

# Assessing the Impact on Equality Characteristics, the Welsh language and Socio-Economic Disadvantage

APPENDIX CH

Please see the sheet *How to Make an Equality Impact Assessment* for support to complete this form. You are also welcome to contact Delyth Williams, Policy and Equality Officer on ext. 32708, or [DelythGadlysWilliams@gwynedd.llyw.cymru](mailto:DelythGadlysWilliams@gwynedd.llyw.cymru), for further assistance.

The Council is required (under the Equality Act 2010) to consider the impact that any changes in any policy or procedure (or the creation of a new policy or procedure), will have on people with protected equality characteristics. The Council also has additional general duties to ensure fairness and to foster good relationships. Therefore, a timely assessment must be made before a decision is taken on any relevant change (i.e., that affects people with protected equality characteristics).

The Council is also required, under the requirements of the Welsh Language Standards (Section 44 of the Welsh Language (Wales) Measure 2011), to consider the impact that any change in policy or procedure (or creation of a new policy or procedure), will have on opportunities for people to use the Welsh language and to ensure that the Welsh language is not treated less favourably than English. This document therefore ensures that these decisions safeguard and promote the use made of the Welsh language.

From 1 April 2021 onwards, the Council has a duty to give due attention to addressing socio-economic disadvantage in strategic decisions.

## 1) Details

### 1.1 What is the name of the policy / service in question?

Gwynedd and Eryri Sustainable Visitor Economy Plan

### 1.2 What is the purpose of the policy/service that is being created or amended? What changes are being considered?

Cyngor Gwynedd and the Eryri National Park Authority have collaborated on developing this Plan with communities, businesses and stakeholders to promote a Sustainable Visitor Economy in our area for the future. This will be a new Plan that will influence the visitor economy policy in Gwynedd and Eryri, placing our communities central to the sector in the future. Our Vision for the future is:

"A visitor economy for the benefit and well-being of the people, environment, language and culture of Gwynedd and Eryri"

Both bodies have reviewed international and local good practice while also considering and realigning the United Nations World Tourism Organisation's definition of sustainable tourism in order to create principles for Cyngor Gwynedd and the Eryri National Park to follow in future.

### **1.3 Who is responsible for this assessment?**

Roland Evans, Assistant Head of Economy and Community Department

### **1.4 When did you commence the assessment? Which version is this?**

25 October 2022. Version 1  
19 December 2022. Version 2  
27 January 2023. Version 3  
30 January 2023. Version 4

## **2) Action**

### **2.1 Who are the stakeholders or partners with whom we will have to work to carry out this assessment?**

The Council and the Eryri National Park have signed a Memorandum of Understanding to develop the new Plan. Wide consultation has taken place with:

- Elected Members
- Community Councils
- Businesses and the tourism sector
- Gwynedd and Eryri communities via local groups and partnerships
- Business sector representatives
- Environmental sector representatives
- Public Partners: Natural Resources Wales, Visit Wales
- Further and Higher Education Sectors
- Cylch yr Iaith
- Departments and Services of Cyngor Gwynedd, Eryri National Park and Conwy County Borough Council
- The People of Gwynedd

## 2.2 What steps have you taken to engage with people with protected characteristics, regarding the Welsh language or with communities (either due to location or due to need), who are living with a socio-economic disadvantage?

We engaged with communities across Gwynedd as part of the work of developing the Plan. Workshops were held with areas of Gwynedd and Eryri to get the views of Gwynedd and Eryri residents on the priorities to be implemented in the future in terms of the Visitor Economy.

We met with and discussed good practice from several countries including the Isle of Arran, New Zealand, USA, Slovenia and Denmark.

We also conducted sessions as part of the development of the Ardal Ni Plans to receive feedback on local priorities and concerns.

As an example of engagement, during 2022 five events were conducted via Zoom to discuss the visitor economy in Gwynedd and Eryri. Sessions were also held for councillors across Gwynedd. These have:

- Reached over 250 representatives
- Attracted over 1,500 observations by attendees
- Engaged with 14 areas of Gwynedd and Snowdonia National Park
- Reached over 100 public organisations, bodies or individual businesses
- Over 4,490 received information and an invitation to contribute at the events via the Cyngor Gwynedd Business Bulletin

We did not have direct discussions with representatives of the protected groups, however, we did have discussions with communities facing socio-economic disadvantage such as Blaenau Ffestiniog, Bethesda, Dyffryn Nantlle, Barmouth as well as business and community representatives from Gwynedd coastal villages and Eryri villages.

We intend to engage with representatives of protected groups when developing and prioritising the annual Action Plan by the Sustainable Visitor Economy Partnership.

## 2.3 What was the outcome of the engagement?

Several engagement and consultation sessions were held - an overview of issues raised in these sessions can be seen below.

The result of the engagement was to develop a new vision for the visitor economy in Gwynedd and Eryri and adopt a series of new principles and sub-principles to drive the development of the visitor economy in the future. No consultation on the visitor economy to the same extent has ever taken place here in the area.

**What are the main challenges and opportunities for achieving a sustainable visitor economy in the future? These are the principal matters raised in the consultation sessions:**

Resources Challenge	An opportunity to extend the season	Language, culture, heritage - an opportunity to bring benefits to communities. The challenge of safeguarding them.
An opportunity to educate and develop skills among local people - create a career.	The challenge of an excess in some areas.	An opportunity to strike a balance if we operate sustainably. An opportunity for communities.
Climate Change Challenges	A challenge and an opportunity to coordinate partners.	Opportunities for the third sector and communities.
An opportunity/challenge to change Planning policies and homes for local people.	An opportunity to disperse people from areas that are too busy.	Avoid penalising communities, e.g. through additional parking measures.
A need to educate visitors about the area's special qualities	An opportunity to manage visitors rather than marketing the area	An opportunity for better infrastructure, e.g. transport/toilets/bins, etc., for all.

**What policies/activities need to be developed and prioritised? These are the principal matters raised in the consultation sessions:**

A policy to bring tourism benefits to communities.	Twinning communities with attractions.	Policies are needed to develop sustainable transport from tourism revenue.
Promote the use of the language, culture and history of the area.	World Heritage Site	Responsible destination marketing and visiting responsibly.
Training to develop a career in the field.	Planning policies that support local communities and regulate second homes/Airbnbs	Regulate Motorhomes
A need to tax visitors to the area.	A tourist tax to support communities and infrastructure.	A need to develop a destination management plan and establish an accountable body/partnership.
A need to put sustainability at the heart of everything - language, culture, environment, heritage and community.		

**Which partners need to hold discussions? These are the principal matters raised in the consultation sessions:**

A strong voice is needed for communities	Social enterprises	Mountain/sea safety organisations, etc.
National organisations, e.g. Ramblers	A need for schools and education to be involved in this.	It is important that this includes everyone - public, community, private.
Local companies need to have supply chain opportunities.	A need for clear leadership and a representative body.	Champions to promote the visitor economy.

**2.4 On the basis of what other evidence are you acting?**

We have considered the consultations noted above, and we have also considered good practice from other areas, international, national, regional and local policies as well as research about the nature of the visitor economy in the area, the environment, the Welsh language and the condition of our communities.

Data and research highlight the need for a better balance in the visitor economy and within the economy generally in the Gwynedd and Snowdonia National Park area.

The review of Phase I of the Arfor programme funded by the Welsh Government highlight the following about the West Wales area:

Often, the counties of Gwynedd, Anglesey, Ceredigion and Carmarthenshire are referred to as the strongholds, although a number of counties or areas can be noted within other counties that share similar characteristics. There is a general consensus that these strongholds share similar social, economic and cultural characteristics, including:

1. A high percentage of Welsh speakers
2. Inward migration of older people, outward migration of young people
3. Rural area reliant on agriculture, food and tourism
4. Market and University towns
5. A high percentage of jobs in the public sector
6. Lowest wages in Britain, and amongst the lowest wages in Europe

As well as the above, there is a consensus that the counties share the same challenge, and that there is a problem that requires a response.

Although the development of this Plan commenced in 2018, Covid-19 has put tremendous pressure on communities across Gwynedd and Eryri with unprecedented numbers of visitors to the area. This period has highlighted some issues that need to be addressed to support a sustainable visitor economy in the area.

A climate change emergency was declared by the Welsh Government, Cyngor Gwynedd and the National Park in 2019. The nature and biodiversity crisis as a result of climate change forces us to change our lifestyle and behaviour.

The Eryri Plan identifies the need for a Sustainable Tourism Plan and the Cyngor Gwynedd Plan places a priority to ensure that Gwynedd's businesses and communities benefit from the visitors who come to the area and develops a Regeneration Plan for Gwynedd.

The Slate Landscape of North West Wales World Heritage Site Management Plan recognises the need to develop a plan to manage visitors to the area and the Llŷn Area of Outstanding Natural Beauty gives priority to sustainable tourism management.

We have a duty to protect the area's communities, environment and culture for the benefit of future generations, and new collaboration opportunities arise and an opportunity to learn from the experiences of other areas.

In November 2021, Cyngor Gwynedd and the National Park Authority signed an Memorandum of Understanding. The aim of the Agreement of Understanding is to collaborate effectively and efficiently in partnership to realise the Vision and Principles of the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035 to protect and promote the area's special values.

## **Research and statistics**

The development of this Plan has relied a great deal on research and statistical analysis in order to draw-up our principles and priorities for action.

The research and statistics include:

- Review of Local Tourism Accommodation (2018/19, Cyngor Gwynedd)
- Visit Wales and Cyngor Gwynedd Visitor Review (2019, Beaufort Research)
- Benefiting from Tourism Review - consideration of options to fund future priorities (May 2019, Blue Chip Tourism and RJS Associates Ltd).
- Review of the Destination Management Partnership (October 2019, Blue Chip Tourism and RJS Associates Ltd)
- Eryri Plan (2020, Eryri National Park)
- Yr Wyddfa and Ogwen Sustainable Parking and Transport Strategy (2020, Eryri National Park)
- Cyngor Gwynedd Plan (2018, Cyngor Gwynedd)
- Managing the use of dwellings as holiday homes (December 2020, Cyngor Gwynedd)
- Research to the motor homes situation in Gwynedd (September 2021, Cyngor Gwynedd)

The main statistics of the Visitor Economy in Gwynedd can be seen below\*:

- Average Workforce in a year: 18,244
- Number of Attractions: 200
- Number of Outdoor Providers: 100
- Number of Visitors 2019: 7.8m
- Value to the Economy 2019: £1.35bn
- Overnight stays 2019: 20.10m
- Day stays 2019: 23.93m
- Customer Satisfaction: 80% \*\*

\*STEAM Review Figures 2019

\*\* Visit Wales Visitor Review – Cyngor Gwynedd Beaufort Research 2019

According to the review of the Destination Management Plan, these are the following headlines for 2013 - 2020 performance (2018 data unless noted differently):

- 11% increase in the number of visitors to 7.37 million
- Tourist nights and days have increased by 11%
- 23% increase in Economic value to £1.12 Billion
- 15,500 jobs supported by tourism spending
- 14% growth in the number of accommodation businesses to 3,194 (2011-2019)
- 6% increase in bed spaces to 132,611 (2011-2019)
- 47% increase in visitors to Snowdon Summit's Visitor Centre (2014-2017)
- 102 activities supported by Cyngor Gwynedd, adding £34 million towards the local economy (2014-2018)
- 3.1 million users viewed the official website of Snowdonia Mountains and Coast during 4.1 million sessions (2015-2019)
- Average growth of 580% in official social media channels
- 1,925 AirBnB registered in Gwynedd in January 2019 (increase of 1,251 in August 2018 and 745 already on the accommodation research list)

The North Wales Skills and Employment Plan 2023-2025 notes the following when discussing the tourism and hospitality sector:

- One of most difficult sectors to fill employment gaps
- Average wages across North Wales in each sector is £24.8k
- 37% of people in the sector stated that it was difficult to fill jobs
- Retaining staff in the sector is difficult - as not enough people want the jobs and because wages are lower compared with other sectors
- The sector indicates high future employment opportunities and has seen regular growth since 2016 and indicates growth beyond 2025
- Need to raise the profile of the sector as a career in the future
- Need to encourage employers to invest in their staff in order to retain them
- Need to encourage apprenticeship opportunities in the sector

**Gwynedd Accommodation Survey** \*Managing the use of dwellings as holiday homes (December 2020, Cyngor Gwynedd)

The following presents the information for Gwynedd:

Number of residential units	61,645
Number of second homes	4,873
Number of self-catering holiday accommodation (non-domestic business unit)	1,976
Combined total	6,849
Combined percentage of holiday accommodation (namely the highest number in Wales)	10.76%

According to the 2021 Census the number of Welsh speakers in the area were as follows in Gwynedd:

64.4% of Welsh speakers (decreased 1% from 65.4% in 2011)

Varies from 86.3% in Seiont Ward 2 Caernarfon to 19.6% in Deiniol Ward, Bangor and 36.1% in Tywyn Ward 1.

**The Strategic Context and Good Practice**

### **Well-being of Future Generations Act 2015**

As a Council and National Park Authority we are committed to the principles within the Well-being of Future Generations Act (2015) in order to improve the economic, social, environmental and cultural well-being of communities in Gwynedd and Eryri. We will ensure that we consider the long-term by collaborating and considering people of all ages when resolving and preventing problems.

Our vision for the visitor economy in the area corresponds with the principles of the act.

### **The United Nations World Tourism Organisation (UNWTO)**

The UNWTO defines sustainable tourism as:

*"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."*

UNWTO has three pillars that define sustainable tourism:

1. Make optimal use of environmental resources that constitute a key element in tourism development
2. Respect the socio-cultural authenticity of host communities
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all

These pillars were redefined to respond to the needs and priorities of our area.

### **Welsh Governance Programme 2021-2026**

The *Governance Programme* notes the commitments that the Welsh Government will deliver over the next 5 years. These will address the challenges facing Wales and improve the lives of people across the country. The sustainable visitor economy principles respond to the priorities of the Governance Programme and the Co-operation Agreement with Plaid Cymru.

#### **Our All Wales Plan**

Following the Climate Emergency declared by Welsh Government in 2019, our first All Wales Plan was published alongside Net Zero Wales, Carbon Budget 2 (2021-25) - this involves a substantial change in the way we all live, work and visit other places.

#### **Croeso i Gymru**

*Croeso i Gymru, Priorities for the visitor economy 2020-2025*, sets out the priorities of the Welsh Government and Visit Wales for the tourism industry in Wales. It notes the need to collaborate in a way that supports the well-being of strengths that initially attract people here - our landscapes, culture and adventure, and notes that tourism that is good for our industry must also be good for Wales. The aim of the Government via the Plan, in future, is to use the visitor economy to obtain a broader benefit.

#### **Ambition North Wales**

The vision of Ambition North Wales is to '*create a more vibrant, sustainable and resilient economy for North Wales*'. It hopes to see the region developing in a sustainable manner with opportunities for people to gain new skills for the future and have worthwhile careers. It hopes to see businesses growing and communities prosper and for this to take place while promoting our language, culture and heritage and in accordance with the well-being objectives for Wales.

#### **North Wales Skills and Employment Plan 2023-25**

The three-year Skills and Employment Plan has been developed by the North Wales Regional Skills Partnership (RSP), in collaboration with businesses and employers across the region.

The vision in the Plan is *that North Wales is a region where people, and specifically their skills and abilities, are a key driver to economic development and well-being. Employers in the region are thriving, developing and growing because of the skills of the local population. Businesses want to move into the*



*region because of the skills of the local population. At the same time, people can achieve their ambitions and make the most of their potential in North Wales.*

### **Eryri Local Development Plan 2016-2031 (adopted February 2019)**

As a National Park, Eryri is required to have a development plan in place. The Park is within the Gwynedd and Conwy authorities and the plan defines the land use planning framework for the Eryri National Park area. The development plan encourages sustainable tourism that protects the Special Characteristics of the National Park and the interests of local communities.

### **Gwynedd and Anglesey Joint Local Development Plan 2011-2026 (31 July 2017)**

The joint development plan for both local authorities identifies the key role of the visitor economy and notes a positive and proactive method for its development and management.

### **Good practice**

When developing this Plan, we received support and advice from Professor Terry Stevens, an expert in the field of sustainable tourism. We have also considered the following good practice:

- New Zealand - Tiaki Promise
- Isle of Arran, Scotland
- Triglav National Park, Slovenia - an area that has twinned with Eryri
- Vadehavskysten, Denmark (Coastal Area of Wadden)
- Jackson Hole, USA
- Park City, USA
- Dolan (Ogwen Partnership, Siop Griffiths and Cwmni Bro Ffestiniog)

## **2.5 Are there any gaps in the evidence that needs to be gathered?**

We are aware that there are gaps in terms of evidence of the impact of the visitor economy on the Welsh language and our community. Cyngor Gwynedd and Eryri National Park are working together with Bangor University to undertake research into this field to get a better understanding.

We are also aware that there was a lack of full engagement with people with protected characteristics when developing this Plan - although we have discussed this with a number of individuals, communities and local, national and international partners.

In implementing the Sustainable Visitor Economy it is intended to engage specifically with representatives of people with protected characteristics to get a better understanding of their needs and respond to them via the Action Plan that will be agreed by a broad and representative Partnership.

## **3) Identifying the Impact**

### **3.1 The Council must duly address the impact that any changes will have on people with the following equality characteristics. What impact will the**

**new policy/service or the proposed changes in the policy or service have on people with these characteristics? It is also necessary to consider the impact on Socio-Economic disadvantage and on the Welsh Language.**

<b>Characteristics</b>	<b>What type of impact? *</b>	<b>In what way? What is the evidence?</b>
<b>Race (including nationality)</b>	Positive / <del>negative</del> / none	<p>The Plan will seek to ensure a better balance between the visitor economy and our communities and their people. It will place the communities of Gwynedd central and will have a positive impact on the area's intrinsic history and culture.</p> <p>It is also intended to work with groups that represent people with equality characteristics to identify priorities for action from their perspective. This will include a variety of representatives from ethnic minority groups to understand what is their incentive to visit the area or the barriers for not doing so.</p>
<b>Disability</b>	Positive / <del>negative</del> / none	<p>By working with partners it is intended to ensure that the appropriate infrastructure is in place that may improve access to the local visitor economy for the disabled. It is also intended to work with groups that represent people with equality characteristics to identify priorities for action from their perspective. This will include groups that represent people with a variety of different impairments.</p>
<b>Gender</b>	Positive / <del>negative</del> / none	<p>We have not identified any impact.</p> <p>The plan can lead to creating better skills and career opportunities locally within the visitor economy. This will create local employment opportunities and may have an impact on the pay gap by improving wages that may be seasonal and where wages can be low. The sector also tends to employ a number of women.</p> <p>Through the process of developing the Plan the impact of second homes and holiday lets such as AirBnBs have been raised as a threat to the availability of local housing. The Plan may lead to better management of the situation following Welsh Government policy developments.</p> <p>Traditionally, there is a higher percentage of men who are homeless.</p>
<b>Age</b>	Positive / <del>negative</del> / none	<p>The Plan will encourage respect and understanding of culture, language, the area's special characteristics and communities. We will be keen to make the area a place that welcomes families and people of all ages.</p> <p>Extending the tourist season may open further access for retired persons to visit the area.</p> <p>Placing the communities of Gwynedd central, may have a positive impact on the availability of housing in our</p>

		communities for Gwynedd families as well as employment opportunities for the people of Gwynedd.
<b>Sexual orientation</b>	Positive / negative / none	We have not identified any impact thus far, however, we will engage further to welcome everyone as visitors and ensure positive impacts to every group within our communities.
<b>Religion or belief (or non-belief)</b>	Positive / negative / none	We have not identified any impact thus far, however, we will engage further to welcome everyone as visitors and ensure positive impacts to every group within our communities.
<b>Gender reassignment</b>	Positive / negative / none	We have not identified any impact thus far, however, we will engage further to welcome everyone as visitors and ensure positive impacts to every group within our communities.
<b>Pregnancy and maternity</b>	Positive / negative / none	We have not identified any impact thus far, however, we will engage further to welcome everyone as visitors and ensure positive impacts to every group within our communities.
<b>Marriage and civil partnership</b>	Positive / negative / none	We have not identified any impact thus far, however, we will engage further to welcome everyone as visitors and ensure positive impacts to every group within our communities.
<b>The Welsh language</b>	Positive / negative / none	Some believe that the impacts of over-tourism is detrimental to the Welsh language and affects matters such as housing affordability, work opportunities, that have an impact on opportunities for young people to stay in their communities. Also, the potential negative impact of not taking the opportunity to promote the Welsh language as a key part of the user's experience and there are opportunities to increase visibility and usage of the Welsh language.  The Plan will promote the visitor economy to all and will encourage respect and understanding of culture, language, the area's special characteristics and communities. It will develop a central role for the Welsh language in our visitor economy. New research by Bangor University will set the foundation to monitor any impact the visitor economy can have on the Welsh language and our communities.
<b>Socio-Economic Disadvantage</b>	Positive / negative / none	The Plan will encourage respect and understanding of culture, language, the area's special characteristics and communities. It will create opportunities to take ownership and receive community benefit from the visitor economy and will seek to develop community and sustainable tourism models to create socio-economic benefits for communities.  Some communities and individuals feel that they are being deprived due to the visitor economy. Specifically in terms

		<p>of the availability of affordable housing and the impact of the visitor economy on some public services such as roads, street bins, car parks and transport. A number have also stated that wages in the sector are comparatively low and seasonal.</p> <p>We have considered these comments and have responded through our impact indicators that will measure the impact of any changes in the visitor economy on our communities and also within our Action Plan that will set out the action priorities to respond to the needs of communities and especially within disadvantaged communities.</p> <p>Through the process of developing the Plan the impact of second homes and holiday lets such as AirBnBs have been raised as a threat to the availability of local housing. The Plan may lead to better management of the situation following Welsh Government policy developments.</p>
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\* Delete as required

**3.2 The Council has a duty under the Equality Act 2010 to contribute positively to a fairer society through advancing equality and good relations in its activities in the fields of age, gender, sexual orientation, religion, race, transgender, disability and pregnancy and maternity. The Council must duly address the way any change impacts on these duties.**

<b>General Duties of the Equality Act</b>	<b>Does it have an impact?*</b>	<b>In what way? What is the evidence?</b>
<b>Eliminate unlawful discrimination, harassment and victimisation</b>	Yes / no / possible	<p>The Plan will encourage respect and understanding of culture, language, the area's special characteristics and communities as well as working with groups that represent characteristics to implement specific projects in order to identify priorities to get rid of discrimination.</p> <p>Through engagement with groups that represent people with specific characteristics we will be able to identify what groups in our communities, and the people who are visiting, need in order to ensure fairness for all.</p>
<b>Promote equal opportunities</b>	Yes / no / possible	<p>The Plan will encourage respect and understanding of culture, language, the area's special characteristics and communities as well as working with groups that represent characteristics to implement specific projects in order to promote equal opportunities within our communities and for visitors.</p>

<b>Building good relationships</b>	Yes <del>no</del> possible	During the Covid period difficulties and challenging situations were seen in communities as a result of the number of visitors to the area. By developing this Plan and the Sustainable Visitor Economy Partnership we will promote understanding and forge good relationships between communities, businesses, the environment and visitors.
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\* Delete as required

**3.3 How does your proposal ensure that you work in accordance with the Welsh Language Standards (Welsh Language (Wales) Measure 2011), to ensure that the Welsh language is not treated less favourably than English, and that every opportunity to promote the Welsh language is taken (beyond providing bilingual services) and increase opportunities to use and learn the language in the community?**

The Plan will promote the visitor economy to all and will encourage respect and understanding of culture, language, the area's special characteristics and communities. As a result of the new Plan, it is expected that there will be more and better awareness and use of the Welsh language by the visitor economy sector, as well as a more stable career within the sector for local people.

Our new vision will be:

*"A visitor economy for the benefit and well-being of the people, environment, language and culture of Gwynedd and Eryri"*

**We have adopted specific principles to promote the Welsh language:**

1. Celebrate, Respect and Protect our Communities, Language, Culture and Heritage
2. Maintain and Respect our Environment
3. Ensure that the advantages to Gwynedd and Eryri communities outweigh any disadvantages

Lles Pobl, Amgylchedd, Iaith a Diwylliant Gwynedd ac Eryri  
(ein cymunedau a'n busnesau)

The Wellbeing of Gwynedd and Eryri's People, Environment, Language and Culture  
(our communities and businesses)

Iaith, Diwylliant a  
Threftadaeth

Language, Culture and  
Heritage

Amgylchedd

Environment

Mantais i gymunedau

Advantage to  
communities

We have developed a collaborative project with Bangor University to research the impact of the visitor economy on some of the slate areas in the area. We hope that this will set an effective model to measure the impact of the visitor economy and the world heritage site on the Welsh language.

We have also developed new impact indicators and consideration will be given to the number of Welsh speakers and the number of opportunities to promote the Welsh language.

### **3.4 What other measures or changes could you include to strengthen or change the policy / practice so as to have a positive impact on people's opportunities to use the Welsh language, and to reduce or prevent any detrimental impacts that the policy/practice could have on the Welsh language?**

We have developed a series of new measures to assist us to have a positive impact on opportunities for people to use the Welsh language including:

- The percentage of residents who are satisfied with the impact of tourism on the community in general and the identity of the destination.
- The number of individuals who support the culture, protection, conservation and management of the area via the Gwynedd / Eryri 'tourism ambassador scheme'
- Total number of visitors commensurate to the sectors e.g. Language, Heritage, Culture, Walking, Coastal Path, Attractions, beaches
- Number of Welsh speakers - Geographical
- Number of producers of food, drinks, local produce. Associated with the visitor economy.
- Number of tourism businesses who use / sell local produce
- Turnover and average annual expenditure by tourism businesses on services from local sources
- Number of businesses / tourism enterprises (or businesses that are involved with tourism) in local or community ownership

These measures will be used to monitor changes and the impacts of the visitor economy on our area and will provide core data to adapt plans if there is a negative impact or not enough positive impact shown in the data.

**3.5 How does the proposal show that you have given due regard to the need to address inequality due to socio-economic disadvantage? (Please note that this relates to closing the inequality gap, rather than just improving outcomes for everyone).**

Having listened to communities and individuals, we have heard that some communities feel that they are being deprived due to the visitor economy. Specifically in terms of the availability of affordable housing and the impact of the visitor economy on some public services such as roads, street bins, car parks and transport. A number have also stated that wages in the sector are comparatively low and seasonal.

We have considered these comments and have responded through our impact indicators that will measure the impact of any changes in the visitor economy on our communities and also within our Action Plan that will set out the action priorities to respond to the needs of communities. E.g.

- Developing a career and skills plan for the sector
- Twinning of attractions with their towns / villages to bring wider benefits to the economy of the areas
- Destination management to reduce the pressure on some locations and encourage people out of the honeypots
- Work on affordable housing and second-homes jointly with the Welsh Government
- Potential development of Tourism Levy and an opportunity to invest any levy in local communities and infrastructure.

It is proposed to engage with representatives of protected groups when developing and prioritising the annual Action Plan by the Sustainable Visitor Economy Partnership. This will allow us to identify any barriers that face people with protected characteristics within the communities and potential visitors.

**3.6 What measures or other changes can you include to strengthen or change the policy / practice to show that you have given due regard to the need to reduce or prevent any disproportionate outcomes as a result of socio-economic disadvantage, in accordance with the Socio-Economic Act?**

A range of new measures have been identified to enable us to measure the impact of the visitor economy on several fields. The new draft measures include:

**1. Celebrate, respect and Protect our communities, Language, Culture and Heritage**

- The percentage of residents who are satisfied with the impact of tourism on the community in general and the identity of the destination.
- Number of new businesses developed / value of private sector investment / new community in visitor economy developments

- Number of second homes (in accordance with the tax rate) and inflation in house prices
- Number of second homes and per 100 of homes
- Number of self-catering properties per 100 homes
- The number of individuals who support the culture, protection, conservation and management of the area via the Gwynedd / Eryri 'tourism ambassador scheme'
- Destination digital footprint - Meta data of social media / website
- Annual Income produced from tourism (direct and indirect revenue)
- Number of visitors every month and average per KM square and per 100 of the local population
- Total number of visitors commensurate to the sectors e.g. Language, Heritage, Culture, Walking, Coastal Path, Attractions, beaches
- Type of visitors /area (Profile)
- Number of awards received or similar? Barod Amdani / Good to Go scheme, food level awards / Star rating / Blue Flag etc.
- Site - Type of leisure activity undertaken by visitors - Heritage, Culture, Outdoor Sites
- Percentage / number of tourists who are satisfied with their general experience at the destination
- Percentage / number of visitors who return / return (within 5 years)
- Number of Welsh speakers - Geographical

## **2. Maintain and Respect our Environment**

- Number visiting / participating in environmental / landscape activity i.e. coastal path, beach, yr Wyddfa, paths
- Level / use / water quality (drinking water and rivers).
- Level of biodiversity (sampling some areas / species) maritime and inland areas
- Registration of sea vessels - boats / jet skis
- Number of public transport routes available (Monthly)
- Number of electric car charging points
- Number of park and ride users (Yr Wyddfa??)
- Spread visitors to other areas of the County to reduce pressure on popular communities and spread the economic benefits through public transport etc.,

## **3. Ensure that the advantages to Gwynedd and Eryri communities outweigh any disadvantages**

- Percentage of clean streets
- Pressure on emergency services - number of incidents reported / medical attention / call outs i.e. RNLI, Ambulance, Police
- Level of community deprivation
- Comparative contribution of tourism to the destination economy (% GDP)
- Daily expenditure per overnight tourist stay
- Daily expenditure per day visitor
- Number of parking spaces / v capacity
- Number of road traffic incidents
- Number of public toilets open / per 1000 of the whole population



- Number employed in the tourism industry
- Average wage within the tourism industry
- Satisfaction level of those employed within the tourism sector
- Level of general unemployment / skills gap
- Number of skilful jobs of £25k+ CP within the tourism industry
- Interest and perception of young people - 18 of a career in the tourism industry
- Length of average stay by tourists (nights) / day visits
- Percentage of men and women employed in the tourism sector
- Occupancy level of accommodation sectors in the future - serviced, self-catering, caravans and camping
- Occupancy level of accommodation sectors - serviced, self-catering, caravan and camping
- Employment contracts - Average number of months worked and time of year
- Average employment age in the tourism industry
- Number of producers of food, drinks, local produce. Associated with the visitor economy.
- Number of tourism businesses who use / sell local produce
- Turnover and average annual expenditure by tourism businesses on services from local sources
- Number of businesses / tourism enterprises (or businesses that are involved with tourism) in local or community ownership

#### **4) Analysing the results**

##### **4.1 Is the policy therefore likely to have a significant, positive impact on any of the above? What is the reason for this?**

It is expected that it will have a significantly positive impact on some groups and cohorts. Through the development of the new Gwynedd and Eryri Sustainable Visitor Economy Partnership it will be possible to create an inclusive method of managing the Gwynedd and Eryri visitor economy with business, community, language, environment and skills partners. The Partnership will be responsible for agreeing on an Action Plan that will respond to local needs.

It is proposed to engage with representatives of protected groups in order to implement projects to respond to any needs of these groups and to ensure positive impacts to as many people as possible.

##### **4.2 Is the policy therefore likely to have a significant, negative impact on any of the above? What is the reason for this?**

This new policy is to protect what is special about our area and offers a new way of collaboration to safeguard these and to measure any positive or negative impact on these areas so that we can respond as required.

Should we not implement the plan effectively and inclusively, there is potential for a negative impact. Establishing a new Partnership, monitoring the new indicators and supervising the implementation of the Annual Action Plan is essential when reducing and responding to any negative impacts.

#### 4.3 What should be done?

Select one of the following:

Continue with the policy / service as it is robust	✓
Revise the policy to remove any barriers	
Suspend and abolish the policy as the harmful impacts are too great	
Continue with the policy as any harmful impact can be justified	
No further steps at present, it is premature to decide, or there is insufficient evidence	

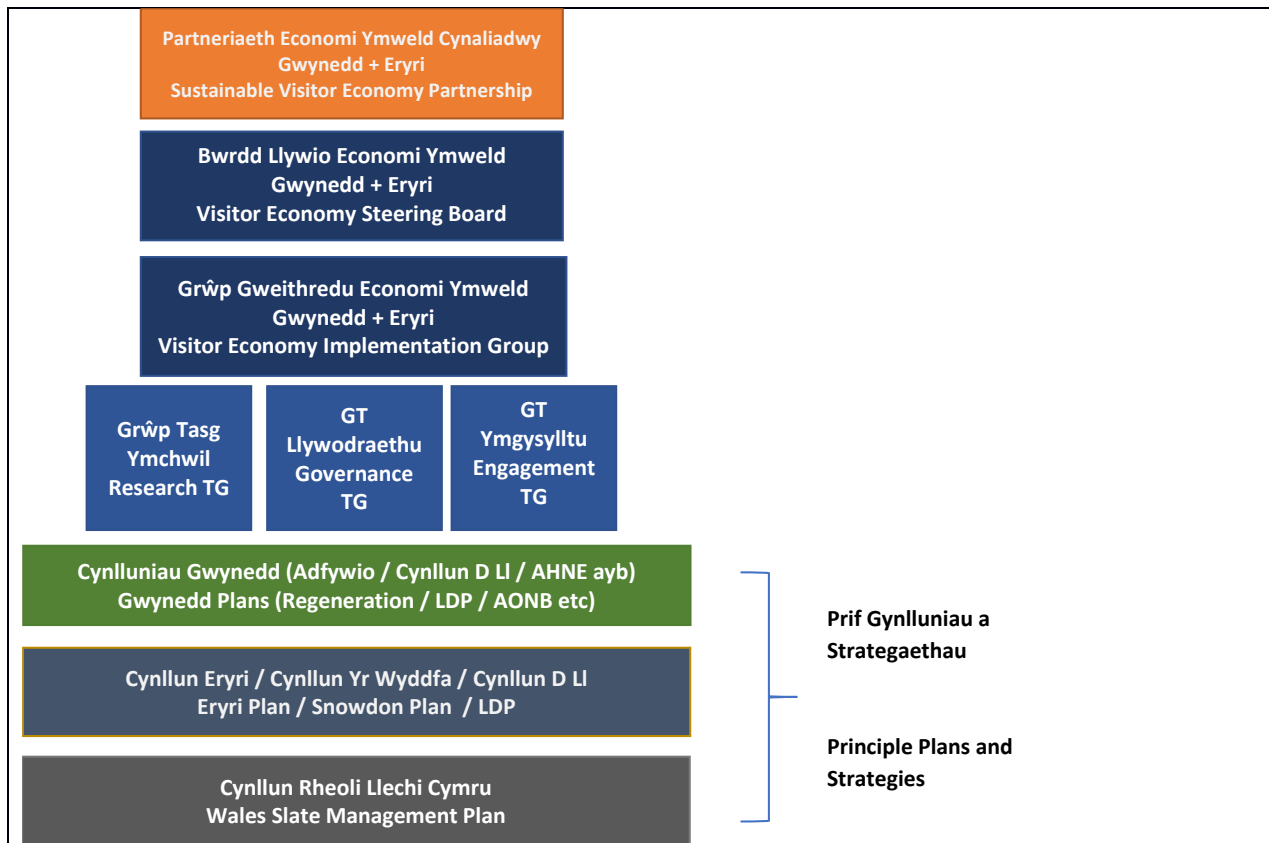
#### 4.4 If you continue with the plan, what steps will you take to reduce or mitigate any negative impacts?

The Gwynedd and Eryri Partnership Board will meet to discuss and measure any negative impacts. The Board will include representatives from the Chief Executives of both bodies and the Council's Leader and the Chair of the National Park.

An Operational Group of officers will also monitor the operation and will assess the impact of any projects or developments to ensure that our principles are realised.

A Sustainable Visitor Economy Partnership will include a range of cross-sector partners to have an open discussion, ensure ownership and to respond to any negative impacts.

The following governance structure outlines the mitigation methods:



**4.5 If you are not taking any further action to remove or reduce the negative impacts, please explain why here.**

Not relevant

**5) Monitoring**

**5.1 What steps will you take to monitor the impact and effectiveness of the policy or service (action plan)?**

**There will be continuous monitoring of the Plan by Officers of the Operational Group and also within the Partnership Board and the Partnership. It is expected that an annual formal review of the Plan and its Action Plan will be undertaken by the Visitor Economy Partnership to respond to new priorities or threats. We will also revisit this impact assessment at least annually but more often if matters arise from engagement or other work.**

