



<p>Name of the Officer completing the evaluation Nicola Edwards Phone no: 01633 644847 E-mail: nicolaedwards@monmouthshire.gov.uk</p>	<p>Please give a brief description of the aims of the proposal To seek Cabinet Member approval for the recruitment of a temporary part-time Coach Tourism Visitor Information Point Officer which is fully funded under the approved Vale of Usk (VoU) Rural Development Programme (RDP) LEADER Visitor Information project.</p>
<p>Name of Service TOURISM</p>	<p>Date Future Generations Evaluation form completed 31 July 2017</p>

1. Does your proposal deliver any of the well-being goals below? Please explain the impact (positive and negative) you expect, together with suggestions of how to mitigate negative impacts or better contribute to the goal.

Well Being Goal	How does the proposal contribute to this goal? (positive and negative)	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p>A prosperous Wales Efficient use of resources, skilled, educated people, generates wealth, provides jobs</p>	<p>Each TIC enquiry (face to face, email or telephone) is estimated to deliver £12.79 net additional benefit to the local economy by encouraging visitors to see and do more during their visit and to stay longer.</p> <p>Tourism accounts for approximately 10% of employment in the county. Capitalising on the coach tourism market will improve the quality and quantity of employment opportunities in the area e.g. through extension of the season.</p>	<p>Project activity has been developed specifically to enable local businesses to capitalize on coach tourism opportunities and improve the economic performance of the destination.</p>



Well Being Goal	How does the proposal contribute to this goal? (positive and negative)	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
	<p>The project includes training for local businesses and ambassadors on how to engage effectively with the coach tourism market.</p> <p>Attracting additional coach visitors to the area will increase footfall and spend making shops and services more viable.</p>	
<p>A resilient Wales Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)</p>	<p>Coaches are the most fuel efficient form of transport, they are six times less polluting than an aircraft, four times cleaner than a car and twice as clean as a train (Visit England – Welcoming coaches and groups).</p>	<p>In developing itineraries routes will be assessed to determine:</p> <ul style="list-style-type: none"> • Is the transport network suitable for coaches? i.e. are the roads big enough to accommodate large vehicles? • Where and how will passengers be dropped-off and picked-up safely? • If town centre car parks are accessible, introduce dedicated parking spaces for coaches, preferably free of charge • If coaches cannot use town centre car parks, ensure there is a lay-by or bus stop where the coach can drop-off passengers safely and also pick-up, ideally close to public toilets and refreshment outlets. <p>Signage</p>




Well Being Goal	How does the proposal contribute to this goal? (positive and negative)	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
		<ul style="list-style-type: none"> • Is there clear and suitable signage from motorways and main roads along the preferred route to the destination or attraction? • Are attractions, facilities and services clearly signed within the destination?
<p>A healthier Wales People's physical and mental wellbeing is maximized and health impacts are understood</p>	<p>Coaches are seven times safer than travelling by car.</p> <p>Coach passengers can start their tour from near to their home and on many tours will be collected by taxi. They get the personal service of their own driver and the security of being looked after during the tour, without having to worry about getting lost.</p> <p>New coach tourism itineraries will include opportunities to engage with nature and to access a wide range of physical activities.</p> <p>New volunteer opportunities will be created e.g. to support a meet and greet service for coaches.</p>	<p>New health and well-being coach tourism itineraries will be developed and promoted.</p>

Well Being Goal	How does the proposal contribute to this goal? (positive and negative)	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p>A Wales of cohesive communities Communities are attractive, viable, safe and well connected</p>	<p>Coaches take up less road and car parking space. A coach carrying 50 passengers is the equivalent to more than 20 cars on the road. They help traffic flow and cause fewer holdups.</p> <p>15% of visitors to Chepstow TIC are residents so any initiative which helps sustain the service is beneficial to locals.</p>	<p>Coach parking and drop off points will be agreed with stakeholders before being promoted to coach operators.</p>
<p>A globally responsible Wales Taking account of impact on global well-being when considering local social, economic and environmental wellbeing</p>	<p>Coaches are the most fuel efficient form of transport, they are six times less polluting than an aircraft, four times cleaner than a car and twice as clean as a train (Visit England – Welcoming coaches and groups).</p>	<p>Targeted promotions will be developed to encourage more visitors to travel to and around the destination by coach.</p> <p>The Confederation of Passenger Transport UK has a ‘Coach Friendly’ status scheme which is awarded to cities and towns who can show a real commitment to working with and welcoming coaches to make them must-visit coach destinations.</p>
<p>A Wales of vibrant culture and thriving Welsh language Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation</p>	<p>Developing and promoting Sense of Place is critical to delivering sustainable tourism growth so it underpins all activity specified in the project.</p> <p>All project communications to visitors and businesses will be bilingual.</p> <p>Attracting additional coach visitors to local recreation and cultural facilities will help make</p>	<p>Development of itineraries which promote Monmouthshire’s distinctive sense of place.</p>

Well Being Goal	How does the proposal contribute to this goal? (positive and negative)	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
	them more sustainable so that residents / local communities can continue to access them.	
A more equal Wales People can fulfil their potential no matter what their background or circumstances	The recruitment and role will be subject to MCC equal opportunities policy and procedures.	N/A

2. How has your proposal embedded and prioritised the sustainable governance principles in its development?

Sustainable Development Principle	How does your proposal demonstrate you have met this principle?	What has been done to better to meet this principle?
 <p>Balancing short term need with long term and planning for the future</p>	<p>The encouragement of coaches and groups is an important element of building a buoyant visitor economy and transforming visitor attractions into successful businesses.</p> <p>The biggest demand for coach travel comes from retired people. (VisitEngland research shows that 48% of those taking overnight trips on organised coach tours are 65+). Coach tourism is likely to grow in popularity in line with an ageing population.</p>	<p>The development of the project application, securing the funding and creation of the post.</p> <p>Ongoing development of this market might require committing funds to infrastructure improvements, but in the short term a number of low cost coach friendly initiatives can be introduced without the need for major investment.</p>
 <p>Working together with other partners to deliver objectives</p>	<p>The postholder will be working with stakeholders to develop a sustainable TIC service and improve access to the coach tourism market.</p>	<p>Stakeholder meetings will be organized by the postholder to consult on development and delivery of activities.</p>

Sustainable Development Principle	How does your proposal demonstrate you have met this principle?	What has been done to better to meet this principle?
 <p>Involvement</p> <p>Involving those with an interest and seeking their views</p>	<p>The postholder will be consulting with relevant stakeholders across the area to develop opportunities and promote training.</p>	<p>A tourism business survey was undertaken in 2016 which evidences significant community and business support for the TIC service.</p>
 <p>Prevention</p> <p>Putting resources into preventing problems occurring or getting worse</p>	<p>The project is one element of a three pronged approach to sustain Monmouthshire's Tourist Information Service for the future.</p>	<p>The refocusing of officer time to develop a sustainable TIC service for Monmouthshire in response to expressed priorities of local tourism businesses and communities.</p>
 <p>Integration</p> <p>Positively impacting on people, economy and environment and trying to benefit all three</p>	<p>The post impacts positively on people, the economy and the environment and there are no conflicts.</p>	<p>The development of the project application, securing the funding and creation of the post.</p>

3. Are your proposals going to affect any people or groups of people with protected characteristics? Please explain the impact, the evidence you have used and any action you are taking below.

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Age	<p>The biggest demand for coach travel comes from retired people. VisitEngland research shows that 48% of those taking overnight trips on organised coach tours are 65+ (VisitEngland Great Britain Tourism Survey).</p> <p>Long term prospects for the industry are good with the demand for coach travel expected to increase due to the demographic boost of an ageing population.</p>	None	The postholder will work with local visitor attractions and activity providers to develop experiences to meet the needs of this market's demographic profile.
Disability	The prevalence of disability increases with age. Coach tourism provides access to travel and tourism experiences for those who are unable to travel independently and/ or for those who choose not to.	None	The postholder will work with local visitor attractions and activity providers to develop experiences to meet the needs of this market's demographic profile.
Gender reassignment	The role, service and activities are subject to MCC's equal opportunities policy and procedures.	None	N/A
Marriage or civil partnership	The role, service and activities are subject to MCC's equal opportunities policy and procedures.	None	N/A

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Race	Visitor survey results show that overseas visitors are more likely to use TICs than domestic visitors. (Chepstow TIC visitor figures for 2016 show that 50% of visitors to the TIC were from overseas, while overseas visitors made up only 7% of total visitors to Monmouthshire in 2016 according to the 2016 visitor survey.)	None	New coach tourism itineraries will be promoted to overseas coach operators / travel trade.
Religion or Belief	The role, service and activities are subject to MCC's equal opportunities policy and procedures.	None	N/A
Sex	The role, service and activities are subject to MCC's equal opportunities policy and procedures.	None	N/A
Sexual Orientation	The role, service and activities are subject to MCC's equal opportunities policy and procedures.	None	N/A
Welsh Language	All project communications will be bilingual in line with MCC Welsh Language policy and RDP funding conditions.	None	N/A

4. Council has agreed the need to consider the impact its decisions has on important responsibilities of Corporate Parenting and safeguarding. Are your proposals going to affect either of these responsibilities? For more information please see the guidance note <http://hub/corporatedocs/Democratic%20Services/Equality%20impact%20assessment%20and%20safeguarding.docx> and for more on Monmouthshire's Corporate Parenting Strategy see <http://hub/corporatedocs/SitePages/Corporate%20Parenting%20Strategy.aspx>

	Describe any positive impacts your proposal has on safeguarding and corporate parenting	Describe any negative impacts your proposal has on safeguarding and corporate parenting	What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?
Safeguarding	None	None	N/A
Corporate Parenting	None	None	N/A

5. What evidence and data has informed the development of your proposal?

[2016 Monmouthshire Visitor Survey](#)
[2016 Monmouthshire Tourism Business Survey](#)
 Great Britain Tourism Survey
 Chepstow TIC visitor figures
 Visit England Welcoming Coaches & Groups – advice document

6. SUMMARY: As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?

The temporary part-time post is one element of an RDP funded project which aims to develop a more sustainable visitor information service in the context of reducing local authority budgets to maximize and distribute the benefits of the service more widely across the area. The encouragement of coaches and groups is an important element of building a buoyant visitor economy and transforming visitor attractions into successful businesses.

7. Actions. As a result of completing this form are there any further actions you will be undertaking? Please detail them below, if applicable.

What are you going to do	When are you going to do it?	Who is responsible	Progress
None			

8. Monitoring: The impacts of this proposal will need to be monitored and reviewed. Please specify the date at which you will evaluate the impact, and where you will report the results of the review.

The impacts of this proposal will be evaluated on:	September 2019
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