



# City and County of Swansea

## Notice of Meeting

You are invited to attend a Meeting of the

## Scrutiny Performance Panel - Climate Change and Nature

**At:** Remotely via Microsoft Teams

**On:** Tuesday, 28 November 2023

**Time:** 10.00 am

**Convenor:** Councillor Sara Keeton

**Membership:**

Councillors: C M J Evans, E W Fitzgerald, J A Hale, O G James, M H Jones, M W Locke, B J Rowlands and W G Thomas

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### Agenda

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|----------|--|----------------|
| <b>1</b> | <b>Apologies for Absence</b>   |                |
| <b>2</b> | <b>Disclosure of Personal and Prejudicial Interests</b><br><a href="http://www.swansea.gov.uk/disclosuresofinterests">www.swansea.gov.uk/disclosuresofinterests</a>  |                |
| <b>3</b> | <b>Prohibition of Whipped Votes and Declaration of Party Whips</b>   |                |
| <b>4</b> | <b>Minutes of Previous Meeting(s)</b><br>To receive the minutes of the previous meeting(s) and agree as an accurate record.  | <b>1 - 4</b>   |
| <b>5</b> | <b>Public Question Time</b><br>Questions must be submitted in writing, no later than noon on the working day prior to the meeting. Questions must relate to items on the agenda. Questions will be dealt with in a 10-minute period. |                |
| <b>6</b> | <b>Environmental Tourism Briefing</b><br><i>Cllr Robert Francis-Davies, Cabinet Member for Investment, Regeneration, Events and Tourism</i><br><i>Steve Hopkins, Tourism and Marketing Manager</i>                                   | <b>5 - 26</b>  |
| <b>7</b> | <b>Work Plan 2023-24</b>   | <b>27 - 28</b> |

**Next Meeting:** Tuesday, 30 January 2024 at 10.00 am

*Huw Evans*

**Huw Evans**  
**Head of Democratic Services**  
**Tuesday, 21 November 2023**  
**Contact: Liz Jordan 01792 637314**

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# Agenda Item 4



**To:**  
**Councillor David Hopkins, Cabinet Member  
for Corporate Service and Performance**

**BY EMAIL**

cc Cabinet Members

*Please ask for:* Scrutiny  
*Gofynnwch am:*  
*Scrutiny Office* 01792 637314  
*Line:*  
*Llinell*  
*Uniongyrochol:*  
*e-Mail* [scrutiny@swansea.gov.uk](mailto:scrutiny@swansea.gov.uk)  
*e-Bost:*  
*Date* 26 October 2023  
*Dyddiad:*

**Summary:** This is a letter from the Climate Change and Nature Scrutiny Performance Panel to the Cabinet Member for Corporate Service and Performance following the meeting of the Panel on 3 October 2023. It covers Water Quality and Planning Enforcement. A formal written response is required.

Dear Cllr Hopkins

The Panel met on 3 October 2023 and received an update on Water Quality, Management and Pollution Control and a briefing on Planning Enforcement: Nature and Biodiversity.

We would like to thank you, Carol Morgan, Tom Price, Ian Davies and Hamish Osborn and Sarah Bennett from Natural Resources Wales (NRW) for attending to present the items and answer the Panel's questions. We appreciate your engagement and input.

We are writing to you to reflect on what we learned from the discussion, share the views of the Panel, and, where necessary, raise any issues or recommendations for your consideration and response.

## **Water Quality, Management and Pollution Control**

We heard NRW are the key player on this issue, but the Council works very closely with them.

We stated we had heard a lot about rising water temperatures over the Summer and asked if this makes it more likely to have problems with bacteria in sea water. We

**OVERVIEW & SCRUTINY / TROSOLWG A CHRAFFU**

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**GUILDHALL, SWANSEA, SA1 4PE / NEUADD Y DDINAS, ABERTAWE, SA1 4PE**

**[www.swansea.gov.uk](http://www.swansea.gov.uk) / [www.abertawe.gov.uk](http://www.abertawe.gov.uk)**

I dderbyn yr wybodaeth hon mewn fformat arall neu yn Gymraeg, cysylltwch â'r person uchod  
To receive this information in alternative format, or in Welsh please contact the above

heard it is potentially an issue and would warrant some investigations in the future, probably by the scientific community.

We queried what interaction there is between Welsh Water, the Council and NRW regarding sewerage discharges and how Swansea is performing compared to other parts of the UK. We were informed that there is a lot of interaction, NRW liaises with Welsh Water over the number and duration of spills from sewer overflows, with the aim of reducing them, and where there are problems NRW will take action. We heard Swansea Bay itself has improved but NRW is still dealing with issues, for example in the Tawe, and is asking Welsh Water if they should prioritise some of their assets for more work under the asset management programme. We also heard that on the Gower coast, where the majority of bathing waters are, there are not many potential spillers and NRW is working with Welsh Water on some of these. We noted it is not as good as NRW want it to be, but this area does not have the same level of problems as some areas in the UK.

We discussed how new suburban housing developments damage wildlife habitats and can also create pollution and asked what measures should be taken by the Council to ensure surface water drainage solutions do not pollute existing local environmental amenities such as ponds and water courses. We heard that from NRW perspective there are two sides to this. Firstly, it is important to have a sustainable strategy for dealing with surface water on any site and that is why there is Sustainable Urban Drainage Systems (SUDS) legislation and NRW would urge developers, and as far as possible the Council to encourage developers, to include this in their plans. Secondly, the construction phase, which we heard NRW is particularly concerned about. We were informed many of the large construction projects in Swansea put a lot of pressure on local water courses during the construction phase. Silty water leaving site in an uncontrolled manner causes repeated small pollutions. We heard NRW feels the Council could, in the planning process, make sure pollution prevention provisions in the construction environmental management plan are as good as can be and it is something NRW would like improvement from the industry on.

We stated there has been a lot in the press about water leaks and the amount of time to repair them and asked if there is a major leak from a clean water main how long the response time is and how long before they want to get it under control. We heard NRW does not have direct control over this. Water companies are responsible for controlling leaks and the questions would need to be addressed to Welsh Water directly.

### **Planning Enforcement: Nature and Biodiversity**

We were informed there is a requirement in Future Wales, the national development framework, that action is taken to secure the maintenance and enhancement of biodiversity to provide net benefit, to ensure resilience of eco systems and green infrastructure assets and that the Local Development Plan supports this and provides a clear planning framework.

We heard that in addition the Council has provided Supplementary Planning Guidance (SPG) 'Biodiversity and Development' to provide clarity and this is available on the Council website and that maildrops have been sent out to developers to inform them

about the SPG. We also heard that other advice is provided on the website, for example, on Sustainable Urban Drainage Systems (SUDS).

We discussed how it is a reactive service as there is no legislative requirement for developers to notify Planning when starting a development, and the Council does not have enough resources to proactively monitor every development. We heard however that there are powers available if the Council is aware of a breach. You emphasized that the public have a very important role to play in reporting issues, therefore public awareness raising is essential going forward.

We felt it would be useful to get something out on the Council's social media pages giving contact details for reporting issues, and you gave a commitment to liaise with the Communications Team to see what they can do proactively to communicate this message.

### **Your Response**

We hope you find this letter useful and informative. We would welcome your comments on any of the issues raised, however in this instance, a formal written response is required by 16 November 2023 to the following:

- Cabinet Member to liaise with Communications Team regarding publicising message to the public about reporting issues, and feed back to the Panel.

Yours sincerely

**SARAH KEETON**  
**CONVENER, CLIMATE CHANGE AND NATURE SCRUTINY PANEL**  
**[CLLR.SARA.KEETON@SWANSEA.GOV.UK](mailto:CLLR.SARA.KEETON@SWANSEA.GOV.UK)**



Cllr. Sara Keeton  
Convener, Climate Change and Nature  
Scrutiny Panel

**(VIA EMAIL)**

[Cllr.Sara.Keeton@swansea.gov.uk](mailto:Cllr.Sara.Keeton@swansea.gov.uk)

*Please ask for:* Councillor David Hopkins  
*Direct Line:* 01792 63 6141  
*E-Mail:* [Cllr.David.Hopkins@swansea.gov.uk](mailto:Cllr.David.Hopkins@swansea.gov.uk)  
*Our Ref:* DH/JG  
*Your Ref:*  
*Date:* 15 November 2023

Dear Cllr. Keeton,

**Re: Convener's Letter to Cabinet Member David Hopkins - Climate Change and Nature Scrutiny Panel 3 October 2023**

Thank you for your letter dated 26<sup>th</sup> October 2023 following the Climate Change and Nature Scrutiny Performance Panel held on 3<sup>rd</sup> October 2023. I note the recommendation in relation to publicising message to the public about reporting issues in relation to Nature and Biodiversity.

I can advise that initial contact has been made with the Communications Team and I will be working with relevant officers to undertake the necessary publicity, highlighting how to report suspected breaches in relation to Nature and Biodiversity.

Yours sincerely

**Y Cynghorydd David Hopkins / Councillor David Hopkins**  
**Dirprwy Arweinydd / Aelod y Cabinet dros Wasanaethau a Pherfformiad**  
**Corfforaethol**  
**Deputy Leader / Cabinet Member for Corporate Services & Performance**



# Agenda Item 6



## Report of the Cabinet Member for Investment, Regeneration, Events and Tourism

### Climate Change and Nature Scrutiny Performance Panel 28 November 2023

#### ENVIRONMENTAL TOURISM

<b>Purpose</b>	<ul style="list-style-type: none"><li>To provide a briefing on environmental tourism in the area, including an update on progress with issues highlighted in the letter from the Scrutiny Programme Committee meeting 17 August 2021, and the Cabinet Member response.</li></ul>
<b>Content</b>	<ul style="list-style-type: none"><li>This report includes an update on progress with issues highlighted in the letter from the Scrutiny Programme Committee meeting 17 August 2021, and the Cabinet Member's response.</li><li>It also includes a summary of activity conducted by the Tourism Team, including destination marketing, tourism development and business support surrounding the theme of 'environmental tourism'.</li><li>This report will be of interest to the Panel in the context of Swansea Council's Climate Change and Nature Strategy 2022-2030 and our commitment to achieve a Net Zero Carbon Swansea by 2050.</li></ul>
<b>Councillors are being asked to</b>	<ul style="list-style-type: none"><li>Give their views on current and proposed activity by the Tourism Team.</li><li>Make recommendations to Cabinet Member on current and future activity relating to Environmental Tourism</li></ul>
<b>Lead Councillor(s)</b>	Cllr Robert Francis-Davies, Cabinet Member for Investment, Regeneration, Events and Tourism

<b>Lead Officer(s)</b>	Steve Hopkins, Tourism & Marketing Manager
<b>Report Author</b>	Steve Hopkins, Tourism & Marketing Manager Email: <a href="mailto:Steve.Hopkins1@swansea.gov.uk">Steve.Hopkins1@swansea.gov.uk</a> Tel: 635213
<b>Legal Officer</b>	Debbie Smith
<b>Finance Officer</b>	Paul Roach
<b>Access to Services Officer</b>	Catherine Windows

## 1. Background

- 1.1 The importance of tourism to the local economy continues to grow and the most recent set of data from Scarborough Tourism Economic Activity Monitor (STEAM) suggests that this has reached record levels with £510M contribution towards the local economy as a result of 4.2M visitors supporting 5,200 direct and indirect jobs.
- 1.2 The aim of the growing tourism is more about value than volume of visitors, trying to convert day visitors into staying visitors and increasing their average daily spend. The Tourism Team's marketing priorities focus on tackling the need to increase visits during the shoulder season to make it a year-round industry supporting year-round employment in the area. The Tourism Team continues to work with businesses to encourage investment in their business so that they can encourage growth, whilst becoming more economic and environmentally sustainable.
- 1.3 All the activity undertaken by the Tourism Team is underpinned by the Destination Management Plan 2023-2026, which was approved by Cabinet in October 2023, and which highlights the Team's relationship with both internal and external partners along with the key priorities for the destination.
- 1.4 The following report allows the Tourism team the opportunity to update the progress from Place Directorate colleagues on the questions raised in the meeting on 17 August 2021 highlight the Team's work to the scrutiny performance panel.

## 2. Update on progress with issues highlighted in the letter from the Scrutiny Programme Committee meeting 17 August 2021, and the Cabinet Member's response.



**2.1 Panel recommendation 7 relating to the promotion of eco-tourism, which suggested working with national and local environmental organisations to find ways to attract their memberships.**

- The Tourism Team and other Council departments (e.g. Countryside and Rights of Way Team) have a positive relationship with the National Trust (NT), working to fundamentally common aims to protect and conserve the landscape, while supporting the community and local economy.

**Update:** This strong relationship with the NT continues, one example being the Council recently securing Welsh Government Brilliant Basics funding to refurbish the toilets at Rhossili with the view to hand them over to the NT once complete.

- In addition to the NT, the Tourism Team also maintains good working relationships with South & West Wales Wildlife Trust, Wales Coast Path, Keep Wales Tidy and on a regional basis, the National Parks.
- The Tourism Team has been working with national wildlife, nature and environmental organisations.

**Update:** This has been achieved via the production of new campaign videos, for the Nature and Wildlife and Swansea Bay Trails Campaigns (see Section 3.2, 'Destination Marketing').

- Continue working with other council departments (Countryside, Rights of Way) and local organisations to develop collaborative content e.g. nature trails, bird-spotting information and family orientated nature activities.

**Update:** This has been achieved via the production of new campaign videos, for the Nature and Wildlife and Swansea Bay Trails Campaigns (see Section 3.2, 'Destination Marketing').

**2.2 Action on improving the Council's environmental messaging to attract visitors, potentially a quick win on the back of an increasing interest and concern in the climate, nature and biodiversity.**

- Develop new wildlife, nature and 'environmental tourism' content for [www.visitswanseabay.com](http://www.visitswanseabay.com)

**Update:** See Section 3.2, 'Destination Marketing'

- Develop a new campaign which leads on this theme, using videos and new images.

**Update:** See Section 3.2, 'Destination Marketing'

- Research the possibility of an environment/wildlife professional or celebrity becoming the 'face' of the campaign and appear in the videos.

**Update:** See Section 3.2, 'Destination Marketing'

- Encourage our local tourism businesses to develop facets of their business which relate to this theme, e.g. accommodation providers turning over a part of their garden to wildflowers, putting up a bird box, or just feeding birds to attract wildlife to their business premises. Food & drink businesses could advertise their hyper-locally sourced food or even grow some of their own. Attractions/activity providers could also use this theme in relation to their activities, e.g. Plantasia and their conservation work, or watersport operators highlighting the nature opportunities where they operate.

**Update:** See Section, 3.4 'Business Support'

### 2.3 **The potential to promote eco-tourism and access to Penclawdd / North Gower, encouraging cycling from the railway station at Gowerton.**

- Colleagues in the Transportation Team inform us that there is not currently a continuous off-road cycle route between Gowerton and Penclawdd, therefore this route is not signposted. Cyclists can travel between these two locations, however with no dedicated cycle provision, it would be on-road. The delivery of a continuous off-road route here in the future is part of the council's adopted Integrated Network Map (INM), listed as a proposed future route. It is anticipated that the council will seek funding to progress feasibility and design of this route in the future under the Active Travel Fund.

**Update:** Swansea Council was awarded capital grant funding from the Welsh Government's Active Travel Fund (ATF) 2023/24 to develop proposals to complete the missing link in active travel provision between the communities of Penclawdd and Gowerton along B4295. The funding will enable feasibility work, technical design, consultation and business case development required for it to be approved and funded for construction in future years.

- There is currently no funding available for the general promotion of active travel, and when funding was received from Welsh Government in the past, it was focused on utility journeys only (not leisure), in accordance with the purpose of the Active Travel (Wales) Act 2013.

**Update:** Promotion of active travel schemes are incorporated into project plans, with a clear focus on fostering modal shift and encouraging practical utility journeys. The Active Travel Act Guidance requires local authorities in Wales to produce maps of walking and cycling networks, and to deliver year-on-year active travel improvements along those mapped routes and their related facilities. The maps - known as Active Travel Network Maps (ATNM) which replaced the previous Existing

Routes Maps and Integrated Network Maps (2017) - show existing routes and potential future routes which Swansea Council aims to develop. The latest Active Travel Network Map (ATNM) for Swansea was approved by Welsh Government in August 2022, and is now used by Swansea Council as a basis for planning the development of all future walking and cycling routes in Swansea. The ATNM is downloadable on the Swansea Council website ([Active Travel \(Wales\) Act 2013 - Swansea](#)) and is accessible via the Welsh Government mapping system, "Data Map Wales" ( <https://datamap.gov.wales/>).

- Swansea Council continues to provide hard copy maps and digital maps of the cycle network. See [www.swansea.gov.uk/cycling](http://www.swansea.gov.uk/cycling).

**Update:** Information on off road cycling on Gower is available in the Walking and Cycling Section of the [visitswanseabay.com](http://visitswanseabay.com) website [here](#) as well as the map which can be downloaded [here](#).

- The Tourism Team feature North Gower in their campaign activity (featuring in campaign videos and photography) to encourage visitors to explore different areas of the destination and relieve the pressure on some of the visitor 'hotspots' like Rhossili and Three Cliffs Bay.

**Update:** North Gower was the focus of one of the Nature and Wildlife Campaign videos, featuring Iolo Williams (see Section 3.2, 'Destination Marketing').

#### 2.4 **We also welcomed any possible expansion of cycle hire facilities across Swansea.**

- Colleagues in the Transportation Team inform us that Swansea Council recently submitted a funding application to the Welsh Government to expand the provision of cycle hire facilities in Swansea, unfortunately this grant application was not successful. The council will continue to investigate alternative options and seek funding where possible.

**Update:** Funding has been secured from the Welsh Government's Active Travel Fund (ATF) 2023/24 to undertake strategic business case development for the implementation of a cycle hire scheme in Swansea. Swansea Council are currently exploring options for different types of cycle hire interventions, including proposals for the quantity of bikes, docking stations and sources of cycle hire demand in Swansea.

- Cycle hire opportunities currently available are featured as part of the visitor and resident cycling offer on [visitswanseabay.com](http://visitswanseabay.com) (e.g. Santander).

**Update:** An additional cycle hire partner has been secured – Tawe Bikes.

- **New for 2023:** The Tourism Support Fund (Phase 2), which was ERF-backed, supported the installation of cycling storage and washing / drying facilities at a small hotel on Gower to cater for the growing cycling market. The latest round of TSF (Phase 3), which is SPF-backed, is supporting another four projects from small accommodation operators who wish to invest in cycling storage and drying facilities for their guests.

**2.5 It would also be useful if there were accessible maps of our main footpaths for people to explore Swansea and enjoy a green holiday.**

- Extensive walking information and promoted routes are available to view, download or print from the Council website for free: [www.swansea.gov.uk/walking](http://www.swansea.gov.uk/walking)
- There is a comprehensive walking section on [visitswanseabay.com](http://visitswanseabay.com) which is aimed at the visitor market, which highlights walking routes across the destination including Gower and North Swansea [www.visitswanseabay.com/walking-in-swansea-mumbles-gower](http://www.visitswanseabay.com/walking-in-swansea-mumbles-gower)

**Update:** The Tourism Team's 2022 Visitor Research shows that low-level walking is still the most popular activity chosen by people visiting the area. As such, the Tourism team continues to actively promote walking as part of their destination marketing activity. A new 'Walking Trails' video has been produced as part of the 2023 Swansea Bay Trails Campaign, to promote walking holidays in the area.

**2.6 One of the recommendations also called for the development of a Gower off-road cycling network and cycling map for the area. We can see from the update that work has been carried out to develop and promote a network of bridleways as a way of enjoying the countryside by bike that will enable visitors to explore large areas of Gower AONB by bicycle. A map of routes is in the process of being prepared. We noted that the scheme has been limited due to legal issues with landowners but will still be extensive. More information about progress would be appreciated, including whether we were successful in obtaining grant funding to support this work.**

**Update:** The Gower off-road cycling project has been completed using RDP funding. Information on off road cycling on Gower is available in the Walking and Cycling Section of the [visitswanseabay.com](http://visitswanseabay.com) website [here](#) as well as the map which can be downloaded [here](#).

### 3. Summary of activity relating to Environmental Tourism

#### 3.2 Destination Marketing

##### 3.2.1 Year-round activity

- The Tourism Team places significant emphasis on Sustainable Tourism and aims to attract visitors to the area outside of the traditional season. Key marketing campaigns are focussed on the Spring and Autumn seasons and efforts are taken via these campaigns to spread visitors across the destination, with the aim of reducing pressure on ‘honeypots’ e.g. Rhossili, during peak seasons.
- Particular focus is given to the promotion of sustainable modes of transport including walking (with a specific [Walking Trails video](#) produced as part of the Swansea Bay Trails Campaign), public transport (e.g. improvement of walking and cycling information on [visitswanseabay.com](#)) and partnerships with GWR (including video footage of visitors arriving by train in the ‘[City Trails](#)’ video and customer email below).



Start your Swansea Bay Trail by Rail!

Save the stress and do your bit for the planet by travelling to Swansea Bay by train with [Great Western Railway](#) (GWR) this summer. Unwind and enjoy the holiday feeling from the moment you step on board, getting you in the mood for exploring all the area has to offer. [Be a trail taker](#) – and discover a new way to explore – take a beach trail, a trail along the Gower Coast Path or a legendary castles trail and if that's not your thing – there are a lot more to choose from. What sort of trail taker are you?

All aboard for Swansea



[GWR](#) runs train services from a number of major cities such as London, Bristol and Cardiff direct to Swansea's city-centre station, from where it's a short walk to the Bay plus there's great onward local travel connections. With free WiFi, plug sockets at every seat and an at-seat trolley service it's an easy and relaxing way to visit Swansea Bay.

- Over the past few years, the Tourism Team has pro-actively sought to develop specific campaigns to promote Sustainable Tourism, by educating visitors on how they can minimise their impact on the natural environment in Swansea Bay, Mumbles and Gower during their visit.
- One of the ways in which the Team has sought to do this is through the **development of content for a new webpage** on [visitswanseabay.com](https://visitswanseabay.com) (screenshot below) dedicated to Responsible Tourism. Content includes information on the control of pets on or near farmland (with links to the Dog Walking Code), awareness of wildlife and livestock when driving on Gower, closing gates, taking litter home, using sustainable modes of transport, utilising the BBQ bins on beaches and information on water safety etc.



As a responsible destination, Swansea Bay wants to support the safety of both residents and visitors to the area. Read on for a quick rundown on visiting safely, responsibly and sustainably.

### A shared space

The roads around Gower are home to both wildlife and livestock, be mindful of this when driving, close gates behind you and keep dogs on leads when crossing farmland. Read up on the [Dog Walking Code here](#).

### Land and sea

There's nothing like a dip in the sea but fast moving tides and rip currents can catch anyone out. Find out which beaches have lifeguards, how to check tide times and more water safety advice on our [Play Safe](#) page.

Walkers are truly spoiled when it comes to the routes and scenery on offer but those unfamiliar with a rural landscape can find it tricky to navigate. Read up on [walking near livestock](#) and find advice on walking safely with regards to the coast path and tides [here](#).

### The environment

Swansea Bay and Gower has been recognised for its outstanding natural beauty. When you visit please make sure you treat the environment with respect by not disturbing the wildlife and taking your litter home with you, read up on [disposable barbecue protocol](#).

If you're keen to leave the car at home, Swansea Bay is serviced by [bus](#) and has a good range of [cycle routes](#).

### 3.2.2 Nature and Wildlife Campaign 2022

In 2022, the Tourism Team launched a **Nature and Wildlife Campaign** featuring high profile TV Presenter and naturalist Iolo Williams. The aims of the campaign were to:

- **Promote sustainable tourism** and encouraging people (both residents and visitors) to respect their environment and Visit Swansea Bay, responsibly.
- **Promote importance of the great outdoors to health and wellbeing** of residents and visitors.
- **Promote the destination during the shoulder seasons** e.g. Spring and Autumn – to reduce seasonality and pressure on the natural environment and support year-round employment in the local tourism industry.

The campaign featured:

- **A new Nature and Wildlife section** on [visitswanseabay.com](https://visitswanseabay.com) – including information on behaving responsibly in the destination – **over 17.1k unique page views to date.**
- **Six new (shoulder season) videos (details below)** – working in partnership with local tourism businesses and landowners such as the National Trust, National Resources Wales and the Badminton Estate (for Cefn Bryn) - **videos achieved 596k views to date.**
- **A social media campaign** (organic and paid for) - **total reach: 946.7k, total impressions: 1.9m.**
- **Four customer emails** sent to 14k warm contacts/potential new visitors (featuring links to the new videos and a call to action for short breaks and holidays out of season, promoting nature, wildlife and sustainable tourism). Open Rate: 37%, Click-Through Rate: 1.4%.

The videos, which were launched in Spring and Autumn 2022 and then relaunched in 2023, featured:

- **Spring 2022/23 Campaign**
  - **Video 1:** Swansea (Singleton Park) and Mumbles (Bracelet Bay)
  - **Video 2:** Oxwich Bay and Cefn Bryn
  - **Video 3:** Rural Swansea (Lliw Reservoir and Penllergare Valley Woods)

- **Autumn 2022/23 Campaign**

- **Video 1:** Port Eynon and Parkwood
- **Video 2:** Whiteford Burrows and Cwm Ivy
- **Video 3:** Blackpill and Clyne Valley Country Park

These videos can be found on the [Nature and Wildlife Playlist](#) on Visit Swansea Bay's You Tube Channel.

- **Social Media posts:**

Visit Swansea Bay, Mumbles and Gower  
October 12 at 1:04 PM

Iolo's third and final Autumn Safari takes us to windswept Whiteford and cosy Cwm Ivy. Iolo discovers oystercatchers, Monterey Pines and the last iron cast lighthouse in Europe. Watch the video: <https://loom.ly/FL9EQ5c>



0:15 / 0:30


VISITSWANSEABAY.COM  
Nature and wildlife in north Gower - Visit Swansea Bay [Learn more](#)

See insights [Boost a post](#)

67 2 comments 10 shares

Visit Swansea Bay, Mumbles and Gower  
October 8

Iolo's second Safari uncovers tales of smugglers and he meets a Devil's coach horse in Port Eynon! While in Park Wood he finds signs of badgers and ancient burial grounds. Watch the full video here: <https://loom.ly/OZe7Epw>



0:12 / 0:27

VISITSWANSEABAY.COM  
Nature and wildlife in south Gower - Visit Swansea Bay [Learn more](#)

See insights [Boost a post](#)

16 4 shares

Visit Swansea Bay, Mumbles and Gower  
September 28

Join Iolo Williams on an Autumn Safari. Discover Blackpill – a birdwatching bonus on Swansea Bay and join Iolo's fungi foray in Clyne Valley Country Park. Watch here: <https://loom.ly/qqX1J00>



0:19 / 0:24

YOUTUBE.COM  
Autumn Safari in Swansea Bay with Iolo Williams - Swansea Bay [Watch more](#)

See insights [Boost a post](#)

94 4 comments 9 shares

Visit Swansea Bay, Mumbles and Gower  
May 6 at 3:00 PM

Join wildlife expert Iolo Williams and enjoy the first of three Spring Safaris in Swansea Bay - in today's video we meet Singleton Park songbirds and rockpool critters in Bracelet Bay. #WildlifeWalks #HappyPlace  
<https://loom.ly/4EHaM1M>

Visit Swansea Bay. Responsibly.





**Visit Swansea Bay, Mumbles and Gower**  
May 10 at 3:00 PM

In Iolo's third Spring Safari in Swansea Bay – explore woodlands, waterfalls and lakes – to learn more about the wildlife on, in and above the water at Penllergare Valley Woods and the Lliw Valley Reservoirs. #WildlifeWalks #HappyPlace 📍 <https://loom.ly/zhiUnuQ>

Visit Swansea Bay. Responsibly.



**Visit Swansea Bay, Mumbles and Gower**  
May 8 at 6:00 PM

It's Iolo's second Spring Safari in Swansea Bay! Discover more about the nature next-door at Oxwich Bay and at one of Gower's highest points – including a tall tale about a mythical King! #WildlifeWalks #HappyPlace 📍 <https://loom.ly/lDaecAc>

Visit Swansea Bay. Responsibly.



• **Customer emails:**

**Bae Abertawe Swansea Bay**  
croesoabertawe.com visitswansea-bay.com

**ACCREDITATIONS FOOD & DRINK ACTIVITIES INSPIRE ME**

Autumn has arrived in Swansea Bay. Time for wrapping up, walking through crisp leaves, breezy beach strolls, hearty pub meals and watching nature slowly change colour and reveal hidden views.

Find out more about nature and wildlife at this time of year, watch Iolo Williams explore [Swansea Bay](#), [north Gower](#) and [south Gower](#) on three Autumn Safaris...

**Nature and wildlife in Swansea Bay**  
Iolo heads to Blackpill, a special site of interest for migrating birds, and to Clyn Valley Country Park - 700 acres of land with an industrial past. Find out about the plants and fungi that make these areas a haven for wildlife.

**Nature and wildlife on north Gower**  
Iolo visits the woodland of Cwm Ioy and windswept Whitland Burnes on the edge of the Loughor estuary. Learn about the oldest iron-ore lighthouse in Europe and the importance of Marine grass in this area.

**Bae Abertawe Swansea Bay**  
croesoabertawe.com visitswansea-bay.com

Wildlife expert and TV presenter Iolo Williams has been on Spring Safaris in [Swansea and Mumbles](#), [Gower](#) and [Rural Swansea](#).

Watch the videos to see him explain the diverse habitats and wildlife that thrive in this beautiful region. #WildlifeWalks

**Nature and wildlife in Swansea and Mumbles**  
Mudflap Park songbirds and rockpool critters in Swansea Bay

**Nature and wildlife on Gower**  
Discover more about the nature next-door at Oxwich Bay and at one of Gower's highest points – including a tall tale about a mythical King!

### 3.2.3 Dark Skies Campaign 2022-23

- *'With three protected International Dark Sky Places within its borders, Wales is now one of the top destinations in the world for stargazing.*

*Fortunately, the glorious, unblemished Welsh countryside has helped Wales avoid the worst effects of wide-scale light pollution, and organisations – on both a local and international scale – have worked hard to ensure our dark skies are safeguarded for current and future generations to enjoy.*

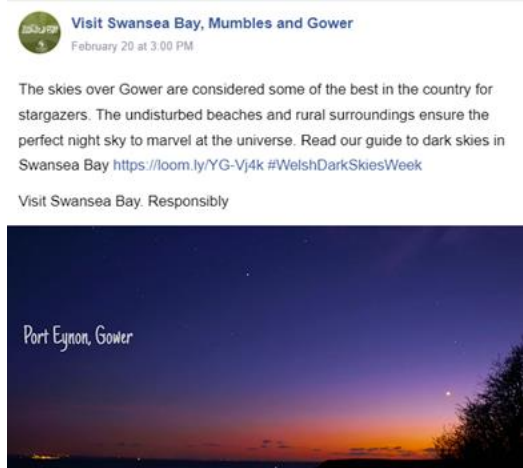
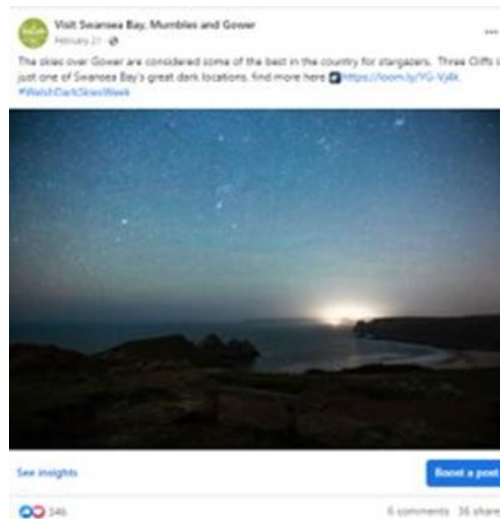
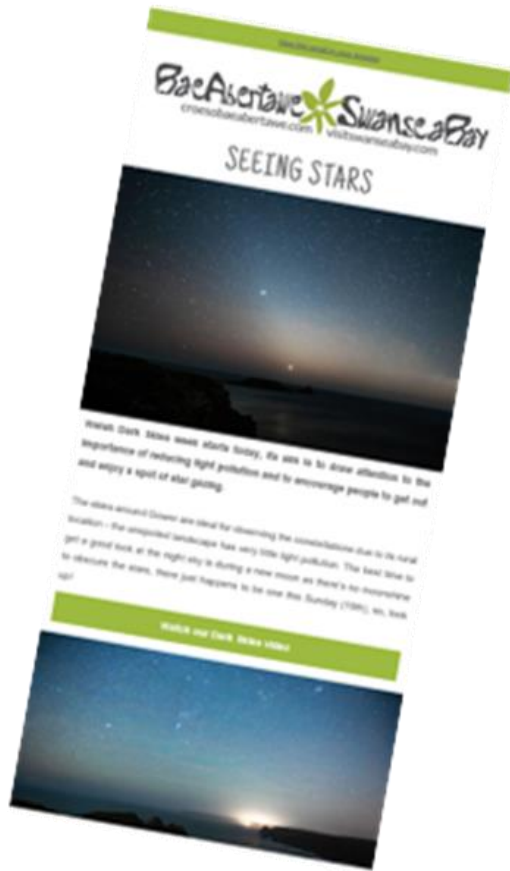
*(Source: Visit Wales website)*

- The Tourism Team identified an opportunity to piggyback on Visit Wales' Dark Skies Campaign during Wales Dark Skies Week (17-26 Feb 2022) by developing a new Dark Skies Campaign for Swansea Bay, Mumbles and Gower.

By first undertaking some research into Dark Skies locations within the destination and then consulting with colleagues in the Countryside Team, the Tourism Team produced:

- **A new Dark Skies section** on [visitswanseabay.com](https://visitswanseabay.com) – **total page views to date: over 6.2k**
- **Two new [Dark Skies videos](#)** – promoting Dark Skies on Gower (and part of Wales Dark Skies Week) – **total video views to date: 83.6k**
- **A social media campaign** (organic and paid for) – **total reach: 287k, total impressions: 577.7k**
- New Dark Skies Photography and Videography to support the campaign.
- **Two dedicated Dark Skies customer emails** sent to 14k warm contacts/potential new visitors (featuring links to the new videos and a call to action for short breaks and holidays out of season, promoting Dark Skies). **Open Rate: 35%, Click-Through Rate: 1.6%**

**Examples of Dark Skies Campaign creative:**



- Most recently, the Tourism Team has been informed that the Countryside Team has received funding for Dark Skies and a meeting has been set up with the new AONB Project Officer with a view to undertaking and supporting future Dark Skies Campaigns. Plans are also still in progress by the Countryside Team to pursue the application which would secure Dark Skies status for Gower.

### 3.2.4 PR Coverage

- The Tourism Team regularly hosts journalist/blogger/influencer visits, working in partnership with local businesses (Visit Swansea Bay Partners) to achieve independent positive coverage of the area across various social media platforms (including Facebook and Instagram), websites and print publications on a regional and national level.
- In 2022/23, the Tourism Team hosted 13 visits in total, and as a whole, the campaign generated 59 pieces of coverage for the area (including features in The Independent, Guardian, Observer and Coast Magazine) and an AVE (Advertising Value Equivalent) of £295k.
- In Nov 2021, the Team worked in partnership with Visit Swansea Bay partners to host a blogger, called Be-La-Vie, who, as a result of her visit, produced [A Sustainable Guide to the Best of Swansea Bay, Wales](#).

### 3.2.5 Research

- The Tourism Team conducts a face-to-face visitor survey every 3 years, across the destination, with a minimum sample size of 1000 interviews. The surveys are undertaken throughout the year between April and September.
- The **2022 Visitor Survey** results indicated that the coast, beaches, scenery and landscape remain the key attractions to Gower (and Mumbles), supported by the fact that 67% visitors to the area interviewed agreed / agreed strongly that the area has a strong reputation for Green Tourism, Wildlife, Nature and Sustainability (only 4% disagreed). This figure rose to 76% amongst those interviewed on Gower.
- Activities were also important for many visitors to the area, particularly among those in Gower, with Walking (particularly short distances) being the dominant activity (46% walked short distances of less than 2 miles, while 25% walked more than 2 miles).

### 3.3 Destination Management Plan 2023-2026

- A Destination Management Plan (DMP) is best described as ‘the process of leading, influencing and coordinating the management of all the aspects of a destination that contribute to a quality visitor’s experience, taking account of the needs of visitors, local residents, businesses and the environment.’ (Source: VisitBritain.org).
- ‘Back on Track’ is the official Destination Management Plan for Swansea 2023-2026 which was approved by Cabinet on 19 Oct 2023. It sets out the strategic direction for Swansea as a visitor destination over the next 4 years and is informed by thorough research from visitors and local businesses.

- The DMP is based on 4 strategic priorities, one of which is to encourage **Sustainability** with the aim to nurture a more sustainable approach to tourism, both economically and environmentally, to the benefit of the environment and the wellbeing of all.

Priorities	Actions	Impacts	=	Outcomes
Driving Quality:	Protect and enhance natural environment	Well-managed natural environment		A distinctive, high-quality visitor experience
Breaking free of seasonality:	Develop high quality tourism product	Thriving city centre		A stronger tourism offer outside the summer season
Encouraging Sustainability:	Improve visitor experience	Reduced seasonality		
	Continue to deliver targeted marketing campaigns	Improved tourism offer		A more sustainable approach to tourism, both economically and environmentally
Working Partnerships:	Improve infrastructure and facilities	Increased visitor spend		
	Develop strong partnerships between public, private and third sector	Skilled workforce ready to meet future opportunities in the sector		
	Identify relevant funding and attract further investment	Strong destination brand		Growth and prosperity for the local economy
		More tourism businesses accessing relevant training and funding		

- Tourism chairs the Beaches Management Group (BMG), a working group made up of various Council sections (e.g. Cleansing, Parks, Estates, Countryside, Highways, etc.) and external parties (e.g. RNLI). This group oversees the Beaches Management Plan (BMP), which focusses on the 4 Council-owned beaches with a Blue Flag or Green Coast Award, i.e. Bracelet, Langland, Caswell and Port Eynon/Horton.
- One of the 6 strategic priorities of the BMP is environmental and biodiversity management. Some of the actions identified in the plan include keeping beaches as clean as possible and free of dog-fouling, improving recycling facilities, promoting environmentally responsible behaviour amongst beach users, rolling out the voluntary smoking ban, continue to deliver the popular Environmental Events programme, co-ordinate the voluntary activity for beach cleaning and maintain a record of sensitive natural areas at Blue Flag beaches.

### **3.4 Business Support**

- Swansea Council's Tourism Team successfully delivered two rounds of ERF-funded Tourism Support Fund in 2021-22 and 2022-23 worth over £200k. A third round of funding, this time funded by Shared Prosperity and worth £100k is currently underway. This fund provides 100% support for small accommodation operators in rural and semi-rural areas of Swansea. A variety of projects have been supported so far including green eco-glamping, EV charging points, solar panels, walking / cycling facilities, Scandinavian-style wood-fired hot tubs and making properties more resilient to winter and therefore extending the season.
- As part of on-going, free business support, the Tourism Team encourage local tourism and hospitality operators to sign up to schemes and initiatives such as the Green Key Award / WRAP (food waste reduction), Keep Wales Tidy Beach Cleans and Litter Champions, etc.
- The Tourism Team's weekly industry updates, which go out to 500+ local contacts, include information on recycling schemes, new cycling routes, free bus services, local produce, free training (e.g. carbon reduction and energy savings), events (e.g. Green Economy Conference) as well as the latest regulations in Wales (e.g. recent single-use plastic ban).
- A Tourism Team representative attends the quarterly South-West Wales Connected Rail Partnership, which is organised by 4TheRegion to promote sustainable transport in throughout the region.

## **4. Conclusions/Key Points Summary**

- 4.1 The Tourism team have used the recommendations from scrutiny in 2021 and the research from 2022 to help shape their marketing and development priorities since.

The DMP helps put these actions into a strategic context, linking to corporate and partner priorities and the Tourism team will continue to collaborate with internal and external partners in order to deliver projects which continue to educate visitors of the impact of climate change on a destination that includes Britain's first Area of Outstanding Natural Beauty.

## **5. Legal implications**

- 5.1 There are no legal implications associated with this report.

## **6. Finance Implications**

- 6.1 There are no financial implications associated with this report.

## **7. Integrated Assessment Implications**

7.1 The Council is subject to the Equality Act (Public Sector Equality Duty and the socio-economic duty), the Well-being of Future Generations (Wales) Act 2015 and the Welsh Language (Wales) Measure, and must in the exercise of their functions, have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Acts.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.
- Deliver better outcomes for those people who experience socio-economic disadvantage
- Consider opportunities for people to use the Welsh language
- Treat the Welsh language no less favourably than English.
- Ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

7.2 The Well-being of Future Generations (Wales) Act 2015 mandates that public bodies in Wales must carry out sustainable development. Sustainable development means the process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the 'well-being goals'.

7.3 Our Integrated Impact Assessment (IIA) process ensures we have paid due regard to the above. It also takes into account other key issues and priorities, such as poverty and social exclusion, community cohesion, carers, the United Nations Convention on the Rights of the Child (UNCRC) and Welsh language.

7.4 This report has low visibility to the general public and does not require engagement from protected groups. There are no environmental, political, financial or cultural risks associated with it.

The Well-being of Future Generations Act (Wales) 2015 has been fully considered in the development of the DMP, which supports its goals and objectives.

This report has been IIA screened and the outcome is that a full IIA report was not required.

**Glossary of terms:**

STEAM - Scarborough Tourism Economic Activity Monitor  
NT – National Trust  
DMP – Destination Management Plan  
ATF – Active Travel Fund  
ATNM - Active Travel Network Maps  
AONB – Area of Outstanding Natural Beauty  
TSF – Tourism Support Fund  
ERF – Economic Recovery Fund  
SPF – Shared Prosperity Fund  
AVE – Advertising Value Equivalent  
RDP – Rural Development Plan  
BMG – Beaches Management Group  
BMP – Beaches Management Plan  
RNLI – Royal National Lifeboat Institution  
WRAP – Waste and Resources Action Programme  
IIA – Integrated Impact Assessment

**Background papers:** None

**Appendices:**

Appendix A – IIA Screening Form



# Integrated Impact Assessment Screening Form

Please ensure that you refer to the Screening Form Guidance while completing this form.

## Which service area and directorate are you from?

Service Area: Cultural Services

Directorate: Place

### Q1 (a) What are you screening for relevance?

- New and revised policies, practices or procedures
- Service review, re-organisation or service changes/reductions, which affect the wider community, service users and/or staff
- Efficiency or saving proposals
- Setting budget allocations for new financial year and strategic financial planning
- New project proposals affecting staff, communities or accessibility to the built environment, e.g., new construction work or adaptations to existing buildings, moving to on-line services, changing location
- Large Scale Public Events
- Local implementation of National Strategy/Plans/Legislation
- Strategic directive and intent, including those developed at Regional Partnership Boards and Public Services Board, which impact on a public bodies functions
- Medium to long term plans (for example, corporate plans, development plans, service delivery and improvement plans)
- Setting objectives (for example, well-being objectives, equality objectives, Welsh language strategy)
- Major procurement and commissioning decisions
- Decisions that affect the ability (including external partners) to offer Welsh language opportunities and services
- Other

### (b) Please name and fully describe initiative here:

The Climate Change and Nature Scrutiny Performance Panel has requested a briefing on environmental tourism in the area, including an update on progress with issues highlighted in the letter from the Scrutiny Programme Committee meeting 17 August 2021, and the Cabinet Member response.

The report includes a summary of activity conducted by the Tourism Team, including destination marketing, tourism development and business support surrounding the theme of 'environmental tourism'.

It will be of interest to the Panel in the context of Swansea Council's Climate Change and Nature Strategy 2022-2030 and our commitment to achieve a Net Zero Carbon Swansea by 2050.

The importance of tourism to the local economy continues to grow and the most recent set of data from Scarborough Tourism Economic Activity Monitor (STEAM) suggests that this has reached record levels with £510M contribution towards the local economy as a result of 4.2M visitors supporting 5,200 direct and indirect jobs.

The aim of the tourism team isn't about volume and more about value, where we very much focus our marketing priorities around tackling the need to encourage visits during the shoulder season. In terms of value, we continue to work with businesses to encourage investment in their business so that they can encourage growth, whilst becoming more economic and environmentally sustainable.

# Integrated Impact Assessment Screening Form

All the activity is underpinned by the Destination Management Plan 2023-2026, which was approved by Cabinet in October 2023 and which highlights our relationship with both internal and external partners along with the key priorities for the destination.

**Q2 What is the potential impact on the following: the impacts below could be positive (+) or negative (-)**

	High Impact		Medium Impact		Low Impact		Needs further Investigation	No Impact
	+	-	+	-	+	-		
Children/young people (0-18)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Older people (50+)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other age group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Future Generations (yet to be born)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Race (including refugees)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asylum seekers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gypsies & travellers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religion or (non-)belief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sexual Orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gender reassignment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Welsh Language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poverty/social exclusion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carers (inc. young carers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community cohesion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marriage & civil partnership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pregnancy and maternity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Human Rights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q3 What involvement has taken place/will you undertake e.g. engagement/consultation/co-productive approaches? Please provide details below – either of your activities or your reasons for not undertaking involvement**

All our activity is underpinned by the new Destination Management Plan 2023-2026, which was approved by Cabinet on 19 October 2023 and informed by 3 key pieces of research:

- Visitor Survey 2022: 1,000 face-to-face interviews at 7 sampling points
- Tourism Trade Survey: 125 tourism and hospitality businesses surveyed online or via telephone
- Hotel Demand Study for the City Centre: currently at tender stage

Colleagues from other Place departments have been consulted in this report and requested to give updates on their area of work.

This project has low visibility to the general public and does not require engagement from the protected groups above.

**Q4 Have you considered the Well-being of Future Generations Act (Wales) 2015 in the development of this initiative:**

# Integrated Impact Assessment Screening Form

- a) Overall does the initiative support our Corporate Plan's Well-being Objectives when considered together?  
Yes  No
- b) Does the initiative consider maximising contribution to each of the seven national well-being goals?  
Yes  No
- c) Does the initiative apply each of the five ways of working?  
Yes  No
- d) Does the initiative meet the needs of the present without compromising the ability of future generations to meet their own needs?  
Yes  No

---

**Q5** What is the potential risk of the initiative? (*Consider the following impacts – equality, socio-economic, environmental, cultural, legal, financial, political, media, public perception etc...*)

High risk

Medium risk

Low risk

---

**Q6** Will this initiative have an impact (however minor) on any other Council service?

Yes

No

If yes, please provide details below

---

**Q7** Will this initiative result in any changes needed to the external or internal website?

Yes

No

If yes, please provide details below

---

**Q8** What is the cumulative impact of this proposal on people and/or communities when considering all the impacts identified within the screening and any other key decisions affecting similar groups/ service users made by the organisation?

*(You may need to discuss this with your Service Head or Cabinet Member to consider more widely if this proposal will affect certain groups/ communities more adversely because of other decisions the organisation is making. For example, financial impact/poverty, withdrawal of multiple services and whether this is disadvantaging the same groups, e.g., disabled people, older people, single parents (who are mainly women), etc.)*

The report includes a summary of activity conducted by the Tourism Team, including destination marketing, tourism development and business support surrounding the theme of 'environmental tourism'.

By supporting environmental tourism and encouraging responsible visitor behaviour, our activity has a positive impact on the destination as a whole. This in turn supports the visitor economy and overall prosperity across the City and County of Swansea.

## Outcome of Screening

**Q9** Please describe the outcome of your screening using the headings below:

- Summary of impacts identified and mitigation needed (Q2)
- Summary of involvement (Q3)

## Integrated Impact Assessment Screening Form

- **WFG considerations (Q4)**
- **Any risks identified (Q5)**
- **Cumulative impact (Q7)**

The report includes a summary of activity conducted by the Tourism Team, including destination marketing, tourism development and business support surrounding the theme of 'environmental tourism'.

It also includes an update on progress with issues highlighted in the letter from the Scrutiny Programme Committee meeting 17 August 2021, and the Cabinet Member response.

The report has low visibility to the general public and does not require engagement from protected groups. There are no environmental, political, financial or cultural risks associated with it.

The Well-being of Future Generations Act (Wales) 2015 has been fully considered in the development of the DMP, which supports its goals and objectives.

By supporting environmental tourism and encouraging responsible visitor behaviour, our activity has a positive impact on the destination as a whole. This in turn supports the visitor economy and overall prosperity across the City and County of Swansea.

(NB: This summary paragraph should be used in the '**Integrated Assessment Implications**' section of corporate report)

Full IIA to be completed

Do not complete IIA – please ensure you have provided the relevant information above to support this outcome

NB: Please email this completed form to the Access to Services Team for agreement before obtaining approval from your Head of Service. Head of Service approval is only required via email.

<b>Screening completed by:</b>
<b>Name:</b> Steve Hopkins
<b>Job title:</b> Tourism and Marketing Manager
<b>Date:</b> 14-11-2023
<b>Approval by Head of Service:</b>
<b>Name:</b> Tracey McNulty
<b>Position:</b> Head of Cultural Services
<b>Date:</b> 14-11-2023

Please return the completed form to [accesstoservices@swansea.gov.uk](mailto:accesstoservices@swansea.gov.uk)

# Agenda Item 7

## CLIMATE CHANGE AND NATURE SCRUTINY PERFORMANCE PANEL WORK PLAN 2023/24

<p><b>Meeting 1</b> <b>4 July 2023</b></p> <p>10am</p>	<p><b>Appointment of Convener</b></p> <p><b>Draft Work Plan 2023-24</b></p>
<p><b>Meeting 2</b> <b>3 October 2023</b></p> <p>10am</p>	<p><b>Water Quality, Management and Pollution Control</b> <i>Cllr David Hopkins, Cabinet Member for Corporate Service and Performance</i> <i>Relevant Officers (Tom Price / Carol Morgan)</i> <i>Representatives from Natural Resources Wales TBC</i></p> <p><b>Planning Enforcement: Nature and Biodiversity</b> (Discussion on how to encourage people to look at biodiversity within planning applications, for example, checklist/toolkit on biodiversity) <i>Cllr David Hopkins, Cabinet Member for Corporate Service and Performance</i> <i>Ian Davies, Development Manager, Planning and City Regeneration</i></p>
<p><b>Meeting 3</b> <b>28 November 2023</b></p> <p>10am</p>	<p><b>Environmental Tourism briefing</b> (suggested at last year's work planning conference) <i>Cllr Robert Francis-Davis, Cabinet Member for Investment, Regeneration, Events and Tourism</i> <i>Steve Hopkins, Tourism and Marketing Manger</i></p>
<p><b>Meeting 4</b> <b>30 January 2024</b></p> <p>10am</p>	<p><b>Nature and Biodiversity Update</b> (including Monitoring Delivery of Corporate Priority/Objective – Maintain &amp; Enhance Nature &amp; Biodiversity in Swansea) <i>Invited to attend:</i> <i>Cllr David Hopkins, Cabinet Member for Corporate Service and Performance</i> <i>Paul Meller – Natural Environment Section Manager</i> <i>Deborah Hill – Nature Conservation Team Leader</i></p> <p><b>Public Electric Vehicle Charging Provision</b> <i>Invited to attend:</i> <i>Cllr Andrea Lewis – Cabinet Member for Service Transformation</i> <i>Stuart Davies, Head of Highways and Transportation</i> <i>Matthew Bowyer, Group Leader Highways and Transportation</i> <i>Chloe Lewis, Team Leader Highways and Transportation</i></p>
<p><b>Meeting 5</b> <b>19 March 2024</b></p>	<p><b>Local Flood Risk Management – Annual Update</b> (including discussion on Drainage Systems/Services) <i>Invited to attend:</i></p>

10am	<p><i>Cllr Andrew Stevens – Cabinet Member for Environment and Infrastructure</i>  <i>Stuart Davies – Head of Highways and Transportation</i>  <i>Mike Sweeney – Team Leader, Highways and Transportation</i></p> <p><b>Air Quality Management</b>  <i>Invited to attend:</i>  <i>Cllr David Hopkins, Cabinet Member for Corporate Service and Performance</i>  <i>Carol Morgan, Head of Housing and Public Health</i>  <i>Tom Price – Team Leader, Pollution Control</i></p>
<p><b>Meeting 6</b>  <b>14 May 2024</b></p> <p>10am</p>	<p><b>Climate Change Update</b> (update on battery disposal to be included)  <i>Invited to attend:</i>  <i>Cllr Andrea Lewis - Cabinet Member for Service Transformation</i>  <i>Relevant Officers (Geoff Bacon / Rachel Lewis)</i></p> <p><b>Achievement against Corporate Priorities / Objectives / Policy Commitments</b>  <i>Cllrs Andrea Lewis / David Hopkins / Andrew Stevens? / Cyril Anderson</i></p> <p><b>Panel Review of the Year</b></p>

**Future work programme items:**

- Impact of New Housing Developments on the Environment - concerns around housing developments and impact on the environment, including flooding / flood risk. TBC (from work planning conference).  
Discuss under item - **Local Flood Risk Management (March 2024)?**