

Isle of Anglesey County Council	
Report to:	Executive Committee
Date:	18 th July 2023
Subject:	Destination Management Plan 2023-2028
Portfolio Holder(s):	Cllr. Neville Evans (Leisure, Tourism and Maritime)
Head of Service / Director:	Christian Branch Head of Regulation & Economic Development
Report Author:	Andy Godber
Tel:	Visitor Economy and Coastal Areas Manager
E-mail:	andygodber@ynysmon.llyw.cymru
Local Members:	Applicable to all Elected Members

A –Recommendation/s and reason/s
<p>The Executive Committee is asked to approve the new Destination Management Plan (2023-2028).</p> <p>The Plan sets out the Council’s ambitions for destination management over the next 5 years and takes account of both local and national strategies...</p> <p>The Plan (Annex A) sets out principles and actions which will bring about economic, social and environmental benefits, and will ensure that the special qualities and communities of the Island are at the heart of the tourism offer but will not be adversely impacted as a consequence.</p>

B – What other options did you consider and why did you reject them and/or opt for this option?
<p>The new Plan replaces the previous version which spanned 2015-2020. It’s preparation plan was delayed by and takes account of impacts of the Covid 19 pandemic.</p>

C – Why is this a decision for the Executive?
<p>Non statutory plan however previous versions have had full council approval.</p>

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

The Plan is fully aligned with the new Council Plan 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

The visitor economy is fundamental to the sustainable economic position of Anglesey, and the Plan highlights the Council's 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.

This Plan will redress this imbalance and ensure through a revised partnership approach to collaborative working that the benefits of a vibrant and diverse offer is able to enhance the key qualities of language, culture, environment and heritage.

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

The draft Plan was subject to a 6 week public consultation process. A summary of the responses received, and the subsequent changes to the final Plan, are outlined in the Consultation Report (**Annex B**).

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

Funding exists within the Destination Function's existing budgets to prepare and implement the Plan. External funding opportunities will also be explored to maximise the delivery and impact of the Plan between 2023 and 2028.

Dd – Assessing the potential impact (if relevant):


1	How does this decision impact on our long term needs as an Island?	Tourism remains the largest economic sector on the Island. The Plan aims to maximise benefits, and mitigate impacts, to realise meaningful socio-economic benefits for Anglesey.
---	--	--

Dd – Assessing the potential impact (if relevant):		
2	Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how?	<p>The aim of the Plan is to invest in tourism infrastructure to improve quality, strengthen resilience and reduce financial burden on the Council of infrastructure that is in need of investment.</p> <p>It is a co-ordinated Plan to identify and prioritise future activities.</p>
3	Have we been working collaboratively with other organisations to come to this decision? If so, please advise whom.	Internal and external collaboration has been integral to the development of the Plan, including public, private and third sector organisations.
4	Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how.	The formal consultation process offered citizens the opportunity to contribute towards the final Plan and its priority activities..
5	Note any potential impact that this decision would have on the groups protected under the Equality Act 2010.	The Plan aims to provide an offer which has benefits for all society.
6	If this is a strategic decision, note any potential impact that the decision would have on those experiencing socio-economic disadvantage.	The Plan aims to enhance the economic well being of the people of Anglesey, and bring about new employment opportunities from sustainable tourism.
7	Note any potential impact that this decision would have on opportunities for people to use the Welsh language and on treating the Welsh language no less favourably than the English language.	Celebrating the Island's Welsh language and culture is a key part of Plan.

E – Who did you consult?		What did they say?
1	Chief Executive / Senior Leadership Team (SLT) (mandatory)	
2	Finance / Section 151 (mandatory)	
3	Legal / Monitoring Officer (mandatory)	
4	Human Resources (HR)	
5	Property	

E – Who did you consult?		What did they say?
6	Information Communication Technology (ICT)	
7	Procurement	
8	Scrutiny	
9	Local Members	

F - Appendices:
Annex A: Destination Management Plan (2023 - 2028) Annex B: Consultation Summary Report

Ff - Background papers (please contact the author of the Report for any further information):
 <p>Scrutiny Report DMP - 30-5-23.docx</p>

Isle of Anglesey Destination Management Plan 2023 - 2028



Page	Contents
3	Setting the scene
5	A vision for Anglesey 2023-2028
6	What is Destination Management?
7	Why Destination Management?
9	A strategic approach
11	Council Plan
14	The value of Anglesey's visitor economy
15	Challenges & opportunities for Anglesey's visitor economy
16	Principles & Priorities for 2023-2028
17	High-level action plan
22	Next steps

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

There is, however, an underlying fragility to the economy on Anglesey, characterised by high levels of migration amongst young people, as well as unemployment and social deprivation. One of the major difficulties facing peripheral economies like Anglesey is the ability to generate new employment. Tourism is one of these sectors that can, and has, contributed to local prosperity and quality of life in Anglesey.

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

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

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

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

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

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

Who does the plan represent?



68,900
Residents



50Km
Heritage
Coast



32
SSSI's
(sights of special scientific
Interest)



221 Sq Km
Size of our
AONB



3,698
Employees in
Tourism



5.2 Million
Visitors



1
UNESCO
Global Geopark



75
Scheduled
Ancient Monuments



Busiest
Cruise Port in Wales



35,843
Bed Spaces



125 Miles
Coastal Path



55.8%
Speak Welsh

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.



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.



Why Destination Management ?

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

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

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



Policy context

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

Sustainability and net zero

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

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



Visitor economy

The visitor economy has changed since the 2016-2020 Destination Management Plan. This plan will have to respond to:

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

Economic context

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

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

A strategic approach

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

[Welsh Government Wellbeing of Future Generations Act, 2015](#)

A key aspect of Anglesey's visitor offering is highlighting the thriving culture and language of Wales, which links directly to the aspirations of this Act.

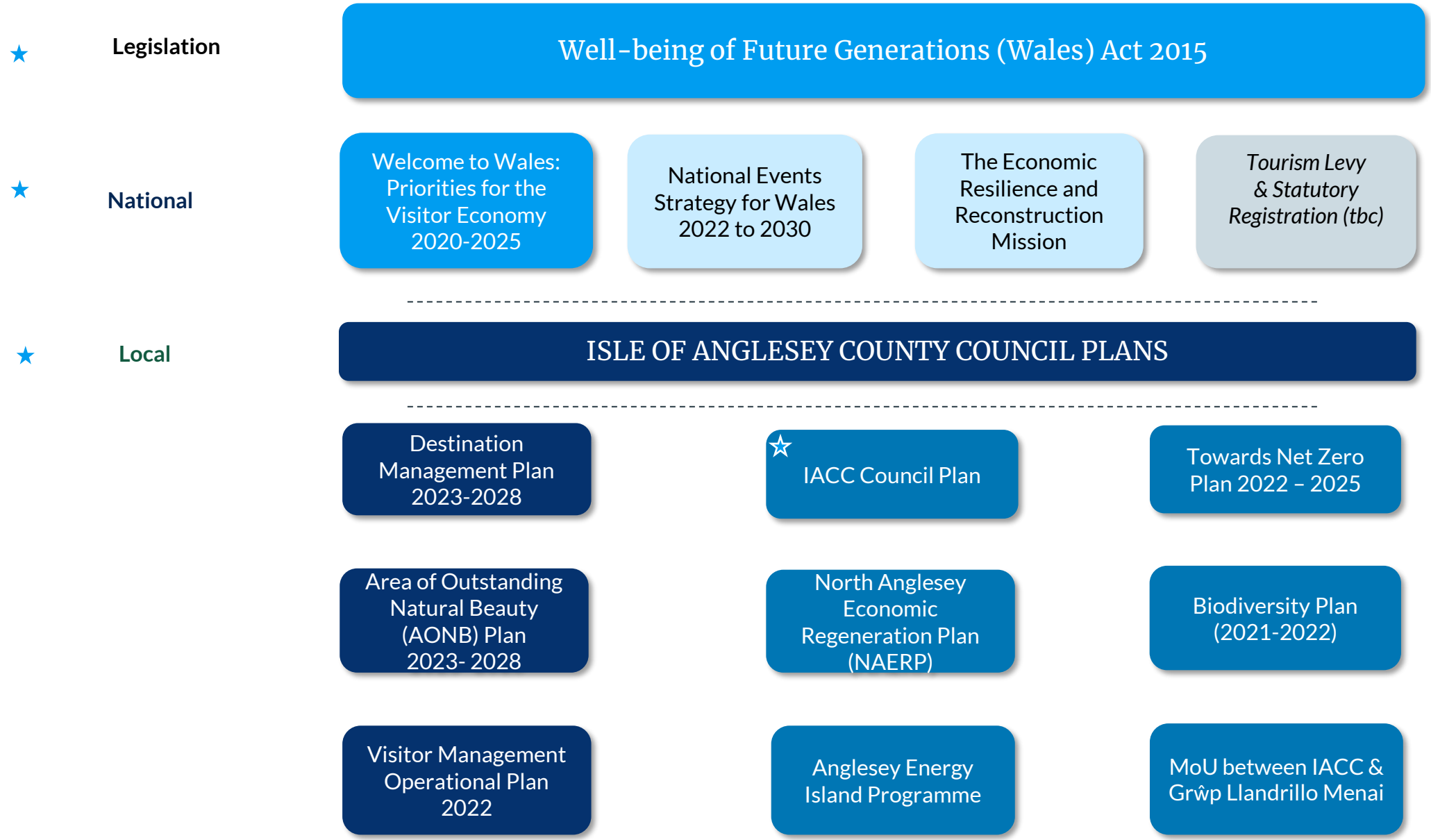
[Welcome to Wales: Priorities for the Visitor Economy, 2020-2025](#)

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

[IACC Corporate Plan \(2023-2028\)](#)

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

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



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

Council Plan 2023-2028

The Council Plan's vision is to:

'Create an Anglesey that is healthy and prosperous where people can thrive.'

The Council Plan is the key document serving as a focal point for decision-making at all levels; providing a framework to plan and drive forward priorities; shape annual spending; monitor performance and progress.

At its core is our desire to work with Anglesey residents, communities and partners to ensure the best possible services, improve the quality of life for all and create opportunities for future generations.

Its six main objectives reflect the key areas the Council should be focusing its efforts on.

Our six strategic objectives



The Welsh Language

Increasing opportunities to learn and use the language.



Social Care and Wellbeing

Providing the right support at the right time.



Education

Ensuring an effective provision for today and for future generations.



Housing

Ensuring that everyone has the right to call somewhere home.



Economy

Promoting opportunities to develop the Island's economy.



Climate Change

Responding to the crisis, tackling change and working towards becoming a net zero organisation by 2030.



[Council Plan 2023 to 2028 \(gov.wales\)](https://gov.wales/council-plan-2023-to-2028)

Council Plan 2023-2028

The Council Plan 2023-28 is underpinned by the organisation's core values, which are used to develop and guide the vision, strategic plans and services.

Values



Respect

We are respectful and considerate towards others regardless of our differences.



Collaborate

We work as a team, with our communities and partners to deliver the best outcomes for the people of Anglesey.



Honesty

We are committed to high standards of conduct and integrity.



Champion the Council and the Island

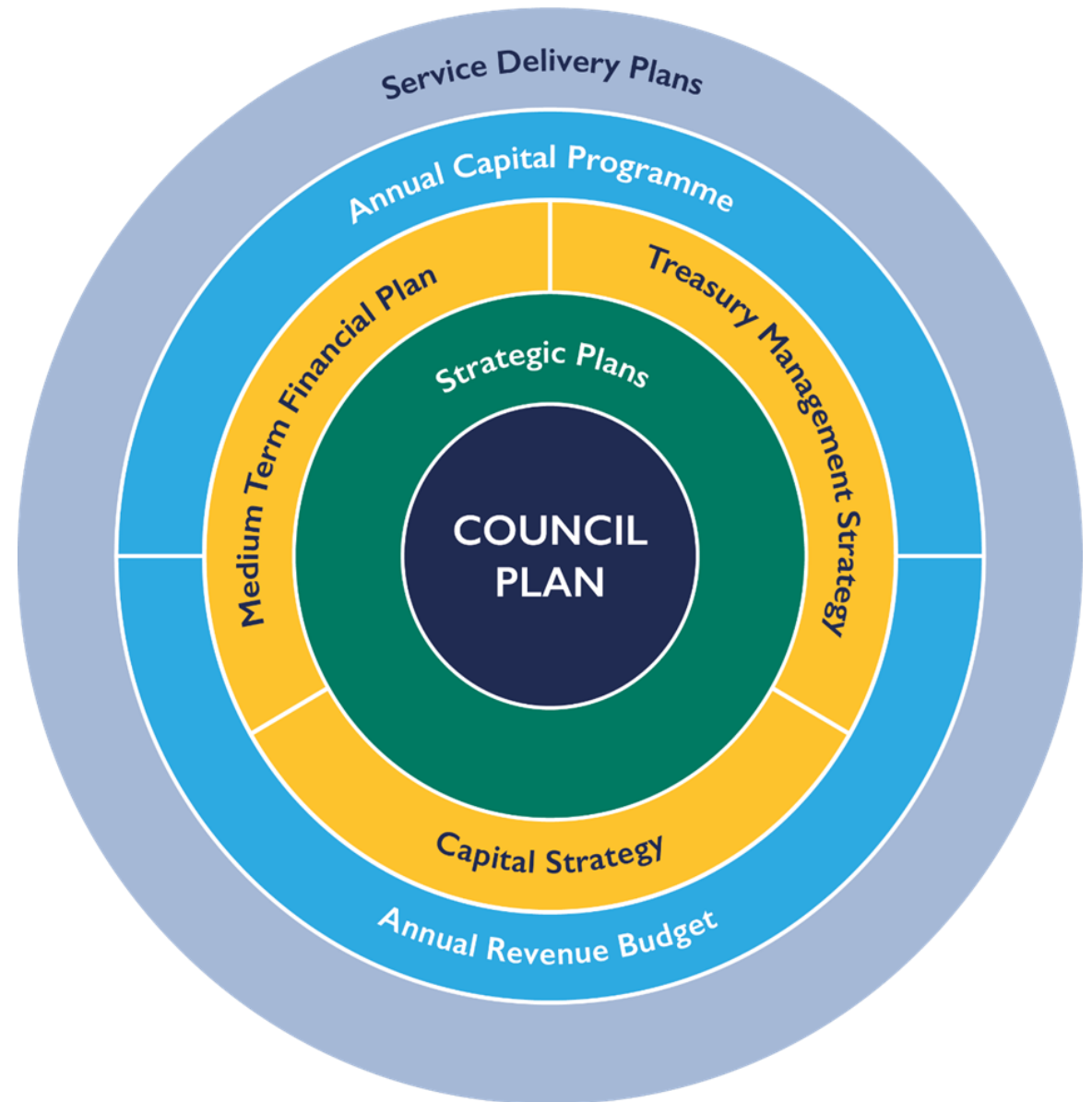
We create a sense of pride in working for the Council and present a positive image of the Council and the Island.



Strategic Circle

The strategic circle identifies the plans in place to ensure we are able to achieve our priorities and objectives.

This plan is a key strategic plan that aligns with the Council's Plan and contributes to the achievement of the strategic objectives and vision.



The impact of Anglesey's visitor economy

Economic impact in 2021:



£342.87 million economic impact

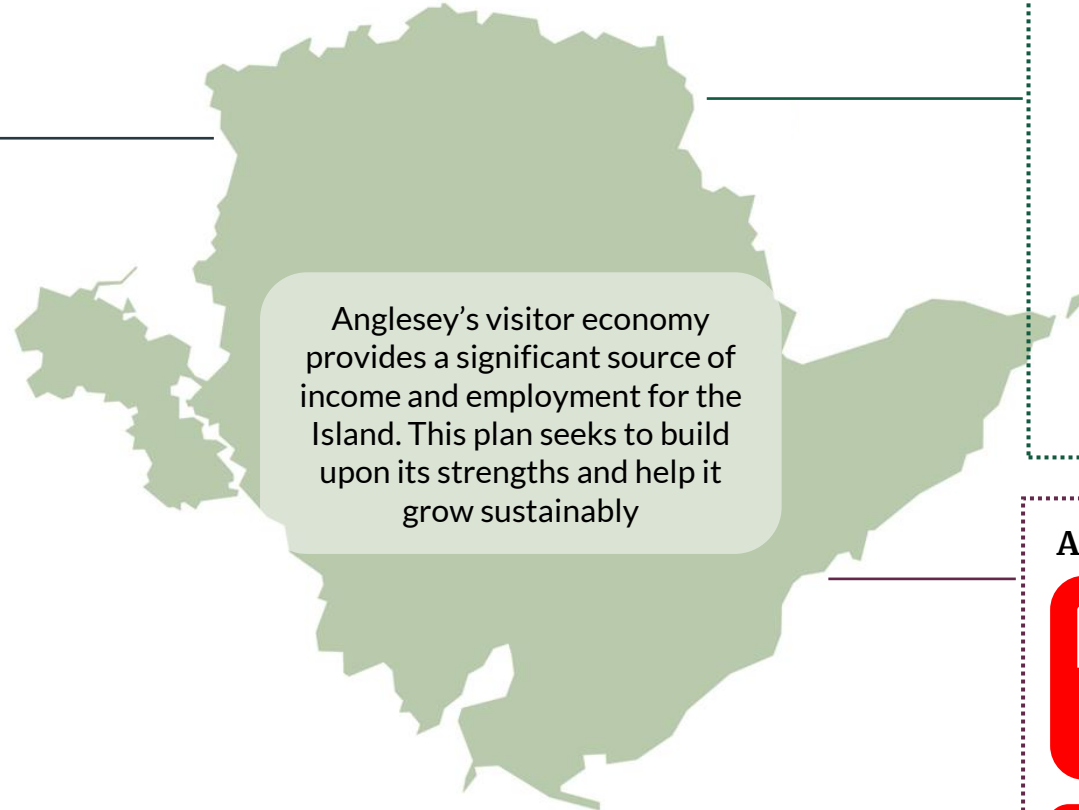


3,698 full time employees (tourism related sectors)

2021 saw a 46.7% increase in economic impact compared to 2010



90% of economic impact comes from 53% of visitors (those staying over night). Staying visitors contribute much more per person in terms of economic impact



Visitor numbers in 2021:



1.48 million visitors, 91% of pre-2020 level



5.28 million visitor days



15% of the year's visitors (over 250,000) visit in August

Accommodation figures in 2021:



0.76 million visitors (50% of total) staying in paid accommodation

97% of visitors with accommodation are in non-serviced accommodation



1,067 Short term let (AirBnB & VrBo) listings



A 53% increase in listings since 2017*

Challenges & opportunities for Anglesey's visitor economy

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

CHALLENGES:

Available funding for the local authority has fallen significantly in the period since the last DMP, especially on non-statutory functions (such as tourism) and the funding profile is often short term, limiting the ability for strategic change

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



OPPORTUNITIES:

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



Guiding Principles & Priorities 2023-2028

1. Celebrate, Respect and Protect our Communities, History, Language, Culture and Heritage

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

2. Enhance the Visitor Experience Offer and Economic Sustainability

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

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

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

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

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

High-level Action Plan





Celebrate and protect our culture, language and heritage

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.



Enhance our quality visitor experiences and economic sustainability

Why is this important?

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

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

What are we going to do?

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

How are we going to do it?

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

》》》 Maintain and respect our environment and act to mitigate the impacts of climate change

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.

Ensure the visitor economy delivers social, economic and wellbeing benefits to our communities

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.

Next steps

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

A new partnership model is recommended in order to:

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

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





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

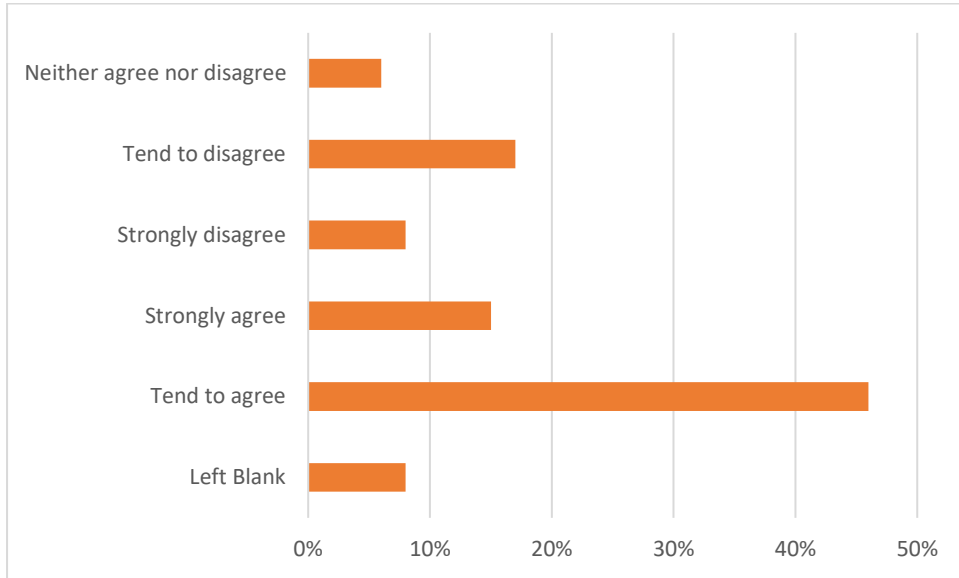
A total of 48 responses were received including a number of detailed responses not through the online system. The general view is positive, and a lot of pertinent comments and ideas were received, although the vast majority of these relate to the next stage of the process which is the formulation of 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?



<p>Comment 1</p>	<p>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.</p> <p>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!</p> <p>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</p>
<p>Officer Response</p>	<p>The visitor economy remains the largest economic driver on Anglesey, and as such plays an integral role in making more economically resilient county.</p> <p>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.</p> <p>With this will come new employment opportunities not just in traditional visitor facing roles, but roles focussed on enhancing these special qualities.</p>

Suggested Modification	None
------------------------	------

Comment 2	<p>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 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.</p>
Officer Response	<p>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.</p> <p>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</p>
Suggested Modification	None

Comment 3	<p>Managing second homes and Airbnb on the island is important for the future of our young people and our culture and language</p>
Officer Response	<p>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.</p>
Suggested Modification	<p>Make reference in the relevant section.</p>

<p>Comment 4</p>	<p>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.</p> <p>Rewilding needs planning and management with regard to the environment</p>
<p>Officer Response</p>	<p>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.</p> <p>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.</p>
<p>Suggested Modification</p>	<p>Include in Action Planning process</p>

<p>Comment 5</p>	<p>There's very little in it to actually disagree with. But it is mostly well-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.</p> <p>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.</p> <p>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.</p>
------------------	---

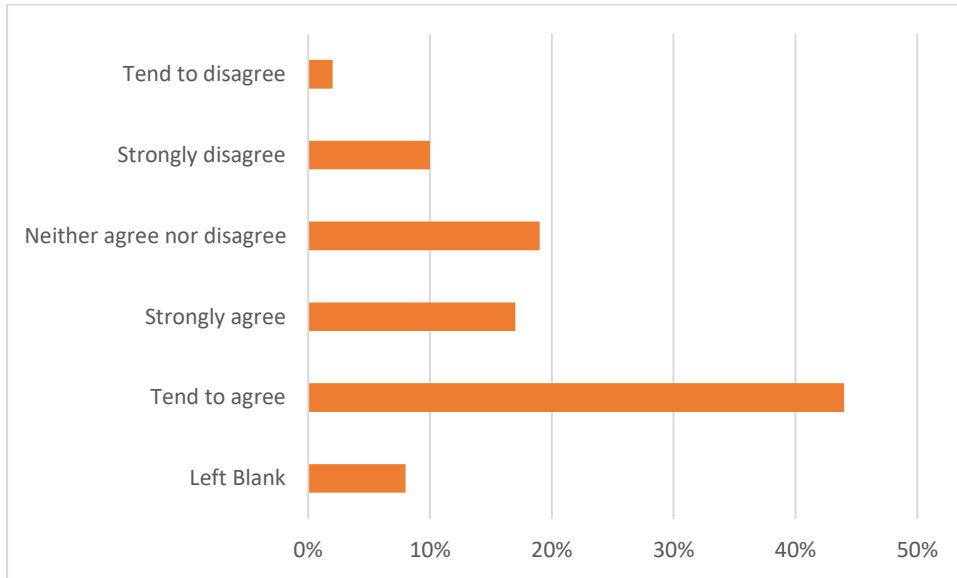
	<p>Another thing that needs doing is more to improve the quality of our local restaurants. Have a look at the service offered in restaurants in Florida for example - glasses of iced water on the table immediately after you arrive - it's a minor point but one that immediately sets the tone and makes the 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.</p>
Officer Response	<p>Comment noted – the Economic Development function actively seeks opportunities for new appropriate industries to invest in Anglesey.</p> <p>Very valid comments. The development of cycling infrastructure will come out of the action plan and fits with the sustainable approach being proposed</p>
Suggested Modification	<p>Already an action</p>

Comment 6	<p>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.</p>
Officer Response	<p>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</p>
Suggested Modification	<p>None</p>

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

DRAFT

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

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

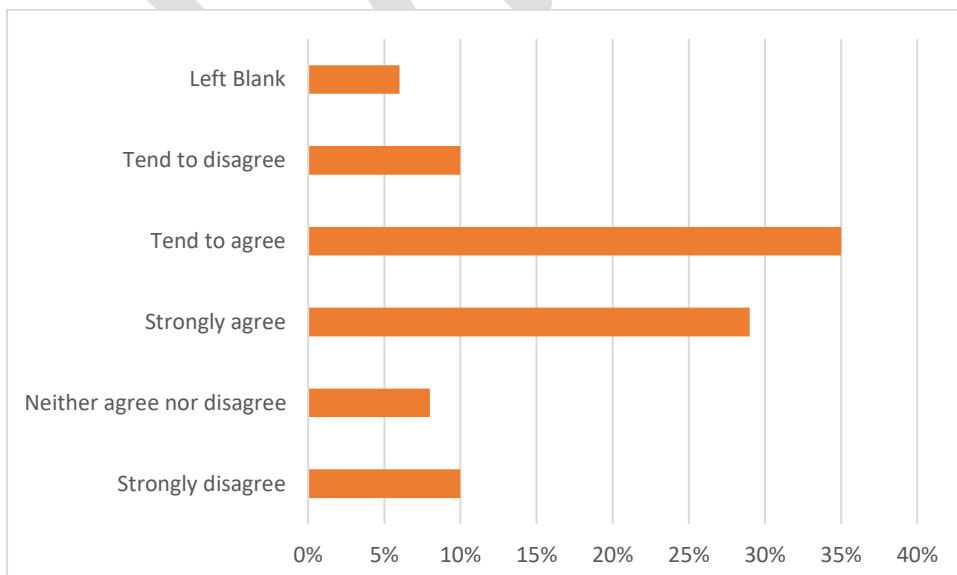
DRAFT

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

Comment 12	Less volume, higher quality (spending) tourists is the way forward. We simply cannot accommodate 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
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 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.

	<p>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.</p> <p>The negative aspects of tourism (from both tourists and locals) also needs to be managed.</p>
Officer Response	<p>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.</p> <p>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.</p>
Suggested Modification	<p>None – will undoubtedly form part of the action plan which will be developed in conjunction with DMO.</p>

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 undoubtedly 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 undoubtedly 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

Comment 26	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.
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 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	<p>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.</p> <p>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.</p>
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?

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	<p>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.</p> <p>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.</p> <p>Anglesey is World class for sea kayaking and a growing part of the Anglesey economy.</p>
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