

Integrated Impact Assessment (IIA)

This Integrated Impact Assessment considers the duties and requirements of the following legislation in order to inform and ensure effective decision making and compliance:

- Equality Act 2010
- Welsh Language Standards (No.1) Regulations 2015
- Well-being of Future Generations (Wales) Act 2015
- Environment (Wales) Act 2016

Version Control

Version	Author	Job title	Date
Version 1	Bethan Dennedy	Project Manager	23/08/2023

1. Details of the initiative

	Title of the Initiative: Destination Management Plan
1a	Service Area: Tourism
1b	Directorate: Regeneration & Economic Development
1c	<p>Summary of the initiative:</p> <p>The Neath Port Talbot Destination Management Plan (DMP) outlines how the county intends to sustain, grow, and manage its visitor economy between 2023 and 2028. The DMP is a shared statement of intent to develop tourism in Neath Port Talbot to deliver exceptional experiences and transform people’s perception of our distinctively different area. The DMP recognises the economic and social value of tourism, articulating the role of different stakeholders and identifying priority actions that reflect resources.</p> <p>The DMP is intended to be a living document that will be periodically reviewed to take into account new opportunities, the operating environment and market considerations.</p>
1d	Is this a ‘strategic decision’? Yes

1e	<p>Who will be directly affected by this initiative? The Local Authority, residents, visitors to NPT, businesses and other stakeholders.</p>
1f	<p>When and how were people consulted? Members, tourism businesses, tourism stakeholders and strategic partners (such as Natural Resources Wales, Bannau Brycheiniog National Park, Visit Wales etc) were consulted.</p> <p>Consultation exercises were undertaken via;</p> <ul style="list-style-type: none"> • Two online surveys (one for members and one for industry stakeholders) undertaken in Dec 2022/Jan 2023. • Four workshops (one focusing on the valleys areas and one on the coastal area, one workshop with elected members and one workshop with strategic partners) • A wide range of one to one follow up interviews were also conducted with cabinet members, senior offices and key industry representatives to inform the plan. <p>Although not direct consultation on the plan itself, the views of visitors has been taken into account within the plan by integrating the findings of the 2022 Neath Port Talbot visitor survey which was undertaken in the summer of 2022. This was a face to face survey at key ‘visitor’ locations in the county. The total number of respondents to the visitor survey was 1,216.</p>
1g	<p>What were the outcomes of the consultation? The purpose of the consultation was to co-produce a plan in partnership with the tourism industry and all relevant stakeholders. As a result, the consultation exercises link directly to the formation of the DMP priorities and the identification of actions within the action plan.</p> <p>93% of Member respondents felt that developing the tourism sector to support the growth of the Neath Port Talbot economy is very important and a further 7% felt it is important.</p> <p>Only 13% of participants believe that Neath Port Talbot County Borough has a high level of awareness / recognition across the UK as a tourist destination.</p>

Key strengths associated with the county borough are linked to the landscape, heritage and history associated with the county borough. Specific sites mentioned include Aberavon Beach, Margam Country Park, Gnoll Estate Country Park and Afan Forest Park alongside the canals. One participant felt that the neighbouring Brecon Beacons also represents a strength for Neath Port Talbot. The people / communities were highlighted by two participants, the outdoor activity offer was only specifically mentioned by one participant and the location/accessibility was also mentioned as a strength.

A full baseline report is available upon request which outlines all data which has inputted into the compilation of the DMP and which has formed the basis for decision making around the plan's priorities.

2. Evidence

What evidence was used in assessing the initiative?

- The outcome of all consultation exercises
- Best practice case studies
- Neath Port Talbot Visitor Survey 2022
- Consultation exercises relating to LUF projects undertaken in the last 12 months.
- Welsh Government and UK Government data on visitor market trends.

3. Equalities

a) How does the initiative impact on people who share a **protected characteristic**?

Protected Characteristic	+	-	+/-	Why will it have this impact?
Age	X			The proposed actions set out within the DMP will have a positive impact upon people with this protected characteristic as the strategy (alongside the Heritage and

				<p>Culture Strategies) aim to encourage participation in the Heritage and Culture of Neath Port Talbot and develop a 'sense of place' within the county.</p> <p>The Destination Management Plan has been co-produced with consultees within the local community and within the tourism sector through consultation events including workshops, online surveys and one to one interviews.</p>
Disability	X			<p>The proposed actions set out within the DMP will have a positive impact upon people with disabilities as a key aim is to encourage more accessible experiences and encourage wider participation in the Heritage, Culture and attractions in Neath Port Talbot and to establish the area as an inclusive visitor destination.</p> <p>The Destination Management Plan has been co-produced with consultees within the local community and within the tourism sector through consultation events including workshops, online surveys and one to one interviews.</p>
Gender reassignment			X	
Marriage & civil partnership			X	
Pregnancy and maternity			X	
Race	X			<p>The proposed actions set out within the DMP will have a positive impact upon people with this protected characteristic as the DMP, alongside the Heritage and Culture strategies, aims to encourage wider participation in the Heritage and Culture and attractions in Neath Port Talbot. This includes developing projects and initiatives which celebrate the range of cultures present within the area.</p> <p>The Destination Management Plan has been co-produced with consultees within the local community and within the tourism sector through consultation events, workshops, online surveys and one to one interviews.</p>
Religion or belief			X	
Sex			X	
Sexual orientation			X	

What action will be taken to improve positive or mitigate negative impacts?

The DMP includes actions which will deliver a more inclusive visitor experience. Accessible experiences and facilities will be developed as a key element of all projects which arise from the plan.

We will also ensure that projects which have the potential to encourage participation in visitor attractions and locations within the county are included in future proposals for securing external and internal funds to deliver destination development and destination marketing initiatives.

b) How will the initiative assist or inhibit the ability to meet the **Public Sector Equality Duty**?

Public Sector Equality Duty (PSED)	+	-	+/-	Why will it have this impact?
To eliminate discrimination, harassment and victimisation			X	
To advance equality of opportunity between different groups	X			The DMP sets out priorities and actions for the development of the visitor economy within the county. The priorities and actions within the plan will seek to ensure that the outcomes on the ground are accessible and of appeal to all groups.
To foster good relations between different groups			x	

What action will be taken to improve positive or mitigate negative impacts?

Projects will be designed to ensure that they are accessible to local communities both from a physical and social perspective.

4. Socio Economic Duty

Impact	Details of the impact/advantage/disadvantage
Positive/Advantage	<p>The DMP will have a positive impact on encouraging the growth of the visitor economy in coastal, rural and valleys areas where diversification of the local economy and local, flexible employment opportunities are most needed to support individuals.</p> <p>The DMP is a partnership document which has been co-produced in partnership with tourism stakeholders and strategic partners. This encourages joint working for the benefit of our local communities and avoids duplication of effort and resources.</p>
Negative/Disadvantage	N/A
Neutral	N/A

What action will be taken to reduce inequality of outcome

A holistic approach will be taken in supporting investment opportunities across the valleys, coastal and rural areas of the county where there is greatest need of investment to support diversification of the local economy. This includes working closely with the Council's Economic Development Team to support small businesses and investors and identifying and designing projects which will be of benefit to communities across the county.

Many of the actions within the DMP relate to investment in infrastructure such as walking trails or mountain biking and cycling trails. These are free to access and will benefit local communities living in close proximity by expanding the overall recreational and wellbeing offer near to local communities.

5. Community Cohesion/Social Exclusion/Poverty

	+	-	+/-	Why will it have this impact?
Community Cohesion	X			The DMP takes into account the need to ensure that as a destination we develop a distinct 'sense of place'. The term 'sense of place' relates to what individual residents (and visitors) perceive to be the intrinsic character of a place and the meaning people give to it. Neath Port Talbot as a 'place' can mean many things to many people, but through investment on the ground and promotion of the area it is possible to encourage a shared vision for the area.
Social Exclusion			x	
Poverty	X			The DMP aims to 'create thriving businesses' by attracting investment in the tourism sector in turn creating a wide range of opportunities for job growth and impacting levels of poverty in the area.

What action will be taken to improve positive or mitigate negative impacts?

The proposed actions set out within the action plan will all contribute to delivering investment which makes our sense of place more tangible and a more thorough reflection of the wide ranging perspectives of people who live in Neath Port Talbot, which in turn can encourage cohesion within our communities.

6. Welsh

	+	-	+/-	Why will it have this effect?
What effect does the initiative have on: – people’s opportunities to use the Welsh language	X			A core feature of the DMP is to celebrate and encourage the use of the Welsh language in NPT and with visitors to NPT. The strategy references the importance of integration of the Welsh Language and Welsh culture in delivering the actions identified.
– treating the Welsh and English languages equally	X			The DMP has been developed bilingually as per our public sector duty. All projects which arise from this plan will be delivered in line with our public sector duty as the use of the Welsh language will be embedded into projects which arise. Projects will take full account of delivering the aims of the NPT Welsh Language Promotion Strategy.

What action will be taken to improve positive or mitigate negative impacts?

The priorities and actions set out within the DMP will support the use of the Welsh language through projects and events and also celebrating the ‘sense of place’ that our Welsh language creates for visitors and residents.

7. Biodiversity

How will the initiative assist or inhibit the ability to meet the **Biodiversity Duty**?

Biodiversity Duty	+	-	+/-	Why will it have this impact?
To maintain and enhance biodiversity				Some projects which arise from the DMP will have a positive impact on maintaining and enhancing biodiversity. This will include environmental enhancements,

			integration of green infrastructure into capital projects, or encouraging visitors to be more mindful of their impact on the local environment.
To promote the resilience of ecosystems, i.e. supporting protection of the wider environment, such as air quality, flood alleviation, etc.			Some projects which arise from the DMP will have a positive impact on promoting resilient eco systems. This could be through integrating sustainable solutions in capital projects or delivering initiatives linked to supporting sustainable practices in heritage, culture and tourism.

What action will be taken to improve positive or mitigate negative impacts?

Biodiversity enhancement and the promotion of resilient ecosystems will be designed into projects which arise of the DMP action plan. We can also promote responsible visitor behaviours through our marketing campaigns to limit the impact that they have on the local environment. For example we currently promote Visit Wales 'Addo/Promise' which sets out the behaviours expected of visitors who visit our local communities.

8. Well-being of Future Generations

How have the five ways of working been applied in the development of the initiative?

Ways of Working	Details
i. Long term – looking at least 10 years (and up to 25 years) ahead	The DMP has a lifespan of 5 years as the tourism sector continues to recover from the Covid-19 pandemic and we learn more about what the new normal looks like in terms of visitor trends and the impact of economic turbulence on business. The action plan is a fluid document which can be updated to reflect actions over the next five years and beyond.

<p>ii. Prevention – preventing problems occurring or getting worse</p>	<p>The DMP, alongside the Culture and Heritage strategies, is designed to enhance and protect our important culture and heritage assets and areas of visitor interest. This includes long term investment in putting in place the visitor infrastructure needed to prevent the negative impacts of visitors on our local communities.</p>
<p>iii. Collaboration – working with other services internal or external</p>	<p>The Destination Management Plan has been co-produced with local Members as well as key partners including, Natural Resources Wales, Bannau Brycheiniog National Park, Cadw and Wildfox Resorts. The Visitor Economy Team works closely across all relevant teams within the Council, with a particular focus on collaboration with Economic Development and Regeneration, Estates, Countryside and Wildlife, Planning, Street Care and Environment Health</p>
<p>iv. Involvement – involving people, ensuring they reflect the diversity of the population</p>	<p>The Destination Management Plan has been co-produced with consultees within the Neath Port Talbot tourism sector through consultation events including workshops and online surveys.</p>
<p>v. Integration – making connections to maximise contribution to:</p>	<p>All priorities and actions within the DMP are designed to achieve the aims of the Council, and its partners, in particular Wellbeing Objective 3 whereby, <i>‘Our local environment, culture and heritage can be enjoyed by future generations’</i>. The DMP also contribute to the delivery of Wellbeing Objective 4 whereby <i>‘Working with our partners we create the conditions for more secure, well paid and green work in the area and support local people into those jobs’</i>. The Destination Management Plan will have specific input in this area as the plan is designed to encourage the sustainable growth of the visitor economy within Neath Port Talbot</p>
<p>Council’s well-being objectives</p>	<p>The DMP has been designed to clearly align to Wellbeing Objective 3 of the Corporate Plan. All aims, objectives and outputs are designed to achieve the aims of the Council, and its partners, whereby, <i>‘Our local environment, culture and heritage can be enjoyed by future generations’</i></p> <p>The DMP will also have specific input in the delivery of Wellbeing Objective 4 whereby <i>‘Working with our partners we create the conditions for more secure, well paid and green work in the area and support local people into those jobs’</i>. The DMP is designed to encourage the sustainable growth of the visitor economy within Neath Port Talbot.</p>
<p>Other public bodies objectives</p>	<p>The DMP is designed to align to the Welsh Government Welcome to Wales: priorities for the visitor economy 2020 to 2025. The DMP has been co-produced with strategic partners such as Visit Wales, Natural Resources Wales, Cadw and Bannau Brycheiniog National Park in order to reflect our collective aims for the development of the visitor economy.</p>

9. Monitoring Arrangements

Provide information on the monitoring arrangements to:

Monitor the impact of the initiative on Equalities, Community Cohesion, the Welsh Measure, Biodiversity Duty and the Wellbeing Objectives.

The DMP delivery will be overseen by the Destination Management Leadership Group which will be made up of industry and partner representatives.
A report will be brought to board annually to report on progress against the actions within the DMP. The range of impacts will be monitored through data collection and will be summarised within the annual report.

10. Assessment Conclusions

Please provide details of the conclusions reached in relation to each element of the assessment:

	Conclusion
Equalities	The DMP will have a positive impact.
Socio Economic Disadvantage	The DMP will have a positive impact.
Community Cohesion/ Social Exclusion/Poverty	The DMP will have a positive impact.
Welsh	The DMP will have a positive impact.
Biodiversity	The DMP will have a positive impact.
Well-being of Future Generations	The DMP will have a positive impact.

Overall Conclusion

Please indicate the conclusion reached:

- **Continue** - as planned as no problems and all opportunities have been maximised
- **Make adjustments** - as potential problems/missed opportunities/negative impacts have been identified along with mitigating actions
- **Justification** - for continuing with the initiative even though there is a potential for negative impacts or missed opportunities
- **STOP** - redraft the initiative as actual or potential unlawful discrimination has been identified

Please provide details of the overall conclusion reached in relation to the initiative

The priorities and actions which will be delivered through the DMP will have a positive impact in all areas assessed.


11. Actions

What actions are required in relation to obtaining further data/information, to reduce or remove negative impacts or improve positive impacts?

Action	Who will be responsible for seeing it is done?	When will it be done by?	How will we know we have achieved our objective?
Ensure that the DMP is subject to ongoing monitoring and reporting	Karleigh Davies, Visitor Economy Manager on behalf of the Destination Management Leadership Group	Annually	Monitoring of economic data and recording on project outcomes achieved.
Ensure that inclusivity and accessibility are factored into all projects which arise from the plan from the outset.	Karleigh Davies, Visitor Economy Manager Strategic Partners via the Destination Management Leadership Group (DMLG)	At the commencement of each project and monitored through the DMLG which will meet quarterly.	Monitoring of visitor and resident attitudes via benchmarking research to be undertaken in 2022 and 2024.

			Monitoring of visitor satisfaction via visitor surveys undertaken every 5 years.
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12. Sign off

	Name	Position	Signature	Date
Completed by	Karleigh Davies	Visitor Economy Manager	KE Davies	31/08/2023
Signed off by	Chris Saunders	Head of Service/Director		31/08/2023