

<b>Isle of Anglesey County Council</b>	
<b>Report to:</b>	Executive Committee
<b>Date:</b>	25 <sup>th</sup> November 2025
<b>Subject:</b>	Public Consultation on the proposed Visitor Levy
<b>Portfolio Holder(s):</b>	Cllr. Alun Roberts (Leisure, Tourism, Maritime and Property)
<b>Head of Service / Director:</b>	Christian Branch Head of Regulation & Economic Development
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<b>Local Members:</b>	Applicable to all Elected Members

A –Recommendation/s and reason/s
<p><b>The Executive Committee is asked to support:</b></p> <ol style="list-style-type: none"> <li><b>1. The undertaking of a public consultation process regarding the potential introduction of a visitor levy on Anglesey (in line with Council and Welsh Government guidelines).</b></li> <li><b>2. That the consultation process be planned in conjunction with Gwynedd and Conwy Councils but conduct the process independently.</b></li> </ol> <p>The visitor levy is a small additional charge to be paid when staying in visitor accommodation in Wales.</p> <p>The money raised from the levy will be used to improve local tourism. This visitor levy will help to:</p> <ul style="list-style-type: none"> <li>• maintain local facilities and infrastructure</li> <li>• protect Wales's stunning landscapes</li> <li>• ensure communities can continue welcoming visitors whilst preserving what makes each area special</li> </ul> <p>Local councils can choose if they want to introduce the visitor levy in their area.</p> <p>They will make the decision after consulting with residents and businesses.</p> <p>This means the levy will only be charged in areas where communities have decided it is right for them.</p> <p>The earliest a council could bring in a visitor levy is April 2027.</p>

#### A – Recommendation/s and reason/s

The Welsh Government advocate the use of the Gunning Principles for consultation – these are:

- Consultation must be at a formative stage – it is suggested that subject to approval consultation should commence in January 2026.
- Sufficient information must be provided to allow intelligent consideration of response and may include an economic impact assessment. Other considerations are to include information on the improvements to destination management which would result from the additional funding derived from the Levy.
- Adequate time must be given for consideration and response – There is no defined period of consultation but it is recommended that a 12 week consultation be adopted following the Gunning Principle.
- Feedback from the consultation must be considered by decision makers.

Further details and the approach to consultation can be read in Annex A

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

The other option would be to reject the introduction of the Visitor Levy for Anglesey without consulting the sector and wider public.

#### C – Why is this a decision for the Executive?

The executive is asked to support the recommendation to consult on the potential introduction of the Levy

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

Although not specifically referenced in the Destination Management Plan nor Council Plan, the rationale of the Levy to deliver sustainable destination management is consistent with both policies.

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

The consultation and accompanying economic and equality impact assessments will cost in the region of £15,000. Regulation and Economic Development Service funding will be utilised to deliver this.

**Dd – Assessing the potential impact (if relevant):**

1	How does this decision impact on our long term needs as an Island?	The recommendation is to support the delivery of a full consultation process These will form the basis for a decision on the adoption of the Visitor Levy.
2	Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how?	Not applicable – currently support required for consultation phase only
3	Have we been working collaboratively with other organisations to come to this decision? If so, please advise whom.	The intention is to work collaboratively with the neighbouring Councils of Gwynedd and Conwy to follow a set timescale and process for consultation and assessments. However, the consultation itself will be independently conducted.
4	Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how.	The public will have an opportunity to provide feedback through the consultation process
5	Note any potential impact that this decision would have on the groups protected under the Equality Act 2010.	A full equality impact assessment will be carried out. Welsh Government have undertaken a National Equality Impact Assessment. <a href="#"><u>Revised analysis of the potential economic and greenhouse gas impacts of a visitor levy</u></a>
6	If this is a strategic decision, note any potential impact that the decision would have on those experiencing socio-economic disadvantage.	A full economic impact assessment will be carried out. Welsh Government have undertaken a National Economic Impact Assessment <a href="#"><u>Visitor Accommodation (Register and Levy) Etc. (Wales) ACT 2025: Equality Impact Assessment</u></a>
7	Note any potential impact that this decision would have on opportunities for people to use the Welsh language	The consultation process will be fully bilingual

Dd – Assessing the potential impact (if relevant):	
	and on treating the Welsh language no less favourably than the English language.

E – Who did you consult?		What did they say?
1	Chief Executive / Senior Leadership Team (SLT) (mandatory)	Recommended that consultation should be conducted. Recommended that collaboration on the consultation approach should be done with Gwynedd and Conwy Councils but that the consultation itself should be independent.
2	Finance / Section 151 (mandatory)	
3	Legal / Monitoring Officer (mandatory)	
4	Human Resources (HR)	NA
5	Property	NA
6	Information Communication Technology (ICT)	Preparing the digital consultation materials
7	Procurement	NA
8	Scrutiny	NA
9	Local Members	NA

F - Appendices:
Annex A: Consultation Requirements
<a href="#">Visitor Levy - Consultation Requirements Nov25 (003)</a>

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

### Welsh Government Visitor Levy

## Consultation expectations and requirements for Local Authorities, September 2025

### 1. Introduction

The Visitor Accommodation (Register and Levy) Etc. (Wales) Act 2025 received Royal Assent on 18<sup>th</sup> October. The Act gives local authorities the power to introduce a visitor levy (the levy) charged on overnight stays in visitor accommodation in their area. The levy is discretionary in nature; it will be for local authorities to decide whether to introduce it following consultation with their communities and local businesses.

Implementation of the levy itself is discretionary for each local authority and cannot occur before 2027 as it must be preceded by a consultation with mandatory consultees.

More information on the levy can be found here;

[Visitor Levy and Register of Visitor Accommodation Providers](#)

### 2. Welsh Government Draft Consultation Guidance

The route map for the decision-making process by the local authority has been published in draft form by Welsh Government and forms the basis of this update on next steps.

Neighbouring authorities of Gwynedd and Conwy have illustrated an intention to undertake a consultation process on the potential introduction of the Levy in January 2026, and it is considered prudent by officers to follow a similar timeline.

This consultation process will inform the decision making of the council.

Each local authority has discretion on whether to adopt and implement the visitor levy. If an authority wishes to implement a levy there is a mandatory consultation with residents, businesses and other local organisations prior to implementation.

### 3. Consultation requirements

- Consultation must be at a formative stage
- Sufficient information must be provided to allow intelligent consideration of response and may include an economic impact assessment. Other considerations are to include information on the improvements to destination management which would result from the additional funding derived from the Levy.
- Adequate time must be given for consideration and response – we would follow best practice with a minimum of **6 weeks**.
- Feedback from the consultation must be considered by decision makers.

#### 3.1 Local authorities must consult with the following groups:

- Local residents, workers, and students.
- Community councils within the principal council's area.
- Public Services Boards.

- Neighbouring principal councils.
- A corporate joint committee that includes at least senior executive member of the council.
- Organisations that represent businesses that work in tourism

### 3.2 The consultation should include:

- A published proposal outlining the case for the levy.
- Potential benefits and suggestions for how the levy might be invested.
- A local impact assessment (social, economic, environmental effects).
- Clear, accessible materials and realistic timelines.
- Collaboration with the Welsh Revenue Authority (WRA) for operational advice and support.

### 3.3 Local authorities must also:

- Conduct Equality Impact Assessments under the Equality Act 2010.
- Align with the Well-being of Future Generations (Wales) Act 2015.
- Follow the Code of Recommended Practice for consultation and engagement.

### 3.4 Engagement Methods

The consultation costs are to be covered by the local authority and as such the suggestion is to make use of most cost-effective means of engagement.

These would be -

- Digital and social media.
- Local radio, print media.

Additional more costly methods of engagement could be considered -

- Public meetings, workshops, pop-ups.

## 4. After consultation:

- Officers may recommend introducing the levy.
- The full council must vote on the decision.
- If approved, a formal notice must be published including -
  - ◇ Results of the decision making process
  - ◇ Rates of the Levy to be introduced
  - ◇ Effective date for introduction
  - ◇ Other information the authority considers appropriate

### **5. Local authority options and obligations**

Local authorities can decide how to use any revenues raised from the visitor levy to support tourism. They must set out their proposed use of the levy in a report to be published before any consultation takes place and they will be required to provide an annual report on how the revenues raised have benefited their area.

The intention is that this new money will cover the existing costs associated with hosting visitors, such as street cleaning, waste collection, preserving natural and cultural attractions as well as being used to support and improve tourism infrastructure, such as toilets, footpaths and visitor centres.

The establishment of a visitor Levy Partnership Forum which is a requirement on all adopting councils will support this determination of spend allocation. It is suggested that the Destination Management Partnership form the basis of this Forum if the authority decides to introduce the Levy after consultation.

It should also be noted that the levy cannot be amended or abandoned until it has been in place for at least 12 months and any amendments would require a further consultation process.

### **6. Other information**

All visitor accommodation providers in Wales will be required to sign up to the national register.

Collection of the levy will be managed by the Welsh Revenue Authority (WRA) on behalf of any local authority that chooses to implement a visitor levy.

Implementing the visitor levy could generate in excess of £1m per annum for the Isle of Anglesey