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CYNGOR SIR YNYS MÔN ISLE OF ANGLESEY COUNTY COUNCIL Mr Dylan J. Williams Prif Weithredwr – Chief Executive CYNGOR SIR YNYS MÔN ISLE OF ANGLESEY COUNTY COUNCIL Swyddfeydd y Cyngor - Council Offices LLANGEFNI Ynys Môn - Anglesey LL77 7TW

Ffôn / tel (01248) 752500 Ffacs / fax (01248) 750839

RHYBUDD O GYFARFOD	NOTICE OF MEETING
PWYLLGOR SGRIWTINI PARTNERIAETH AC ADFYWIO	PARTNERSHIP AND REGENERATION SCRUTINY COMMITTEE
DYDD MERCHER, 21 MEHEFIN, 2023 am 2.00 o'r gloch yp	WEDNESDAY, 21June 2023at 2.00 pm
CYFARFOD HYBRID – YN YSTAFELL BWYLLGOR 1, SWYDDFEYDD Y CYNGOR, LLANGEFNI AC YN RHITHIOL DRWY ZOOM	HYBRID MEETING – COMMITTEE ROOM 1, COUNCIL OFFICES, LLANGEFNI AND VIRTUALLY THROUGH ZOOM
Sw//ddod Pw//lidor	en Hughes 752516 Committee Officer

AELODAU / MEMBERS

Cynghorwyr / Councillors:-

Y Grwp Annibynnol/ The Independent Group

Gwilym O Jones (Is-gadeirydd/Vice-Chair)

Plaid Cymru / The Party of Wales

Non Dafydd, Euryn Morris, John I Jones, Dylan Rees (Cadeirydd/Chair), Margaret M Roberts, Ken Taylor, Sonia Williams

Annibynnwyr Môn/Anglesey Independents

Paul Ellis, Jeff Evans, Derek Owen

Llafur Cymru/Welsh Labour

Pip O'Neill

Aelodau Ychwanegol/Additional Members (gyda hawl pleidleisio ar faterion addysg/with voting rights in respect of educational matters) Sedd Wag/Vacant Seat (Yr Eglwys yng Nghymru/The Church in Wales), Sedd Wag/Vacant Seat (Rhiant Llywodraethwr – Sector Ysgolion Cynradd/Parent Governor – Primary Schools Sector), Mrs Llio Johnson-(Rhiant Llywodraethwyr – Sector Ysgolion Uwchradd ac ADY/Parent Governor – Secondary Schools Sector and ALN) Mr John Tierney (Yr Eglwys Babyddol Rufeinig/The Roman Catholic Church)

Aelod Cyfetholedig/Co-opted Member (Dim Hawl Pleidleisio/No Voting Rights) Mr. Dafydd Gruffydd (Rheolwr Gyfarwyddwr/Managing Director - Menter Môn)

AGENDA

1 <u>APOLOGIES</u>

2 DECLARATION OF INTEREST

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

3 <u>MINUTES (Pages 1 - 10)</u>

To submit, for confirmation, the following minutes:-

- Minutes of the meeting held on 19 April, 2023;
- Minutes of the meeting held on 23 May, 2023.

4 WELSH LANGUAGE STANDARDS - ANNUAL REPORT - 2022/2023 (Pages 11 - 44)

To submit a report by the Director of Function (Council Business)/Monitoring Officer.

5 <u>WELSH IN EDUCATION STRATEGIC PLAN 2022/2023 - PROGRESS REPORT</u> (Pages 45 - 52)

To submit a report by the Director of Education, Skills and Young People.

6 EDUCATION SCRUTINY PANEL - PROGRESS REPORT

To receive a verbal report by the Chair of the Education Scrutiny Panel.

7 <u>ANNUAL REPORT - GWYNEDD AND ANGLESEY PUBLIC SERVICES BOARD</u> (Pages 53 - 64)

To submit a report by the Chief Executive.

8 **DESTINATION MANAGEMENT PLAN** (Pages 65 - 106)

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

9 QUARTER 4 : 2022/2023 - PROGRESS REPORT - NORTH WALES GROWTH BID (NORTH WALES ECONOMIC AMBITION BOARD) (Pages 107 - 132)

To submit a report by the Chief Executive.

10 FORWARD WORK PROGRAMME (Pages 133 - 140)

To present the report of the Scrutiny Manager.

PARTNERSHIP AND REGENERATION SCRUTINY COMMITTEE

Minutes of the hybrid meeting held on 19 April 2023

PRESENT: Councillor Dylan Rees (Chair) Councillor Gwilym O Jones (Vice-Chair) Councillors Non Dafydd, Jeff M Evans, John I Jones, Euryn Morris, Pip O'Neill, Margaret M Roberts and Ken Taylor Co-Opted Member - Mr John Tierney (The Roman Catholic Church) Councillor Llinos Medi (Leader of the Council and Portfolio Member for Economic Development) IN ATTENDANCE: Chief Executive, Deputy Chief Executive, Head of Regulation and Economic Development, Head of Democracy. Regeneration Manager (DGL) (for item 4), Economic Development Manager (THJ) (for item 5), Scrutiny Manager (AGD), Committee Officer (MEH) APOLOGIES: Councillors Trefor LI Hughes MBE, Derek Owen Councillor Nicola Roberts (Portfolio Member for Planning, Public Protection and Climate Change) ALSO PRESENT: Councillor Carwyn Jones (Portfolio Member for Corporate and Customer Experience); Councillor Gary Pritchard (Portfolio Member for Children, Youth & Housing Services); Councillor Alun Roberts (Portfolio Member for Adults' Services); Councillor Dafydd R Thomas (Portfolio Member for Highways, Property & Waste); Councillor Robin Williams (Deputy Leader & Portfolio Member for Finance).

1 APOLOGIES

As noted above.

2 DECLARATION OF INTEREST

None received.

3 MINUTES

The minutes of the meeting held on 15 March, 2023 were confirmed as correct.

4 ANGLESEY'S TOWN CENTRES IMPROVEMENT STRATEGY

Submitted – a report by the Head of Regulation and Economic Development on the Anglesey's Town Centres Improvement Strategy for consideration by the Committee.

The Deputy Leader and Portfolio Member for Finance, in the absence of the Leader of the Council at the beginning of the meeting, said that over the years the town centres in most towns and cities in the UK have changed. He noted that 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'. The Well-Being of Future Generations Act requires local authorities to address the economic, social, environmental, and cultural well-being of their areas. He further said that 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 was reported to the Governance and Audit Committee in February 2022. This process highlighted the need for the Council to develop a strategic approach to improving the town centres. The Welsh Government's Transforming Towns programme includes a number of components, including capital grants and loans for town centre improvements. Various town or town centre regeneration strategies/plans have been prepared on Anglesey in the past, mostly aligned to a specific external funding opportunity, with several having been prepared for Holyhead over the years. It is now proposed that a single county-wide strategy covering the whole of Anglesey's town centres be prepared, and not tied to any particular external fund or programme, but reflecting the wider needs of the county and its town centres. The three larger towns of Holyhead, Amlwch and Llangefni have the most need, with Menai Bridge and Beaumaris being more prosperous.

The Portfolio Member further said that subject to the Executive's approval of the recommendations within the report, a process of stakeholder engagement and public consultation will take place to gather views, comments, and seek support for the proposed strategy, with a view to finalisation and adoption during 2023. Consultation will also be used to gather views, comments and suggestions for improvements to individual town centres to inform the preparation of individual place making plans and/or related projects, subject to resources.

The Regeneration Manager reported that Anglesey's town and town centres are focal points for the Island's economic, social and cultural activities. He noted that a high number of empty shops exist in Holyhead town centre reflects local economic issues and the growth of the retail park on the edge of the town as the main shopping area. He reported that the Holyhead empty shops initiative helped small businesses to start trading from empty shops and this had reduced the previously high vacancy rate, but over the pandemic the number of empty shops has returned to past high levels. He further said that the number of empty shops in Amlwch has also increased recently which no doubt reflects the loss of employment in the area. The conversion of surplus empty commercial units to homes is being encouraged and grant funding has been sought from the Welsh Government. The Regeneration Manager also said that he considered that holiday accommodation could be a suitable use in Holyhead town centre.

The Regeneration Manager further said that staffing resources are limited to be able to materialise the work needs to regenerate the town centres and grant funding has been sought from the SPF funding grants towards recruitment of additional staff. Engagement and consultation with stakeholders and key partners will take place on the strategy and a public consultation will be undertaken during 2023, together which will be used to inform the preparation of individual town Place Plans. The Town Councils and several other organisations have a key role in improving and managing town centres and will need to be closely involved within the process. It was noted that members of the Llangefni Regeneration Group had arranged a visit to see the work being undertaken by local partnerships in Blaenau Ffestiniog and Bethesda.

In considering the report, the Committee discussed the following:-

- Questions were raised as to the definition of a 'town' and a 'town centre'? Reference was made that the Authority will need to prepare a Local Development Plan in the near future and it was suggested that it would be an opportunity to focus on the town and town centre. It was further said that the town centres will not be similar to those seen in the 60's and 70's. The Committee was advised that there is no single consistently applied definition of a 'town' or 'town centre' it was noted that the currently adopted Joint Local Development Plan, strategic policy for town centres (PS15) designates Holyhead and Llangefni as 'urban retail service centres', and the settlements of Amlwch, Benllech, Beaumaris, Menai Bridge, Llanfairpwll, Rhosneigr, Valley and Cemaes are designated as 'local service centres'.
- Reference as made that Anglesey is mostly rural areas with large and small villages. Questions were raised as to the vision for the large and small rural villages of the Island i.e. Benllech, Moelfre and Pentraeth. The Committee was advised that there is a rural development programme funded by European funding, with Menter Môn leading of the programme. As the European funding will cease the SPF funding will be the source of grant funding and an applications have been submitted to support projects within rural communities. Many small groups in rural areas benefitted from the recent CRF programme to provide community grants across the county. It was also noted that the County Council is a member of the WLGA Rural Forum which lobbies for rural areas.
- Questions were raised as to what opportunities and challenges are faced when being dependent on competitive grant funding to deliver the programmes? The Committee was advised that as grant funding is specific for a short period of time and it can be difficult when staff recruitment is required to carry out the programme. It was further noted that flexible funding to carry out project is important.
- Reference was made to the requirement of investment within the towns on Anglesey. The Vice-Chair referred to the Amlwch Port area and there is need for investment and regeneration of the area. Questions were raised as to the

availability of private investment to fund Anglesey town centre regeneration programmes initiatives. The Committee was advised that significant decisions by stakeholders to locate in towns were often a catalyst for town centre regeneration as seen in Menai Bridge. It was further said that the area around the square in Amlwch Port has visually improved with many residents renovating their homes. A company has been commissioned to survey the most dilapidated buildings in Amlwch and Llangefni which will be used to encourage the owners to renovate these buildings. A grant from Welsh Government has been secured to improve the frontages of buildings in two Anglesey towns. Arfor grant funding could also be beneficial to the improvements of towns. The Regeneration Manager said that Holyhead Town Council is willing to maintain assets improved with grant funding eg. Swift Square Toilets and the Fort watchtower.

- Questions were raised as to how the Regeneration Group of the Llangefni Town Council will be supported? The Committee was advised that the Economic Development Department attends Llangefni Regeneration Group meetings and grant funding needs to be sought for improvements of the town.
- Reference was made that the general public in Holyhead are not aware of the developments that to materialise from the Levelling Up Grants, Free Port Status and the Breakwater Development. The Committee was advised that internal arrangements need to be robust due to the developments in Holyhead and further engagement will need to be undertaken with the local community.
- Questions were raised as regards to the alignment with Place Shaping work streams and plans to strengthen the infrastructure within local communities and especially with electric car charging facilities. The Committee was advised that the strategy is to increase the electric car charging points available on the Island but that progress is dependent on grant funding. Anglesey now has one of the highest number electric car charging points relative to population.

It was RESOLVED:-

- To note the content of the draft Anglesey Town Centres Improvement Strategy;
- To recommend the draft Strategy to the Executive for public consultation.

5 ANGLESEY FREE PORTS

Submitted – a report by the Head of Regulation and Economic Development on the Anglesey Freeport.

The Leader of the Council and Portfolio Member for Economic Development said that on the 23rd March, 2023, the County Council was made aware it had been successful in its Freeport application. This has resulted in significant work undertaken by the Officers of the Council and Stena Line and the commitment to submit the bid for the Freeport.

The Chief Executive reported that the bid for the Freeport status has been successful subject to the completion of a detailed business case. Meetings will be undertaken with both UK and Welsh Governments together with Stena Line to clarify the responsibilities, accountabilities and provide further guidance. He further said that work will need to be undertaken over the next 6 months to enable to release the £25m capital funding. The Chief Executive referred to the other development projects in Holyhead i.e. Breakwater restoration, Morlais, Hydrogen Hub and Stena Line have plans to clear the previous Anglesey Aluminium site. He noted that there will be a need for strategic planning within the town of Holyhead, including other service area, such as education and health provision and to ensure that the developments do not have a negative effect on the residents.

In considering the report, the Committee discussed the following:-

- Reference was made that the project plan estimates that 3,500 to 13,000 new job opportunities will be created over a period of 15 years. Questions were raised as to what arrangements will be in place to ensure that they are high quality jobs and that Anglesey residents have the skills to take advantage of the opportunities? The Committee was advised that there are still uncertainties as to the benefits from the Freeport status and it was stressed that the figure of up to 13,000 job opportunities is relevant to the whole of North Wales and not specifically to Anglesey. It was stressed that work will need to be undertaken with Stena Line and the regional stakeholders, regional skills partnership and Llandrillo Menai to enable local people to be able to take advantage of the job opportunities that will result from the Freeport.
- Questions were raised as to the status of the third bridge across the Menai Straits and the improvements need to the highway network due to the Freeport status? The Leader of the Council responded that there is a need to strengthen the resilience and network links across the Island and pressure is continuing on Welsh Government for the third bridge across the Menai Straits.
- Questions were raised as to how many companies have expressed an interest in relocating on the Island due to the Freeport status? The Committee was advised that there are a number of expressions of interest by companies and organisations including GE-Hitachi, Rolls Royce SMR, Bechel, BP Lightsource and Menter Môn Morlais project when the originally bid submitted. It was further said that once the governance structures are in place, discussions with the interested businesses will continue. It was stressed that it is important to attract businesses that can generate long term and high value employment. The Committee expressed that it was important that young people are given the opportunity for apprenticeships with the companies that have shown an interest to locate on the Island and young people in the North Wales secondary schools should be made aware of the opportunities that will be available. It was also said that discussion need to be undertaken to reinstate the airline from Cardiff to Anglesey. The Chief Executive responded that every opportunity to raise the airline from Cardiff to Anglesey will be raised with Welsh Government. He further said that a skills and employment plan will need to be included within the Business Case of the Freeport. He noted that the partnership working with Llandrillo Menai, Msparc and the secondary schools is important to realise the potential job opportunities the Freeport status can generate. The Committee further questioned as to the training capacity within Llandrillio Menai to address the skills that will be required to fill the post generated by the Freeport to local people. The Chief Executive responded that there is a Skills Strategy for North Wales which drives the investment to create the training capacity within the colleges across North Wales. He noted that during the progression of the project a Skills Plan will need to be put in place. The young people within the secondary

schools need to be made aware of the employment opportunities and that they are able to upskill to be able to compete for the posts that will be available and thereafter be able progress in their career path in the future.

- Reference was made to the recent closure of the 2 Sisters Factory at Llangefni with the loss of over 700 jobs and the impact on the community and the Island. Questions were raised as to the kind of job opportunities that will entail from the Freeport status and the effects it could have on local residents been able to afford to buy houses and the effect on the Welsh language? The Committee was assured that the local needs of the Island is being considered and that residents and local businesses are able to take advantage of the opportunities resulting from the Freeport status. Historically, job opportunities in Freeport's across the UK has seen manufacturing, distribution and warehouse employment. However, on Anglesey there is the energy element which will attract employment. The Chief Executive said that the Welsh language is important and raised when relevant in every discussion that has taken place as regards to the Freeport.
- Questions were raised as to how it will be ensured that the project aligns with and contributes to the Energy Island programme and the Council Plan 2023-2028? The Committee was advised that there is a wide range of businesses, particularly those with supply chains related to the wider Energy Programme Vision which supported the Freeport bid together with the re-establishment of the land bridge between Dublin and Europe. It was noted that the aspirations within the Council Plan is included within the Freeport bid.
- Questions were raised as to whether there are concerns that businesses from other areas will relocate into Holyhead and will result in the effect on the economy of these area? The Committee was advised that the displacement of companies has been a matter of concerns that has been discussed during the development of the bid. However, it is important to note that the Freeport status is wider than the Holyhead area. It was noted that Officers are confident that the local businesses will be able to take advantage of the opportunities that will result from the Freeport status but other businesses needs to be attracted to align with the production skills to ensure growth for the Island.
- Reference was made that some of the main strategic risks of the bid have been identified within the report. Questions were raised as to how the Authority will manage and mitigate these risks and what will be the scrutiny process? The Committee was advised that it is recognised that further clarity and assurance will be required by both Governments as the bid is progressing through the Business Case process. Clarity on roles and responsibilities will need to be agreed with Stena Line. There will be a need for robust governance, a long term role of the Council and resources required to deliver it in a compliant and effective manner. Additional external expertise is essential to the success of the bid. It was further said that once the Freeport is established, regular feedback will be undertaken with Executive and the Scrutiny Committee to ensure that robust monitoring arrangements are in place.

It was **RESOLVED**:-

• That the Scrutiny Committee recognises the role of the Council in developing and submitting the successful Freeport bid;

• To note the next steps in the development of a Freeport Business Case, prior to submission to both the UK and Welsh Governments.

COUNCILLOR DYLAN REES CHAIR This page is intentionally left blank

PARTNERSHIP AND REGENERATION SCRUTINY COMMITTEE

Minutes of the hybrid meeting held on 23 May 2023

PRESENT:	Councillors Non Dafydd, Paul Ellis, Jeff M Evans, Gwilym O Jones, John Ifan Jones, Euryn Morris, Pip O'Neill, Derek Owen, Dylan Rees, Margaret M Roberts and Ken Taylor
IN ATTENDANCE:	Director of Function (Council Business)/Monitoring Officer, Head of Democracy, Committee Officer (MEH)
APOLOGIES:	None
ALSO PRESENT:	Councillor Margaret M Roberts – Chair of the Isle of Anglesey County Council

1 DECLARATION OF INTEREST

None received.

2 ELECTION OF CHAIRPERSON

Councillor Dylan Rees was elected Chairperson for the Partnership and Regeneration Scrutiny Committee.

3 ELECTION OF VICE-CHAIRPERSON

Councillor Gwilym O Jones was elected Vice-Chairperson of the Partnership and Regeneration Scrutiny Committee.

COUNCILLOR MARGARET M ROBERTS AS CHAIR OF THE COUNTY COUNCIL

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ISLE OF ANGLESEY COUNTY COUNCIL Scrutiny Report		
Committee:	Partnership and Regeneration Scrutiny Committee	
Date:	21 June 2023	
Subject:	Welsh language standards annual report 2022-23	
Report purpose:	Submit annual report for scrutiny prior to seeking delegated approval for publication	
Scrutiny chair:	Councillor Dylan Rees	
Portfolio members(s):	Education and Welsh Language Portfolio Holder	
Head of service:	Dylan Williams, Chief Executive	
Report author:	Ffreuer Owen, Policy and Welsh Language Manager	
Telephone no.	01248 752520	
E-mail:	FfreuerOwen@anglesey.gov.wales	
Local members:	Relevant to all elected members	

1. Recommendation

The Committee is invited to scrutinise and comment on the annual Welsh language standards report for 2022-23 prior to its submission for delegated approval by the portfolio holder for publication.

2. Link to Council Plan / other corporate priorities

- The 2023-2028 Council Plan identifies the Welsh language as a priority area for the current Council term. It includes commitments to providing quality Welsh language services and to develop the use of Welsh in our administration.
- One of the priority areas of our Welsh Language Promotion Strategy 2021-2026 is the workplace, Welsh language services and infrastructure.
- The full Council approved our Welsh language policy on 12 May 2016. This annual report explains how the policy was implemented during 2022-23

3. Guiding principles for scrutiny members

To assist members when scrutinising the topic:

3.1 Focus on customer/citizen

Impact the matter has on individuals and communities

3.2 Focus on value

A look at the efficiency and effectiveness of any proposed change – both financially and in terms of quality

3.3 Focus on risk

A look at any risks

3.4 Focus on performance and quality

Scrutiny taking a performance monitoring or quality assurance role

1

 3.5 Focus on wellbeing Looking at plans and proposals from a perspective of: Long term Prevention Integration Collaboration Involvement 3.6 Focus on equality and the Welsh language
 The potential impacts the decision would have on: protected groups under the Equality Act 2010 those experiencing socio-economic disadvantage in their lives (when making strategic decisions)
 opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language
4. Key scrutiny questions
i. Are the any specific risks that raise concern about the Council's compliance with Welsh language standards?
ii. What challenges do we face in terms of increasing the use of our Welsh language services by the citizens of Anglesey?
iii. What more can we do to encourage officers to develop their Welsh language skills?
iv. Is there additional information that would add value to the annual report?
5. Background / context
In accordance with the Welsh Language Standards (No. 1) Regulations 2015 the Council must prepare an annual report about our compliance with the standards. The annual report contains information about the following:
 Steps taken to comply with service delivery, policy making and operational standards
 Steps taken to actively promote Welsh language standards Self-regulation Development work to encourage the use of Welsh by our service users, officers
 Development work to encourage the use of weish by our service users, oncers and within our administration. Performance reporting – complaints, training, employment and recruitment data.
6. Equality Impact Assessment (including impacts on the Welsh Language)
6.1 Potential impacts on groups protected by the Equality Act 2010
The main equality consideration is the annual report's accessibility and the need to make it available to a wide audience. An audience which includes individuals belonging to the groups that are protected by the Equality Act 2010. It is important to ensure that the report's style is appropriate and that it is easy to digest.

In accordance with our usual practice, the report will be available in alternative formats, such as audio and braille, by request. This is clearly stated on the inside cover. Hard copies will also be available by request at all Council buildings.

Care has been taken to ensure that the report is easy to read, that its style and diction is appropriate and inclusive, and that it meets digital accessibility requirements.

Consideration will also be given to creating awareness of the report, sharing it with relevant partners and preparing promotional materials which summarise its key findings.

6.2 Potential impacts on those experiencing socio-economic disadvantage in their lives (strategic decisions)

N/A. Approving the annual Welsh language standards report is not a strategic decision.

6.3 Potential impacts on opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language

As well as considering our compliance with Welsh language duties, preparing the annual report allows us to reflect on the ways in which we encouraged and facilitated opportunities to use the language through our public services and in our administration. Information about the action taken is included in the report.

In accordance with the requirements of the standards and our Welsh language policy the report is available in Welsh, which is clearly noted in the English version.

7. Financial obligations

N/A

8. Appendices

Welsh language standards annual report 2022-23.

9. Background papers (please contact the author for any further information)

- <u>Compliance notice under section 44 of the Welsh Language (Wales) Measure</u>
 <u>2011</u>
- Welsh Language Policy
- Producing a Welsh language standards annual report: Good practice advice document



POLICY AND WELSH LANGUAGE

Welsh language standards annual report 2022-2023

How we met the standards, promoted and facilitated opportunities to use Welsh



Publication date: June 2023

Welsh language standards annual report

Overview

This is the Isle of Anglesey County Council's (the Council's) annual report on Welsh language standards. It evaluates our compliance with the standards, and the ways in which we promoted and facilitated opportunities to use Welsh and ensured that the language was treated no less favourably the English during the year.

It was prepared in accordance with Schedule 4 of the Welsh Language Standards (No. 1) Regulations 2015, to meet the requirements of standards 158, 164 a 170.

It also acts as a report on progress against the aim of our language policy (clause 3.2.4) of ensuring that Welsh will be the main language of our internal administration, both verbally and in writing.

Further information

This publication is available on our website <u>www.anglesey.gov.wales</u>. If you require it in another format and/or language, or have any questions about its contents, please contact us using the details below.

Ffreuer Owen Policy and Welsh Language Manager Isle of Anglesey County Council Council Offices Llangefni LL77 7TW

Tel: 01248 75 00 57 Email: <u>FfreuerOwen@anglesey.gov.wales</u>

We welcome calls and correspondence in Welsh and English. Using Welsh will not lead to a delay in responding.

Mae'r cyhoeddiad hwn hefyd ar gael yn Gymraeg 🔛

This publication is also available in Welsh.

Related documents

Compliance notice under Section 44 of the Welsh Language (Wales) Measure 2011; Welsh Language Policy; Welsh Language Promotion Strategy 2021-2026. All available on our <u>website</u>.

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Foreword

This was another notable year in our history. Following the May 2022 local government election, a new Council came into force including several new faces among the elected members. Our firm vision for the language, however, continues.

The main highlight of the year was the approval of a new corporate plan for the Council's five-year term. The Council plan is the main strategic document that will influence and guide all our plans over the coming years. Its preparation was a significant task which was led by a significant engagement campaign with the people of Anglesey. We are particularly proud that the Welsh language has been identified as one of the six priority areas of the plan, together with:

- Social care and wellbeing
- Education
- Housing
- Economy
- Climate change

Placing the Welsh language on par with these priorities is a testament to our commitment to it. We know from the consultation work that the language is important to the people of the island. Therefore, it is entirely appropriate that the Welsh language is a central to the plan's vision of 'creating an Anglesey that will be prosperous and where people can thrive'.

Also, the results of the 2021 Census showed how important it is to persevere in our efforts to maintain Welsh as a living language in our communities. As one of the main employers in the area, we know that we have a responsibility to set an example for others by putting the Welsh language at the heart of our identity and our customs. This report is a snapshot of our intentional and ongoing work over the past year.



Councillor Llinos Medi Leader



Dylan J. Williams Chief Executive

Executive summary

Report purpose

Although the main purpose of this report is to assess our compliance with the standards, it also allows us to reflect on efforts to promote and facilitate the use of the Welsh language over the year. It is also an important opportunity to recognise the work of our officers who are responsible for maintaining our high standard of Welsh language services. Here are some of the highlights:



A word about our Welsh language services

"We have seen consistent and positive evidence that people are given the 'Active Offer' to speak Welsh, and that people's wishes are taken into account in terms of their language choice."

Care Inspectorate Wales

"It is a pleasure to walk into the house and hear the carers singing Welsh songs and hymns because they understand that the sound calms [the person receiving their care]."

A loved one of a person receiving care

- 1. **The Welsh Language (Wales) Measure 2011** is the legal framework that places a duty on us to meet standards that relate to the Welsh language. The standards explain how we should use or consider the language in different situations. Their key principles are that:
 - we should not treat Welsh less favourably than English; and
 - that we should promote and facilitate the use of the Welsh language in order to make it easier for people to use the language.
- 2. We received a **compliance notice** from the Welsh Language Commissioner in 2015. This is the document outlining the exact standards that we must comply with. In all there are **160 standards** that we must meet. You can see their details and find out more about our arrangement for meeting them on our <u>website</u>.
- 3. Our **Welsh language policy** explains how we will act in accordance with the requirements of the standards. It was adopted shortly after the standards came into force in 2016. It follows the principle that Welsh and English have equal status in our work and administration. It also recognises our responsibility to promote and develop the use of Welsh within and beyond the Council.
- 4. Alongside our language policy and the standards themselves, we also publish an annual report outlining how we met our duties in relation to the language. It includes specific data we must report each year about complaints, our officers' Welsh language skills, training and jobs advertised by us. This information can be found in the appendices.
- 5. The report was approved by our Leadership Team, which includes our chief executive, deputy and directors. It was formally scrutinised by our Scrutiny Committee (Partnership and Regeneration) and supported by our Executive Committee. It was finally approved by the relevant portfolio member.



6. Our Welsh Language and Policy Manager is tasked with day-to-day responsibility for the standards and for promoting the Welsh language within the Council. Our Chief Executive is the Strategic Leadership Team member responsible for keeping a strategic eye on matters relating to the language. We also have a Welsh language portfolio holder who sits on the Executive. The Welsh Language Promotion Group, consisting of councillors and key officers, oversees our use of the Welsh and helps to promote the language in all aspects of our work.

Looking back at the year

The period saw several important developments to promote our Welsh language services. This section summarises some of the highlights.

The Council plan

The main development this year in terms of our commitment to the Welsh language was to make the language a priority in the Council plan. This is the strategic document that will influence and guide our plans for the current Council term from 2023-2028. It was prepared following significant engagement work.

The opinion of the people of Anglesey helped us to identify the six areas to which we will give priority over the next five years. In terms of the Welsh language, we will increase opportunities to learn, gain confidence and use the language. This means:

- Offer high quality Welsh language services.
- Implement our Welsh Language Promotion Strategy.
- Collaborate with local and national partners to create more opportunities to use the Welsh language socially.
- Support our staff and councillors to increase their confidence and use more Welsh at work.

Placing the Welsh language at the heart of our plans shows how important the language is to us as a Council and employers, and the pride we feel in being a provider of quality Welsh language services.

Adult and children's services performance evaluation inspection

In October 2022, Care Inspectorate Wales carried out an audit of the performance of the services. One of the notable findings was a positive approach to providing services in Welsh. It notes:

We saw consistent and encouraging evidence that people were receiving the 'Active Offer' to speak Welsh, and **peoples wishes were taken into account** with regard to language choice.

We know that receiving services through the medium of Welsh is an essential part of quality care that is based on rights and focuses on the individual. This is why our <u>Strategic Equality Plan</u> recognises that people should be able to express themselves in the language they are most confident in when dealing with us (p. 26).

Last year we reported on an effective practice by the adult and children's services of keeping a comprehensive record of language choice in order to match Welsh speakers with users of Welsh services. Following Care Inspectorate Wales' recognition, the services will build on their good work and consider how arrangements could be strengthened for identifying the language in which people wish to communicate in writing.

You can read the full report on the Care Inspectorate Wales website.

My Anglesey Account

At the end of the year we launched My Anglesey Account, which is our new customer relationship management system. You can use it on a computer, laptop, tablet or smartphone to make requests for services such as:

- Waste collection
- Submitting a planning application
- Applying for a place in a school
- Paying Council tax

It asks customers to note their preferred language when creating an account, but also asks for a preferred language for receiving a reply to each individual request. On receiving the request, the responsible officer must answer it in accordance with the customer's choice, either in Welsh, English or bilingually. By encouraging the officer to answer in the customer's language of choice, My Anglesey Account gives us better assurance that we comply with the standards and offer a better service to users.

The fact that the system is under the full control of our Digital Services team also allows us to respond better when things go wrong. We know from various complaints that problems arise from time to time with digital services. Being able to solve problems immediately, without relying on a third-party company who may not understand our Welsh language duties, is an important development for us.

Corporate identity

We reported last year on the work of incorporating the Welsh language and identity into our digital corporate identity by changing to the website domain <u>www.ynysmon.llyw.cymru</u> / <u>www.anglesey.gov.wales</u>. All members of our staff now have an email address that uses the same domain.

We set out to make this change in stages to reduce the burden and risk to our services. Firstly, we changed the website address on 1 March 2022 with the email addresses following in June 2022. By maintaining the old email addresses for a period, the risk of losing messages was mitigated.

There is one step left, which is to include our new website and email address in our materials and publications. This is ongoing work that will be carried out as different materials are updated or reach the end of their life. Its completion will mean that the Welsh language is reflected in every aspect of our digital corporate identity.

Working in partnership

We are fortunate that so many of our partners on Anglesey share our vision for the language. We know that working together, influencing and sharing expertise is crucial to the development of the Welsh language in our area.

One clear example of working in partnership to promote and facilitate opportunities to use the language is our work with our schools. Our Learning service received a positive inspection from Estyn this year which recognised the Welsh medium provision of our schools:

The work to strengthen Welsh-medium provision is ongoing, with a number of elements, such as the support for latecomers, being **good practice in the authority**.

At the inspectorate's request, the service will prepare a case study on its work to strengthen the Welsh language to share with others on the Estyn website. You can read the report in full on the <u>website</u>.

Anglesey Welsh Language Forum is also a permanent strength for us. The forum met regularly over the year and we were pleased to hold two of the meetings in our offices. We had the opportunity to hear from several of the partners about their work to strengthen the language in their areas, as well as sharing some of our own practices. Contributions from the Council's services included:

- Regeneration and development of the economy
- Youth service
- Policy and the Welsh language
- Regular item on education from the Learning service

Encouraging collaboration between the partners is one of the main objectives of the forum. The annual action plan includes several collaborative projects all with the aim of promoting and facilitating opportunities to use the language.

You can read more about the work of the forum on our website.

Service delivery standards

These standards relate to our public face and how we deal with the people of Anglesey. 77 of these standards have been placed on us. Amongst other things, they relate to how we deal with people over the phone and in person, our publications and our online presence.

Managing performance

Policy Portal

This year our staff's understanding of the requirements of the service delivery standards was assessed. The Policy Portal, an electronic performance management system, is an important part of our governance arrangements. Its purpose is to share information about key policies and allow us to monitor who has read and accepted it. Welsh language standards are one of the key corporate areas and presented to staff every two years.

On 23 March this year, we shared a summary of the requirements of the standards. It contained information about:

- offering a choice of language when dealing with people on the phone and face to face;
- sending correspondence and preparing documents and
- displaying posters and other materials.

981 (96%) of the staff who were expected to complete this task had done so at the latest count. Overall, understanding of the requirements of the standards was good. However, the results showed that we need to raise awareness of one specific requirement, which is to ensure that face-to-face conversations are conducted entirely in Welsh if that is the customer's choice.

We chose the question on document preparation carefully. This was to respond to a request from the Welsh Language Commissioner to raise awareness of the requirements of **standard 49**. This is the standard which says that all our English documents need to clearly state that they are also available in Welsh.

Corporate induction

We welcomed 145 new members of staff during the year. All of them received a presentation on the requirements of the service delivery standards as part of their corporate induction. Meeting new colleagues was also an opportunity for the Policy and Welsh language team to share work language resources, namely a badge, an email signature and the background of a virtual meeting to show others that they speak or learn Welsh.

Also this year, each of our 35 councillors were invited to a language awareness session by our Policy and Welsh Language Manager. The training was held on-line on different dates and included information about the requirements of the standards and the expectations regarding elected members.

Effective practice

Examples of effective practice by services that proactively manage their own performance include:

A new customer relationship management (CRM) service only allowing officers to answer inquiries in the customer's language of choice

Social Services Complaints Officer carrying out a mystery shopper survey of telephone services

Social Services keep a comprehensive record of language choice in order to match Welsh speakers with service users

The Digital Services Team prevents the publication of any non-Welsh content on our website Welsh language champions of the Housing service helping to proofread the work of their colleagues

Translation

As usual, the support of the Translation service is essential to meet our duties under the standards. The team translated over **two million words** this year and provided a simultaneous translation service in **267 meetings**. The workload continued to be high, but a great deal was once again achieved including the completion of the upgrade of the simultaneous translation equipment in the Council chamber and our committee room.



Direct checks

Compliance surveys

Our Policy and Welsh Language Promotion Officer conducted secret shopper surveys of our receptions this year. This meant visiting the following receptions to test the Welsh language service available:

- Anglesey Archives
- Penhesgyn and Gwalchmai recycling centres
- Anglesey Business Centre
- Menai Bridge, Plas Arthur, Amlwch and Holyhead leisure centres
- J. E. O'Toole Centre.
- Contact Môn (our head office reception)
- Amlwch, Benllech, Beaumaris, Holyhead, Llangefni, Menai Bridge and Rhosneigr libraries

The officer looked for evidence that a language choice poster on display, that staff wore a work language badge and used Welsh proactively with customers.

Overall, the findings were positive with Welsh being widely used across the range of receptions. Some differences were noted between receptions that are more traditional and corporate in nature compared to service locations, such as the recycling centres. The findings suggested that we have further work to do to ensure that working language badges are widely used by officers in these locations.

We set out to distribute language choice posters to restore compliance in those locations where a poster or sign did not welcome the use of the Welsh language.

Understanding user experience

First Contact: Gwynedd and Anglesey Local Services Board research project We had the opportunity this year to collaborate with other public bodies in the region to learn more about what motivates the users of our receptions to use Welsh or not. The members of the <u>Gwynedd and Anglesey Local Services Board</u> – which includes us, Gwynedd Council, Betsi Cadwaladr University Health Board, Bangor University, Grŵp Llandrillo Menai, North Wales Police, North Wales Fire and Rescue Service and others - came together as part of an innovative project, 'First Contact'.

The project was driven by a common concern among the members of the Board that some Welsh speakers do not use the language with us, and a desire to know what we could do to change that. Therefore, we worked with **laith Cyf.** experts. to observe the habits of visitors to some of our popular receptions.

One of the main findings of the work was that our staff have a key role to play in creating a bilingual and welcoming atmosphere. With the help of laith Cyf. we prepared a quick guide to support them. It includes top tips such as reminding staff that speaking the language with colleagues is a clear sign to customers that a Welsh language service is available.

The guide and training on its content has been shared with our reception staff. It will help us meet the requirements of **standard 81** which places a duty on us **to promote our Welsh-medium services**.

Complaints and compliments

We received four complaints this year, creating suspicion of a failure to meet the service delivery standards. One less complaint than the number we received last year.





Figure: Service delivery standards complaints by subject

Most complaints this year (two) were about correspondence and **created a suspicion of failure to meet standard 1**. One complainant received an email message in English acknowledging receipt of a request for nappy waste collection. This was a failure by our customer relations management system to identify the preferred language and we apologised to the complainant. Our Digital Services team raised the issue with the system provider who made sure that all applications were recognised bilingually.

Since March 2023 we have a new customer relations management system which means that our Digital Services team has full control over the service. This makes respecting our customers' choice of language and solving technical problems that arise from time to time easier.



Another complainant received an email from us which contained a reference to a website that was not available in Welsh. Although the website was not our responsibility, we apologised to the complainant for the situation.

There was one complaint about telephone service and was concerned that a message while waiting to be contacted was unclear in Welsh. **This created a suspected failure to meet standard 22.** The issue was immediately rectified by our Communications team.

The last was a complaint about the use of English by a leisure centre instructor. **It created a suspicion of failure to meet standard 36** which says that we should not treat the Welsh language less favourably in public events, including events in leisure centres. This was resolved by discussing with the member of staff and offering support to boost their Welsh skills. Following this one of the users of the leisure centre contacted us to praise the trainer's efforts.

To ensure that we reflect on and learn from complaints about our use of the Welsh language, we prepared a quarterly compliance report to present to the Welsh Language Promotion Group. As well as addressing complaints, and any enforcement work by the Welsh Language Commissioner, the report notes the praise we receive for our Welsh language services.

"It was a pleasure to hear [the instructor] speak Welsh in the lesson tonight. They were keen to know the Welsh words so that they could guide us in Welsh, such as stand, sit, flat lane, climb."

Leisure centre user

"It is a pleasure to walk into the house and hear the carers singing Welsh songs and hymns because they understand that the sound calms [the person receiving their care]."

A loved one of a person receiving care

Standards enforcement

We received a letter from the Welsh Language Commissioner in relation to the complaint about an email that contained a reference to an external website. After receiving information from us about the circumstances, the Commissioner decided not to open an investigation into the complaint.

Policy making standards

These standards relate to how we consider the effects our decisions on the Welsh language and its users. Ten in all have been placed on us and they mean that we must:

- consider the positive and negative effects of our decisions on the Welsh language;
- consider how to maximise positive effects, mitigate negative impact and take every opportunity to promote opportunities to use the language; and
- seek opinion on the effects on the language when engaging or consulting with our residents.

Managing performance

Assessing impact

Our main tool for assessing our performance against policy making standards is our impact assessment template. There are two templates on our intranet and guidelines on filling them out. The first integrated template relates to the effects on equality and the Welsh language. The second relates solely to the impact on Welsh. We use this template if the proposal has a particular or significant impact on the language.



Our officers must complete these templates when recommending developing, reviewing or revising policies. For this reason every covering report that goes before our main committees – the scrutiny committees and the Executive – asks if an impact assessment has been completed. 70 of the reports that went before the Executive referred to the impact of proposals on equality and the Welsh language.

The Policy and Welsh Language team were on hand to offer advice on completing the templates. We also have guidelines on our intranet on meeting the standards when carrying out consultations, commissioning research and awarding grants.

Understanding user experience

Complaints

We received two complaints this year relating to the policy making standards. Like last year, there was a specific trend in the complaints which were concerns about Welsh place names.



One was about road signs using unofficial names on beaches and linked to **our language policy's commitment to only use official forms** when referring to places. Our <u>list of place names</u> says that Porth Tywyn-mawr is the correct name, however the unofficial English name 'Sandy Beach' can also be seen on one of our road signs. This is an old sign that was installed before the policy was adopted. We will correct it when it comes to the end of its life to make sure that only the correct Welsh name has been entered.

Another agency was responsible for a road sign that indicated Traeth Niwbwrch rather than Llanddwyn. We contacted the body to note the complaint and asked them to correct the sign.



The second complaint praised the decisions of other public organisations to adopt only Welsh forms of their names and called on us to do the same. We thanked the complainant for raising an issue and explained that we would consider his proposal when reviewing our Welsh language policy in due course.

Operational standards

These standards relate to our internal use of Welsh. There are 47 of them in all. They place a duty on us to encourage the use of Welsh in our administration and to support our officers and councillors to use the language in their work.

This part of the report also explains how we are working towards achieving the following aim in our <u>Welsh language policy</u>:



The Council's aim is to ensure that Welsh will be the main language of the Council's internal administration, both verbally and in writing. In order to achieve this the Council will monitor progress annually by publishing a report on it to be submitted to the Scrutiny Committee at the same time as the annual report on the implementation of the Welsh language policy. Clause 3.2.4

Managing performance

Recruiting

Since adopting our Welsh language policy in 2016, we have taken great strides towards achieving our goal of making Welsh the main language of our internal administration. This is mainly due to the robustness of our **recruitment and selection policy**.

Since the introduction of guidelines on the designation of language skill levels in 2019, there is an element of ability in the Welsh language linked to every job we advertise. The guidelines have succeeded in setting clear expectations on managers and applicants alike. Only following failure to appoint and receive the consent of our **recruitment panel** is it permitted to advertise a position as one where skills in the language are desirable, with a commitment to learn.

We did not advertise any jobs with desirable Welsh skills this year. Since 2019, we have only advertised jobs of this nature on four occasions. This gives us assurance that almost every new member of staff has an element of ability in the Welsh language. It is fair to recognise that adopting this policy reduces the market of qualified candidates for jobs with us. However, we believe that this is a fundamental step that shows a definite commitment to meet the aim of our language policy.

Most jobs advertised by us this year required the highest level of Welsh language skills; level five according to our language skills framework (available in appendix two). Less than a quarter of all jobs required level one and two. This means that most positions require candidates with intermediate Welsh language skills of level three and above according to the framework.



Figure: Welsh language skill level of jobs advertised

Being an inclusive employer is also important to us. For that reason the Policy and Welsh language and Training teams worked together to raise awareness of the support available to improve the Welsh language skills of our staff.

We know from anecdotal evidence from recruitment fairs that potential candidates understand that we value Welsh language skills. In response to this finding, our Policy and Welsh Language Promotion Officer attended several events during the year together with our Human Resources officers. The idea was to explain to potential applicants that support is available to improve their Welsh skills and help them fill in application forms. Our aim is to ensure that the language is not seen as an obstacle to trying for a job with us and to ensure that people understand that there is a range of jobs available regardless of their level of Welsh.

Good practice

We have seen a significant increase in our use of spoken Welsh. Welsh is now the natural language of all but two of our committees. All the meetings of our highest levels of management take place in Welsh, namely the meetings of our Leadership Team and our Corporate Management Team. Our main officers are also Welsh speakers which means that a considerable proportion of management meetings take place in Welsh.

All our mass communication materials are bilingual. We know from engagement work with colleagues that many Welsh speakers prefer to receive materials like this in both languages. Data shows that the numbers who choose to read Welsh Challenge of the Month in English are higher than the numbers who read it in Welsh, for example. This suggests that we have further work to do to increase confidence among our staff if we want to make Welsh the main written language. However, Welsh names on many of our internal services are well established and demonstrate our commitment to incorporating the language into every aspect of our corporate identity. Here are some examples:

- Encil Môn: An area for staff to meet for a chat over a cup of tea or lunch
- Manteision Môn: Salary savings plan
- MapMÔN: Comprehensive information related to postal addresses
- Medra Môn: Staff newsletter
- MônITor: Intranet
- Y Ddolen: Mass email messages

Rolling programme

To meet the aim of the language policy, we have adopted a deliberate gradual approach to increase the use of the Welsh language internally by working intensively with services in turn. This is to ensure that the necessary support is in place to increase the use of the language orally and in writing.

This year we started collaborating with the following teams offering various support depending on their needs:

- Anglesey Business Centre
- Children and Adults Services
- Information technology

One team followed Bangor University's behaviour change methodology, ARFer. The intention of the program is to change language habits to enable colleagues who can speak Welsh (but have established the habit of using English) to use more Welsh at work.

For another team we developed a resource pack which included videos and vocabulary relevant to their work. With the third team we agreed on a program of sessions with our Policy and Welsh Language Promotion Officer to give officers the opportunity to practice their Welsh skills.

So far we have worked intensively with **six** teams in total. The work of supporting the Leisure, Public Protection and Housing teams continues and champions have been identified to assist us.

In addition to the work with the teams, our Policy and Welsh Language Promotion Officer worked closely with **15** members of staff to help them find suitable support. The support varied from formal learning courses to casual conversations with the officer to boost their oral skills.

We restarted our weekly cuppa and chat sessions at Encil Môn which offers officers the opportunity to call into our headquarters for an informal chat with colleagues. Due to the popularity of the sessions, we decided to hold a second weekly session specifically for new Welsh speakers.

66

"Thank you for today. I feel more confident speaking Welsh, only after having two conversation sessions with you. Thanks for that."

"May I take this opportunity to say thank you for all your support and because of these few sessions I now speak more Welsh than ever."

A colleague receiving support

Understanding user experience

Training Data

15 officers took advantage of Welsh learning courses this year, which is the same number as last year. The courses ranged from entry level to advanced level and were offered online, in class or a combination of the two mediums. Two officers attended a residential course at Nant Gwrtheyrn.



The Welsh in the Workplace page is available to all our staff on our e-learning site, y Gronfa Ddysgu. It includes elements such as:

- a quiz, which Welsh language support is best for me;
- Welsh in the Workplace course;
- Welsh challenges of the month; and
- various reading materials.

The site received 1,900 visits during the year.



One significant indicator of progress against the goal of the language policy is the numbers who chose to receive training this year in Welsh. 640 of our officers chose to attend an internal Welsh medium course compared to 195 last year.

Opinion survey

In April 2023 we reached out to members of our Corporate Management Team (which includes the heads of each of our services) to ask their opinion about our translation service. The purpose of sending the questionnaire was to help us monitor performance and improve the service. The response was positive with everyone rating the different elements of the service as very good or excellent.



"Excellent, friendly and timely service every time. I am extremely grateful for your support, especially as I am not confident in my written Welsh."

Fôn Roberts, Director of Social Services

"The team is always ready to assist us and respond promptly. We really appreciate the service."

Christian Branch, Head of the Economy Regulation and Development Service

There were some minor comments and inquiries about specific elements of the service and the Translation Service Manager responded to those issues as necessary leading to securing further minor improvements to the service offered.

Complaints

We did not receive any complaints this year relating to the requirements of the operational standards.
Looking forward

Here is a glimpse of some of the developments planned for the coming year:



As we noted last year, it is a source of pride that so many of our staff have Welsh language skills. We are also proud of our success in appointing Welsh speakers to a range of different positions. Nevertheless, recruitment can be challenging at times, especially as the number of public organisations requiring language skills from applicants increases. We will collaborate with our partners who are part of the Gwynedd and Anglesey Local Services Board to research this area, identify effective practice and share the findings.

We will pay more attention to our internal use of Welsh and collaborate with the Welsh Language Commissioner on a project to establish administration models that other organisations can learn from. We hope that this project will not only be an opportunity to share our good practice with others but will help us develop ourselves further.

We feel we have a lot to be proud of and we will do more to raise awareness of that. We know that we have a responsibility as Anglesey's main employer to offer ourselves to young people in the area as a workplace where they could use their Welsh skills. As part of the ARFOR 2 program we will consider how we can promote the Council as a Welsh language space that offers people the opportunity to use and develop their Welsh.

We will also analyse the 2021 Census data to better understand the trends affecting the population of Anglesey and the use of the Welsh language in our communities. By improving our understanding of the challenges that affect different parts of the population we can tailor our efforts to promote and facilitate opportunities to use the language.

Conclusion

The year ended with a sense of stability not felt for some time. It was great to see colleagues taking advantage of our hybrid working plan and spending more time in the office in the company of others. These opportunities to interact are important to practice and gain confidence in the Welsh language and the feedback from our coffee and chat sessions has been positive.

By collaborating with our Training team, this year we will turn our attention to our confident Welsh speakers who are keen to polish their presentation and writing skills. As we did last year with less confident users of the Welsh language, we will tailor the support to the needs of the individuals. By working together with key individuals, we intend to further increase our goal of making Welsh the main language of our internal administration.

With the Welsh language a priority area in the Council's plan, the language will have a key place in all our plans over the next five years.

June 2023

Appendix 1: Complaints data

Here are the details of the complaints made to us over the year about our use of Welsh. The first two tables contain details of complaints that met the definition of our complaints procedure and were made by people directly affected by the circumstances.

The third table contains details of 'other' complaints or comments from people expressing concern but not directly affected. It also includes complaints that related to our use of Welsh but did not suggest a failure to comply with the standards.

Table 1: Complaints by standard group

Standard group	Nifer
Service delivery	4
Policy making	2
Operational	0
Total	6

Table 2: Complaint details

Complaint	Standard group	Details
2022/23- 01	Service delivery	Unclear Welsh information on a telephone recording while waiting to contact the Housing service telephone helpline.
2022/23- 02	Policy making	Complaint about an unofficial English name under the correct Welsh name on a road sign.
2022/23- 03	Policy making	Call on the Council to adopt a monolingual Welsh name and only use Welsh place names and geographical features.
2022/23- 04	Service delivery	An English language email acknowledging receipt of a waste collection request.
2022/23- 05	Service delivery	An alleged lack of use of the Welsh language at a leisure centre fitness class.
2022/23- 06	Service delivery	Reference in correspondence to an external website that did not operate in Welsh.

Table 3: Other complaints

No. 1	Comment Lack of Welsh telephone service from the IT help desk (internal service).
2	Alleged failure to comply with a Welsh language policy clause which refers to publishing a report on progress against the aim to make Welsh the main language of internal administration.

Appendix 2: Employment, training and recruitment data

Here is information about our officers' Welsh language skills. We have categorised the information to fit the definitions of our language skills framework which specifies different levels of Welsh language ability:

Level 0: Awareness

No skills

Level 1: Entry

- Able to conduct a general conversation (greetings, names, saying, placenames)
- Able to understand basic enquiries
- Able to read basic words and phrases, e.g., signs or short and simple notes
- Able to write basic messages

Level 2: Foundation

- Able to answer simple enquiries involving work
- Able to understand a basic social conversation
- Able to read basic material involving work (slowly)
- Able to answer simple correspondence with assistance

Level 3: Intermediate

- Able to converse with someone else, with some hesitancy, regarding routine work issues
- Able to follow routine conversations involving work between fluent Welsh speakers
- Able to read routine material with a dictionary
- Able to draft routine text, with editing assistance

Level 4: Advanced

- Able to speak the language in the majority of situations using some English words
- Able to follow the majority of conversations involving work including group discussions
- Able to read the majority of material in own area
- Able to prepare the majority of written material related to the area, with some assistance in terms of revision

Level 5: Proficiency

- Able to conduct a conversation and answer questions, for an extended period of time where necessary
- Able to understand all conversations involving work
- Able to understand all material involving work
- Able to compete written work without the need for revision

Welsh language skills by service

The number of staff employed in each service has increased but the percentages show a small change compared to last year. It appears that some services have increased the Welsh language skills of their officers, while others have decreased slightly (around 1% less).



Leadership Team (includes chief executive, deputy, directors and personal assistants)

addictarito						
No. of officers in service:		10				
No. of returns:		9				
Percentage of returns:		90%				
Level	L0	L1	L2	L3	L4	L5
Number	0	0	0	0	0	9
Percentage	0%	0%	0%	0%	0%	100%
Resources No. of officers in service: No. of returns: Percentage of returns:		96 95 99%				
Level	LO	L1	L2	L3	L4	L5
Number	1	4	4	6	5	75
Percentage	1%	4%	4%	6%	5%	79%

Human Resources and Tra	ansforma	tion				
No. of officers in service:		97				
No. of returns:		87				
Percentage of returns:		90%				
Level	L0	L1	L2	L3	L4	L5
Number	5	3	2	4	13	60
Percentage	6%	3%	2%	5%	15%	69%
Council Business						
No. of officers in service:		34				
No. of returns:		33				
Percentage of returns:		97%				
Level	L0	L1	L2	L3	L4	L5
Number	0	1	0	2	1	29
Percentage	0%	3%	0%	6%	3%	88%
		1			- 1	-1
Learning						
No. of officers in service:		85				
No. of returns:		85				
Percentage of returns:		100%				
Level	L0	L1	L2	L3	L4	L5
Number	0	3	2	5	9	66
Percentage	0%	4%	2%	6%	11%	78%
Social Services						
No. of officers in service:		690				
No. of returns:		671				
Percentage of returns:		97%				
Level	L0	L1	L2	L3	L4	L5
Number	26	45	43	45	112	400
Percentage	4%	7%	6%	7%	17%	59%
Highways, Waste and Pro	perty					
No. of officers in service:		311				
No. of returns:		307				
Percentage of returns:		99%				
Level	L0	L1	L2	L3	L4	L5
Number	15	28	16	14	31	203
Percentage	5%	9%	5%	5%	10%	66%
Degulation and Frances's	Develor					
Regulation and Economic	Develop					
No. of officers in service:	Develop	287				
No. of officers in service: No. of returns:	Develop	287 276				
No. of officers in service: No. of returns: Percentage of returns:		287 276 96%	12	3	14	15
No. of officers in service: No. of returns: Percentage of returns: Level	LO	287 276 96% L1	L2 13	L3	L4 41	L5
No. of officers in service: No. of returns: Percentage of returns:		287 276 96%	L2 13 5%	L3 19 7%	L4 41 15%	L5 181 66%

Housing						
No. of officers in service:		175				
No. of returns:		173				
Percentage of returns:		99%				
Level	L0	L1	L2	L3	L4	L5
Number	4	6	7	11	23	122
Percentage	2%	3%	4%	6%	13%	71%

Welsh language skills by pay scale

Language levels in grades 1-5 have decreased slightly but there has been a big change to the number of staff in this bracket. The data continues to show that the majority identify language skills at level 5. The language levels of grades 6-10 and principal officers, which include senior officers and managers, remain consistent.



Grades 1-5

Grades 1-5						
No. of workers on scale:	1316	5				
No. of returns:	1274	ļ				
Percentage of returns:	97%					
Level	L0	L1	L2	L3	L4	L5
Number	46	85	70	90	165	818
Percentage	4%	7%	5%	7%	13%	64%
Grades 6-10						
No. of workers on scale:	440					
No. of returns:	431					
Percentage of returns	98%					
Level	LO	L1	L2	L3	L4	L5
Number	8	20	18	12	68	305
Percentage	2%	5%	4%	3%	16%	71%

Principal Officers

No. of workers on scale:	15					
No. of returns	15					
Percentage of returns	100%	6				
Level	LO	L1	L2	L3	L4	L5
Number	0	0	0	1	1	13
Percentage	0%	0%	0%	7%	7%	87%

Training

Welsh language skills training

Here are the details of the numbers who received training to boost or develop their Welsh language skills during the year.

Qualification	Number
Entry	5
Foundation	3
Intermediate	1
Advanced	3
Gloywi (Improvement)	3
Total	15

Training course language

Our aim is to identify and keep a record of the language medium of each of our internal training sessions. It is important to note that the recording options of our Human Resources system are not ideal for collecting such data - although adjustments are made manually to ensure that the data is as current as possible - when considering the figures below.

Courses described as 'bilingual' mean that either the instructor can present the session bilingually or that simultaneous translation provision is available. It means that officers can ask and answer questions in their chosen language.

The table below considers training that has been offered internally over the year and shows the number of members of staff who attended training courses through the medium of Welsh and Bilingual during the year.

	2021-22	2022-23
Number of Welsh language training courses attended	195	640
Number of bilingual training courses attended	711	349
Percentage of total number of training courses that were in	25%	55%
Welsh		

Compared to last year's figures, the numbers who chose to receive training in Welsh have increased significantly.

In 2019 we published guidelines setting out a minimum level of Welsh language skills for different jobs. Although we continue to categorise jobs in accordance with the requirements of the standards, rarely do we consider Welsh language skills desirable. Instead, there is an element of skills in the Welsh language associated with each job which is proportionate to the nature of the role.

Here are the details of the new posts and vacancies we advertised during the year according to their Welsh language skills requirements.

	Number
Level 1 Welsh language skill posts advertised	47
Level 2 Welsh language skill posts advertised	21
Level 3 Welsh language skill posts advertised	156
Level 4 Welsh language skill posts advertised	108
Level 5 Welsh language skill posts advertised	237
Posts that required no Welsh language skills	0

25

I	SLE OF ANGLESEY COUNTY COUNCIL <u>Scrutiny Report Template</u>
Committee:	Partnership and Regeneration Scrutiny Committee
Date:	21.6.23
Subject:	Welsh in Education Strategic Plan: Report on progress
Purpose of Report:	To provide an annual update on progress against the Welsh in Education Strategic Plan (WESP) and share information regarding relevant developments
Scrutiny Chair:	Councillor Dylan Rees
Portfolio Holder(s):	
Head of Service:	Marc Berw Hughes, Director of Education, Skills and Young People
Report Author:	Owen Davies, Senior Manager Primary Sector
Tel:	owendavies@ynysmon.llyw.cymru
Email:	
Local Members:	Relevant to all members
1 - Recommendation/s	

The Committee is requested to:

R1 Receive an update on Anglesey WESP 2022-2023 data and propose a method of sharing this information.

R2 Confirm arrangements to re-categorise Anglesey schools in line with national non-statutory guidelines.

2 – Link to Council Plan / Other Corporate Priorities

The Council Plan 2023-2028 identifies education and the Welsh language as priority areas for the Council's current term. It includes the following commitments.

The Welsh Language – Increasing opportunities to learn and use the language.

- Increasing the number of children and young people who study through the medium of Welsh by implementing a Welsh in Education Strategic Plan (WESP)

Education – Ensuring effective provision for today and for future generations.

3 – Guiding Principles for Scrutiny Members To assist Members when scrutinising the topic:-

3.1 Focus on customer/citizen

Impact the matter has on individuals and communities.

3.2 Focus on value

A look at the efficiency & effectiveness of any proposed change – both financially and in terms of quality

3.3 Focus on risk

A look at any risks

3.5 Focus on wellbeing

Looking at plans and proposals from a perspective of:

- Long term
- Prevention
- Integration
- Collaboration
- Involvement

3.6 Focus on equality and the Welsh language

- The potential impacts the decision would have on:
- protected groups under the Equality Act 2010
- those experiencing socio-economic disadvantage in their lives (when making strategic decisions)
- opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language.

4 - Key Scrutiny Questions

- 1. To what extent is the WESP suitable for ensuring that Anglesey achieves its Outcome 1-7 targets?
- 2. How is school categorisation mapping suitable for Anglesey's needs in order to ensure provision and opportunities to increase the number of speakers by 2050?
- 3. Does the Committee consider that any aspects of the action plan need to be adapted?
- 4. To what degree does the county Language Centre service fully respond to our immersion needs?

5 – Background / Context

A1

Regulations made under the School Standards and Organisation (Wales) Act 2013 ("the 2013 Act"), require local authorities to prepare a Welsh in Education Strategic Plan ("WESP"). The Welsh in Education Strategic Plan (Wales) Regulations 2019 set out the matters that must be included in a local authority WESP including a requirement to 'set a target outlining the expected increase during the lifespan of the Plan in the amount of Welsh-medium education provided in its maintained schools which provide education through the medium of both English and Welsh'. This is a statutory requirement in which the authority must take a strategic lead.

A2

Legislation sets duties and requirements on schools and local authorities to provide parents/carers with information about the language medium in which the curriculum is delivered. The School Information (Wales) Regulations 20113 sets out the information to be published by schools and local authorities in their individual school and authority wide composite prospectus. This includes information about school language categories for the purposes of Pupil Level Annual School Census (PLASC).

The regulations set out the general information to be published by local authorities in their school prospectus which includes the language category used by the school governing body in the most recent PLASC return which most closely describes the school.

Category 1 – English-medium Category T2 – Transitional Category 2 – Dual Language Category T3 – Transitional Category 3 – Welsh-medium

PLASC will be changed to reflect the new categories. Until they are replaced, schools and local authorities will be required, in publishing their school or authority wide prospectus, to refer to the categories set out in PLASC at the time of publishing.

The Curriculum for Wales has a renewed focus on tailored learning that works to the strengths of our learners. It offers flexibility for schools to decide how best to ensure their learners make progress in Welsh:

- Welsh is a mandatory element of the Curriculum.
- All schools and settings are expected to teach Welsh to all learners from age 3.
- The area of learning and experience for languages, literacy and communication in the Curriculum for Wales is based on a continuum or framework of progression in languages, starting with little or no language and working towards proficiency.

This will enable learners with Welsh language skills, even if it's just a little, to develop and build on their skills and confidence during the course of their statutory education and post-statutory careers.

6 – Equality Impact Assessment [including impacts on the Welsh Language] 6.1 Potential impacts on protected groups under the Equality Act 2010 N/A

6.2 Potential impacts on those experiencing socio-economic disadvantage in their lives (strategic decisions)

The strategy identifies areas that require more support and at the same time ensures high expectations and systems across the island.

6.3 Potential impacts on opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language

The strategy includes many aligned plans to ensure clarity on the Council's ambition and commitment to a million Welsh speakers 2050. Re-categorisation of schools will ensure the understanding and status of Anglesey as one of the language's strongholds, and parents' expectations in terms of education provision across the island.

7 – Financial Implications

The Learning Service uses funds to support the language centres and uses immersion grant funds to increase provision to engage with secondary schools. If changes were to occur to this grant after 2025, this provision would be at risk.

The increasing costs of transport (taxis) need to be considered, and creative ideas that cut costs in the long term and display the Council's commitment to being carbon neutral need to be revisited.

The Learning Service has asked for additional allocation of the immersion grant to recruit a Welsh Language Coach for Ysgol Uwchradd Caergybi and Ysgol Syr Thomas Jones to support staff (to develop and/or learn the language if required) with language skills, Welsh ethos outside the classroom and conducting a more intensive immersion centre at both schools. If the application is unsuccessful, other financial sources will need to be considered.

8 – Appendices:

- Welsh in Education Strategic Plan: Year one progress report
- An overview of WESP data 2022/2023

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

- Welsh in Education Strategic Plan 2022-2032
- Guidance on school categories according to Welsh-medium provision

Appendix

Welsh in Education Strategic Plan: Year one progress report

R1

WESP (Welsh in Education Strategic Plan) data reports on the position of Welsh in education on Anglesey over the period of 06/22-06/23. The 2023 report notes the stability of outcomes 1, 2, 3, 5 and 6 and growth in outcome 4 and 7.

- Outcome 1 More nursery children/three-year-olds receive their education through the medium of Welsh **stable**
- Outcome 2 More reception children/five-year-olds receive their education through the medium of Welsh **stable**
- Outcome 3 More children continue to improve their Welsh language skills when transferring from one stage of their statutory education to another (*no schools report on assessment data nationally by this point*)
- Outcome 4 More learners study for assessed qualifications in Welsh (as a subject) and subjects through the medium of Welsh increase from 429 learners (68.1%) in 2022 to 448 learners in 2023 (70.44%)
- Outcome 5 More opportunities for learners to use Welsh in different contexts in school information gathered by schools shows that this outcome is on track. The information is gathered through individual conversations with schools regarding data from Language Charter and language coordinators' reports, Welsh language opportunities outside school such as after school clubs, the Urdd, swimming lessons, Young Farmers clubs, Anglesey's Music Federation and Music Service, bands and music groups, sports groups and clubs, etc.
- Outcome 6 An increase in the provision of Welsh-medium education for pupils with additional learning needs (ALN) (in accordance with the duties imposed by the Additional Learning Needs and Education Tribunal (Wales) Act 2018 - stable

• Outcome 7 – Increase the number of teaching staff able to teach Welsh (as a subject) and teach through the medium of Welsh – increase from 503 in 2022 (89.03) to 528 in 2023 (90.57%).

See appendices at the end of the document for Anglesey's WESP data 2022-2023.

It is intended to share this data with: Scrutiny Committee, Language Forum and to create an annual statutory report to Welsh Government (July).

R2

The School Categorisation process has been conducted over this year, and the Learning Service has mapped, informed the process and consulted with schools to steer the profile of School Categorisation.

The Learning Service has consulted on and discussed Language Categories with schools before coming to a decision on the category. The method of discussing and coming to a joint judgement has been important and has been in line with the Council's principles of working together and showing respect towards all stakeholders.

All primary schools apart from one, and three of the secondary schools are in Category 3. Since one of the intentions of the new regime of categorisation is to encourage Anglesey schools to increase their Welsh language provision, one primary school has been placed in Category 2 and two secondary schools are in transitional sub-category T2 to facilitate the process for schools to move to Category 3. This will give these schools the opportunity to work with the Learning Service to grow their Welsh language provision over an extended period with an agreed plan.

Anglesey Primary School Categorisation	
Number of Schools in Category 3	39
Number of Schools in Transitional Category T3	0
Number of Schools in Category 2	1
Number of Schools in Transitional Category T2	0
Number of Schools in Category 1	0

Anglesey Secondary School Categorisation	
Number of Schools in Category 3	3
Number of Schools in Transitional Category T3	2
Number of Schools in Category 2	0
Number of Schools in Transitional Category T2	0
Number of Schools in Category 1	0

Recent developments:

Early Years

- The early years' Makaton and 'Language Journey' programme is developing well, with 10/38 settings having received a Bronze award in the first cycle. This pilot scheme will include all the island's non-maintained settings over 2023-2024 to develop a profile that increases the number of settings that are moving towards a Gold award.
- Non-maintained settings receive grant funds based on education provision, including standard and experiences through the medium of Welsh. The early years support teacher team monitors and supports this work.

Primary and Secondary

- We use a language cohort tracking system as a main style of monitoring the diction of schools. In time, this framework will evolve alongside CEFR (Common European Framework of Reference for Languages) developments.
- The Guidance on the Transfer of Yr.6 Language Cohort Information means that all schools have received guidance, support and assistance to report on the language cohort of each child in Yr.6. This information will feed into catchment language coordinators and secondary schools to ensure that children who are supposed to follow Welsh first language follow this path.
- Anglesey language centres are essential to ensure that newcomers receive timely immersion intervention. We will continue to use immersion grant 2 funds (2022-2025 cycle). This year, use of the grant has meant that immersion occurs through members of the centre at the secondary schools for the first time in some years.
- The work of the language centres has been requested for an Estyn case study 22-23.
- The work of the centre receives recognition from schools, through social media and on television programmes.

The Learning Service continues to work with stakeholders such as parents, Menter Môn, the Urdd, Young Farmers, Môn Actif, non-maintained settings, schools and GwE to ensure that the aims and objectives of the WESP are realised.

Risks identified:

- That financial challenges mean risk to the island's immersion strategy.
- Transport finances are increasingly challenging (we have sought capital funds for an electric bus owned by the Council).

CSGA Ynys Môn



CSGA Ynys Môn



1

ISLE OF ANGLESEY COUNTY COUNCIL Scrutiny Report Template		
Committee:	Partnership and Regeneration Scrutiny	
	Committee	
Date:	21 June 2023	
Subject:	Annual Report of the Anglesey and Gwynedd	
	Public Service Board	
Purpose of the report	To review the Annual Report of the Anglesey and	
	Gwynedd Public Service Board	
Scrutiny Chair:	Clir Dylan Rees	
Portfolio Member(s):	Cllr Llinos Medi	
Head of Service:	Dylan Williams, Chief Executive	
Author of the Report:	Sandra Thomas,	
Telephone Number:	Gwynedd and Anglesey Public Services Board	
E-mail:	Programme Manager	
	01286 679906	
	sandralynnethomas@gwynedd.llyw.cymru	
Local Members:	Not relevant to any specific ward	

1 - Recommendation(s)

The Scrutiny Committee is requested to note and offer observations on the Annual Report and on the progress against the current Well-being Plan (2018 - 2023).

For information, the new Well-being Plan (2023-2028) is to be published in July 2023.

2 - Link to the Council's Plan / Other Corporate Priorities

Isle of Anglesey County Council is committed to the principles within the Well-being of Future Generations (Wales) Act 2015. The Council provides a range of services which will fulfil its individual well-being objectives, as well as contributing to supporting the well-being objectives of the Public Services Board.

3 - Principles as a Guide for Scrutiny

To assist Members when scrutinising the subject:-

- 3.1 Impact the matter has on individuals and communities [focus on the customer/citizen]
- **3.2** Look at efficiency and the effectiveness of any proposed change financially and in terms of quality [focus on value]
- 3.3 Look at any risks [focus on risks]
- **3.4** Scrutiny taking a performance monitoring or quality assurance role [focus on performance and quality]
- 3.5 Look at plans and proposals in terms of:
 - Long term
 - Prevention

- Integration
- Collaboration
- Inclusion

[focus on wellbeing]

3.6 Potential impact this decision would have on:

- the groups protected under the Equality Act 2010
- those who experience socio-economic disadvantage in their lives (when making strategic decisions)
- opportunities for people to use the Welsh language and not treat the Welsh language less favourably than English

[focus on equality and the Welsh language] 4- Key Scrutiny Questions

- 1. The Annual Report discusses the last year of the Well-being Plan: 2018/23. What added value was introduced by working together?
- 2. To what extent have the side effects of the Pandemic and also the cost of living crisis been seen to have an impact on the ability of the Public Services Board's partners to deliver against the key targets?
- 3. It is reported that a number of work streams have received attention during 2022/23. How have the lessons been considered for the new Gwynedd and Anglesey Wellbeing Plan (2023/2028)?
- 4. What opportunities, challenges and risks face the Public Services Board going forward?

5 - Background / Context

We present the Annual Report of the Gwynedd and Anglesey Public Services Board (PSB) 2022-23. This was the final year of our Well-being Plan 2018-23. In this report, we will reflect on what we have achieved as a Board to improve the well-being of our communities during the period 2022-23.

The Well-being of Future Generations (Wales) Act 2015 places a duty on public bodies to improve the social, economic, environmental and cultural well-being of Wales. The act is based on the principle of sustainable development and places a duty on public bodies to set and publish well-being objectives and take all reasonable steps to achieve those objectives.

The Act also established the Public Services Boards with representation from public bodies and the third sector. Every five years, Public Service Boards must prepare and publish an assessment of the state of economic, social, environmental and cultural well-being in their areas and use this as a basis for the Well-being Plan for the next five years.

We are now in the last year of the Well-being Plan 2018-23 for Gwynedd and Anglesey, where the Board had prioritised six areas of work: The Welsh language; Housing for local people; The impact of poverty on the well-being of our communities; The impact of climate change on the well-being of communities; Health and care of adults and Well-being and achievement of children and young people. The Board has learned from experience and adapted its structures over this period.

5.1 What has been achieved this year:

5.1.2 Preparing the 2023-28 Well-being Plan:

In May 2022, Local Well-being Assessments for Gwynedd and Anglesey were published. The Public Services Board has divided the two counties into 14 smaller areas and research was carried out in order to understand and learn more about the wellbeing of those areas. Eight of these areas are in Gwynedd and six on Anglesey. The information brings together local data, messages from engagement work with communities and national research work. The Information Pamphlets for each area are available on our website.

Following the publication of the Well-being Assessments in May 2022, they were used as a reference to the Board's priorities for drawing up the 2023-28 Well-being Plan. Having considered the data and people's opinions locally, nine key messages were highlighted in the assessments for the whole area:

- Responding to poverty and the cost of living
- Improving the health and well-being of children and young people
- Improve mental health and well-being
- Climate change supporting communities to reach net zero targets
- Promote the use of the Welsh language
- Enable equal experience and access to nature
- Planning a workforce for the future that meets the needs of the community and the local economy
- Secure housing for local people
- Influence the financial priorities of public bodies

A series of further workshops were held with Board Members during 2022 based on the key messages identified in order to prioritise and agree how it would be possible to respond to these issues.

By using the evidence in the Well-being Assessments, the Board has identified three Well-being Objectives to work on together in the period 2023-2028:

- We want to work together to mitigate the impact of **poverty** on the well-being of our communities.
- We want to work together to improve the well-being and success of our children and young people in order for them to realise their full potential.
- We want to work together to support our services and our communities to move towards Zero Net Carbon.

In a period of significant reduction in public sector resources, we believe that these are areas where we can work together to ensure the best results for the residents of Gwynedd and Anglesey.

Whilst the Welsh language has not been identified as a specific Well-being Objective, it is a priority for the Board and we will continue to promote the use of the **Welsh language** in all areas of our work, and work with communities to develop services and activities through the medium of Welsh. The Public Services Board is an opportunity to share good practice, promote the language and ensure that residents of both counties have access to all public services through the Welsh language.

5.1.3 Public consultation on the Well-being Plan 2023-28:

In accordance with the requirements of the Act, a public consultation was held on the draft plan for a period of 12 weeks between 12 December 2022 and 6 March 2023. Appropriate opportunities were provided for individuals, interest groups and organizations to participate in the consultation by holding workshops and information sessions. There was also a questionnaire available on the Board's website or paper copies available in the Council's main offices and libraries. Copies could be requested in an alternative format.

499 responses to the questionnaire were received as part of the public consultation with many of the comments supporting what is being proposed. Feedback was obtained from approximately 200 additional individuals through engagement such as workshops and information sessions held through Older People's Forums, engagement with Grŵp Llandrillo Menai students in Llangefni, a group of homeless young people, various Third Sector Groups, and the Town and Community Council Forum.

Attention was given to the consultation in Anglesey County Council's Partnership and Regeneration Scrutiny Committee and Gwynedd Council's Communities Scrutiny Committee. There were also several messages on the Board's social media accounts and these were shared by other Board Members on their own social media.

We are confident that the Well-being Plan now reflects many of the comments received from the consultation and the Board will revisit all the feedback again over the next year specifically when preparing a Delivery Plan for the priority areas.

5.1.4 Climate Change:

Why is this important to the residents of Gwynedd and Anglesey?

A Climate Change subgroup was established to encourage collaboration among public organizations on mitigating the impact of climate change, and particularly the impact of coastal and inland flooding on our communities. We have recognised the need to educate and work with our communities to prepare them for the current challenges of climate change and those that face us in the future. The aim is to try to mitigate the impact that any case of extreme weather has on those communities. During the lockdown period, many of us noticed the importance of the natural environment - we used our cars less and we saw the positive effects of that on the quality of the air and water.

How does the subgroup contribute to the Well-being of Future Generations (Wales) Act 2015?

The subgroup implements a number of the ways of working that have been developed as part of the Sustainable Development principle of the Act through:

- understanding the needs of the specific communities which enables us to plan for the long term
- o working with a number of public bodies and our communities
- o involving our stakeholders as an essential part of the subgroup's work

5.1.5 The Welsh language:

Why is this important to the residents of Gwynedd and Anglesey?

The Board understands how important the Welsh language is to our communities throughout Gwynedd and Anglesey, and that it is part of the social fabric and cultural identity of the area. Being able to live their lives through the medium of Welsh and having access to services and activities in Welsh is important to our communities and we are committed to working together to increase the use of the Welsh language within public sector bodies in Gwynedd and Anglesey. We are also committed to promoting the Welsh language as the language of choice for communication among public sector bodies

across the two counties. As public bodies, we try to ensure that the citizen continues to engage with public bodies in their chosen language, and we remain equally passionate about contributing to the Welsh Government's target of having one million Welsh speakers by 2050.

An update on this year's work:

During 2022/23, research was commissioned into the reasons why people choose to use Welsh or not when receiving first contact services.

The research was intended to:

- understand the linguistic habits of those who use first contact services;
- understand the challenges and reasons behind any choice not to make use of services through the medium of Welsh;
- understand how we can create the best possible environment in order to encourage the use of Welsh when using our first contact services.

The key findings from the observation exercise were:

- that a proactive offer was in place in each reception to some extent, but that was not always enough to encourage the use of the Welsh language - the service users needed to hear the Welsh language in order to know for sure that the Welsh language was in place.
- that the opportunity for reception staff to make a difference to service users' language choice is very limited – highlighting the real importance of the first greeting from the staff.
- that a high percentage of the interactions take place between service users and staff who already know/are familiar with each other.

Feedback sessions were held for managers in all the organisations and there was interest across North Wales. A **guide** has been shared which includes a list of recommendations for staff to follow in order to encourage service users to use their Welsh. The points include:

- 1. Understanding language choice what is the brief background that everyone needs to know.
- 2. Environment the difference between the visual and the auditory, and the true importance of the auditory.
- 3. Greeting the importance of greeting the service users taking responsibility for the choice of language.
- 4. Response how to be responsive in various situations and dependent on the level of the staff's language skills.
- 5. Recording the importance of remembering the choice of language, so that a service user does not ask again and again.

The feedback has been very positive locally and regionally about this project and we have been motivated to undertake further work to look at good practices and draw up recommendations when planning and recruiting a bilingual workforce in the next year. The other Public Services Boards across in north Wales are eager to collaborate with us on this and it is likely that a sum of money will be allocated from the Regional Fund to finance the work.

5.1.6 Other Areas of Work:

We collaborated with partnerships and other national bodies to avoid duplication and to share ideas. This year we have -

- Participated in Welsh Government working groups to discuss support for developing welfare assessments.
- Reported our progress to Anglesey County Council's Partnership and Regeneration Scrutiny Committee and Gwynedd Council's Communities Scrutiny Committee and acted on their recommendations.
- Reviewed the main risks in the area and discuss what we can do to help each other and have developed a risk register to help us monitor our local risks.
- Been part of re-establishing the North Wales Research and Understanding Partnership which is a forum for officers who work for Board members to share research and good practice.
- Worked to secure an amount of money from the Regional Research Fund to finance the language project in 2023/24.
- Continued to work with the Wales Co-Production Network, which has supported us as we developed our Well-being Plan.
- Collaborated with Professor Elizabeth Woodcock who has underrtakes an academic review of the Board's challenges, opportunities and set up - this is unique across Wales.

5.1.7 Looking forward to the year ahead:

- During the summer we will launch our Well-being Plan for the period 2023-28 and begin drawing up an annual delivery plan.
- We will welcome the Office of Future Generations to the National Eisteddfod 2023
 we will have the opportunity to raise awareness of the Board's work in a Welsh setting and hold a Discussion Panel about the Well-being Objectives and the Act.
- We will work together on an Annual Delivery Plan and put arrangements in place to ensure that the Board makes a real difference in the priority areas. We will also reflect on Professor Elizabeth Woodcock's recommendations when planning the Board's governance set up. As part of developing the Delivery Plan, we want to build on our engagement work and continue to engage meaningfully. We want to ensure that the public's voice is heard and that they will help shape our annual Delivery Plan.
- The subgroup has received the Board's approval to move forward with its next Welsh language project, namely to look at good practices and draw up a report of recommendations when planning and recruiting a bilingual workforce in our public services. This will give a better understanding of the challenges of workforce planning and how to address them by looking at good practices that organisations can use. We will report on this in our next annual report.
- In June 2023 we will welcome Welsh Government officials to visit hubs and community alliances across Gwynedd and Anglesey over three days in order to show the strengths and challenges of our rural communities. This will shape their new Communities Policy with the understanding that the Board will continue to be a stakeholder in developing the policy.

5.2 Monitoring:

5.2.1 The three sub-groups noted above are accountable to the Public Services Board in relation to delivering any commissioned work. The sub-groups will update the Board on progress every quarter, and their submitted progress reports will be challenged and discussed at Board meetings.

5.2.2 The Board's support team also has a role to play between Board meetings to support and maintain the work of the sub-groups. In addition, the annual report summarising progress is published by the Board as it works towards achieving its strategic aims.

5.3 Scrutiny arrangements:

- **5.3.1** The work of the Public Services Board is subject to scrutiny by the designated Scrutiny Committees of both Gwynedd and Anglesey local authorities.
- **5.3.2** The Well-being of Future Generations Act and associated national guidelines note three roles for scrutiny committees of Local Authorities when providing democratic accountability for the Public Services Board:
 - Reviewing the governance arrangements of the PSB
 - Statutory consultee on the Well-being Assessment and the Well-being Plan
 - Monitoring progress of the efforts of the PSB in the implementation of the Well-being Plan

6 – Equality Impact Assessment [including impacts on the Welsh Language]
 6.1 Potential impact on the groups protected under the Equality Act 2010
 No negative impact

6.2 Potential impact on those experiencing socio-economic disadvantage in their lives (strategic decisions)

No negative impact

6.3 The potential impact on the opportunities for people to use Welsh and treat the Welsh language no less favourably than the English language

The Support Team of the Public Services Board has already considered and identified the need for impact assessments (e.g. Language and Equality) and assessments will be developed and used when the Board engages with our communities on specific points and to update the Well-being Assessments.

7 - Financial Implications

None

8 - Appendicies

Appendix 1 – 2022-23 Annual Report

9 - Background Papers (please contact the Report's author for any further information):

Anglesey and Gwynedd Wellbeing Plan 2018-2023 Anglesey and Gwynedd Wellbeing Assessments 2022 Anglesey and Gwynedd Well-being Plan 2023-28

Appendix 1

The Gwynedd and Anglesey Public Services Board Annual Report 2022-23

1. Foreword from the Chair

This is the annual report of Gwynedd and Anglesey Public Services Board (PSB) for 2022-23. This year was the last year of our 2018-23 Wellbeing Plan. In this report, we will reflect on what we have achieved as a Board to improve the well-being of our communities during the 2022-23 period.

Looking back over 2022/23 the effects of the Covid-19 crisis continue to be felt on our services, our businesses and our residents. A further crisis has emerged in areas such as poverty and the cost of living, mental health issues, community resilience, second homes and threats to the Welsh language. As a Public Services Board we have endeavored to tackle these issues together in accordance with what was outlined in our current Well-being Plan.

One of the main challenges for the Board is to establish where we can add the most value and make a difference as together, with the limited resources and capacity available to us. In developing our new Well-being Plan we have held conversations about where we can make the biggest contribution without duplicating the good work that is already underway in other partnerships and organisations.

We are very proud of the engagement achieved this year and are keen to build on this work and continue engaging in a meaningful way. We want to ensure that the public's voice continues to shape our delivery plans for the future.

You can visit our website to find out more and to learn about our progress to date.

Aled Jones-Griffith, Principal Coleg Meirion-Dwyfor and Coleg Menai Chair of Gwynedd and Anglesey Public Services Board

2. Background

The Well-being of Future Generations (Wales) Act 2015 places a duty on public bodies to improve the social, economic, environmental and cultural well-being of Wales. The act is based on the principle of sustainable development and places a duty on public bodies to set and publish well-being objectives and take all reasonable steps to achieve those objectives.

The Act also established the Public Services Boards with representation from public bodies and the third sector. Every five years, Public Service Boards must prepare and publish an assessment of the state of economic, social, environmental and cultural well-being in their areas and use this as a basis for the Well-being Plan for the next five years.

We are now in the last year of the Well-being Plan 2018-23 for Gwynedd and Anglesey, where the Board had prioritised six areas of work: The Welsh language; Housing for local people; The impact of poverty on the well-being of our communities; The impact of climate change on the well-being of communities; Health and care of adults and Well-being and achievement of children and young people. The Board has learned from experience and adapted its structures over this period.

3. What has been achieved this year:

3.1 Preparing the 2023-28 Well-being Plan:

In May 2022, Local Well-being Assessments for Gwynedd and Anglesey were published. The Public Services Board has divided the two counties into 14 smaller areas and research was carried out in order to understand and learn more about the wellbeing of those areas. Eight of these areas are in Gwynedd and six on Anglesey. The information brings together local data, messages from engagement work with communities and national research work. The Information Pamphlets for each area are available on our website.

Following the publication of the Well-being Assessments in May 2022, they were used as a reference to the Board's priorities for drawing up the 2023-28 Well-being Plan. Having considered the data and people's opinions locally, nine key messages were highlighted in the assessments for the whole area:

- Responding to poverty and the cost of living
- Improving the health and well-being of children and young people
- Improve mental health and well-being
- Climate change supporting communities to reach net zero targets
- Promote the use of the Welsh language
- Enable equal experience and access to nature
- Planning a workforce for the future that meets the needs of the community and the local economy
- Secure housing for local people
- Influence the financial priorities of public bodies

A series of further workshops were held with Board Members during 2022 based on the key messages identified in order to prioritise and agree how it would be possible to respond to these issues. By using the evidence in the Well-being Assessments, **the Board has identified three Well-being Objectives to work on together in the period 2023-2028:**

- We want to work together to mitigate the impact of **poverty** on the well-being of our communities.
- We want to work together to improve the well-being and success of our **children and young people** in order for them to realise their full potential.
- We want to work together to support our services and our communities to move towards **Zero Net Carbon.**

In a period of significant reduction in public sector resources, we believe that these are areas where we can work together to ensure the best results for the residents of Gwynedd and Anglesey.

Whilst the Welsh language has not been identified as a specific Well-being Objective, it is a priority for the Board and we will continue to promote the use of the **Welsh language** in all areas of our work, and work with communities to develop services and activities through the medium of Welsh. The Public Services Board is an opportunity to share good practice, promote the language and ensure that residents of both counties have access to all public services through the Welsh language.

3.2 Public consultation on the Well-being Plan 2023-28:

In accordance with the requirements of the Act, a public consultation was held on the draft plan for a period of 12 weeks between 12 December 2022 and 6 March 2023. Appropriate opportunities were provided for individuals, interest groups and organizations to participate in the consultation by holding workshops and information sessions. There was also a questionnaire available on the

Board's website or paper copies available in the Council's main offices and libraries. Copies could be requested in an alternative format.

499 responses to the questionnaire were received as part of the public consultation with many of the comments supporting what is being proposed. Feedback was obtained from approximately 200 additional individuals through engagement such as workshops and information sessions held through Older People's Forums, engagement with Grŵp Llandrillo Menai students in Llangefni, a group of homeless young people, various Third Sector Groups, and the Town and Community Council Forum.

Attention was given to the consultation in Anglesey County Council's Partnership and Regeneration Scrutiny Committee and Gwynedd Council's Communities Scrutiny Committee. There were also several messages on the Board's social media accounts and these were shared by other Board Members on their own social media.

We are confident that the Well-being Plan now reflects many of the comments received from the consultation and the Board will revisit all the feedback again over the next year specifically when preparing a Delivery Plan for the priority areas.

3.3 Climate Change:

Why is this important to the residents of Gwynedd and Anglesey?

A Climate Change subgroup was established to encourage collaboration among public organizations on mitigating the impact of climate change, and particularly the impact of coastal and inland flooding on our communities. We have recognised the need to educate and work with our communities to prepare them for the current challenges of climate change and those that face us in the future. The aim is to try to mitigate the impact that any case of extreme weather has on those communities. During the lockdown period, many of us noticed the importance of the natural environment - we used our cars less and we saw the positive effects of that on the quality of the air and water.

How does the subgroup contribute to the Well-being of Future Generations (Wales) Act 2015?

The subgroup implements a number of the ways of working that have been developed as part of the Sustainable Development principle of the Act through:

- \circ $\;$ understanding the needs of the specific communities which enables us to plan for the long term
- o working with a number of public bodies and our communities
- \circ $\;$ involving our stakeholders as an essential part of the subgroup's work

3.4 The Welsh language:

Why is this important to the residents of Gwynedd and Anglesey?

The Board understands how important the Welsh language is to our communities throughout Gwynedd and Anglesey, and that it is part of the social fabric and cultural identity of the area. Being able to live their lives through the medium of Welsh and having access to services and activities in Welsh is important to our communities and we are committed to working together to increase the use of the Welsh language within public sector bodies in Gwynedd and Anglesey. We are also committed to promoting the Welsh language as the language of choice for communication among public sector bodies across the two counties. As public bodies, we try to ensure that the citizen continues to engage with public bodies in their chosen language, and we remain equally passionate about contributing to the Welsh Government's target of having one million Welsh speakers by 2050.

An update on this year's work:

During 2022/23, research was commissioned into the reasons why people choose to use Welsh or not when receiving first contact services. The research was intended to:

- understand the linguistic habits of those who use first contact services;
- understand the challenges and reasons behind any choice not to make use of services through the medium of Welsh;
- understand how we can create the best possible environment in order to encourage the use of Welsh when using our first contact services.

The key findings from the observation exercise were:

- that a proactive offer was in place in each reception to some extent, but that was not always enough to encourage the use of the Welsh language the service users needed to hear the Welsh language in order to know for sure that the Welsh language was in place.
- that the opportunity for reception staff to make a difference to service users' language choice is very limited highlighting the real importance of the first greeting from the staff.
- that a high percentage of the interactions take place between service users and staff who already know/are familiar with each other.

Feedback sessions were held for managers in all the organisations and there was interest across North Wales. A **guide** has been shared which includes a list of recommendations for staff to follow in order to encourage service users to use their Welsh. The points include:

- 1. Understanding language choice what is the brief background that everyone needs to know.
- 2. Environment the difference between the visual and the auditory, and the true importance of the auditory.
- 3. Greeting the importance of greeting the service users taking responsibility for the choice of language.
- 4. Response how to be responsive in various situations and dependent on the level of the staff's language skills.
- 5. Recording the importance of remembering the choice of language, so that a service user does not ask again and again.

The feedback has been positive both locally and regionally about this project and we are eager to undertake further work to look at good practices and draw up recommendations when planning and recruiting a bilingual workforce in the next year. The other Public Services Boards across in north Wales will collaborate with us on this and it is likely that a sum of money will be allocated from the Regional Fund to finance the work.

3.5 Other Areas of Work:

We collaborated with partnerships and other national bodies to avoid duplication and to share ideas. This year we have -

- Participated in Welsh Government working groups to discuss support for developing welfare assessments.
- Reported our progress to Anglesey County Council's Partnership and Regeneration Scrutiny Committee and Gwynedd Council's Communities Scrutiny Committee and acted on their recommendations.
- Reviewed the main risks in the area and discuss what we can do to help each other and have developed a risk register to help us monitor our local risks.
- Been part of re-establishing the North Wales Research and Understanding Partnership which is a forum for officers who work for Board members to share research and good practice.
- Worked to secure an amount of money from the Regional Research Fund to finance the language project in 2023/24.
- Continued to work with the Wales Co-Production Network, which has supported us as we developed our Well-being Plan.

• Collaborated with Professor Elizabeth Woodcock who has underrtakes an academic review of the Board's challenges, opportunities and set up - this is unique across Wales.

4. Looking forward to the year ahead:

- During the summer we will launch our Well-being Plan for the period 2023-28 and begin drawing up an annual delivery plan.
- We will welcome the Office of Future Generations to the National Eisteddfod 2023 we will have the opportunity to raise awareness of the Board's work in a Welsh setting and hold a Discussion Panel about the Well-being Objectives and the Act.
- We will work together on an Annual Delivery Plan and put arrangements in place to ensure that the Board makes a real difference in the priority areas. We will also reflect on Professor Elizabeth Woodcock's recommendations when planning the Board's governance set up. As part of developing the Delivery Plan, we want to build on our engagement work and continue to engage meaningfully. We want to ensure that the public's voice is heard and that they will help shape our annual Delivery Plan.
- The subgroup has received the Board's approval to move forward with its next Welsh language project, namely to look at good practices and draw up a report of recommendations when planning and recruiting a bilingual workforce in our public services. This will give a better understanding of the challenges of workforce planning and how to address them by looking at good practices that organisations can use. We will report on this in our next annual report.
- In June 2023 we will welcome Welsh Government officials to visit hubs and community alliances across Gwynedd and Anglesey over three days in order to show the strengths and challenges of our rural communities. This will shape their new Communities Policy - with the understanding that the Board will continue to be a stakeholder in developing the policy.

5. Get involved:

We would like you to keep in touch and be part of our work. You can:

- Follow us on social media via...
- Participate and share your views through our website...
- Email us on
- Write to us at..
- Call us on...

We are happy to provide this document in large print, audio and braille.

This document is also available in English

ISLE OF ANGLESEY COUNTY COUNCIL Scrutiny Report Template

Committee:	Partnership and Regeneration Scrutiny Committee
Date:	21st June 2023
Subject:	Destination Management Plan
Purpose of Report:	To review the outcome of the recent consultation process on the draft Destination Management Plan
Scrutiny Chair:	Cllr Dylan Rees
Portfolio Holder(s):	Cllr Neville Evans
Head of Service:	Christian Branch - Head of Regulation and Economic Development
Report Author: Tel: Email:	Andy Godber – Visitor Economy and Coastal Areas Manager 01248 750057
	andygodber@ynysmon.llyw.cymru
Local Members:	Applicable to all Elected Members

1 - Recommendation/s

The Scrutiny Committee is recommended to:

R1 Review the scope and content of the draft Management Plan

R2 Recommend the Destination Management Plan to the Executive for approval and adoption

2 – Link to Council Plan / Other Corporate Priorities

The Destination Management Plan is fully aligned with the Council Plan: 2023/2028 and has the key general principle of delivering sustainable 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

3 – Guiding Principles for Scrutiny Members To assist Members when scrutinising the topic:-

3.1 Impact the matter has on individuals and communities [focus on customer/citizen]

3.2 A look at the efficiency & effectiveness of any proposed change – both financially and in terms of quality [focus on value]

3.3 A look at any risks [focus on risk]

3.4 Scrutiny taking a performance monitoring or quality assurance role [focus on performance & quality]

3.5 Looking at plans and proposals from a perspective of:

- Long term
- Prevention
- Integration

- Collaboration
- Involvement

[focus on wellbeing]

3.6 The potential impacts the decision would have on:

• protected groups under the Equality Act 2010

• those experiencing socio-economic disadvantage in their lives (when making strategic decisions)

4 - Key Scrutiny Questions

- 1. The report discusses a recent public consultation process. To what degree was the process appropriate, comprehensive and robust?
- 2. How have the outcomes of the consultation process influenced the final document?
- 3. Why does the Local Authority prepare a Destination Management Plan and how does the Plan align with the Council Plan: 2023/2028?
- 4. What are the key opportunities, challenges and risks?
- 5. How will the proposed partnership model Destination Management Organisation operate and how will progress be monitored?
- 6. How will the Council operate effectively, cross services, as one entity to manage the impacts and opportunities of visitors on the Island?

5 – Background / Context

The visitor economy is fundamental to the sustainable economic position of Anglesey, and the 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 draft plan intends to 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.

The draft Plan has been subject to a 6 week public consultation from the 28th April to the 9th of June and has been subsequently been updated to reflect the comments received (where applicable and appropriate).

The comments received are confirmed in the consultation report.

The plan has generally been well received by respondents, with 55% agreeing with the vision for the future and 26% disagreeing. Given that we are seeking to balance economic resilience with a step change to ensure the unique qualities of the island are protected and enhanced, this is seen as a positive figure.

Likewise 53% agree with the guiding principles of the plan, with 26% disagreeing.

The comments mainly related to a need to ensure that tourism did not impact adversely on the island and its communities, with the issues surrounding campervans and car parking being to the fore. This was backed up by comments related to ensuring that facilities within communities where of a high standard, and that opportunities to develop walking and cycling provision was given adequate resource and priority.

The number of second homes and self-catering accommodation was highlighted as a high risk for communities, and the retention of culture and language. This topic also gave rise to positive and negative responses to the introduction of statutory licensing and visitor levy.

The need to protect the special qualities was a running theme through comments, with protection of nature and landscape being of particular interest.

6 - Equality Impact Assessment [including impacts on the Welsh Language]

6.1 Potential impacts on protected groups under the Equality Act 2010

 Positive impact on those with disabilities through improvement to access opportunities to the countryside

6.2 Potential impacts on those experiencing socio-economic disadvantage in their lives (strategic decisions)

• Opportunities for improvements in health and well being, and social interaction coming from increased awareness of the opportunities to access the countryside are widely accepted. The plan has this aim at its core.

6.3 Potential impacts on opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language

• The IOACC Welsh language Policy will be adhered too, and more over the plan will actively promote the use of Welsh. The language is seen and highlighted as a fundamental quality of the Island, and we will work with the private sector to ensure that they too see the use of the Welsh language as a key part of their business model.

7 – Financial Implications

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

8 – Appendices:

- Draft Destination Management Plan
- Consultation Report

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



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DRAFT Isle of Anglesey Destination Management Plan 2023 -2028



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- The value of Anglesey's visitor economy
- Challenges & opportunities for Anglesey's visitor economy
- A strategic approach
- Principles & Priorities for 2023-2028
- High-level action plan
- 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 impernationally protected habitats to some of Europe's most threatened species.

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Equally important is the uniqueness of Anglesey's culture and heritage tracing human's relationship with place from prehistoric times, thorough 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




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?



Bere 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 suppo delivery

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- Protection of the Welsh language
- Levelling Up Funding & investment in Ho nead
- 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

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 Dencourages 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.





6. The impact of Anglesey's visitor economy





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.
- Paġe 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
- 76 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

. 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.



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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 improve opportunities for maritime activities linked to enhanced codes of conduct.(33)
- 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.

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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.

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





DMP Consultation 28th April – 9th June 2023

Responses

May/June 2023

Status: Official

Prepared by:

Original Author	Version	Amendments Made	Dated
Michael P. Thomas	1	Responses to date	23.05.2023
Andy Godber	2	Officer Responses	27/5/23
Michael P. Thomas	3	Responses to date	02.06.2023
Michael P. Thomas	4	Officer Responses	07.06.2023
Andy Godber	5	Officer Responses	12.06.2023

Responses to Questions and Feedback

A total of 48 responses were received including a number of detailed responses not through the online system. The general view is positive, and a lot of pertinent comments and ideas where received, although the vast majority of these relate to the next stage of the process which is the formulation of an action plan in conjunction with the new Destination Management Organisation.

The importance of ensuring that tourism was seen as a benefit to the communities of the island was apparent, and that tourism should not impact negatively on the special qualities of the island.

The visitor levy was noted by many, and as expected views ranged from how it would positively impact the visitor sector, to negative comments given the current economic climate.

The challenges of addressing the ongoing issues around inappropriate or illegal parking and campervans was raised, as was a significant number of negative responses as a consequence of the Penrhos development.



Q4. To what extent do you disagree or agree with the vision for the Isle of Anglesey DMP?

Comment 1	 Too much focus on tourism as a future for young people on the island. I'm reality, the number of jobs are poor, and jobs are low paid with poor prospects. Youngsters are leaving in droves for proper skilled work with good salaries and prospects. Tourism needs to be capped- the island is heaving in the summer - we don't go out because everywhere is packed, no parking etc. We certainly don't want it encouraged year round, thank you! This seems a somewhat contradictory document given the plan to plaster the island with solar panels, wind turbines etc but the blatant backing of destruction on Penrhos Country Park which is an asset in all things climate, habitat, nature etc
Officer Response	The visitor economy remains the largest economic driver on Anglesey, and as such plays an integral role in making more economically resilient county. In recent years we have seen a shift towards unsustainable numbers of visitors which has blighted the experience and the host communities. This plan seeks to redress the balance and considers the special qualities of place as being of paramount importance in terms of delivering a more sustainable tourism model. With this will come new employment opportunities not just in traditional visitor facing roles, but roles focussed on enhancing these special qualities.

Suggested Modification	None

Comment 2	I am writing as one of the families who has been forced to move out of
	the area due to the lack of job opportunities, that you have talked about.
	I am also from the first generation of my family who are not fully bilingual
	in Welsh and English. I am shocked that Penrhos Coastal Park is being
	considered for development, I don't claim to be an environmental expert
	but I do know something about the local area and about how reliant
	, and the second s
	local businesses are on tourism. Penrhos is one of the few places in the
	country where you can see red squirrels. I live in Reading. It takes us
	two hours, plus a boat trip to get to see one. The nearest being
	Brownsea Island in Dorset, where they are a major draw for tourists
	from across the whole of the South of England. It is also an excellent
	resource for locals, I know this because I have frequently walked my
	grandparents' dogs there. If young people were encouraged to help
	with conservation at places like Penrhos it would benefit the community
	and possibly reduce the level of crime in places like Holyhead. The area
	needs jobs (I know this because otherwise, my family would still be
	there) but speaking as someone who also lives an area with high crime
	rate, trashing adjacent areas that should be conserved will not help. We
	don't have those kind of resources here, I wish we did.
	don't have those kind of resources here, I wish we did.
Officer Response	The Land and Lakes planning application for Penrhos followed the due
	planning process. The AONB is a landscape designation and balances
	to needs of landscape and seascape, nature, communities, and
	economic development.
	However the wider comment on the importance of ensuring natural
	environments and associated species to offer new visitor experiences is
	acknowledged and forms the basis of both the DMP and AONB
	Management Plan
Suggested Modification	None

Comment 3	Managing second homes and Airbnb on the island is important for the future of our young people and our culture and language
Officer Response	A very valid comment. The visitor levy, changes to taxation and statutory licencing are all currently being discussed within Welsh Government and the local authority. The document does reflect this issue, but more is needed in action plan.
Suggested Modification	Make reference in the relevant section.

Comment 4	The ideas are there, but over tourism is worrying in its impact on the infrastructure, environment and local communities. We have enough visitors, too much traffic and no real management. In line with rewilding, new development should be minimal whilst caring for what we already have (e.g. Penrhos) is top priority. Rewilding needs planning and management with regard to the environment
Officer Response	The plan highlights the need to address many of the key building blocks for a sustainable visitor model such as car parks, toilets etc. The LA has already set about utilising its own budget and external grants to deliver improvements, and this will continue. The DMP works in tandem with the AONB management plan which
	includes significant emphasis on habitat improvement. Further to this we currently have meadow creation and heathland restoration projects being undertaken. Such work is a priority, and will increase in area and impact in future years.
Suggested Modification	Include in Action Planning process

Comment 5	There's very little in it to actually disagree with. But it is mostly well-
Comment 5	
	meaning waffle without mentioning either specific problems with our
	current tourism industry or specific opportunities for the island. How
	about some action on the long-promised northern section of the cross-
	island 'green corridor' cycle route from Newborough to Amlwch? This
	has been talked about for years but seems to have got stuck waiting for
	some railway enthusiasts. Fine, let's have the railway eventually, if they
	ever get the cash, but let's not hold up the cycle route in the meantime.
	As for other cycle opportunities, I believe Menter Mon commissioned a
	report (with Leader funding) on a round-Anglesey cycle route,
	provisionally named the Anglesey Wheel / Olwyn Mon, a few years ago.
	Let's follow it up and implement it please - ideally followed by, or
	synchronised with, and All-Wales cycle route as a parallel to the coastal
	path and Offa's Dyke paths for walkers.
	patralu olla's Dyke patris for warkers.
	And if these ideas are too difficult for Anglesey Council; at least re-
	establish the 'bird routes' (Telor, Giach, Hebog, and Nico) that were
	developed years ago but seem to have fallen into disuse. A bit of
	tidying / re-signposting, and re-marketing would be an excellent 'quick
	win' for activity tourism on the island, in addition to having health and
	fitness benefits for residents.

	Another thing that needs doing is more to improve the quality of our local restaurants. Have a look at the service offered in restaurants in Florida for example - glasses of iced water on the table immediately after you arrive - it's a minor point but one that immediately sets the tone and makes the customer feel welcome. Too many of our restaurants offer 'pub food' but charge restaurant prices; either keep the prices down or improve the quality. And stop this nonsense of "we want your table back by x"; if I'm having lunch or dinner with friends I want to be able to chat, not to rush through the meal.
Officer Response	Comment noted – the Economic Development function actively seeks opportunities for new appropriate industries to invest in Anglesey. Very valid comments. The development of cycling infrastructure will come out of the action plan and fits with the sustainable approach being proposed
Suggested Modification	Already an action

Comment 6	It is hard to disagree with his vision. It is noted that there is a priority to ensure that the CRhc protects the community and the culture of the Island.
Officer Response	The DMP and AONB management plans will work in partnership and compliment the corporate plan to ensure that community and culture are at the heart of the deliverables
Suggested Modification	None

Comment 7	Welcome embracing sustainable tourism, I think there are opportunities to embrace and attain sustainable tourism credentials, which recognise importance of both environment and culture.
Officer Response	We agree and this ethos forms the basis of the plan.
Suggested Modification	None



Q5. Do you agree with the guiding principles and priorities for the DMP?

Comment 8	All action plans must have guiding principles in the awareness of what is happening now in terms of global warming and its effects
Officer Response	The guiding principles are clearly set out – the defined action plan will be developed in conjunction with the new DMO.
Suggested Modification	None

Comment 9	Again more jobs are obviously needed but please start listening to the
	locals, who have been saying for years about the environmental impact.
	I don't understand why with remote working, there are not more service
	related industries moving out of London. They don't require huge
	manufacturing plants and can be housed in existing buildings in the
	towns. Perhaps if you did, we could move back!
Officer Response	Comment noted – the Economic Development function actively seeks
	opportunities for new appropriate industries to invest in Anglesey.
Suggested Modification	None
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Commont 10	Tourism should work around and with the evicting local next lation
Comment 10	Tourism should work around and with the existing local population.
	Anglesey's tourism should be managed in a way that promotes the good
	aspects of tourism (buy local, stay local, respect the locals, positive
	experiences). The island has so much to offer in general experiences
	that other locations (e.g. Blackpool or London) can't or won't offer. We
	are a small community (island overall), which can promote nature
	tourism (seeing red squirrels, kites, dolphins, geology) as well as history
	(stone circles, Roman fort in Holyhead, burial chambers) and culture
	(Welsh language, dancing, national dress etc.). These are some of

	Anglesey's strong points, along with independent businesses (food, drink, crafts etc.).
Officer Response	All points are acknowledged and for the basis for both the DMP and the AONB management plan.
Suggested Modification	None

Comment 11	I tend to agree but the DMP is far too general and high level to be very meaningful. I appreciate that specific actions are intended to follow but it is very difficult to comment without specific examples and my view is that the DMP should have combined high level principles with specific actions as it really needs to happen quickly.
Officer Response	We agree that a robust and co-created action plan is fundamental – the thought is that this can only be done through a new DMO. This is the start point.
Suggested Modification	None but noted

Comment 12	Less volume, higher quality (spending) tourists is the way forward. We simply cannot accommodated any more people - we locals don't go anywhere because of crowding, poor parking etc, and we don't want it all year round at the current volume thanks!
Officer Response	The plan seeks to redress the situation regarding unsustainability of the existing visitor numbers, although already numbers have dropped towards those levels seen prior to the Covid pandemic.
Suggested Modification	None

Q8. Do you believe these are the right priorities and objectives for Anglesey?

Comment 13	More on tourist attractions. Like MTB bike routes and motorcycles.
Officer Response	Opportunities for new cycle routes and mountain bike trails forms part of the plan.
	TracMon continues to flourish as an attraction for car and motorbike enthusiasts. Delivering new opportunities for motorcyclists could be seen as being at odds with our goals to tackle climate change.
Suggested Modification	None

Comment 14	Yes, if it is managed correctly. There is a fine balance between the
Comment 14	
	county council encouraging local businesses to thrive and the potential
	for there being too much red tape etc, which could restrict the
	businesses.
	Groups, individuals, local and county councils and organisations need to
	work together for a sustainable future.
	The housing stock needs to be monitored carefully, so that there is
	enough affordable housing for the local population to use and buy. If
	people cannot afford to buy local housing, then there is a very big risk
	that certain parts of Anglesey will become only second home areas (as
	some parts have started to become). It has also been seen in other
	parts of the UK, what happens when too many homes are bought up for
	second/holiday homes and/or turned into tourist accommodation.
	There is a lot of potential to be tapped into, regarding the tourism sector.
	I have had first-hand experience of dealing with tourists (either as a
	local and/or as a qualified tourist guide). The vast majority of the
	tourists are respectful that they are coming into someone else's location.
	From the cruise ships, the passengers like meeting the locals (whether
	that's tourist guides or not) and been greeted in a positive manner.

	For locals - I have seen the negative feedback towards tourists arriving on the island. Some of this is aimed at the cruise ships and a lot of negativity comes from lack of knowledge. There are some of us who are trying to dispel the myths of the cruise ships - that the vast majority of the passengers stay on the island and also visit Holyhead. Myths and rumours about what the tourists like about Anglesey, need to be dispelled. A positive attitude needs to be encouraged and pride in what is already available and operating on the island. Positive attitude and forward thinking will help foster more positivity.
	The negative aspects of tourism (from both tourists and locals) also needs to be managed.
Officer Response	The visitor levy, changes to taxation and statutory licencing are all currently being discussed within Welsh Government and the local authority. The document does reflect this issue, but more is needed in action plan.
	Ensuring communities are advantaged by the visitor sector is imperative. It is important that the value of tourism is acknowledged, and that the facilities developed for the sector also add value to those who reside on Anglesey.
Suggested Modification	None – will undoubtably form part of the action plan which will be developed in conjunction with DMO.

Q9. Do you disagree or agree that Destination Management is shared responsibility between private businesses, local authority, government agencies, third sector, national governing bodies and Welsh Government?



Comment 15	Aside from funding and high level principles and protections this should primarily be a collaboration between the local authority, local businesses and tourism and other relevant parties (National Trust etc.). National government involvement will impede local initiatives.
Officer Response	Agreed – DMO will action
Suggested Modification	None
Comments	Businesses will do what is best for them ie to increase their profits - high turnover with as low overheads as they can get away with. This inevitably means cutting corners on visitor experience, staff wages etc. It needs regulation by government.
Officer Response	Regulation is on the horizon in terms of holiday lets and other accommodation through the statutory licensing process.
Suggested Modification	None – will undoubtably form part of the action plan which will be developed in conjunction with DMO

Comment 16	All partners have to take full responsibility for this work. This work is always driven from the local authority and there needs to far more private sector investment
Officer Response	Agree with comment
Suggested Modification	This is referenced already

Comment17	We all need to cooperate and focus on the positives. Unfortunately, the cost of providing, maintaining and servicing holiday accommodation has rocketed in recent years as employees wages rise and fuel cost increase. Any added costs, such as a tourism levy, will result in a reduction in small businesses as they are forced to cease trading or reduced visitor numbers as the levy is passed on to them.
Officer Response	Managed correctly, any levy or licensing scheme can benefit the tourism sector by reinvestment into infrastructural needs, access improvements, interpretation and marketing for example.

Suggested Modification	None – will undoubtably form part of the action plan which will be developed in conjunction with DMO

Comment 18	While private companies can contribute to the vision, many aspects (public amenities etc) are beyond their control. A clearly communicated plan can be 'bought into' and should be followed with a clear public Comms/ branding which businesses can use/ contribute to and develop.
Officer Response	The new DMO will be made up of all stakeholders to ensure actions are inline with the plans goals.
Suggested Modification	None

Comment 19	If we want to ensure success in reaching the priorities, there must be joint action. There is concern that commercial organizations would gain influence at the expense of the indigenous communities
Officer Response	The new DMO will be made up of all stakeholders to ensure actions are inline with the plans goals and community well being.
Suggested Modification	Sufficiently covered

Q10. If you disagree with the DMP being shared responsibility, how do you envisage the destination being managed for the benefit of residents, communities and visitors alike?

Comment 20	Regulatory management - decrease number of Airbnb via licences /change of use regs would be a start.
Officer Response	The visitor levy, changes to taxation and statutory licencing are all currently being discussed within Welsh Government and the local authority. The document does reflect this issue, but more is needed in action plan.
Suggested Modification	Include in Action Plan

Q11. Do you have any insight or evidence on the impact of any different type of destination management schemes that are already running, or approaches taken elsewhere in the world, that you think Anglesey could learn from or implement?

Comment 21	Re-wilding on council owned land, more tree planting, building on brownfield sights i.e. Amlwch for instance.
Officer Response	The AONB management plan illustrates the desire to increase and improve key habitats. The corporate plan has goals for climate change mitigation of which tree planting of the correct species and in right location plays its part.
Suggested Modification	None – covered more in AONB plan

Comment 22	We visit Spain a lot. All second homes (non-residents of all nationalities) are legally bound to pay an ANNUAL Non Resident Tax based on the cadastral value of the Property (similar to rateable value). This tax is charged on the assumption of rent that could be achieved if the Property was holiday let (even if it isn't let, but simply used by owners). No choice, pay up or the tax office places an embargo on owners bank account for the amount owed
Officer Response	The visitor levy, changes to taxation and statutory licencing are all currently being discussed within Welsh Government and the local authority. The document does reflect this issue, but more is needed in action plan.
Suggested Modification	None – action plan

Comment 23	Further work could be developed in Holyhead Port for example in Folkestone they have done considerable projects with private, public and third sector. This type of work could be replicated generating considerable investment and new jobs. Additionally there needs to be effective targeted marketing about the destination.
Officer Response	The Freeport initiative will address this comment.
Suggested Modification	None

Comment 24	More motorcycle facilities for secure parking and storage of motorcycle gear. Helmets etc.
Officer Response	Will pass recommendation to Highways Department
Suggested Modification	None

Comment 25	From personal experience, when the cruise ships come into Holyhead, the good ground handlers work very efficiently with the tourist guides, crew of the ships,
Officer Response	A good visitor welcome is a key part of the experience.
Suggested Modification	None

Yes, tourist tax is massively off putting and causes further economic inequality. It is also a hugely unfair tax on people whose families, for example, have to stay in local accommodation when looking after disabled family members. It also gives an impression that the tourists are the 'bad guys' which is already far too prevalent on Anglesey as mentioned in the DMP guidance.
Managed correctly, any levy or licensing scheme can benefit the tourism sector by reinvestment into infrastructural needs, access improvements, interpretation and marketing for example.
None – action plan work

Comment 27	Channel Islands: encouraging alternatives to private car use; adapting to shift in holiday choices and working to maximise appeal of small island attractions.
Officer Response	We shall seek to use best practice examples when developing the action plan. Sustainability is core to the council plan, and the DMP.
Suggested Modification	None – sustainability already included

Comment 28	I note the desire in the plan for active and sustainable travel. The Spanish island of Majorca has an excellent public transport system, many cycle lanes and gives pedestrians priority when crossing at road junctions that are clearly marked with black and white road markings similar to pedestrian crossings in the UK. They also have tight control of AirBnB type accommodation in residential areas.
Officer Response	Again, we shall look at best practice when developing action plans.
Suggested Modification	None but noted

Comment 29	The infrastructure for tourism in Anglesey needs a significant upgrade.
	For example, the size and signposting of car parks is totally inadequate
	for the summer economy and is very frustrating for both tourists and
	locals. A strategic review of the type of tourist attractions to bring onto
	the island is necessary from a long term perspective. Examples such as
	"Go Ape" and leisure centres are needed to supplement the natural
	attractions in Anglesey. Holyhead is currently a very poor destination but
	could be a really interesting attraction in itself if it had a proper marina,
	shops and tourism infrastructure.
	I question whether there needs to be a mindset shift in terms of making
	it clear to the island that it is expected and appropriate to make as much
	money as possible from tourism during the holiday season (and work
	really hard) and that it is ok to be quiet and operate restricted hours
	during the off season. So many businesses do not seem to maximise
	the opportunity and remain restricted during the summer period.
Officer Response	It is imperative that the Destination function works with other
	departments to realise the potential you make reference to in your
	comments. The council plan also seeks a collaborative approach all
	departments should be seeking the same goals.
Suggested Modification	Reference already made.

Q12. Do you have any other comments on the proposed Destination Management Plan?

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Comment 30	Difficult as I am not a resident. I have seen other parts of the country
	ruined by short sighted planning. I live near a piece of common land
	where people protested to the council to stop development. Too many
	people meant a rise in crime rate. The more residents living there, the
	more complaints the council had about further building. So, half has
	been built on and the other has not. Also seen places built on water
	meadows, where houses and factories have been made unusable due
	to flooding and not listening to residents' concerns about environmental
	impact. Pay attention to the real local residents, they live there and they
	probably know the immediate area better than you do, just because they
	have seen it first-hand.

Officer Response	Ensuring a sense of ownership and collaboration with the communities of Anglesey is seen as of paramount importance moving forward.
Suggested Modification	None in DMP – include in DMP action plan and link to AONB

Comment 31	Think you have already upset a lot of the residents of Holyhead and surrounding areas. Sudden change of tactics now wanting the nature that penrhos has and you want to cement over
Officer Response	The Land and Lakes planning application for Penrhos followed the due planning process. The AONB is a landscape designation and balances to needs of both landscape and seascape, nature, communities, and economic development.
Suggested Modification	None

Comment 32	More influence on highways as they need to understand tourism is not just school holiday dates. Cruise ships welcome in Holyhead is v poor compared to other ports whether Marina or DWP
Officer Response	The plans are not in isolation and the comments will be fed through to the visitor management group and highways officials to ensure a robust plan is delivered
Suggested Modification	This will be included and come out of the action plan

Comment 33	Anglesey is one of the premier sea kayaking destinations in the World, due to it producing some of the best sea kayaks and having some of the best training locations. We frequently have visitors from North America and Europe (particularly Scandinavia), who come specifically to sea kayak.
	Anglesey factories produce in excess of 3,000 sea kayaks per year. My sea kayak coaching/guiding business brings 600+ kayaking visitors to the island per year. There are many more sea kayak coaching businesses. Sea kayaking must account for a few million of the quoted £360 million tourism revenue in the report.
	Anglesey is World class for sea kayaking and a growing part of the Anglesey economy.
Officer Response	Sea kayaking is certainly one of the best ways of appreciating the coast of Anglesey, and the draw of Anglesey to those involved in this activity is undeniable.

	This form of recreation when undertaken in a sensitive manner fits with the AONB goals. The local manufacturing of highly regarded sea kayaks is also in line with our efforts to support local industries.
Suggested Modification	Add reference

Comments 34	Llyn Alaw needs development and promotion. Dwr Cymru have an excellent site at Llyn Brenig. Ancient monuments need increased promotion and improved accessibility. Marketing for all seasons is needed. Maritime activities of all kinds should have an important place in the plan.
Officer Response	All pertinent ideas relevant to the development of action plan.
Suggested Modification	None but noted

Comment 35	The vision is to improve visitors' experiences, and one important way of doing that is to ensure that tourism developments are of the highest quality i.e. not allowing gradual and tasteless developments. Therefore, quality principles should be incorporated into planning policies.
Officer Response	The planning process will take account of the AONB and DMP plans.
Suggested Modification	None

Q13. Is there anything else you wish to say which you think would help the ongoing development of a new approach to destination management?

Comment 36	How to include less traffic, it's already impossible to park in many places locally bordering on unsustainable
Officer Response	Part of the action plan will focus on sustainable travel options. Again this is linked to AONB. We also see benefits in multi modal recreational routes akin to Lon Las Cefni.
Suggested Modification	Include sustainable travel options within action planning process

Comment 37	As previously stated, support is needed for small businesses reliant on tourism, not additional costs such as levies and council tax premiums.
Officer Response	Managed correctly, any levy or licensing scheme can benefit the tourism sector by reinvestment into infrastructural needs, access improvements, interpretation and marketing for example.
Suggested Modification	None – action plan

Comment	I think broadening the scope of the kinds of stakeholders would be a good idea as well as engaging the visitors or non-visitors (to combat confirmation bias) would be good moves.
Officer Response	Agreed and this is the intension of the new DMO – it needs to have a wider range of stakeholders.
Suggested Modification	None but noted

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ISLE OF ANGLESEY COUNTY COUNCIL Scrutiny Report Template

Committee:	Partnership and Regeneration Scrutiny Committee
Date:	21 June 2023
Subject:	Quarter 4 2022/23 Performance Report- North Wales
-	Growth Deal
Purpose of Report:	Present the Quarter 4 Growth Deal report
Scrutiny Chair:	Cllr Dylan Rees
Portfolio Holder(s):	Cllr. Llinos Medi, Council Leader and Portfolio Holder-
	Economic Development
Head of Service:	Dylan Williams, Chief Executive
Report Author:	Dylan Williams, Chief Executive
Tel:	01248 752499
Email:	DylanWilliams@ynysmon.llyw.cymru
Local Members:	Applicable to all Scrutiny Members

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1 - Recommendation/s

The Committee is requested to:

R1 Note the progress made during Quarter 4 2022/23

2 – Link to Council Plan / Other Corporate Priorities

The North Wales Growth Deal is linked to Council priorities:

- Ensure that the people of Anglesey can thrive and realise their long term potential
 Jobs and work opportunities
- Work with other North Wales Councils to attract investment to ensure that key projects that offer local employment opportunities go ahead.

3 – Guiding Principles for Scrutiny Members

To assist Members when scrutinising the topic:-

3.1 Impact the matter has on individuals and communities [focus on customer/citizen]

3.2 A look at the efficiency & effectiveness of any proposed change – both financially and in terms of quality [focus on value]

3.3 A look at any risks [focus on risk]

3.4 Scrutiny taking a performance monitoring or quality assurance role [focus on performance & quality]

3.5 Looking at plans and proposals from a perspective of:

- Long term
- Prevention
- Integration

- Collaboration
- Involvement

[focus on wellbeing]

3.6 The potential impacts the decision would have on:

- protected groups under the Equality Act 2010
- those experiencing socio-economic disadvantage in their lives (when making strategic decisions)
- opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language

[focus on equality and the Welsh language]

4 - Key Scrutiny Questions

5 – Background / Context

Background

- 5.1 In December 2020, the NWEAB and the Welsh and UK Governments agreed the Final Deal Agreement for the North Wales Growth Deal.
- 5.2. Regular reporting on progress against the North Wales Growth Deal is a requirement of the Final Deal Agreement.

5.3 Quarter 4 Progress 2022/23

The Quarter 4 performance report provides an overview of progress on the Growth Deal programmes and projects.

- 5.3.1 This quarter saw the launch of our Growth Deal funding process to select new projects to join the Growth Deal. £30million of capital funding is available, and the process has generated significant interest and resulted in 26 robust applications being received. The assessment process will commence during the next quarter.
- 5.3.2 The Economic Ambition Board approved the Outline Business Case for the Smart Local Energy project, this project will see the establishment of a £25million fund to invest in clean energy and decarbonisation projects across North Wales.
- 5.3.3 The Enterprise Engineering and Optics Centre project launched their £8.35 million tender opportunity to design and construct the new centre that will support manufacturing businesses in the region to decarbonise. The tender invites businesses to submit bids to design and construct the new building at the Plas Coch site, including the installation of a hydrogen application facility and renewable energy photovoltaic panels.
- 5.3.4 The Quarter 4 update is showing projects reporting against the revised portfolio delivery profile approved by the Board in September 2022. Two projects are currently reporting as red due to either risks to the project scope or significant delays to project timescales:
 - Glynllifon Rural Economy Hub planning permission yet to be secured. The pre-planning advised that further bat surveys are needed on land outside of the Glynllifon boundary, this has been actioned but could delay the project by up to one year.
 - Centre for Environmental Biotechnology project development paused due to match funding issue and exploring alternative locations for the project.

6 – Equality Impact Assessment [including impacts on the Welsh Language]

6.1 Potential impacts on protected groups under the Equality Act 2010

The Programme Boards and Project Boards will prepare equality and language impact assessments for each individual project. The impact assessments will be live documents and evolve alongside delivery.

6.2 Potential impacts on those experiencing socio-economic disadvantage in their lives (strategic decisions)

See 6.1 above

6.3 Potential impacts on opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language See 6.1 above

7 – Financial Implications

7.1 There are no financial implications arising directly from approving the decision sought in this report.

8 – Appendices:

1. North Wales Growth Deal – Quarter 4 Performance Report

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

North Wales Growth Deal

2022-23 Quarter 4 (January – March 2023) Performance Report





UK Government Llywodraeth y DU Office of the Searthry of Skille for Weies Swyddh Ymphrwedd Galadd Cymru
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1. Portfolio Director Summary

This quarter saw the launch of our Growth Deal funding process to select new projects to join the Growth Deal. With £30million of capital funding available, the process has generated significant interest and resulted in 26 robust applications being received. As we move onto the assessment process during the next quarter this presents us with a great opportunity to **identify projects that can drive economic growth**, create jobs and attract investment to the region as well as delivering on our wider aspiration to **build a vibrant, sustainable and resilient economy** for North Wales

March also the Board approve another Outline Business Case for our Smart Local Energy project. The project will see a £25million fund established to invest in clean energy and decarbonisation projects across North Wales. This is a truly exciting project that will be available to businesses and third sector organisations across the region to apply for. The next step is to procure a fund advisor to support the development of the project with the aim of launching the fund in early 2024.

The Enterprise Engineering and Optics Centre project launched their £8.35 million tender opportunity to design and construct the new centre that will support manufacturing businesses in the region to decarbonise. The tender invites businesses to submit bids to design and construct the new building at the Plas Coch site, including the installation of a hydrogen application facility and renewable energy photovoltaic panels.

The recent Welsh Government announcement on recommendations of the Road Review Panel does have some implications for two of our projects in the Land and Property programme. We are working with colleagues in Flintshire, Wrexham and Welsh Government to understand the implications for our Warren Hall and Western Gateway projects.

Having approved the selection criteria during this quarter we will be launching our Hydrogen Sponsor Challenge during the next quarter. Our aim is to appoint an organisation or consortium to develop and deliver a Hydrogen Hub in the region that will include both the supply and use of hydrogen. A pre-launch event will be held in April giving the opportunity for potential applicants to learn about the process, ask questions and contribute towards the final competition.



Alwan Williama

Alwen Williams, Portfolio Director

Themes	RAG Status	Commentary
Portfolio Business		The Portfolio Business Case 2022 update was approved by the Board in October and has been submitted to Welsh Government and UK
Case		Government as part of the annual award of funding process.
Delivery Pipeline		The delivery pipeline has been reviewed and updated as part of the 2022 Portfolio Business Case and was approved by the Board in September. Project are now
		reporting against this revised timetable. A Portfolio Delivery Fund for 2023-24 has been established to help mature projects into delivery next year.
Governance		The Portfolio, Programme and Project Management Framework is now well established with the Portfolio Board and five Programme Boards
		operating effectively. A Conflicts of Interest procedure is in place across all Boards.
Assurance		The third annual Growth Deal assurance review (Programme Assurance Review) has been completed with the report delivering an 'Amber'
		confidence rating for the portfolio.
Resource and		The Portfolio Management Office is currently fully resourced, however a large proportion of staff are on fixed term contracts and the revenue
Capacity		budget post March 2024 is challenging.
Finance		A total of £2.09m was allocated from the Growth Deal grant during 2023-24 primarily associated with the Digital Signal Processing Centre and the
		Portfolio Management Office costs.
D Investment		Securing the public and private sector investment required to deliver the Growth Deal remains a significant risk across the portfolio and an
90e		investment strategy is being developed to support the team to meet the investment targets.
Risk		Portfolio-level risks regarding consents and delay have increased due to project-level issues. Affordability remains a high risk due to ongoing
1 3		inflation, supply chain issues and construction cost increases. The risk around capacity remains high due to the length of time remaining on PMO fixed
		term contracts and the impact that losing staff would have upon Portfolio delivery
Benefits Monitoring &		Both the Benefits Realisation Strategy and Portfolio Monitoring and Evaluation Plans were reviewed as part of the 2022 Portfolio Business Case update,
Evaluation		with changes including updated logic models (reflecting agreed benefits framework terminology), the drafting of programme benefit plans and
		clearer links to project benefit plans.
Communication and		During this quarter, we promoted the Growth Deal Funding applications through a social media campaign, articles, an online event and by
Engagement		collaborating with key stakeholders to share the opportunity. The results showed a social media reach of almost 200k, over 700 social media
		interactions and digital mentions, resulting in 27 robust Growth Deal Funding applications.

Delivering to Plan with no issues to address	Delivery slightly behind schedule and/or minor/moderate	Delivery significantly behind schedule and/or significant issues to
(no action required)	issues to address (management action in place)	address (urgent action required)



3. Digital Programme Performance

Programme Aim	Job Creation Target	GVA Investment Target	Total Investment Target
Deliver the step change in digital connectivity needed to ensure North Wales is able to satisfy			
user demand, maintain pace with the rest of the UK, unlock the potential of priority sectors and	380	£158m	£41.7m
sites and underpin a flourishing innovation ecosystem.			

RAG Status	Programme Manager Commentary
	• The first of two Business Justification Cases for the DSP project (for year 2 expenditure) has now been approved. Procurement for two of three Lots of equipment has
	been successful with the third to be undertaken early in Quarter 1 2023-24
	• The Last Few % project completed Early Market Engagement this quarter. Legal support has been appointed to support development of the contract and accompanying
	tender documentation. Risk remains on budget however the project is working closely with UK government DSIT to refine scope and additional funding is being sought.
,	• Strategic Outline Cases for the Connected Campus and Connected Key Sites have been drafted for approval in April. A pragmatic way forward has been proposed to
	minimise time for assurance and approvals processes
<u> </u>	
`	
	RAG Status



Mark Pritchard Lead Member



Sioned Williams Senior Responsible Owner



Stuart Whitfield Programme Manager

Delivering to Plan with no issues to address	Delivery slightly behind schedule and/or minor/moderate	Delivery significantly behind schedule and/or significant issues to
(no action required)	issues to address (management action in place)	address (urgent action required)

3. Digital Programme Performance

Project	Project Stage	Key Milestones	Key Milestones	RAG	RAG Rationale
(Project Sponsor) Digital Signal Processing Centre Bangor University	Delivery	 (this quarter) BJC approved Recruitment of Technology Exploitation Manager Procurement of year 2 equipment (2 of 3 Lots) 	 (next quarter) Procurement of final year 2 equipment 	Status	Technology Exploitation Manager recruited in March to support industry engagement and pursuit of funding. Procurement started and planned to complete in Q123/24
Connecting the Last Few % Economic Ambition Board	Developing the Full Business Case	 Early Market Engagement completed Legal support appointed and drafting of final contract documentation and procurement specifications started 	 Procurement documents and contract finalised Launch of procurement 		 Main risk on cost remains with work in April to further refine scope and additional funding being sought
Connected Key Sites and Corridors Economic Ambition Board	Developing the Strategic Outline Business Case	Strategic Outline Cases drafted and presented to project boards	 Strategic Outline Case / Business Justification Case to be submitted for approval Drafting of Outline Business Cases 		 Strategic Outline Cases now drafted for approval. Simplified assurance and approval process proposed to bring forward completion of business cases.
Connected Campuses Economic Ambition Board	Developing the Strategic Outline Business Case	Strategic Outline and Business Justification Cases drafted and presented to project boards	 Strategic Outline Case / Business Justification Case to be submitted for approval Drafting of Outline Business Cases 		 Strategic Outline Cases now drafted for approval. Simplified assurance and approval process proposed to bring forward completion of business cases.

Delivering to P	Plan with no issues to address	Delivery slightly behind schedule and/or minor/moderate	Delivery significantly behind schedule and/or significant
(no action red	quired)	issues to address (management action in place)	issues to address (urgent action required)

Programme Aim	Job Creation Target	GVA Investment Target	Total Investment Target
To unlock the economic benefits of transformational low carbon energy projects and position			
North Wales as a leading UK location for low carbon energy generation, innovation and supply	980	£530m	£668.5m
chain investment.			

	RAG Status	Pr	ogramme Manager Commentary
		•	Smart Local Energy: Outline Business Case approved by Economic Ambition Board. Project progressing to procurement of a fund advisor ahead of Full Business Case
			submission
Pa		•	Hydrogen Hub & Transport Decarbonisation: Economic Ambition Board approval for the selection process for appointing a sponsor and for launch the process during Q1
			23/24. The process will be called the Hydrogen Sponsor Challenge
		•	Egni: Economic Ambition Board approval of change request to withdrawn Phase 2 of the Egni Project from the Growth Deal and make Phase 1(M-Sparc) the sole focus of
, afi			the Project. Outline Business Case being considered in May 2023.
		٠	Cydnerth (Morlais): WEFO-funded capital works on the Morlais infrastructure project continuing to budget and schedule. Outline Business Case for Growth Deal funded
			works is under development ahead of September 2023 approval target.
		•	Trawsfynydd: Options for the Outline Business Case and use of Growth Deal funding being considered. Cwmni Egino aim to finalise the business proposition for first stage
			of the broader three-stage development plan, including timescales, estimated costs and investment strategy by April 2023.
		•	Development of Welsh government-funded Local Area Energy Plans underway for all North Wales Local Authorities



Cllr Llinos Medi Lead Member



Dylan Williams Senior Responsible Owner



Henry Aron Programme Manager

Delivering to Plan with no issues to address	Delivery slightly behind schedule and/or minor/moderate	Delivery significantly behind schedule and/or significant issues
(no action required)	issues to address (management action in place)	to address (urgent action required)

4. Low Carbon Energy Programme Performance

Project	Project Stage	Key Milestones		Key Milestones		RAG	RAG Rationale
(Project Sponsor)		(this quarter)		(next quarter)		Status	
Cydnerth (Morlais) Menter Môn	Developing the Outline Business Case	 infrastructure proschedule. Development of and delivery of standard delivery of standard delivery of standard developers to produce to proschedule. 	apital works on the Morlais oject continuing to budget and a revised Outline Business Case trategic case workshop. ais collaborating with tidal epare submissions for the iference Auction Round 5	 Continue development Business Case and as Prepare for Gateway Outline Business Case consideration by our four four the July to August 	ssociated workshops. review in July 2023 to be submitted for		 Rating revised from green to amber due to increased project costs and delay to target Outline Business Case approval from July to September.
Hydrogen Hub & Transport Decarbonisation Economic Ambition Board	Developing the Strategic Outline Business Case	selection proces launch the proce be called the Hyd	ion Board approval for the s for appointing a sponsor and for ess during Q123/24. The process will drogen Sponsor Challenge ion Board partner briefing event h	 Hold pre-launch brie Hydrogen Sponsor C industry and governr proposed competitio 	Challenge and consult ment on the		 Amber rating reflects the risk that the competitive process for appointing a sponsor could take longer than planned.
Egni Bangor University	Developing the Outline Business Case	request to withdu from the Growth the sole focus of Completion of G	ateway Review with amber rating Case endorsed by the Energy	 Portfolio Board and Ed Board approval of Our April and May Preparation for procu 	tline Business Case in		 Rating revised from red to amber following approval of project change request and development of Outline Business Case
Smart Local Energy Economic Ambition Board	Developing the Full Business Case		ateway Review with amber rating Case approved by Economic	 Welsh Government of assurance process Early market engage fund advisors Procurement of func- consultant to assist w Case Preparation of the Full 	ement with potential d advisor and with Full Business		 Rating revised from amber to green following approva of Outline Business Case to schedule. Project on track for Full Business Case during Q3 23/24
Trawsfynydd Cwmni Egino	Developing the Strategic Outline Business Case	 Social Value Straconsultation with Continued early interested partie 	market engagement with as and potential suppliers	 Continue developmer Business Case. Finalise business prop stage of broader thr development plan a including timescales, and investment stra with key stakeholder North Wales) 	nt of draft Outline position for first ree-stage nd the project plan, , estimated costs tegy and consult rs (including Ambition		 Amber rating reflects uncertainty regarding project delivery timeline and the potential for further delays
Delivering t (no action	to Plan with no issues to add required)	Iress	Delivery slightly behind schedule and/ to address (management action in p				d schedule and/or significant action required)

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5. Land and Property Programme Performance

Programme Aim	Job Creation Target	GVA Investment Target	Total Investment Target
To address the shortage of suitable land and properties for business growth and to bring			
forward sites for housing development. To deliver improvements that stimulate investment in			
sites and premises in the Port of Holyhead and the wider region. Enables other programmes by	2280	£1.29bn	£355.4m
ensuring the right land and property infrastructure is available.			

RAG Status	Programme Manager Commentary
Page 119	 Warren Hall, Broughton - recommendations of the Welsh Government Road Review Panel in relation to the site are being considered. Western Gateway, Wrexham - recommendations of the Welsh Government Road Review Panel in relation to the site are being considered. Former North Wales Hospital, Denbigh - Ambition North Wales, Denbighshire County Council and Jones Bros and their consultants Avison Young are now in the process of moving the project to delivery following the decision to provide additional funding from the Growth Deal Holyhead Gateway - Holyhead Port was awarded £20m funding for the breakwater and was also awarded the designation of a Welsh Freeport Parc Bryn Cegin, Bangor - The tender brief for the appointment of the professional team of consultants was approved and Welsh Government are to advertise on their Mid and North Wales consultants framework.



Cllr Jason McLellan Lead Member



Andrew Farrow Senior Responsible Owner



David Mathews Programme Manager

Delivering to Plan with no issues to address	Delivery slightly behind schedule and/or minor/moderate issues	Delivery significantly behind schedule and/or significant	
(no action required)	to address (management action in place)	issues to address (urgent action required)	2

5. Land and Property Programme Perfo

Project	Project Stage	Key Milestones	Key Milestones	RAG	RAG Rationale
(Project Sponsor)		(this quarter)	(next quarter)	Status	
Western Gateway, Wrexham Wrexham County Borough Council	Developing the Strategic Outline Business Case	 The Road Review Report published in February recommended that the A483 Wrexham Bypass Junctions 3 to 6 scheme should not proceed as the case for change is not well-aligned with Welsh Government's aim to reduce car mileage and avoid increases in car usage and carbon emissions Welsh Government could consider providing support for an alternative approach to create an exemplar residential and employment development with low levels of car usage 	 Complete the Memorandum of Understanding with Wrexham Council Adoption of Wrexham's Local Development Plan The Council have commissioned a Feasibility Study to provide a Masterplan to assess how the site can be developed in line with the recommendation of the Panel for a town wide review of sustainable transport Progress with Dwr Cymru, Natural Resources Wales -and Councils for Treatment Plant Phosphate investment plan. 		 Road Review Panel recommendation is that junction A483 upgrades will not proceed: Phosphate Reduction and Mitigation Strategy and treatment plant investment now has a possible way forward: Wrexham Town Masterplan Feasibility Study for a sustainable transport solution for the Western Gateway site:
Warren Hall, Broughton Welsh Government / Economic Ambition Board	Developing the Strategic Outline Business Case	 The Road Review Panel Report made a recommendation to Welsh Government to consider whether development of the site would be compatible with meeting its aims around modal shift and decarbonisation The Flintshire Local Development Plan was adopted in January 2023 	• Engage with WG and FCC about the Panel recommendation to put forward the LDP policy around sustainable transport and economic development to enable the development of the site to proceed		 Local Development Plan Adopted in January 2023. Road Review Panel recommendation to Welsh Government on whether the site in their ownership should be developed
Former North Wales Hospital, Denbighshire Jones Bros (Ruthin) Limited / Denbighshire County Council	Developing the Outline Business Case	 The Economic Ambition Board approved the award of an additional £3m from the Portfolio Delivery Fund The Project Delivery Board has commenced meeting. Matters now under discussion/ progressing are planning (conditions and consenting), business case development, revised costings and phasing of the works: 	 Confirm compliant procurement route to deliver Phase 1 works: Complete the revision of the outline business case incorporating the Phased Development Scenario and procurement route: Obtain subsidy support advice from external consultants: 		 Status revised to green following the confirmation of the award of funding from the Portfolio Delivery Fund: Procurement route for Phase 1 works using public funds: Subsidy Support Assessment Compliance:

Delivering to Plan with no issues to address	Delivery slightly behind schedule and/or minor/moderate	Delivery significantly behind schedule and/or significant	
(no action required)	issues to address (management action in place)	issues to address (urgent action required)	A

5. Land and Property Programme Performance

Project	Project Stage	Key Milestones	Key Milestones	RAG Status	RAG Rationale
(Project Sponsor)		(this quarter)	(next quarter)		
Parc Bryn Cegin, Bangor Welsh Government / North Wales Economic Ambition Board	Developing the Outline Business Case	 The initial draft of an Outline Business Case prepared by the PMO has been substantially completed A Strategic and Economic Case workshop was held with Stakeholders to approve the choice of the preferred way forward Welsh Government's tender brief to appoint the professional team was agreed by Ambition North Wales 	 appointment of the professional team from their North and Mid Wales professional and technical services framework Gateway 2 Review for the Outline Business Case 		 Potential occupier demand Willing landowner and development partner Planning Policy compliant proposed use Joint venture approach to the delivery of the project now moving forward in practice
Holyhead Gateway Stena Line Ports Limited	Developing the Outline Business Case	 Stena Line and Anglesey Council were successful in their freeport application to UK and Welsh Government. UK_Government has awarded £20m for the breakwater refurbishment. This is a critical dependency for the port investment. 	 Completing the Outline Business Case for the delivery of the port capacity enhancement works: Harbour Revision Order decision is expected this quarter: Gateway 2 Review for the Outline Business Case: Subsidy support advice from Pinsent Masons: 		 Harbour Revision Order still to be consented Cost certainty on port expansion works to be confirmed UKG funding commitment to the breakwater refurbishment Offshore energy contractual commitment to indemnify the risk of the port expansion costs

Delivering to Plan with no issues to address	Delivery slightly behind schedule and/or minor/moderate	Delivery significantly behind schedule and/or significant issues to
(no action required)	issues to address (management action in place)	address (urgent action required)



Programme Aim	Job Creation Target	GVA Investment Target	Total Investment Target
To build a more sustainable, vibrant and resilient foundation economy in the region, optimising	380	£281m	£41.3m
opportunities for employment and prosperity through our environment and landscape.	000	LOIN	

RAG Status	Programme Manager Commentary
	• Tourism Talent Network - Grŵp Llandrillo Menai completed a draft of their Outline Business Case (OBC) in February and shared it for review by the Welsh Government
	Assurance team for a Gateway 2 Review in February 2023. The Gateway Review concluded with an Amber rating, meaning the project is on-track for consideration of the
	final Outline Business Case by the Economic Ambition Board in July 2023.
	• Glynllifon Rural Economy Hub - The pre-planning application consultation for the project received generally supportive responses from stakeholders, recognising its
	significance to the region and the extensive environmental and heritage surveys already conducted. However, Natural Resource Wales and CADW requested additional
Pac	surveys that could result in up to a one-year delay to the project. Ambition North Wales and Grŵp Llandrillo Menai remain confident that the project will deliver the
	anticipated benefits to the region whilst protecting the site's exceptional biodiversity, with the additional analyses commissioned immediately.
1 22	anticipated benefits to the region whilst protecting the site's exceptional biodiversity, with the additional analyses commissioned immediately.







Project	Project Stage	Key Milestones	Key Milestones	RAG	RAG Rationale
(Project Sponsor)		(this quarter)	(next quarter)	Status	
Glynllifon Rural Economy Hub Grŵp Llandrillo Menai	Developing the Full Business Case	 £2m awarded from Growth Deal Project Delivery Fund to address funding gap which will be matched by £2m funding from Grŵp Llandrillo Menai Pre-planning advice closed 8th March with stakeholder feedback mainly supportive of the project. Advice for further bat surveys on land outside of the Glynllifon boundary actioned immediately but <u>could</u> delay project by up to one year Grŵp Llandrillo Menai and Ambition North Wales have collaborated on a new capital project Framework for procurement. This is now live and will be used for project procurement next year 	Continue further survey workDraft the Full Business Case		 Rating remains red due to repeated project delays and as planning permission has yet to be secured
Wysfasi Net Zero Farm Coleg Cambria	The Llysfasi Net Zero Fo	arm project has been withdrawn. A replacement	project is being identified through the Project Re	placement i	Fund.
Tourism Talent Network Grŵp Llandrillo Menai	Developing the Outline Business Case	 Outline Business Case (OBC) in draft form and the actions/strategy to complete the OBC was subject to a Gateway 2 Review - the Delivery Confidence Score was AMBER. A Memorandum of Understanding between Ambition North Wales and Grŵp Llandrillo Menai was signed to help mitigate risk related to the project 'spokes' Participation in the supported learning in carbon emissions training to consider how the project will reduce carbon emissions against Ambition North Wales targets 	 Submission of the final Outline Business Case (OBC) and relevant supporting documentation is being prepared anticipating presentation to the Economic Ambition Board in July 2023 Work with PMO to develop project-specific funding agreement 		 Discussions in February around the timing of Sustainable Learning Communities funding for the Hub has shifted Time back to Amber.

Delivering to Plan with no issues to address	Delivery slightly behind schedule and/or minor/moderate	Delivery significantly behind schedule and/or significant	
(no action required)	issues to address (management action in place)	issues to address (urgent action required)	<u> </u>

Programme Aim	Job Creation Target	GVA Investment Target	Total Investment Target
To consolidate North Wales position as a powerful and innovative high value manufacturing			
cluster, building on existing specialisms and leading expertise to create a higher value, more	180	£114m	£39.5m
diverse economic base that supports the transition to a low carbon economy.			

RAG Status	Programme Manager Commentary									
	Enterprise Engineering and Optics Cent	• Enterprise Engineering and Optics Centre - Wrexham Glyndŵr University are preparing the Full Business Case for the project for consideration by the Economic Ambition								
	Board in November 2023.									
	Centre for Environmental Biotechnology - Bangor University have been working with the Portfolio Management Office to resolve changes to the project matched funding									
	element and are currently finalising a ch	nange request addressing a change in Centre location and change in n	natched funding levels.							
ge 124	Cllr Dyfrig Siencyn Lead Member	Paul Bevan Senior Responsible Owner	Robyn Lovelock Programme Manager							
	Velivering to Plan with no issues to address	Delivery slightly behind schedule and/or minor/moderate issues to address (management action in place)	Delivery significantly behind schedule and/or significant issues to address (urgent action required)							



7. Innovation in High Value Manufacturing Programme Performance

Project	Project Stage	Key Milestones	Key Milestones	RAG	RAG Rationale
(Project Sponsor)		(this quarter)	(next quarter)	Status	
Enterprise Engineering and Optics Centre Wrexham Glyndŵr University	Developing the Full Business Case	 Submitted a successful application for £1.7m from Growth Deal Project Delivery Fund to address funding gap which will be matched by £1.7m funding from Glyndwr University Published the Invitation to Tender for the £8.5m Design and Build of the Enterprise Engineering and Optics Centre 	 Publish Invitation to Tender for procurement of optics equipment Develop Full Business Case for Economic Ambition Board consideration in November 2023 Project on track for start-on-site February 2024 		 Main issues with the project have been resolved around cost and time
Centre for Environmental Biotechnology Bangor University	Developing the Business Justification Case	 Submitted draft change request to Portfolio Management Office for change of Centre location to Bangor University's Henfaes Research site Hosted the March Innovation in High Value Manufacturing Programme Board at the Henfaes site to demonstrate site potential to stakeholders 	 Submit the final change request by mid- April 2023. Present a Business Justification Case (plus) to the Economic Ambition Board in September 2023 Submit application for planning permission for the Henfaes site 		 Rating remains red due to repeated project delays and impact of change requests for matched funding and change of location upon Programme Spending Objectives

Delivering to Plan with no issues to address	Delivery slightly behind schedule and/or minor/moderate	Delivery significantly behind schedule and/or significant
(no action required)	issues to address (management action in place)	issues to address (urgent action required)

8. Project Progress Tracker

		Conser	nting Stag	9	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7	Stage 8
Project	Pre- application stage	Outline planning / Consent	Full planning / Consent	Conditions discharged	Determine the Project context	Preparing the Strategic Outline Case	Preparing the Outline Business Case	Approval of the Outline Business Case	Preparing the Full Business Case	Approval of the Full Business Case	Project implementatio n and monitoring	Project Evaluatior
Digital Signal Processing Centre		No plann	ing requir	ed	\odot	\otimes	\otimes	\odot	\odot	\otimes	0	2
Connected Key Sites and Corridors	Con	senting re	equireme	nts TBC	\odot	Q						
Connected Campuses	Con	senting re	equireme	nts TBC	\otimes	Q						
Last Few %	Con	senting re	equireme	nts TBC	\odot	\bigotimes	\odot	\otimes	Q			7
Cydnerth (Morlais)	\otimes	\odot	\odot	\odot	\odot	\otimes	Q					
Trawsfynydd Power Station	Con	senting re	quireme	nts TBC	\odot	Q						
Egni	0				\odot	\otimes	Q					
Smart Local Energy	Con	senting re	quireme	nts TBC	\odot	\otimes	S	\odot	Q			
Hydrogen Hub & Transport Decarbonisation	Con	senting re	equireme	nts TBC	\odot	\otimes	Q					2
Holyhead Gateway	Contraction of the second		o Order Su ense gran	bmitted & ited	\otimes	\otimes	Q					
Former North Wales Hospital	\otimes	\odot	\otimes	0	\odot	\otimes	Q					
Western Gateway, Wrexham	LDP	adoption	to be cor	npleted	\odot	6						
Warren Hall, Broughton	0				\odot	0						
Parc Bryn Cegin, Bangor	C				\odot	\odot	Q					
Glynllifon Rural Economy Hub	Q				\odot	\otimes	\odot	\odot	Q			
Tourism Talent Network	Consenting requirements TBC			\odot	\bigotimes	Q				8		
Centre for Environmental Biotechnology	0				\odot	\otimes	Q					
Enterprise Engineering and Optics	S	S	\odot	0	\bigotimes	\otimes	\bigotimes	\bigotimes	0			

9. Growth Deal Project Delivery Pipeline - Portfolio Business Case 2022

		2021	2022	2023	2024	2025	2026	2027	овс	Start on Site	Project Completion
	Digital Signal Processing Centre								Complete	lon-22	Rhag-25
	Connected Key Sites and Corridors								Tach-23	Awst-24	Maw-26
Digital Programme	Connected Campuses								Maw-24	Rhag-24	Maw-26
	The Last few %								Complete	Rhag-23	Rhag-24
	Cydnerth (Morlais)								Gorff-23	Meh-24	Meh-26
	Egni								Maw-23	lon-24	Rhag-25
Low Carbon Energy	Trawsfynydd								Hyd-23	lon-25	Ebr-31
	Hydrogen Hub and Transport Decarbonisation								Ebr-24	Mai-25	Mai-30
	SmartLocalEnergy								Complete	lon-24	lon-29
	Holyhead Gateway, Anglesey								Gorff-23	lon-24	Medi-25
	Warren Hall, Flintshire								Maw-24	Maw-25	Maw-26
Land and Property	Former North Wales Hospital, Denbighshire								Gorff-23	lon-24	Rhag-24
	Parc Bryn Cegin, Gwynedd								Gorff-23	Mai-24	Chwef-25
	Western Gateway, Wrexham								Medi-24	Awst-25	Medi-26
Innovation in High Value	Centre for Environmental Biotechnology								Gorff-23	lon-24	lon-25
Manufac turing	Enterprise Engineering and Optics Centre								Complete	Chwef-24	Ebr-25
A grife e d an d Tourism	Glynllifon Rural Economy Hub								Complete	Hyd-23	Rhag-24
Agrifood and Tourism	Tourism Talent Network								Medi-23	Ebr-24	lon-26

Business Case Development and Approval Phase (Approval of OBC pre procurement) Procurement and Project Delivery Phase (Includes approval of FBC post procurement) Start on Site Operational and Benefits Realisation Phase

10. Objective Tracker - Overview of delivery (December 2022)

		Portfolio	o Business Case (2020 Targets	App	proved Project	Business Case T	argets		Differe	ence
		GVA (EM)	Jobs Created (net)	(£M) Total Investment*	080/ FBC**	GVA (£M)	Jobs Created (net)	(£M) Total Investment*	GVA (EM)	Jobs Created	(£M) Total Investment*
Digital	Digital Signal Processing Centre (DSP)	50	80	7.3	FBC	12	33	3.0	-38	- 47	- 4.3
	Connecting the last few %	35	150	4.0	OBC	15	130	4.0	-20	-20	0
	Connected Key Sites and Corridors	45	120	9.4	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Connected Campuses	35	0	21	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Low Carbon Energy	Cydnerth (Morlais)	50	100	36	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Hydrogen Hub and Transport Decarbonisation	60	90	28.6	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Egni	20	20	97.7	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Smart Local Energy	120	180	106.2	OBC	122	174	106	+2	-6	0
	Trawsfynydd	230	510	400	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Land and Property	Western Gateway, Wrexham	220	360	43.4	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Warren Hall, Broughton	235	440	70	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Former North Wales Hospital, Denbigh	20	50	74	n/a	n/a	n/a	n/a	n/a	n/a	n/a
р эле	Parc Bryn Cegin, Bangor	30	50	6	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Þ	Holyhead Gateway	545	930	80	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Agrifood and Tourism	Glynllifon Rural Economy Hub	25	40	13	OBC	45	96	13	+20	+56	0
	Tourism Talent Network	20	0	12.9	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Innovation in High Value	Enterprise Engineering and Optics Centre	45	70	29.9	OBC	33	61	14.7	-12	-9	-15.2
Manufacturing	Centre for Environmental Biotechnology	60	90	9.6	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Growth Deal Portfolio Total		2,185	3,830	1,146	OBC 1FBC	227	494	140.7	-48	-26	-19.5

* Total investment shown here includes 1.5% Portfolio Management Office costs

** OBC - Outline Business Case, FBC - Full Business Case

*** Targets for removed project still included as part of the total targets for the Growth Deal.

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11. Growth Deal Grant Expenditure Profile - Capital Budget 2023/24

Programme	Project	Project Sponsor	2021/22 £m*	2022/23 £m	2023/24 £m	2024/25 £m	2025/26 £m	2026/27 £m	2027/28 £m	2028/29 £m	2029/30 £m	2030/31 £m	2031/3 2	2032/33 £m	Total £m
	Digital Signal Processing Centre	Bangor University	0.12	1.66	0.39	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.96
Divited	Connecting the Last Few %	Economic Ambition Board	0.00	0.00	1.21	1.72	1.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.17
Digital	Connected Key Sites and Corridors	Economic Ambition Board	0.00	0.00	1.00	0.50	4.00	2.00	2.37	0.00	0.00	0.00	0.00	0.00	8.87
	Connected Campuses	Economic Ambition Board	0.00	0.00	0.00	3.94	10.10	4.93	1.71	0.00	0.00	0.00	0.00	0.00	20.68
	Cydnerth (Morlais)	Menter Môn	0.00	0.00	0.00	3.33	4.44	1.10	0.00	0.00	0.00	0.00	0.00	0.00	8.87
	Hydrogen Hub & Transport Decarbonisation	Economic Ambition Board	0.00	0.00	0.00	0.00	5.61	5.62	0.00	0.00	0.00	0.00	0.00	0.00	11.23
Low Carbon Energy	Egni	Bangor University	0.00	0.00	0.00	3.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.94
	Smart Local Energy	Economic Ambition Board	0.00	0.00	0.00	1.50	3.00	9.25	9.25	1.63	0.00	0.00	0.00	0.00	24.63
	Trawsfynydd Power Station	Cwmni Egino	0.00	0.00	0.00	1.97	2.96	4.92	9.85	0.00	0.00	0.00	0.00	0.00	19.70
	Western Gateway, Wrexham	Economic Ambition Board	0.00	0.00	0.00	0.00	7.19	1.77	0.00	0.00	0.00	0.00	0.00	0.00	8.96
	Warren Hall, Broughton	Economic Ambition Board	0.00	0.00	0.00	0.00	14.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.77
Land o nd Property	Former North Wales Hospital, Denbigh	Economic Ambition Board	0.00	0.00	1.74	5.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.94
age	Parc Bryn Cegin, Bangor	Economic Ambition Board	0.00	0.00	0.00	5.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.91
12	Holyhead Gateway	Stena line	0.00	0.00	4.17	15.51	14.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	34.47
Agrifood and	Glynllifon Rural Economy Hub	Grŵp Llandrillo Menai	0.00	0.00	7.20	4.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.82
Tourism	Tourism Talent Network	Grŵp Llandrillo Menai	0.00	0.00	0.00	4.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.43
Innovation in High	Enterprise Engineering and Optics Centre	Glyndwr University	0.00	0.00	1.62	6.93	3.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	11.55
Value Manufacturing	Centre for Environmental Biotechnology	Bangor University	0.00	0.00	1.25	1.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.96
To be confirmed	Replacement project(s)	To be confirmed	0.00	0.00	0.00	4.90	4.90	4.90	4.95	4.95	4.95	0.00	0.00	0.00	29.55
										Portfolio	Manager	ment Offic	e Costs	(1.5%)	3.60
														Total	240.00

* 2021/22 profile is actual expenditure. Remaining profile is as forecast in the 2023/24 Capital Budget.

** Targets for removed project still included as part of the total targets for the Growth Deal.



12. Growth Deal Projects: Capital Funding Allocation Profile

Programme	Project	Project Sponsor	Profile 22/23 (£m)	Actual YTD (£m)	Variance (£m)*	Rationale
	Digital Signal Processing Centre	Bangor University	1.7	1.66	-0.04	2022-23 expenditure in line with profile.
Divital	Connecting the Last Few %	North Wales Economic Ambition Board	0.00	0.00	0.00	Two claims processed, in July and October 2022. One claim remaining
Digital	Connected Key Sites and Corridors	North Wales Economic Ambition Board	0.00	0.00	0.00	early 2023.
	Connected Campuses	North Wales Economic Ambition Board	0.00	0.00	0.00	
	Cydnerth (Morlais)	Menter Môn	0.00	0.00	0.00	No Full Business Cases have been
	Hydrogen Hub & Transport Decarbonisation	North Wales Economic Ambition Board	0.00	0.00	0.00	approved. Expenditure profile now aligned to 2022 Portfolio Business
Low Carbon Energy	Egni	Bangor University	0.00	0.00	0.00	Case update.
	Smart Local Energy	North Wales Economic Ambition Board	0.00	0.00	0.00	
	Trawsfynydd Power Station	Cwmni Egino	0.00	0.00	0.00	
	Western Gateway, Wrexham	North Wales Economic Ambition Board	0.00	0.00	0.00	No Full Business Cases have been
1	Warren Hall, Broughton	North Wales Economic Ambition Board	0.00	0.00	0.00	approved. Expenditure profile now aligned to 2022 Portfolio Business
Land and Property	Former North Wales Hospital, Denbigh	North Wales Economic Ambition Board	0.00	0.00	0.00	Case update.
•	Parc Bryn Cegin, Bangor	North Wales Economic Ambition Board	0.00	0.00	0.00	
	Holyhead Gateway	Stena line	0.00	0.00	0.00	
	Glynllifon Rural Economy Hub	Grŵp Llandrillo Menai	0.00	0.00	0.00	No Full Business Cases have been
Agri-food and Tourism	Tourism Talent Network	Grŵp Llandrillo Menai	0.00	0.00	0.00	approved. Expenditure profile now aligned to 2022 Portfolio Business
	Enterprise Engineering and Optics Centre	Glyndwr University	0.00	0.00	0.00	No Full Business Cases have been
Innovation in High Value Manufacturing	Centre for Environmental Biotechnology	Bangor University	0.00	0.00	0.00	approved. Expenditure profile now aligned to 2022 Portfolio Business Case update.
		Portfolio Management Office Costs (1.5%)	0.56	0.28	-0.28	
		Total	2.26	1.94	-0.32	See above

* Variance is the difference between the planned profile (Portfolio Business Case 2022) and the Actual Year to Date (YTD) expenditure. YTD figures are based on the end of year position.



APPENDIX A - Growth Deal Projects Summary

Programme	Project	Sponsor	Summary
Digital	Digital Signal Processing Centre (DSP)	Bangor University	The project will allow the DSP Centre to expand its presence and remit, integrating fully with the National Strategy Project (NSP) and enable the scaling of key assets including a 5G testbed, research capacity and state-of-the-art equipment.
	Connecting the last few %	Economic Ambition Board	This project targets universal superfast coverage across North Wales, which have yet to be served by other means and cannot obtain speeds of at least 30Mbps (download).
	Connected Key Sites and Corridors	Economic Ambition Board	This project aims to enhance the reliability and quality of mobile services on the main roads and rail routes in North Wales, enabling full-fibre services to key commercial sites across the region. Focussing on developing fibreoptic networks, which are essential for delivering 4G, 5G and gigabit capable broadband.
	Connected Campuses	Economic Ambition Board	The project will accelerate the development of a range of digital connectivity options with a current focus at 18 key regional economic sites.
Low Carbon Energy	Cydnerth (Morlais)	Menter Môn	Investing in infrastructure to connect to the National Grid network and monitor marine environmental effects. This will enable an increase in the deployment of turbines by tidal developers and the generation of renewable energy.
0,	Hydrogen Hub and Transport Decarbonisation	Economic Ambition Board	Support delivery of a demonstrator project involving the production of green hydrogen from low carbon energy sources and its use within regional transport networks.
	Egni (Low Carbon Energy Centre of Excellence)	Bangor University	Investing in the development of facilities at Bangor University and Menai Science Park, enhancing the North Wales and UK capabilities for innovation in low carbon energy and related areas, helping to create the conditions for new inward investment and business growth in the low carbon energy supply chain in North Wales.
.	Smart Local Energy	Economic Ambition Board	To help achieve renewable energy, decarbonisation and local ownership targets, the project will support innovative enabling projects and demonstrators that overcome market failures and unlock private and community sector investments in smart local energy solutions.
Page	Trawsfynydd	Cwmni Egino	The site is uniquely placed for a 'First of A Kind' deployment of a Small Modular Reactor (SMR) or Advanced Modular Reactor (AMR). Alongside the public and private sector, the Growth Deal will contribute funding towards enabling infrastructure for this development.
hd and Property	Western Gateway, Wrexham	Economic Ambition Board	Delivery of primary services to enable the site to be brought to the market for sale and development.
	Warren Hall, Broughton	Economic Ambition Board	Delivery of primary services to enable the 65-hectare mixed use site to be bought to the market for sale and then development by the private sector.
		The Bodelwydd	lan Key Strategic site project has been withdrawn. A replacement project has yet to be identified.
	Parc Bryn Cegin, Bangor	Economic Ambition Board	Provide industrial floor space to meet known demand for units.
	Former North Wales Hospital, Denbigh	Economic Ambition Board	The Growth Deal funding will assist in the delivery of a cleared and remediated site with primary services to bring forward a mixed-use commercial and residential development
	Holyhead Gateway	Stena Line	Future proof the Holyhead Port by providing new deep-water heavy loading and cruise facilities, improved vehicular access, guaranteeing the future of the breakwater and providing for the demands of regional energy projects.
Agri-food and Tourism	Glynllifon Rural Economy Hub	Grŵp Llandrillo Menai	The vision is to create a distinctive, world-class Rural Economy Hub at Glynllifon, offering a range of facilities and services to strengthen and enhance the regional economy, specifically through growing the food and drink sector.
		The Llysfa	si Net Zero Farm project has been withdrawn. A replacement project has yet to be identified.
	Tourism Talent Network	Grŵp Llandrillo Menai	Future-proofing the pipeline of skills provision and increase commercial benefits from one of the most established sectors in the region. The talent network will stimulate public-private collaboration to coordinate action on skills and product development to transform and accelerate the growth of the tourism and hospitality sector in the region.
Innovation in High Value	Centre for Environmental Biotechnology (CEB)	Bangor University	The Centre for Engineering Biotechnology will be a world-leading centre in the discovery and characterisation of novel extremophilic enzymes of industrial relevance. The Centre for Engineering Biotechnology will provide a strong foundation for attracting world-leading researchers, significant public and commercial research funding, and inward investment to Wales.
Manufacturing	Enterprise Engineering & Optics Centre	Glyndwr University	The Enterprise Engineering & Optics Centre will provide facilities targeted to boost high-level skills development for the region and enable Small and medium-sized enterprises (SME's) and large businesses to work in partnership with Wrexham Glyndwr University on commercially driven research and development in optics, composites and hydrogen fuel cells.

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ISLE OF ANGLESEY COUNTY COUNCIL Scrutiny Report Template

Committee:	Partnership & Regeneration Scrutiny Committee
Date:	21 st June, 2023
Subject:	Partnership & Regeneration Scrutiny Committee
	Forward Work Programme
Purpose of Report:	Assist the Scrutiny Committee in considering, agreeing
	and reviewing its forward work programme for 2023/24
Scrutiny Chair:	Cllr Dylan Rees
Portfolio Holder(s):	Not applicable
Head of Service:	Lynn Ball, Director of Function (Council Business) /
	Monitoring Officer
Report Author:	Anwen Davies, Scrutiny Manager
Tel:	07971167198
Email:	AnwenDavies@ynysmon.gov.uk
Local Members:	Applicable to all Scrutiny Members
25	

25

1 - Recommendation/s

The Committee is requested to:

R1 agree the current version of the forward work programme for 2023/24

R2 note progress thus far in implementing the forward work programme.

2 – Link to Council Plan / Other Corporate Priorities

Effective work programming is the foundation of effective local government scrutiny. Our Scrutiny rolling forward work programmes are aligned with the corporate priorities of the Council and corporate transformation programmes – ensuring the role of Member scrutiny makes a tangible contribution to the Council's improvement priorities.

3 – Guiding Principles for Scrutiny Members

To assist Members when scrutinising the topic:-

3.1 Impact the matter has on individuals and communities [focus on customer/citizen]

3.2 A look at the efficiency & effectiveness of any proposed change – both financially and in terms of quality [focus on value]

3.3 A look at any risks [focus on risk]

3.4 Scrutiny taking a performance monitoring or quality assurance role [focus on performance & quality]

3.5 Looking at plans and proposals from a perspective of:

- Long term
- Prevention
- Integration
- Collaboration
- Involvement

[focus on wellbeing]

3.6 The potential impacts the decision would have on:

- protected groups under the Equality Act 2010
- those experiencing socio-economic disadvantage in their lives (when making strategic decisions)
- opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language

[focus on equality and the Welsh language]

4 - Key Scrutiny Questions

5 – Background / Context

1. Background

- 1.1 Effective work programming is the bedrock of an effective local government scrutiny function¹. Done well, work programming can help lay the foundations for targeted and timely work on issues of local importance demonstrating where Member scrutiny can add value. Good practice advocates two key issues at the heart of the scrutiny forward work programme:
 - i. Challenge around prioritising work streams
 - ii. Need for a member-led approach and interface with officers.

1.2 Basic principles of good work programming²

- Work programming should not be a "start-stop" process
- Complementary work programmes for separate scrutiny committees
- Balance between different methods of work
- An effective process for reporting / escalating issues to the Executive
- Input and views of internal stakeholders
- Close working with the Executive
- Links with the Annual Scrutiny Report (evaluation and improvement tool).

2. Local context

- 2.1 There is now a well-established practice of forward work programming which are now rolling programmes focusing on the quality of scrutiny with fewer items, to add value. They are an important tool to assist Members in prioritising their work and are discussed with the Strategic Leadership Team and Heads of Service. Both committees review the content of their work programmes on a regular basis, to ensure that they remain relevant and keep abreast with local priorities. Our local forward planning arrangements now ensure greater focus on:
 - Strategic aspects
 - Citizen / other stakeholder engagement and outcomes
 - Priorities of the Council Plan and transformation projects
 - Risks and the work of inspection and regulation
 - Matters on the forward work programme of the Executive.

¹ A Cunning Plan? Devising a scrutiny work programme, Centre for Public Scrutiny (March, 2011)

² A Cunning Plan? Devising a scrutiny work programme, Centre for Public Scrutiny (March, 2011)

Outcome: rolling work programmes for scrutiny committees which are aligned with corporate priorities.

- 2.2 Committee chairs lead on developing the forward work programmes and are submitted to the monthly Scrutiny Chairs and Vice-chairs Forum and for approval at each ordinary meeting of the scrutiny committees. The Forum is considered an important vehicle to oversee these programmes and jointly negotiate priorities.
- 2.3 "Whole council" approach to Scrutiny: our work programmes provide a strong foundation for our improvement programme, ensuring the role that Scrutiny plays in the Authority's governance arrangements:
 - i. Supports robust and effective decision-making
 - ii. Makes a tangible contribution to the Council's improvement priorities
 - iii. Continues to evolve.

3. Issues for consideration

- 3.1 The Scrutiny Committee receives regular update reports on the implementation of its forward work programme. A copy of the current 2023/24 work programme is attached as **APPENDIX 1** to this report for reference.
- 3.2 Where appropriate, items may be added to the Committee's forward work programme during the municipal year. Requests for additional matters to be considered for inclusion on the work programme can be submitted via the Members Request Form for an item to be considered for Scrutiny. Requests are initially considered by the Scrutiny Chairs and Vice-chairs Forum, using the following criteria:
 - the Council's strategic objectives and priorities (as outlined in the Council Plan)
 - the ability of the Committee to have influence and/or add value on the subject (A Scrutiny Test of Significance Form will be completed).

6 – Equality Impact Assessment [including impacts on the Welsh Language] 6.1 Potential impacts on protected groups under the Equality Act 2010

6.2 Potential impacts on those experiencing socio-economic disadvantage in their lives (strategic decisions)

6.3 Potential impacts on opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language

Not applicable for this overarching issue but will be considered as an integral part of preparing for specific proposals to be submitted for consideration by the Committee.

7 – Financial Implications

Not applicable.

8 – Appendices:

Partnership & Regeneration Scrutiny Committee Forward Work Programme 2023/24

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

Anwen Davies, Scrutiny Manager, Isle of Anglesey, Council Offices, Llangefni. LL77 7TW

ITEMS SCHEDULED FOR SCRUTINY \rightarrow MAY, 2023 – APRIL, 2024 [Version dated 09/06/23]

Note for Stakeholders and the Public:

A Protocol for Public Speaking at Scrutiny Committees has been published by the Council.

Should you wish to speak on any specific item at a Scrutiny Committee then you should register your interest by submitting a written request using the form available as soon as possible and at least 3 clear working days prior to the specific Committee meeting. You can access information about the meeting and which items being discussed by reading this Forward Work Programme. Contact the Scrutiny Manager if you have any queries [AnwenDavies@ynysmon.gov.uk]

CORPORATE SCRUTINY COMMITTEE	PARTNERSHIP AND REGENERATION SCRUTINY COMMITTEE
May, 2023 (23/05/23)	May, 2023 (23/05/23)
Election of Chair: 2023/24	Election of Chair: 2023/24
Election of Vice-chair: 2023/24	Election of Vice-chair: 2023/24
June, 2023 (20/06/23) – Q4	June, 2023 (21/06/23)
Performance Monitoring: Corporate Scorecard Qtr4: 2022/23	 Welsh Language: Annual Report on the Welsh Standards: 2022/23
	 Welsh in Education Strategic Plan: 2022/23 → Measure Progress Education Scrutiny Panel Progress Report
Modernising Learning Communities and Developing the Welsh Language Strategy	Gwynedd & Ynys Môn Public Services Board Annual Report: 2022/23
Area of Outstanding Natural Beauty Management Plan	Destination Management Plan
Annual Delivery Plan: 2023/24	North Wales Economic Ambition Board Qtr 4: 2022/23 Progress Report
Committee Forward Work Programme for 2023/24	Committee Forward Work Programme for 2023/24
September, 2023 (19/09/23) – Q1	September, 2023 (19/09/23) - Education
Performance Monitoring: Corporate Scorecard Q1: 2023/24	GwE Annual Report for the Isle of Anglesey: 2022/23
Social Services Scrutiny Panel Progress Report	Education Scrutiny Panel Progress Report
Finance Scrutiny Panel Progress Report	Ynys Môn Levelling Up Programme – Measure Progress
Annual Performance Report: 2022/23	Waste and Recycling Strategy: 2023/2028 (to be confirmed)
	Anglesey Town Centres Improvement Strategy
Committee Forward Work Programme for 2023/24	Committee Forward Work Programme for 2023/24

CORPORATE SCRUTINY COMMITTEE	PARTNERSHIP AND REGENERATION SCRUTINY COMMITTEE
October, 2023 (18/10/23)	October, 2023 (17/10/23)
	Regional Emergency Planning Service Annual Report: 2022/23
Committee Forward Work Programme for 2023/24	Committee Forward Work Programme for 2023/24
November, 2023 (21/11/23) - Q2	November, 2023 (22/11/22) – Crime and Disorder
Monitoring Performance: Corporate Scorecard Q2: 2023/24	Gwynedd & Ynys Môn Community Safety Partnership Annual Report: 2022/23
Corporate Asset Management Plan: 2023/2028 (to be confirmed)	Annual Report North Wales Regional Partnership Board (Part 9): 2022/23
Empty Homes Strategy: 2023/28	North Wales Economic Ambition Board:
	North Wales Economic Ambition Board Annual Report: 2022/23
	 North Wales Economic Ambition Board Qtr 1: 2023/24 Progress Report
Committee Forward Work Programme for 2023/24	Committee Forward Work Programme for 2023/24
· · · · ·	
January, 2024 (18/01/24) – 2024/25 Budget	January, 2024 (16/01/24)
2024/25 Budget Setting (Revenue Budget) – initial budget proposals	Corporate Safeguarding
Finance Scrutiny Panel Progress Report	
Tenant Participation Strategy	North Wales Economic Ambition Board Qtr 2: 2023/24 Progress Report
Asset Management Strategy (Housing Service)	
Local Housing Market Assessment	
Committee Forward Work Programme for 2023/24	Committee Forward Work Programme for 2023/24
February, 2024 (27/02/24) – 2024/25 Budget	February, 2024 (06/02/24) - Education
Final Draft Budget Proposals for 2024/25 – revenue & capital	Education Scrutiny Panel Progress Report
Finance Scrutiny Panel Progress Report	
Committee Forward Work Programme for 2023/24	Committee Forward Work Programme for 2023/24
March, 2024 (12/03/24) - Q3	March, 2024 (13/03/24)
Monitoring Performance: Corporate Scorecard Q3: 2023/24	Annual Report on Equalities: 2022/23
Social Scrutiny Panel Progress Report	North Wales Economic Ambition Board Qtr 3: 2023/24 Progress Report
Housing Revenue Account Business Plan: 2024/2054	Ynys Môn Levelling Up Programme – Measure Progress
Committee Forward Work Programme for 2023/24	Committee Forward Work Programme for 2023/24

CORPORATE SCRUTINY COMMITTEE	PARTNERSHIP AND REGENERATION SCRUTINY COMMITTEE	
April, 2024 (16/04/24)	April, 2024 (17/04/24)	
	Public Services Board – governance arrangements / scrutiny of delivery of the Wellbeing Plan	
Committee Forward Work Programme for 2023/24	Committee Forward Work Programme for 2023/24	

Items to be scheduled:

Corporate Scrutiny Committee	Partnership and Regeneration Scrutiny Committee
Service Asset Management Plan 2021/31 – Smallholdings Estate	Betsi Cadwaladr University Health Board – Clinical Services Strategy
Census 2021	North Wales Police & Crime Commissioner
	North Wales Fire & Rescue Service
	Welsh Ambulance Services NHS Trust
	Medrwn Môn
	Scrutiny of Partnerships
	Transformation of Learning Disabilities Day Opportunities
	Gypsy and Traveller Accommodation Action Plan
	Gwynedd & Ynys Môn Public Services Board – Annual Report 2023/24 (June, 2024)
	Communities for Work Plus Programme: Annual Report 2023/24 (June, 2024)

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