitor economy, and wider political, economic and environmental context is very different than it was in 2015 when the last plan was drafted.

These changes, amongst others, are shown in the graphic opposite and illustrate the need for an updated plan and delivery model.

Policy context

- This Destination Management Plan is needed to acknowledge the changing policy context since the last Destination Management Plan in 2016, including but not limited to:
- Key national, regional and local policies (explored on the following page)
- Reduced capacity for Local Authority support / delivery
- Protection of the Welsh language
- Levelling Up Funding & investment in Holyhead
- Second home policies and taxes

Sustainability and net zero

The physical risk of climate change, along with the increasing pressure of visitor numbers on the environment is driving the need adopt more environmentally sustainable practices and transition to net zero. This is reflected in :

- IACC Towards Net Zero Plan 2022-2025
- Biodiversity Plan
- Need for resilience and natural resource management

Visitor economy

The visitor economy has changed since the 2016-2020 Destination Management Plan.

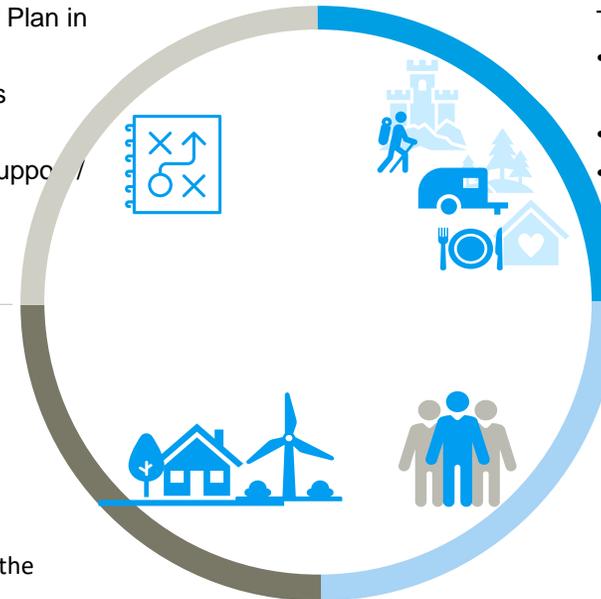
This plan will have to respond to:

- The changing visitor profile: day visitors vs. overnight stays
- Increasing second home ownership
- Growth in short term lets (Airbnb & VrBo) properties
- Digital transformation

Economic context

The Covid-19 pandemic highlighted the need to embed resilience into destination management, with a need to address:

- Infrastructure and capacity: how to get the basics right, ensuring benefits and no disruption to locals while delivering a quality visitor experience
- Skills and employment gaps in the sector



5. A strategic approach

This Destination Management Plan aims to take into account and support the wider strategic objectives laid out in the local, regional and national policies shown in the diagram opposite. Key policies and plans are starred and include:

★ **Welsh Government Wellbeing of Future Generations Act, 2015** A key aspect of Anglesey’s visitor offering is highlighting the thriving culture and language of Wales, which links directly to the aspirations of this Act.

Welcome to Wales: Priorities for the Visitor Economy, 2020-2025

★ encourages the sector to combine a local-first focus celebrating culture, home-grown skills and businesses and community (Bro) with international levels of quality and ambitions (Byd). This, along with Visit Wales’ key priorities are reflected in Anglesey’s Destination Management Plan.

IACC Corporate Plan (2023-2028)

★ Tourism is a vital part of Anglesey, therefore the Island’s policies and plans will need to and support existing tourism infrastructure and businesses as well as facilitate opportunities for future development. Equally, this plan will need to align closely with the aims Isle of Anglesey County Council are seeking to achieve for the local community.

At the time of preparing this plan, there is no clarity on the implementation of a tourism levy or statutory registration scheme. If relevant, this plan will support our work with the Welsh Government on the successful implementation of the scheme.



This graphic shows examples of policies, plans and legislation relevant to the Destination Management Plan - it is not an exhaustive list

6. The impact of Anglesey's visitor economy

Economic impact in 2021:

- £342.87 million economic impact
- 3,698 full time employees (tourism related sectors)
- 2021 saw a 46.7% increase in economic impact compared to 2010
- 90% of economic impact comes from 53% of visitors (those staying over night). Staying visitors contribute much more per person in terms of economic impact



Visitor numbers in 2021:

- 1.48 million visitors, 91% of pre-2020 level
- 5.28 million visitor days
- 15% of the year's visitors (over 250,000) visit in August

Accommodation figures in 2021:

- 0.76 million visitors (50% of total) staying in paid accommodation
- 97% of visitors with accommodation are in non-serviced accommodation
- 1,067 Short term let (AirBnB & VrBo) listings
- A 53% increase in listings since 2017*

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*Source: the Bevan Foundation
All other figures 2021 STEAM data

7. Challenges & opportunities for Anglesey's visitor economy

This plan considers both the challenges facing Anglesey's visitor economy, as well as the opportunities for collaboration, innovation and sustainable growth.

CHALLENGES:

- **Available funding** for the local authority has fallen significantly in the period since the last DMP, especially on non-statutory functions (such as tourism) and the funding profile is often short term, limiting the ability for strategic change
- Over tourism and **capacity** constraints
- **Inclusivity** - the shift to **digital** technologies can exclude some demographics. Age profile and language must be considered
- **Environmental fragility** – climate change and development is increasingly threatening local habitats and species.
- **Perceptions** of tourism – there is little recognition amongst the wider community of tourism's contribution to the Island; as a key employer, entrepreneurial incubator and contributor to wider employment in retail, finance, telecommunications and Holyhead Port.
- **Profile** of visitors – there was a greater drop in staying visitors compared to day visitors in 2021 compared to 2019*. 2021 share of day visitors is 47%, despite being only 10% of spend (contributes to challenges around capacity and infrastructure)
- **Second home & Airbnb** ownership increasing
- Sectoral **skills** shortages



OPPORTUNITIES:

- Consumers have long been encouraged to 'discover what's on your doorstep' and 'think global, **act local**', however during the covid-19 pandemic this became much more tangible concept
- **Becoming a sustainable destination** – embracing sustainability is an opportunity for Anglesey to further develop its brand, for instance through promotion of active and more sustainable travel, embracing the lack of roadbuilding and becoming a "green island"
- The visitor economy bring multiple **benefits to the local community**, but there is an opportunity for these to be further developed and better communicated.
- **Culture, heritage, uniqueness** is undersold (history, Welsh language, UNESCO Geo Park, AONB). Opportunity to improve awareness of place through signage and celebrate local identity and brand
- **Dark Sky tourism** Further support and promote the benefits of the dark sky
- **Digital** transformation and marketing
- **Food Tourism** Strategy
- **Increase in adventure sports** & wellbeing tourism
- **School involvement and education** – increase engagement of children learning about their place
- **Strength and performance** of the tourism sector in Anglesey: historically outperformed Wales and North Wales averages (over the period 2006-2017)
- **Welsh Coast Path** Investment in the infrastructure, marketing and development of the coastal path



8. Guiding Principles & Priorities 2023-2028

1. Vibrant communities who are celebrated, respected and protected.

- A visitor economy where the local communities feel ownership and empowered to drive forward the regenerative tourism model.
- A visitor economy which embraces and sustainably utilises the existing strengths of our language and culture and brings our heritage to a wider audience.
- A visitor economy where the culture is embraced, and at the heart of all product and promotional activities

2. An enhanced visitor offer with sustainability at its core.

- A visitor economy which can grow sustainably based around a high-quality offer where visitors value and respect Anglesey's culture, heritage and environment.
- A visitor economy which is based around activities and experiences which take advantage of, but do not degrade the culture, heritage and environment.
- A visitor economy where quality visitor infrastructure and access provision offer enhanced recreational opportunities and with this improved health and wellbeing

3. A natural environment which is respected, understood, improved and helps tackle the nature and climate crises

- A visitor economy where the natural environment is understood and enhancements to natural capital bring about benefits in terms of wellbeing to all.
- A visitor economy where activities are in harmony with the natural environment, and enhance both the offer and the land and sea upon which they take place.
- A visitor economy which becomes more 'climate change ready' and is increasingly carbon neutral.
- A visitor economy where users are empowered to directly contribute to tackling both the nature and climate crises.

4. A visitor offer which serves to improve our communities, and as a result social and well being benefits are seen.

- A visitor economy whose infrastructure and resources are enhanced to the benefit of local communities, and adapts to mitigate the impacts of climate change.
- A visitor economy where local people are given the opportunities to be at the heart of the offer, taking advantage of new skilled roles and local supply chains.
- A visitor economy with sustainability at its core and able to grow in economic and social value and provide health and wellbeing opportunities for all.

9. High-level Action Plan





Vibrant communities who are celebrated, respected and protected.

Why is this important ?

Nothing embodies the spirit of place more than its people, its language and its culture.

Anglesey's unique culture and heritage is key to its sense of place, making it a memorable destination. This, along with our natural environment, is the foundation of the visitor offer. There is opportunity to communicate and celebrate this further.

What are we going to do?

- We will deliver this destination management plan in close collaboration with local community stakeholders to ensure they feel empowered to drive forward a regenerative tourism model.
- We will embracing the existing strengths of our language and culture to bring our heritage to a wider audience.
- We will develop a visitor economy where culture is embraced, and at the heart of all product and promotional activities.
- In doing so, we aim to create a destination that is distinctive and authentic to be enjoyed by the people of Anglesey and future generations.

How are we going to do it?

- We will work with partners to improve the, heritage, history and cultural offer, developing better information for visitors and using cultural stories and place setting to develop new visitor experiences.
- We will embed and promote the Welsh language and our unique cultural heritage across all elements of the visitor offer, ensuring inclusivity and the culture are core components.
- We will continue to build on and celebrate the investment in the Anglesey Food Tourism Strategy, the Welsh Coast Path, Dark Sky Tourism, adventure sports and wellbeing tourism. We will manage these itineraries with a focus on local heritage and sustainability.



An enhanced visitor offer with sustainability at its core.

Why is this important ?

Sustainable all year visitor infrastructure ensures visitors can experience Anglesey at its finest. Getting these right, with an inclusive welcome and a sense of being in a unique natural environment, will drive longer stays and repeat visits.

Ensuring this infrastructure and offer serves to protect and enhance the environment will be key in growing the visitor economy in a sustainable manner.

What are we going to do?

- We will develop and promote a shared Anglesey brand and shared commitment, celebrating the local community, language and landscape.
- We will build a dynamic and inspiring visitor experience offer based around sustainable enjoyment of the unique qualities of Anglesey, starting with getting the basics right.
- We will ensure key facilities and visitor infrastructure are high quality.
- We will capitalise on Holyhead's position as a gateway for international visitors.
- We will strengthen Anglesey's all-year round product, extending the season and developing an increased number of compelling experiences for visitors and residents to enjoy indoors and outdoors.

How are we going to do it?

- We will improve visitor facilities including car parking, toilets, and electric vehicle charging, as well as a network of quality, accessible footpaths and cycle routes.
- We will consider better ways to signpost attractions, either through digital technology or improved signage and wayfinding
- We will explore opportunities to integrate destination management considerations into all planning decisions in to ensure public transport, infrastructure and development projects support the visitor economy and the people of Anglesey.
- We will collaborate to ensure cruise and transient visitors provide economic and social benefits to the Island in the most sustainable and environmental way possible.
- Engage with partners to collect, interrogate and share data about tourism in Anglesey, particularly to understand tourism impacts in different parts of the county.



A natural environment which is respected, understood, improved and helps tackle the nature and climate crises

Why is this important ?

The landscapes, seascapes and natural environment of Anglesey is diverse and dramatic, but under threat from a multitude of factors including climate change, over-tourism and tourism offers which degrade these special qualities.

The value of an authentic, coherent destination so rich in natural assets cannot be underestimated. Nature is a core element of Anglesey's brand identity, connecting visitors and locals to the place, its values and character. This can drive measurable wellbeing, economic, social and cultural benefits and must be celebrated and protected.

What are we going to do?

- We will embed effective sustainable destination management principles across all areas of our work, and ensure that the offer enhances rather than degrades the natural environment.
- We will utilise the natural and cultural resources of Anglesey to create and promote a special, distinctive place, distinguished from other destinations.
- We will work with partners to plan projects focussed on delivering a landscape which is healthier, more ecologically rich and connected, and able to act as a catalyst for new visitor opportunities and a reconnection between people and nature.
- We will ensure that the impacts of climate change on destination management are fully understood and that we can make our visitor economy resilient to these impacts.

How are we going to do it?

- We will manage sensitive sites and develop interventions to protect, enhance, and conserve them.
- Through the planning process, we will control development which could threaten the quality of the coastal environment, the Island's visitor appeal, or disproportionately impact individual tourism businesses.
- We will ensure the importance of destination management is embedded in the work of the AONB and natural environment partners.
- We will draw upon research to appraise the likely impacts of projected changes to seasonality of weather on the visitor offer, and plan to mitigate these impacts.
- We will explore opportunities to link destination management with coastal adaptation/natural flood management projects.



A visitor offer which serves to improve our communities, and as a result social and well being benefits are seen.

Why is this important ?

The tourism and hospitality sector are vital to Anglesey's local economy, employing many people. However, support is required to address skills shortages and realise the visitor economy's full potential in delivering social, cultural and economic wellbeing for Anglesey.

Whilst training may be one issue behind this, there are also other more complex factors, such as the seasonal nature of many businesses, or indeed the way young people see tourism as a future career.

What are we going to do?

- We will engage with the community to promote the importance of the visitor economy and supporting infrastructure and services, so residents, partner bodies and businesses alike are bought into the delivery of the experience.
- We will collaborate with education, further and higher education establishments and work with partners to identify both immediate and future key skill sets and resource issues.
- We will work with partners to encourage greater engagement with food producers and local supply chains.
- We will support private sector-led initiatives that deliver economic growth, fair work, employee upskilling and a reduction of carbon footprints on the Island: the kind of behaviours we need for a sustainable tourism industry.

How are we going to do it?

- We will foster opportunities for skilled year round employment
- We will collaborate with the education sector to coordinate action on skills, the perception of careers in tourism, skill shortage and raising awareness of opportunities that the tourism and hospitality sector can offer.
- Ensure that local people are given the opportunities to be at the heart of the offer, taking advantage of new skilled roles and local supply chains.
- We will work to ensure that local low carbon, sustainable supply chains are developed across the industry.
- Ensure that the tourism offer contributes to the viability of services and facilities which are essential to the host communities.

10. Next steps

The first step to delivering the Destination Management Plan is to establish a new partnership model for a [Destination Management Organisation \(DMO\)](#).

A new partnership model is recommended in order to:

- ensure collaboration and buy-in from key private, voluntary and public sector partners;
- make best use of existing resources;
- facilitate effective ways of working which may attract further investment when needed to deliver the objectives of the Destination Management Plan.

Once the DMO is established and supported with a Terms of Reference, the group will work in collaboration to define priority next steps with a SMART action plan.

