



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

Climate Change and Nature Scrutiny Performance Panel 28 November 2023

ENVIRONMENTAL TOURISM

<p>Purpose</p>	<ul style="list-style-type: none"> 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.
<p>Content</p>	<ul style="list-style-type: none"> 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. 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'. 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.
<p>Councillors are being asked to</p>	<ul style="list-style-type: none"> Give their views on current and proposed activity by the Tourism Team. Make recommendations to Cabinet Member on current and future activity relating to Environmental Tourism
<p>Lead Councillor(s)</p>	<p>Cllr Robert Francis-Davies, Cabinet Member for Investment, Regeneration, Events and Tourism</p>

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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

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.

Update: Information on off road cycling on Gower is available in the Walking and Cycling Section of the 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 (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
- There is a comprehensive walking section on 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

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 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 (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 – 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:

Autumn Safaris in Swansea Bay
Safaris aghori yn Swannsea Bay

What this email is your business
Pwy'n hysbysu i chi eiddo chi

Bae Abertawe Swansea Bay
croeso@baeabertawe.com visitswanseabay.com

ACCOMMODATION FOOD & DRINK ACTIVITIES INSPIRE ME

Autumn has arrived in Swansea Bay. Time for wrapping up, walking through crispy 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.

Watch the video

Nature and wildlife in Swansea and Mumbles
Mael Stephen Park complements and rooftop cottages in Swansea Bay

Watch the video

Nature and wildlife on north Gower
Iolo visits the woodland of Cwm Ioy and windowsill Whitland Burness on the edge of the Loughor estuary. Learn about the oldest iron-ore lighthouse in Europe and the importance of Mares-n-grass in this area.

Watch the video

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

The Swansea Bay area is special when it comes to the nature and wildlife on offer, its geographical location covers coast and countryside, within half an hour you can go from swimming in the sea with seaweed tickling your feet to standing on top of a mountain with buzzards and kites circling above you.

Watch the videos: [Swansea and Mumbles, Gower, Rural Swansea](#).

Find more about nature and wildlife in Swansea Bay

Nature and wildlife in Swansea and Mumbles
Mael Stephen Park complements and rooftop cottages in Swansea Bay

Watch the video

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!

Watch the video

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.

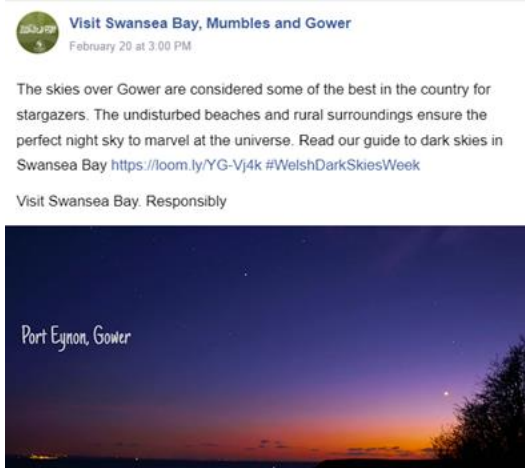
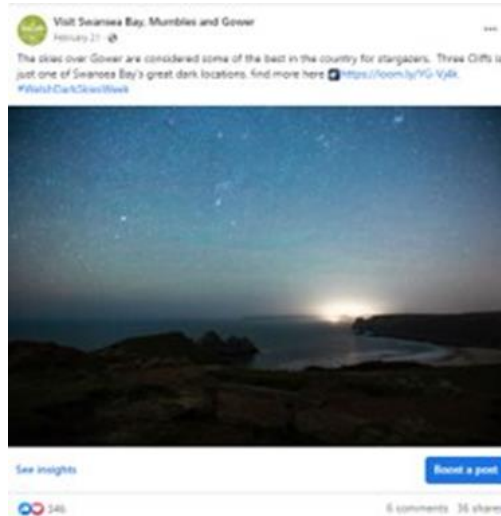
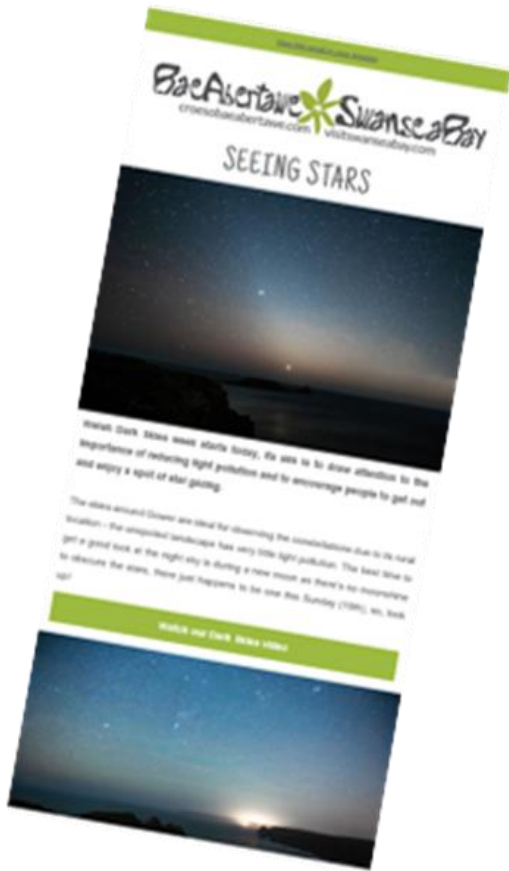
(Source: Visit Wales website)

- 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 – **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](#).

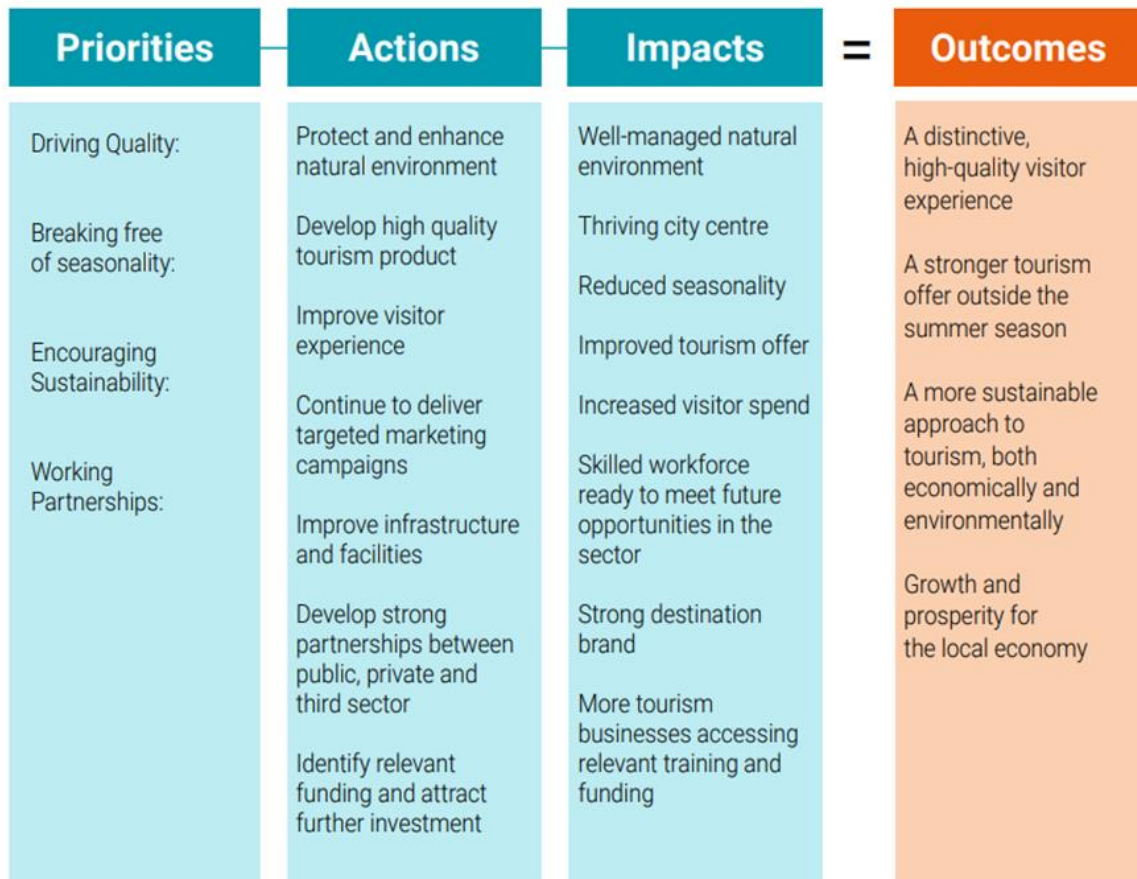
3.2.5 Research

- 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.



- 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