

# Public Document Pack



County Hall  
Rhadyr  
Usk  
NP15 1GA

Wednesday, 11 October 2017

## Notice of meeting

### Economy and Development Select Committee

Thursday, 19th October, 2017 at 10.00 am

The Council Chamber, County Hall, The Rhadyr, Usk. NP15 1GA

## AGENDA

**THERE WILL BE A PRE MEETING FOR MEMBERS OF THE COMMITTEE 30 MINUTES PRIOR TO THE START OF THE MEETING**

Item No	Item	Pages
1.	Apologies for absence.	
2.	Declarations of Interest.	
3.	Public Open Forum.	
4.	To confirm the minutes of the previous meeting.	1 - 8
5.	2016 Destination Performance and Destination Management Plan Review.	9 - 102
6.	Monmouthshire Local Development Plan Adoption of Sustainable Tourism Accommodation Supplementary Planning Guidance.	103 - 156
7.	Monmouthshire Planning Service Annual Performance Report (APR).	157 - 240
8.	List of actions arising from the previous meeting.	241 - 242
9.	Economy and Development Select Committee Forward Work Programme.	243 - 246
10.	Council and Cabinet Business Forward Plan.	247 - 264

**11.**

**Next meeting.**

Thursday 30<sup>th</sup> November 2017 at 10.00am.

**Paul Matthews**

**Chief Executive**

MONMOUTHSHIRE COUNTY COUNCIL  
CYNGOR SIR FYNWY

THE CONSTITUTION OF THE COMMITTEE IS AS FOLLOWS:

County Councillors:

P.Pavia  
J.Becker  
D. Blakebrough  
A.Davies  
D. Dovey  
M.Feakins  
R.Roden  
B. Strong  
A. Watts

## Public Information

### Access to paper copies of agendas and reports

A copy of this agenda and relevant reports can be made available to members of the public attending a meeting by requesting a copy from Democratic Services on 01633 644219. Please note that we must receive 24 hours notice prior to the meeting in order to provide you with a hard copy of this agenda.

### Watch this meeting online

This meeting can be viewed online either live or following the meeting by visiting [www.monmouthshire.gov.uk](http://www.monmouthshire.gov.uk) or by visiting our Youtube page by searching MonmouthshireCC.

### Welsh Language

The Council welcomes contributions from members of the public through the medium of Welsh or English. We respectfully ask that you provide us with adequate notice to accommodate your needs.

# Aims and Values of Monmouthshire County Council

## Sustainable and Resilient Communities

### Outcomes we are working towards

#### **Nobody Is Left Behind**

- Older people are able to live their good life
- People have access to appropriate and affordable housing
- People have good access and mobility

#### **People Are Confident, Capable and Involved**

- People's lives are not affected by alcohol and drug misuse
- Families are supported
- People feel safe

#### **Our County Thrives**

- Business and enterprise
- People have access to practical and flexible learning
- People protect and enhance the environment

### Our priorities

- Schools
- Protection of vulnerable people
- Supporting Business and Job Creation
- Maintaining locally accessible services

### Our Values

- **Openness:** we aspire to be open and honest to develop trusting relationships.
- **Fairness:** we aspire to provide fair choice, opportunities and experiences and become an organisation built on mutual respect.
- **Flexibility:** we aspire to be flexible in our thinking and action to become an effective and efficient organisation.
- **Teamwork:** we aspire to work together to share our successes and failures by building on our strengths and supporting one another to achieve our goals.

## Monmouthshire Scrutiny Committee Guide

### Role of the Pre-meeting

1. Why is the Committee scrutinising this? (background, key issues)
2. What is the Committee's role?
3. What outcome do Members want to achieve?
4. Is there sufficient information to achieve this? If not, who could provide this?
5. Discuss the committee's approach:
  - Agree the order of questioning and which Members will lead
  - Agree questions for officers and questions for the Cabinet Member

### Questions for the Meeting

#### Scrutinising Performance

1. How does performance compare with previous years? Is it better/worse? Why?
2. How does performance compare with other councils/other service providers? Is it better/worse? Why?
3. How does performance compare with set targets? Is it better/worse? Why?
4. How were performance targets set? Are they challenging enough/realistic?
5. How do service users/the public/partners view the performance of the service?
6. Have there been any recent audit and inspections? What were the findings?
7. How does the service contribute to the achievement of corporate objectives?
8. Is improvement/decline in performance linked to an increase/reduction in resource? What capacity is there to improve?

#### Scrutinising Policy

1. Who does the policy affect ~ directly and indirectly? Who will benefit most/least?
2. What is the view of service users/stakeholders? Do they believe it will achieve the desired outcome?
3. What is the view of the community as a whole - the 'taxpayer' perspective?
4. What methods were used to consult with stakeholders? Did the process enable all those with a stake to have their say?
5. What practice and options have been considered in developing/reviewing this policy? What evidence is there to inform what works?
6. Have all relevant sustainable development, equalities and safeguarding implications been taken into consideration? For example, what are the procedures that need to be in place to protect children?
7. How much will this cost to implement and what funding source has been identified?
8. How will performance of the policy be measured and the impact evaluated.

### Questions for the Committee to conclude...

Do we have the necessary information to form conclusions/make recommendations to the executive, council, other partners? If not, do we need to:

- (i) Investigate the issue in more detail?
- (ii) Obtain further information from other witnesses – Executive Member, independent expert, members of the local community, service users, regulatory bodies...

(iii) Agree further actions to be undertaken within a timescale/future monitoring report...

# Public Document Pack Agenda Item 4

## MONMOUTHSHIRE COUNTY COUNCIL

Minutes of the meeting of Economy and Development Select Committee held at The Council Chamber, County Hall, The Rhadyr, Usk, NP15 1GA on Thursday, 7th September, 2017 at 10.00 am

**PRESENT:** County Councillor P. Pavia (Chairman)

County Councillors: J. Becker, A. Davies, D. Dovey, M. Feakins, R. Roden and B. Strong

Also in attendance County Councillors: S. Jones and V. Smith

### **OFFICERS IN ATTENDANCE:**

Kellie Beirne	Chief Officer, Enterprise
Mark Hand	Head of Planning, Housing and Place-Shaping
Philip Thomas	Development Services Manager
Rachel Lewis	Planning Policy Manager
Mark Howcroft	Assistant Head of Finance
Paula Harris	Democratic Services Officer
Richard Williams	Democratic Services Officer

### **APOLOGIES:**

County Councillors D. Blakebrough and P. Clarke

#### **1. Declarations of Interest**

There were no declarations of interest made by Members.

#### **2. Public Open Forum**

There were no members of the public present.

#### **3. Confirmation of Minutes**

The minutes of the Economy and Development Select Committee meeting dated 13<sup>th</sup> July 2017 were confirmed and signed by the Chair.

#### **4. Monmouthshire Local Development Plan Annual Monitoring Report**

##### **Context:**

To scrutinise the purpose, key findings and conclusions of the Local Development Plan (LDP) third Annual Monitoring Report (AMR).

##### **Key issues:**

The Head of Planning, Housing and Place Shaping provided the Select Committee with a presentation on the Local Development Plan Annual Monitoring Report 1st April 2016 – 31<sup>st</sup> March 2017. In doing so, the following points were noted:

## MONMOUTHSHIRE COUNTY COUNCIL

### Minutes of the meeting of Economy and Development Select Committee held at The Council Chamber, County Hall, The Rhadyr, Usk, NP15 1GA on Thursday, 7th September, 2017 at 10.00 am

- There was a statutory requirement to produce an Annual Monitoring Report (AMR).
- To be submitted to Welsh Government by 31 October 2017 and cover the preceding financial year from 1 April 2016 to 31 March 2017.
- The Monmouthshire Local Development Plan (LDP) was adopted on 27th February 2014.
- The third AMR covers the period 1 April 2016 to 31 March 2017.
- It is the basis for monitoring effectiveness of the LDP – demonstrate whether the LDP strategy and objectives are being achieved and whether the Plan's policies are functioning effectively.
- Determine whether any revisions to the Plan are necessary.
- Allow the Council to assess the impact the LDP is having on the social, economic and environmental well-being of the County.
- Identify any significant contextual changes that may influence plan implementation or review.

#### The conclusions of the AMR:

- Good progress continues to be made in implementing many of the Plan's policies and overall the strategy remains sound.
- However, a number of the LDP's key housing provision policy targets are not being met, indicating that these policies are not functioning as intended.
- Continued lack of a five year housing land supply remains a matter of concern that needs to be addressed if the Plan's housing requirements are to be met.
- The position remains that an early review of the LDP is considered necessary to address the housing land supply shortfall.

#### Recommendations of the AMR:

- Continue with an early review of the Monmouthshire LDP as a result of the need to address the shortfall in the housing land supply and facilitate the identification / allocation of additional housing land. This will involve the production of a Review Report which will set out and explain the scope of the Plan revision required.
- Submit the third AMR to the Welsh Government by 31 October 2017 in accordance with statutory requirements. Publish the AMR on the Council's website.



## MONMOUTHSHIRE COUNTY COUNCIL

### Minutes of the meeting of Economy and Development Select Committee held at The Council Chamber, County Hall, The Rhadyr, Usk, NP15 1GA on Thursday, 7th September, 2017 at 10.00 am

- Continue to monitor the Plan through the preparation of successive AMRs.

Next steps:

- A full statutory review of the LDP is required to commence in February 2018. It is considered appropriate to continue with a full review of the Plan to consider all aspects of the LDP at this stage in order to fully assess the nature and scale of revisions that might be required. This will also assist in meeting the 2021 deadline for having an adopted revised LDP in place to avoid the local policy vacuum that the new Regulations threaten to create.

#### Member Scrutiny:

- In response to a question raised regarding whether a short term review would be able to take into account significant issues such as the issues relating to the Severn Bridge tolls, it was noted that this could be achieved but would have to be in the context of the current plan strategy which is where developments are being focussed.
- The current LDP is not fit for future purpose. With the guidance changes and the probable move to a Strategic Development Plan for the region a balance needs to be struck in which the long term strategy needs to be identified but doing this quick enough to allow the Authority to aid in shaping and forming a regional strategy rather than being directed by it.
- The knowledge sector is one of the fastest growing industries in the County and there is a need to ensure that young people remain in the County.
- Currently, in the Severnside area, the percentage aim of achieving new affordable houses equates to 25%. With the removal of the Severn Bridge tolls this area might need to be brought into line with the remainder of the County with affordable housing targets being raised to 35%. A more qualitative approach needs to be undertaken with a view to housing developments being located where there is a need.
- The provision of affordable housing is a challenge. The 25% in the south of the County and the 35% in the north of the County, affordable housing provision is based on viability evidence on the previous LDP but this could be reviewed. Figures are indicating that the Authority is achieving in the region of 19% affordable housing provision.
- A reduction in the Severn Bridge tolls may lead to an increase in house prices in the south of the County as well as potentially leading to an increase in land values. There are a number of challenges to be faced when the tolls are reduced / ended.
- In response to a question raised by a Select Committee Member regarding the delay in the LDP review, it was noted that much discussion has been undertaken

## MONMOUTHSHIRE COUNTY COUNCIL

### Minutes of the meeting of Economy and Development Select Committee held at The Council Chamber, County Hall, The Rhadyr, Usk, NP15 1GA on Thursday, 7th September, 2017 at 10.00 am

during the previous 12 months regarding what the Authority is looking to do on a regional basis. Debate has been undertaken at officer level with a view to achieving a Strategic Development Plan at some point in the near future.

- Reference was made to a number of indicator targets that were either 'amber' or 'red' and that there did not seem to be reference to any action plans in place to address these issues, which indicated that areas of the LDP were not performing as it should. In response, it was noted that the conclusion of the report indicated that the action required is to undertake the review report and commence revision of the LDP.
- In the short to medium term, there will be the challenge of the five year land supply and unallocated sites running in tandem whilst the new plan is being established.
- In terms of the short form revision, if the Authority decides to undertake this revision, this would be as a pragmatic solution to keep the Authority having planned coverage until there is a regional plan. However, it was noted that this was not necessarily the preferred option.
- In response to a question raised regarding the shortfall in housing provision (797 dwellings) it was noted that there is progress being made on the Crick Road Site. In the next plan, if sites do not come forward then they will be removed from the plan. Communities will be encouraged to put forward potential sites for development.
- Cross boundary discussions with English authorities take place but more could be done to establish ways of working more closely to achieve better outcomes. This has impacts on education and local issues to that region. Similarly, there are cross border issues regarding the Health Board and discussions will need to be undertaken as part of the new LDP. Allocation of smaller sites could be considered with a view to engaging with smaller local builders on both sides of the border.
- The Authority has a positive working relationship with the three affordable homes providers in Monmouthshire and is working with them. These developers are keen to build in Monmouthshire but land supply is currently short.
- In response to a question raised regarding a short form revision of the LDP it was noted that the extent of what can be achieved via a short form revision is limited.
- In terms of education provision, this can be factored into new developments proposed within the LDP as live birth records are known and pupil numbers can be predicted from data already available.
- With regard to the additional doctors' surgeries, this is an area where improvements could be made. Planning Committee has recently agreed that

## MONMOUTHSHIRE COUNTY COUNCIL

### Minutes of the meeting of Economy and Development Select Committee held at The Council Chamber, County Hall, The Rhadyr, Usk, NP15 1GA on Thursday, 7th September, 2017 at 10.00 am

consultation will be undertaken with the Health Boards regarding planning applications where there are to be more than 10 dwellings.

- A Future Monmouthshire Workshop will be held in due course.

#### **Committee's Conclusion**

- The Chair thanked officers for presenting the Monmouthshire Local Development Plan Annual Monitoring report.
- A Future Monmouthshire Workshop will be held in due course. All Members are encouraged to attend.

#### **5. Revenue & Capital Monitoring 2017/18 Outturn Statement**

##### **Context:**

To receive information on the revenue and capital outturn positions of the Authority based on activity data at month 2.

##### **Recommendations proposed to Cabinet:**

- That Members consider a net revenue outturn overspend of £164,000.
- Members consider a capital outturn spend, forecast by service managers to agree with budget.
- Members note that the low level of earmarked reserves, which will severely reduce the flexibility the Council has in meeting the financial challenges of reducing settlements and consequent need to re-design services.
- Members note the significant forecast reduction in the overall school balance at the end of 2017/18 and supports the continuing work with schools to ensure that the Council's Fairer Funding Scheme requirements are met and that the overall schools balance reverts to a positive position at the earliest opportunity.

##### **Member Scrutiny:**

- In response to a question raised regarding the Authority's procurement and potential savings that might be made through the establishment of a team to investigate this matter, it was noted that £91 million of the Authority's spend annually goes through procurement books in terms of outside supply contractors. One of the review pieces of work being looked at under Future Monmouthshire is around procurement which suits the needs of the Authority and whether it is cost

## MONMOUTHSHIRE COUNTY COUNCIL

### Minutes of the meeting of Economy and Development Select Committee held at The Council Chamber, County Hall, The Rhadyr, Usk, NP15 1GA on Thursday, 7th September, 2017 at 10.00 am

effective. For example, under open data, the Authority's external supplier information has been put on the County Council's website every month outlining expenditure. Developers have taken this information and reorganised it. The Authority's local spend now is much lower than in previous years.

- Automated systems are being investigated with a view to freeing up officer time to undertake higher value work.
- Part of the role of the procurement section is to ensure that the Authority does not fall foul of regional and national procurement requirements.
- There is a new post that has been established specifically to look at business opportunities. The focus of this post will be to look at the detail and depth required to ensure that there is continuous progress in place.
- Currently, the Authority does not have the dedicated resources or the reserves to have a dedicated unit to look specifically at procurement. The new post holder will be able to mobilise some resource to have a whole programme of activity. Therefore, procurement will be one of the issues being looked at.
- The Select Committee considered that a letter should be sent to the Cabinet Member with a view to consideration being given to the establishment of a team to investigate the Council's procurement mechanisms. It was considered that such a team could pay for itself via the savings that it will likely identify.
- The Authority does have marketable skills and these skills have been sold over previous years. However, it was noted that the budget for the Enterprise Directorate has been significantly reduced over the previous five years whilst still being able to generate steady sources of income. The Directorate is now at the point where a boost of additional resource is required in order to tackle the big issues facing the Authority.
- Future Monmouthshire – Teams and departments are undertaking challenge sessions looking at data, unit costs, best practice, etc. Currently, this is undertaken by officers. This could be opened up to Members, business and the community in order to obtain some fresh perspectives.

#### **Committee's Conclusion**

- To support the recommendations proposed to Cabinet.
- That a letter be sent to the Cabinet Member with a view to consideration being given to the establishment of a Procurement Development and Efficiency Team to investigate the Council's procurement mechanisms and establish savings in the coming years.

## **MONMOUTHSHIRE COUNTY COUNCIL**

**Minutes of the meeting of Economy and Development Select Committee held at The Council Chamber, County Hall, The Rhadyr, Usk, NP15 1GA on Thursday, 7th September, 2017 at 10.00 am**

### **6. List of actions arising from the previous meeting**

We noted the list of actions arising from the previous meeting.

### **7. Economy and Development Select Committee Forward Work Programme**

We resolved to receive and note the Economy and Development Select Committee Forward Work Programme. In doing so, the following information was noted:

- The Future Monmouthshire Workshop will be held on 17<sup>th</sup> October 2017 at 2.00pm.
- Cross border scrutiny – contact has been made with Gloucestershire County Council and Bristol City Council. Officers will meet with representatives of the Councils prior to a formal meeting taking place.
- Select Committee Meeting – 19<sup>th</sup> October 2017 agenda items:
  - Tourism Performance and Destination Management Plan Review.
  - Tourism Supplementary Planning Guidance.
  - Annual Planning Report.
- October / November 2017 – A Seminar will be held, led by the Head of Planning Housing and Place Shaping regarding Education Contributions / Capacity / Section 106 Funding.

### **8. Council and Cabinet Business Forward Plan**

We resolved to receive and note the Council and Cabinet Business Forward Plan.

### **9. Next meeting**

The next meeting will be held on Thursday 19<sup>th</sup> October 2017 at 10.00am.

**The meeting ended at 1.42 pm.**

This page is intentionally left blank

**SUBJECT: 2016 DESTINATION PERFORMANCE & DESTINATION MANAGEMENT PLAN REVIEW**

**MEETING: ECONOMY & DEVELOPMENT SELECT COMMITTEE**

**DATE: 19 OCTOBER 2017**

**DIVISION/WARDS AFFECTED: ALL WARDS**

**1. PURPOSE:**

- 1.1 To provide members with a report card that considers Monmouthshire Tourism Performance for 2016 against the objectives and outcomes set out in the Council's Improvement Plan and to present the revised Destination Management Plan 2017-2020.

**2. RECOMMENDATIONS:**

- 2.1 Members should use this report and the associated indicators to scrutinise whether services are being delivered in line with expectations and are contributing to the agreed outcomes.
- 2.2 To seek Select Committee's endorsement of Monmouthshire's Destination Management Plan 2017-2020 prior to its consideration by Cabinet.

**3. KEY ISSUES:**

- 3.1 This report card for Tourism provides a line of sight between Tourism activities and the outcomes and priorities which the council is committed to.
- 3.2 This report provides members with the baseline information to assess where we are and what progress we are making to demonstrate whether anyone is 'better off' as a result of our work.
- 3.3 Appended to this report is Monmouthshire's revised [Destination Management Plan](#). The purpose of the Plan is to establish a clear framework for public, private and voluntary sector partnership working to address the identified priorities and deliver year round sustainable tourism growth to maximise the economic, social and environmental benefits of tourism across all parts of Monmouthshire.
- 3.4 Monmouthshire's previous Destination Management Plan (DMP) came to an end 31 December 2015. This Plan has been reviewed and a revised Destination Management Plan for the period 2017-2020 has been developed in consultation with stakeholders. The draft plan has recently undergone further consultation and been updated to reflect feedback received.

#### **4. REASONS:**

- 4.1 Tourism is vital to Monmouthshire's economy generating income to support a wide range of businesses that directly or indirectly benefit from visitor spending or that supply or service the county's tourism industry, including the retail and catering sectors and food and drink producers.

#### **5. RESOURCE IMPLICATIONS:**

- 5.1 This report card highlights performance against key performance indicators for 2016. In a climate of increasingly stretched resources it is vital to focus firmly on priorities and to maximise partnership working and opportunities to access external funding.

#### **6. WELLBEING OF FUTURE GENERATIONS IMPLICATIONS (INCORPORATING EQUALITIES, SUSTAINABILITY, SAFEGUARDING AND CORPORATE PARENTING)**

- 6.1 If the Destination Management Plan is approved it will have positive effects on all well-being goals, particularly help towards delivery of the well-being goal for resilience, and will meet all of the sustainable development principles. Monitoring will be via the proposed Monmouthshire Tourism Action Group.
- 6.2 A Future Generations Evaluation is attached. This includes Equalities and Sustainability Impact Assessments (attached as Appendix 2).

#### **7. CONSULTEES:**

- 7.1 A wide range of key tourism businesses and stakeholders were involved in the review of the Destination Management Plan, including 108 Monmouthshire businesses who responded to the consultation survey.

#### **8. BACKGROUND PAPERS:**

- 8.1 Appendix 1: Monmouthshire Destination Management Plan 2017-20
- 8.1 Appendix 2: Future Generations Evaluation

#### **9. AUTHOR:**

Nicola Edwards  
Food & Tourism Strategic Manager

#### **10. CONTACT DETAILS:**

Tel: 01633 644847

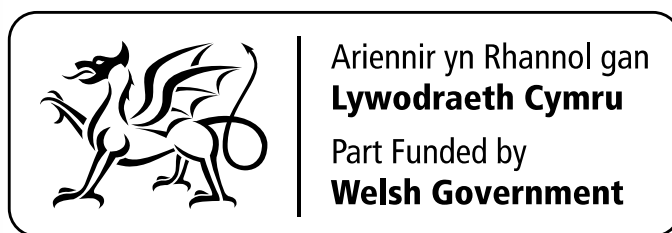
E-mail: [nicolaedwards@monmouthshire.gov.uk](mailto:nicolaedwards@monmouthshire.gov.uk)



# Monmouthshire

## Destination Management Plan

### 2017-2020



## Contents

<b>Foreword</b>	<b>3</b>
<b>Executive Summary</b>	<b>4</b>
<b>1. Current Climate</b>	<b>11</b>
1.1. Scene Setter	11
1.2. Strategic Context	11
Promoting the Brand .....	12
Product Development and Major Events .....	12
People Development .....	13
Place Building and Partnerships .....	14
1.3. Achievements	14
1.4. Working Arrangements	18
Destination Partnerships.....	18
Regional Working .....	19
<b>2. Where we are</b>	<b>23</b>
2.1. Demand Factors and Competitive Position	23
2.2. Supply Factors	26
2.3. Consultation and Survey Results	33
Who took part? .....	34
Online Promotion .....	36
Training, Awards and Grading Schemes .....	36
Satisfaction with levels of business (over the last 2 years).....	37
Impact of Major Events (Monmouthshire based) .....	38
Promotion (via Visit Monmouthshire’s marketing activity) of key products .....	39
Feelings with regard to Infrastructure and Services locally .....	40
General Aspects of being part of the tourism sector in Monmouthshire.....	40
Open Questions .....	41
2.4. Dimensional Analysis for Monmouthshire	44
<b>3. Where we want to go</b>	<b>50</b>
3.1. Ambition	50
Monmouthshire Vision - In 2020.....	50
3.2. Strategic Aims and Objectives	51
3.3. Priority programmes for growth	52
3.4. Market and Image development for the destination	55
3.5. Destination Partnerships and connectivity	60
<b>4. How we will deliver</b>	<b>63</b>
4.1. Outline Action Plan 2017-2020	64
<b>5. Appendices:</b>	<b>70</b>

## Foreword

### Welcome to Monmouthshire

Wales' first county - at least for most visitors to our country - and a chance to make a great first impression

Defined by water - the Usk, Monnow, Wye, Severn and 'Mon and Brec' Canal shape our county and connect us with our neighbours

Our inspirational landscapes, border-country heritage, intriguing creativity and above all tasty local produce give the county its very special character

Our name might not always be familiar but our shared destination brands certainly are: Brecon Beacons and Wye Valley

This plan is about defining what we want from tourism, renewing the way we work together, converting our assets into memorable visitor experiences, and making sure visitors know about them

Above all we want 'Monmouthshire' to be a mark of genuine and trusted tourism quality

Welcome to Monmouthshire.....

## Executive Summary

This plan builds on the previous destination plan for the county which ran from 2013-2016.

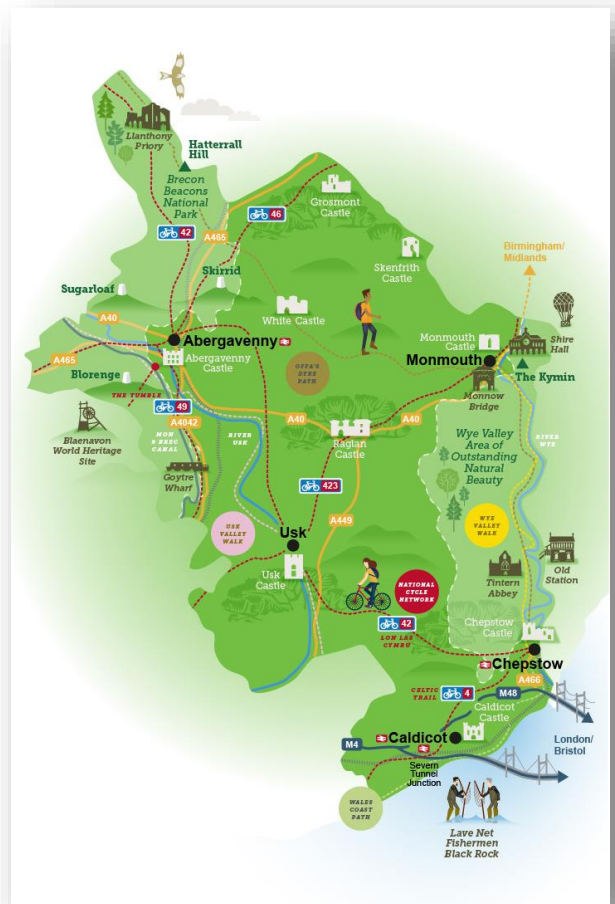
### Strategic Context

The Wales Tourism Strategy ‘Partnership for Growth’ sets a target of 10% real terms increase in revenue from 2013 to 2020. In its own Tourism Framework the region increased that target to 15%. To help focus the development of visitor experiences the ‘Year of Adventure’ in 2016 has been followed by ‘Legends’ in 2017 with ‘The Sea’ and ‘Discovery’ to follow. The new Wales Brand ‘This is Wales’ sets 5 tests for tourism projects:

- ✓ Surprise and Inspire
- ✓ Change Perceptions
- ✓ Elevate Our Status
- ✓ Do Good Things
- ✓ Be Unmistakably Wales

### Achievements

Ambitious targets were set in the previous plan but based on historic prices; progress against those specific targets is as follows



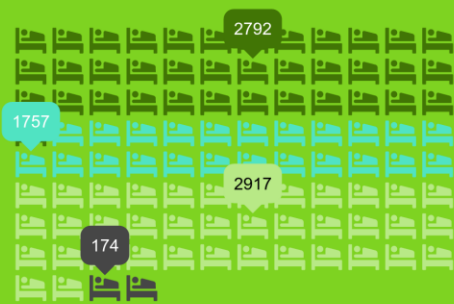
STEAM <sup>1</sup>	Target 2015	Actual 2015	Growth since 2012
Visitors	2.5m	2.2m	7.1%
Economic Impact	£200m	£187m	18.0%
Employment FTE	4000	2744	1.5%



Where we are now

<sup>1</sup> Scarborough Tourism Economic Activity Monitor (STEAM) is a model used by all Local Authorities in Wales to track the volume and value of tourism.

# Accommodation Stock 2017



■ Serviced   
 ■ Self catering   
 ■ Camping/Glamping/Caravans  
■ Hostels

Bed Spaces

# 37%

...of ALL accommodation bed spaces are in the serviced category



Approximately 300 properties feature on Airbnb in Monmouthshire, it is estimated that 90% of these are open 12 months a year



Glamping continues to grow



Of the 0.5 million staying visitors annually, approx 140,000 stay with friends & family

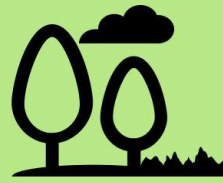
## Some of the things that visitors enjoy most



Food and drink



Walking



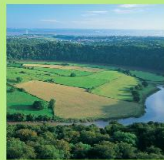
Countryside



Heritage



Events are VERY important and cycling is growing in popularity



In the 2016 visitor survey, 95% of those interviewed said that they would recommend Monmouthshire to friends and relatives

## Our Vision - Where we want to be by 2020

Monmouthshire has enhanced its status as the Food Capital of Wales, but now as much for great value everyday eating across the county as Michelin-starred fine dining. Festivals and food trails guide visitors to the best local produce to enjoy here or take home. And that legendary food and drink tastes so much better with a background story...

As a legacy of hosting the Eisteddfod in 2016, the County's reputation for arts, culture and creativity is now growing to match that for stunning landscapes and heritage attractions - after all this historic border country was the birthplace of British tourism and the picturesque movement.

Driven by reputation-building participation and spectator events, Monmouthshire is fast becoming Wales' most welcoming county for road and lane cycling, with the offer developed in the same sustainable and successful way as walking, itself given fresh impetus by connection to the England Coast Path. As the home of the Welsh Grand National, the County is making more of its wider sporting heritage too. A '4 seasons' programme of events is encouraging year round, longer and overnight visits.

Our visitors are also discovering new and surprising corners of the County -like the 'big skies' and intricate landscape of the Living Levels - given confidence to explore by targeted communications, well-informed hosts, timely and relevant information and enthusiastic Ambassadors.

The opening of the Wales International Convention Centre 'next door' at Celtic Manor in 2019 has been the trigger to bring forward long-needed investment in the serviced accommodation base, supported by tourism-friendly planning guidance. Big name 'brands' on major routes are joined by rural boutique hotels delivering a unique 'sense of place'. At last, Wales 'first' County is exploiting its superb communications network with our M4 and M5 corridor markets and proximity to the business centres of Bristol, Cardiff and Newport.

Active in the wider City Region and with a major stake in both the Brecon Beacons and Wye Valley - destinations with international recognition - it is good to see significant improvement in collaboration with 'neighbours' and between public and private sector partners based on a clear understanding of delivery roles, as public funding continues to diminish.

We are not competing with established destination brands but delivering great experiences for them - the 'Monmouthshire' name has now become a stamp of genuine and trusted tourism quality.

## Strategic Aims and Objectives

### To grow tourism revenue to the county

- **By 10% in real terms value (from 2015 base)**
- **Across the year**
- **Across all parts of the County**
- **Based on high quality visitor experiences**

### Supported by the following objectives

- To consolidate **Food Capital of Wales** status for Monmouthshire
- To consolidate and make further progress on the **Walking Product Development Plan**
- To maximise the tourism benefits of the **cultural offer** as well as **countryside and heritage**
- To establish the County's **cycling** credentials on a sustainable base of events, routes, amenities and **cycle friendly communities** and accommodation
- To encourage investment in the serviced **accommodation** sector (especially following development of the International Convention Centre)
- To develop a seasonal programmes of **events** which support the County's key product offers - **Food, Heritage, Arts + Culture, Walking and Cycling**



- To continue support for vibrant, attractive, welcoming and **distinctive towns and villages**
- To establish Monmouthshire’s position as our **‘first’ county** through an iconic intervention at the entrance to Wales
- To ‘reset’ **partnership** arrangements with ‘neighbours’ and between stakeholders within the county
- To ensure that **Monmouthshire** on and off-line **content** is distributed through all relevant channels and campaigns
- Through all activities to build the reputation of the County - **‘Monmouthshire’ = high quality**

### Action Programmes

Programmes	Action Areas
<b>Headline Programmes</b>	
The Accommodation Offer	Encourage upgraded and increased capacity in line with 2013 Opportunities report and take advantage of WICC development (including wider business tourism)
The Activities Offer	Develop the Monmouthshire Cycling offer using the same successful and logical methodology as for Walking concentrating on a manageable number of viable routes e.g. canal, Living Levels. Consolidate and continue development of the Walking Offer
Wales Food Capital	Broaden impact of Food Capital status by concentrating on the ‘everyday’ offer to complement the high end product. Encourage VW to consider a Year of Food...
Cultural Product Offer	Building on its rich ‘border country’ heritage, develop a contemporary creative offer to sit comfortably alongside food and activities e.g. open studios to complement open gardens. Support development of cultural infrastructure

	and venues. Develop a landmark feature at the border to reflect excellence, creativity and innovation
The Monmouthshire Season	Encourage events that create year-round added value, support emerging products and celebrate the County's strengths: Walking, Cycling, Food and Drink, Culture and Heritage especially those of national status. Use events creatively to respond to Wales 'Years of...' initiative e.g. extended River Wye Festival for Year of the Sea
<b>Support Programmes</b>	
A new Partnership	Develop a new delivery model for destination development and marketing in Monmouthshire
Welcoming Places (Towns, villages and countryside)	Encourage each town to play to its distinctive historic and contemporary strengths and therefore enrich the overall visitor experience e.g. <ul style="list-style-type: none"> <li>• Chepstow - Walking and Sporting Hub</li> <li>• Monmouth - Local 'Legends'</li> <li>• Abergavenny - Food and Drink</li> <li>• Caldicot - Capital of the Levels</li> <li>• Usk - Town of Flowers</li> </ul>
Welcoming People	Signpost business skills provision and maintain the Ambassador cohort
Visitor Information	Identify and implement more cost effective and dispersed methods for delivering timely and relevant visitor information building on the expertise and resources of the key TIC hubs
Content creation and distribution	Develop consistent content on Monmouthshire products and make it available through a variety of channels and partner campaigns
Customer Relationships	Customer communications and visitor research

## 1. Current Climate

### 1.1. Scene Setter

This plan covers the period 2017 to 2020 and replaces the plan put in place in 2012, while acknowledging that not all actions outlined in that plan have yet been fully delivered.

Activity has involved:

- Reviewing development and marketing priorities to ensure that they are fit for purpose
- Identifying the optimal areas on which to focus activity in the next three years
- Reflecting on the needs of Monmouthshire's businesses and communities

There has been acknowledgement of the impact and potential of Cardiff Capital Region's City Deal in order to ensure that the area contributes fully to regional growth. It is also essential that Monmouthshire's activity is complementary to that of Visit Wales, assisting in achieving Wales' overall growth target (value of tourism) of 10% or more by 2020.

An invaluable aspect of the work (in terms of the plan's ultimate success and longevity) has been consultation with the destination stakeholders and partners. This has informed not only the suggested way forward but also the way that existing partnership arrangements could be refreshed in order to best serve tourism implementation activity up to 2020.

### 1.2. Strategic Context

The context for tourism development and marketing in Wales is set by the national tourism strategy Partnership for Growth 2013-2020. After a mid-term review in 2016

it sets the following priorities (items particularly relevant to Monmouthshire are in bold):

### Promoting the Brand

- **Building Wales' profile**; rolling out the series of Themed Marketing Years with Year of Adventure in 2016, **Year of Legends in 2017 and Year of Sea in 2018**, underpinned by **new product experiences and events**.
- Evolving the **product led approach**; promoting relevant holiday types, **iconic products and distinctive** destination brands and **experiences** to meet market needs.
- **Attracting high-growth markets**; continuing to prioritise the domestic holiday market, taking a tightly targeted approach in our priority international markets of Ireland, Germany and US and focussing on partner-led and tactical opportunities in wider international markets.
- Refocussing marketing activity; delivering an appropriate balance of marketing activities between and within each target market based around market growth potential, resource availability and **opportunities to collaborate with partners**.
- Targeting new high yield markets; securing additional resources to target the **Business Events market**, supporting Cruise Wales and supporting golf marketing, with a view to greater private sector engagement after the Seniors Open in 2017.
- **Becoming digital-first**; developing an integrated digital gateway for Wales, improving [www.visitwales.com](http://www.visitwales.com) and Visit Wales international web sites, developing the content ecosystem for Wales and growing social media communities.
- Driving spend and profitability; Visit Wales will continue to focus on increasing overall demand and interest in visiting by using digital and trade channels to filter interest into leads for the industry.

### Product Development and Major Events

- Flagship attractions; particularly those providing distinctive and unique **experiences that can attract new demand and all weather, year round visits**.
- Quality accommodation; particularly high quality branded hotels and upgrades to **quality accommodation that meet changing market demands**.

- Business and Events; products to cater for **Business and Events** markets capitalising on proposed **Wales International Convention Centre**.
- Cruise; Develop modern cruise infrastructure at key ports.
- Development of **Heritage and Cultural experiences**; investment in the visitor experience and **accommodation provision at landmark heritage sites**.
- Food and Drink; strengthen Wales' growing reputation as a **food destination** including progressing priorities set out in the Food Tourism Action Plan.
- Utilisation of emerging technology; industry to harness **new technology to create exciting, transformative visitor experiences**.
- Attracting new **high profile events** and developing existing events; drawing high spending visits from outside Wales.
- **Supporting the Thematic Years with anchor events**.
- Maximising branding opportunities at events.

### People Development

- Continue to **influence training and apprenticeships** schemes to remain in step with changing industry and customer needs.
- Drive business use of the Welsh Government Skills Gateway Business Online Support Service.
- Support destinations to achieve **World Host Destination status**.
- Introduce a National Tourism Award for excellence in customer service in 2017/18.
- Investigate development of a customer service element in the Welsh Baccalaureate.
- Progress the Learning Journeys project to develop best practise across the industry.
- Support initiatives aimed at changing perceptions of careers in tourism.
- Increase **provision of guides and local ambassadors with suitable language skills**.
- Work with the industry to consider opportunities for a **new hospitality school** in Wales.

## Place Building and Partnerships

- **Refocus support for the Destination Partnerships** to drive forward key actions in line with their plans and wider strategic priorities.
- Identify **destinations with market strength to be promoted as lead sub-national destination place brands.**
- Review the role and **support for Tourism Associations.**
- Deliver the EU funded strategic tourism infrastructure investments at the eleven specified destinations across Wales.
- **Strengthen the links between the Regional Fora, Destination Management Partnerships, local tourist associations and Sector Representative Industry Bodies.**
- Ensure that **tourism is prioritised in the plans of the Regional Economic bodies.**
- Promote the new online support for the industry and **develop a sustainable approach and distinctive sense of place.**
- **Provide better evidence to key decision makers** at a local level to ensure budgets are protected to reflect the impacts of the visitor economy.
- Ensure that **tourism needs are considered in relevant transport infrastructure** developments including better connectivity via the main air and sea ports of entry, improvements to the M4, rail electrification and franchise agreements.
- **Work with transport operators** and carriers on route promotion to visitors.

### 1.3. Achievements

The previous highly ambitious Destination Plan formally ran from 2012 to 2015 with the following developmental objectives:

1. To achieve a more strategically driven and co-ordinated approach to developing the visitor product of Monmouthshire
2. To focus firmly on priorities in order to make the best use of available resources
3. To engage tourism businesses and stakeholder organisations in productive partnership working that is relevant to their interests and makes the best use of available budgets and manpower resources
4. To develop year-round visitor demand
5. To increase visitor satisfaction with the Monmouthshire visitor experience
6. To drive up tourism business performance in the county
7. To responsibly grow the economic, environmental and social contribution of the visitor economy of Monmouthshire
8. To contribute significantly to the development of the regional and national visitor economy in Wales<sup>2</sup>



**Actions** were based on 7 programmes:

1. Tourist Accommodation Development
2. Town & Village Visitor Experience Development Plans
3. Walking Product Development
4. Food Tourism Product Development

<sup>2</sup> Partnership for Growth, the national tourism strategy, sets a target of 10% real terms growth for the period 2013 - 2020

5. Festivals Development
6. Visitor Information
7. Tourism Skills & Business Support

**Monmouthshire's tourism performance over the previous plan's life (between 2012 and 2015) has been very encouraging** - (10% real terms growth in terms of economic impact, 8.7% growth in visitor numbers and 1.5% growth in FTE jobs) with exceptional growth (6.6%) seen between 2014 and 2015 which was above the national (5%) and regional average (6%). A summary of STEAM results based on both historic and index-linked prices can be found at Appendix 1.

Ambitious targets were set in the previous plan but based on historic prices; progress against those specific targets is as follows

STEAM <sup>3</sup>	Target 2015	Actual 2015	Growth since 2012
Visitors	2.5m	2.2m	7.1%
Economic Impact	£200m	£187m	18.0%
Employment FTE	4000	2744	1.5%

To drive these numbers, there was significant progress on delivery of the Plan's developmental priorities, whether in terms of the experience visitors find on the ground in villages, towns and attractions, the focus on walking, the consolidation of the County as Wales' Food Capital, the programme of events or the quality of the product database which drives marketing and communications. Impacts on the overall tourism asset base are explored later in this report (Section 3).

Monmouthshire still faces challenges however, not least in seeking to reverse the previous decline in serviced accommodation stock (although showing an encouraging

<sup>3</sup> Scarborough Tourism Economic Activity Monitor (STEAM) is a model used by all Local Authorities in Wales to track the volume and value of tourism.



direction at this time) the provision of visitor information and services and the way it can most successfully market the County in closer partnership with the industry and its neighbours.

The previous Plan relied heavily on the public sector providing a lead role in each of the programme areas but progress was inevitably compromised by a rapidly changing operating and political environment and the impact of falling public sector funds and resources.



### Consumer Marketing

The previous Destination Plan specifically excluded consumer-marketing actions. These were outlined in a separate plan and were predicated on agreements that Monmouthshire products and content developed through the Destination Plan would be carried by the consumer-facing brand campaigns for Wye Valley & Forest of Dean and Brecon Beacons, via protocols between Monmouthshire County Council (MCC) and Wye Valley and Forest of Dean Tourism Association (WVFDTA), and the Brecon Beacons Sustainable Destination Partnership (via Brecon Beacons National Park Authority).

In the event, it proved impractical to implement these proposals fully, as originally devised, to guarantee full marketing distribution of Monmouthshire product, and MCC felt obliged to invest resources in developing the [www.visitmonmouthshire.com](http://www.visitmonmouthshire.com) website with experiential thematic content, and building and communicating with a consumer database as well as acting as data champion for tourism supply-side product information within the Visit Wales Guestlink protocol.

This latter kind of work is unglamorous, largely unnoticed and **absolutely necessary**.

N.B. This revised plan does contain recommended marketing actions

#### 1.4. Working Arrangements

##### Destination Partnerships

Currently there is no Destination Partnership for Monmouthshire, at least as envisaged in the previous Destination Plan. As identified above the intention was that the County would ideally also work through and actively participate in the ‘neighbouring’ partnerships serving Brecon Beacons and Wye Valley and Forest of Dean, with industry representation led by Brecon Beacons Tourism in the north/west and WVFDTA in the south/east respectively. In hindsight the unintended consequence of this recommendation, which was primarily linked to pragmatic marketing actions only, has been to fragment working relationships.

Political and organisational complexity is built in to both destinations as they cross Local Authority (LA) and national borders, making partnership working challenging. The Brecon Beacons Destination Partnership, facilitated and supported by Brecon Beacons National Park Authority (BBNPA), is currently reviewing its Tourism Strategy and Destination Action Plan. A revised Wye Valley and Forest of Dean Destination Plan is also in development.

Wye Valley and Forest of Dean Tourism Association (WVFDTA)  
[www.wyedeantourism.co.uk](http://www.wyedeantourism.co.uk)

WVFDTA has around 80 (out of its 300) members in Monmouthshire and is a company limited by guarantee. (A generalisation perhaps but Monmouthshire provides the established accommodation base while the Forest of Dean specialises in attractions and activities). It has a paid staff resource providing strategic leadership, marketing and administration capacity and a voluntary board of directors. It is a key partner in the WVFD Destination and is recognised as a Destination Management Organisation (DMO) by Visit Britain/ Visit England. It currently concentrates on marketing activities but with aspirations to get more involved in destination development activities.

**Brecon Beacons Tourism (BBT)** [www.breconbeaconstourism.org](http://www.breconbeaconstourism.org)

Brecon Beacons Tourism (BBT) is the key industry partner in the Brecon Beacons Sustainable Destination Partnership. BBT has around 250 members, is joint ‘owner’ of the Brecon Beacons destination website, has a paid executive, and delivers a range of networking, business-to-business and business-to-consumer benefits and activities against an annual business plan.

**Abergavenny and District Tourism Association (ADTA)**  
[www.visitabergavenny.co.uk](http://www.visitabergavenny.co.uk)

ADTA has around 100 members but with a higher proportion of retail, food and drink and other ancillary categories. It is affiliated to BBT and many ADTA members have also joined BBT in their own right<sup>4</sup>. As with many other purely voluntary TAs in Wales, ADTA is constrained by capacity issues in terms of time and resources.

### **Regional Working**

MCC represents the County on the 10-authority regional Destination Management Group (DMG) and Destination Implementation Group (LA Tourism Officers), where discussion is currently focused on the strategic tourism opportunities within the Cardiff Capital Region City Deal mechanism. The DMG is currently commissioning a

---

<sup>4</sup> Wherever they are located in the county, Monmouthshire businesses often choose to join more than one destination association. As in other parts of Wales there are many however who choose to join none.

Destination Investment Plan to inform City Deal spending plans. Ahead of this plan Monmouthshire's capital investment priorities have been identified as:

- Wales Gateway Feature (on the Living Levels area close to border)
- Walking Product infrastructure and support (completion)
- (Road and Lane) Cycling Product Development
- Serviced Accommodation Development
- Business Tourism Product Development

Monmouthshire participates in the regional Southern Wales Campaign, which covers travel trade and attractions marketing [www.southernwales.com](http://www.southernwales.com) .

**Visit Wales** ([www.visitwales.com](http://www.visitwales.com))

MCC and the industry associations are invited to meetings of the South East Wales Tourism Forum, which is Visit Wales' preferred second-tier mechanism for industry engagement.

Visit Wales is the most significant external public funder of tourism development and marketing for Monmouthshire through:

- Regional Tourism Engagement Fund (revenue: for Destination Partnership activity)
- Tourism Product Innovation Fund (revenue: private sector)
- Tourism Investment Support Scheme (capital: public realm<sup>5</sup> and private sector strands)

In addition VW has allocated EU capital funds to 11 transformative 'Attractor' projects across Wales, one of which borders Monmouthshire - work on the "Mon and Brec" Canal.

**Blaenavon World Heritage Site** ([www.visitblaenavon.co.uk](http://www.visitblaenavon.co.uk))

---

<sup>5</sup> This strand is derived from Rural Development Programme funding. The rural wards of the county also have access to Leader funds through the Vale of Usk Local Action Group shared with Newport.

MCC has a place on the Blaenavon World Heritage Site Management Committee. As lead body Torfaen CBC has commissioned a review of the Blaenavon World Heritage Site Management Plan. In terms of access to and enjoyment of the World Heritage Site the Draft Plan identifies that the primary ‘way in’ for visitors should be the walking, cycling and other activity opportunities offered by the landscape with the heritage ‘story’ and sites providing additional visitor value. MCC is specifically identified as having a supporting role in terms of rationalising the network of walking and cycling routes and developing loops and links and promoting the National Cycle Route multi-user trail between Pontypool, Abergavenny and Brynmawr.

### **Wye Valley AONB ([www.wyevalleyaonb.org.uk](http://www.wyevalleyaonb.org.uk))**

The Wye Valley Area of Outstanding Beauty (AONB) covers parts of Monmouthshire, Herefordshire and the Forest of Dean.

The Wye Valley AONB Joint Advisory Committee has a place allocated for a tourism industry representative and WVFDTA have been invited to fill that position. MCC leads the officer technical group. The AONB Management Plan is supportive of sustainable tourism and has led significant Destination Development activities in the past (e.g. Wye River Festival, Overlooking the Wye Landscape Partnership Scheme). Usefully the AONB straddles 3 county and 2 national borders, lying at the heart of the wider Wye Valley/ Forest of Dean destination, but capacity issues have prevented it getting more involved in tourism Destination Management more directly.

### **Living Levels**

MCC is a leading partner in the Living Levels project, which covers the coastal lowlands south of the M4 from the River Wye to the River Rhymney, currently the subject of a substantial Landscape Partnership Scheme bid. This will deliver landscape, interpretation and access improvements to a less visited part of the County, including the M4/ M48 corridor ‘gateway’ to Wales.

### **Vale of Usk Local Action Group**

Facilitated by MCC, the LAG is delivering the LEADER programme in rural wards of Monmouthshire and Newport, based on a Local Development Strategy. There is

tourism industry representation on the LAG. Tourism initiatives can be supported through Theme 1 of the LDS 'Adding Value to Cultural and Natural Heritage' but only feasibility work and pilot projects are eligible. A useful by-product of the LAG is closer cross-border cooperation with Newport.

### **Monmouthshire County Council**

MCC itself has lost DM-focused resources over the period of the last Destination Plan. Aside from operational TIC staff only 2 staff members cover the function currently, and even then not exclusively.

Unlike many LAs in Wales MCC still directly operates a Tourism Information Centre in Chepstow and supports (along with BBNPA, Abergavenny Town Council, St Mary's Priory Development Trust and local volunteers) the Abergavenny TIC and other Tourist Information Points across the County e.g. Shire Hall, Monmouth.

MCC is currently undertaking an extensive and lengthy management review of how leisure, cultural and tourism services will be delivered from 1<sup>st</sup> April 2018. 2 clear options have emerged:

- An external delivery model eg 'arms-length' Trust
- Internal service transformation

A final decision is not expected until after the County Council elections in May 2017, but may have a significant impact on how this plan is prioritised and delivered, not least the need for a commercial approach to providing Information Centres.

MCC has member representation on both the Brecon Beacons National Park Authority and Wye Valley AONB. MCC also leads the Technical Officers Working Party of the Wye Valley AONB.

## 2. Where we are

### 2.1. Demand Factors and Competitive Position

Although showing healthy growth overall year on year, the vast majority of the area's 2 million annual visitors are visiting for the day. STEAM<sup>6</sup> figures are shown below.

Visitor Type	2012 - Number	2015 - Number	% Change
Staying	0.443 million	0.494 million	+ 11.7
Day	1.573 million	1.696 million	+ 7.8

This is potentially a reflection of ease of access from nearby urban areas in Wales and England and as well as looking for ways to convince visitors to stay overnight, priority should be given to finding ways to maximise secondary spend revenue whilst those day visitors are in the area; highlighting retail and food opportunities as well as consolidating event programming. The 2016 Visitor Survey (<sup>7</sup>Beaufort) corroborates the above STEAM figures recording that

*“Visitors to Monmouthshire are more likely to be on a day trip than visitors to Wales as a whole (at 94% compared to 88% across Wales). The proportion of staying visitors to the area is half that of Wales overall (6% compared to 12% overall)”*

However, although in the minority in terms of volume of visitors, it is those who do stay that add significantly to spend levels. Of the £187 million income attributable to tourism in 2015, £134 million of that came from staying visitors compared to £53 million derived from day visitors.

NB: It should also be noted that overnight stays are increasing; growth of approximately 12% was recorded in the period 2012-2015

---

<sup>6</sup> STEAM Reports 2012 and 2015

<sup>7</sup> Visitor Survey 2016 Beaufort

In the 2016 survey, the proportion of visitors to Monmouthshire coming from England, Scotland and Northern Ireland was similar to the proportion of visitors who came from parts of Wales (48% and 45% respectively). Monmouthshire's proximity to England explains a slightly higher number of English visitors than the Wales average and although only 7% were of overseas origin this is higher than the average across the whole of Wales (where only 4% of visitors are international). Also higher than the average of across Wales is the proportion of couples visiting the area.

Something that is clear from consultation and survey results (and aligned to the depth of product across the database that Monmouthshire maintains) is the positive way in which many different businesses view themselves as very much part of the local tourism/visitor economy. E.g. retailers gave their views alongside more "direct" tourism operators who ran accommodation and attractions locally.

Additionally, survey results suggest a turnover of operators given the numbers who have been in business for 5 years or less. 16 respondents indicated that they had been involved in the tourism sector for 12 months or less and 28 recorded involvement of between 1 and 5 years.

This is not always the case in other destinations and represents a clear opportunity to further develop a consistent, quality visitor product across the board.

Several principal factors may impact on demand for Monmouthshire as a destination of choice for both day and staying visitors. Some of the following are further discussed in section 4.4. They are shared considerations for all UK destinations and include

**Brexit** - while there is still uncertainty around the longer term impact of Brexit the vote had an "immediate, positive impact"<sup>8</sup>(Forwardkeys Research) on tourism to the UK in the latter part of 2016 when a drop in the value of sterling saw an increase in bookings from Europe and further afield as well as from value hungry domestic tourists who chose to holiday at home.

**Short Breaks** - UK holidays are also maintaining a holding pattern of sustained

---

<sup>8</sup> Forwardkeys Research 2016



growth in the short break sector. In 2016, for the second consecutive year, the proportion of Britons taking a short-break (i.e. up to three nights) at home increased<sup>9</sup>.

“**Safety first**” would appear to be a major consideration for many. People have chosen to holiday in more traditional destinations and also to seek out UK locations that offer a borderless, hassle free trip<sup>10</sup>.

**Experience based breaks** - recent research<sup>11</sup> shows that people want more out of their life and their time away than ever before. They look to make authentic connections on a physical, emotional, spiritual, social and intellectual level. Experiential tourism is able to assist with this and has grown in recent years.

**Social media** peer-to-peer sharing has helped to fuel the above and acted as a platform for peer recommendations. Holiday choices influenced by trusted friends and family will continue and point to the encouragement of word of mouth through positive reviews and social sharing. As recorded by Nielsen “*92% of consumers trust online content from friends & family above all other forms of brand messaging*”. Perhaps even more significantly, that same research shows that online reviews play such a strong part in the decision making process that “*(consumers)...trust strangers second most - far more than they trust content from brands.*”<sup>12</sup>

**Improved connectivity** and a rise in mobile phone growth and usage tipped the balance of internet search in November 2016 with more users around the world accessing the internet from mobile devices than from desktop computers for the first time.

**Digital media** - this plays a central role in the travel planning and booking process.

---

<sup>9</sup> BRCD Holiday Trends 2017

<sup>10</sup> BRCD Holiday Trends 2017

<sup>11</sup> BRCD Holiday Trends 2017

<sup>12</sup> Nielsen Research 2016

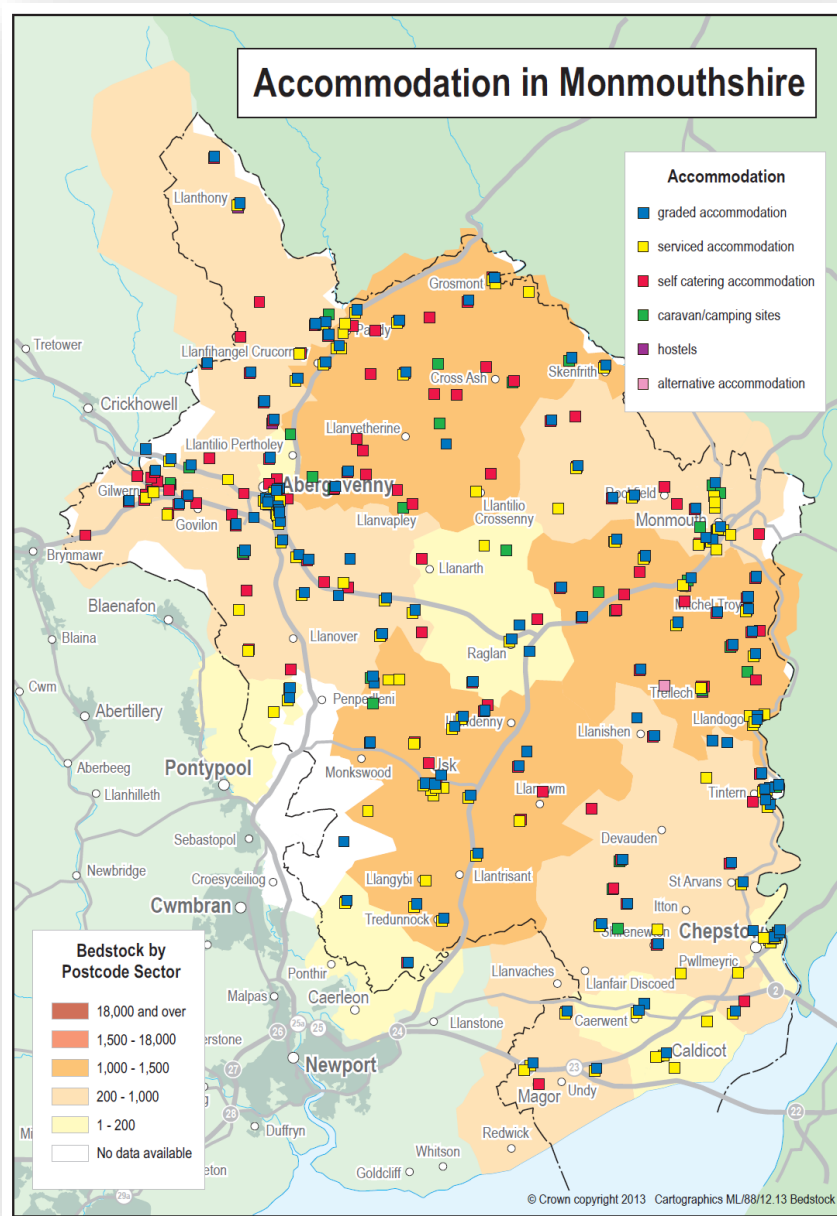
On average, Britons took around 5 1/2 hours to dream, plan and book their main holiday in 2015 using a combination of online resources, 4 in 5 were peer-led (word of mouth, friends' social media or review sites) or expert-led (travel agents) while search engines also played a major role.

**“Years of...” theme** - in the Wales context there is an opportunity to be grasped for the area maximising opportunities created by Visit Wales' Year of Legends (2017), Year of the Sea” (2018) and Year of Discovery (2019).

## **2.2. Supply Factors**

### **Accommodation**

The map below (based on 2013 statistics) shows that accommodation is well spread across the whole county but with the greatest concentrations centred on Abergavenny/ Black Mountains and the Wye Valley



According to official figures<sup>13</sup> the accommodation stock within Monmouthshire has seen change in the last five years (2012-2017), predominantly in the non-serviced touring and caravan and camping category, although this is largely a reflection of reclassification rather than overall reduced stock.

Although there have been fluctuations from 2012, in real terms, over the last year (2015-2016) the headline change is 1 additional 50+ room property.

<sup>13</sup> STEAM and Bed Stock Reports 2016

It should be noted that a reclassification from 4 bedspace family rooms to 2 bedspace twin/double rooms by one 50+ room hotel has reduced the number of serviced bedspaces despite the opening of one additional 50+ room early in 2017.

‘Glamping’ (which includes Yurts, Teepees, Eco Pods, Shepherd’s Huts) did not feature as a category in 2012 but is now a growing category in the area. Previously this fell under ‘Self-Catering’ or ‘Caravan and Camping’ depending on the business type. Narrow boats fall under the non-serviced categorisation.

It should be borne in mind that the figures for bed stock presenting on Airbnb would suggest higher numbers operating ‘under the radar’. Barely featuring at the time of the last strategy (as although founded in 2008 the site was still niche) Airbnb had become a major force in the Online travel Agency (OTA) and social media community and now offers experience booking as well as accommodation reservations.

As at March 2017, the site offers approximately 80 accommodation options in the wider Abergavenny area, 43 in the Wye Valley/Ross on Wye area, 29 around Caldicot, 54 in and around Chepstow, 39 around Usk and 114 in Monmouth.<sup>14</sup>

NB: Where identifiable Airbnb properties are included on the county’s product database and are factored into overall bed stock figures. Only those open all year are recorded, i.e. approximately 90% of all existing Airbnb establishments.

Although there is overlap with some known bed stock, many of these properties are “off the grid” in terms of knowledge and influence of Monmouthshire’s activities (including skill development opportunities).

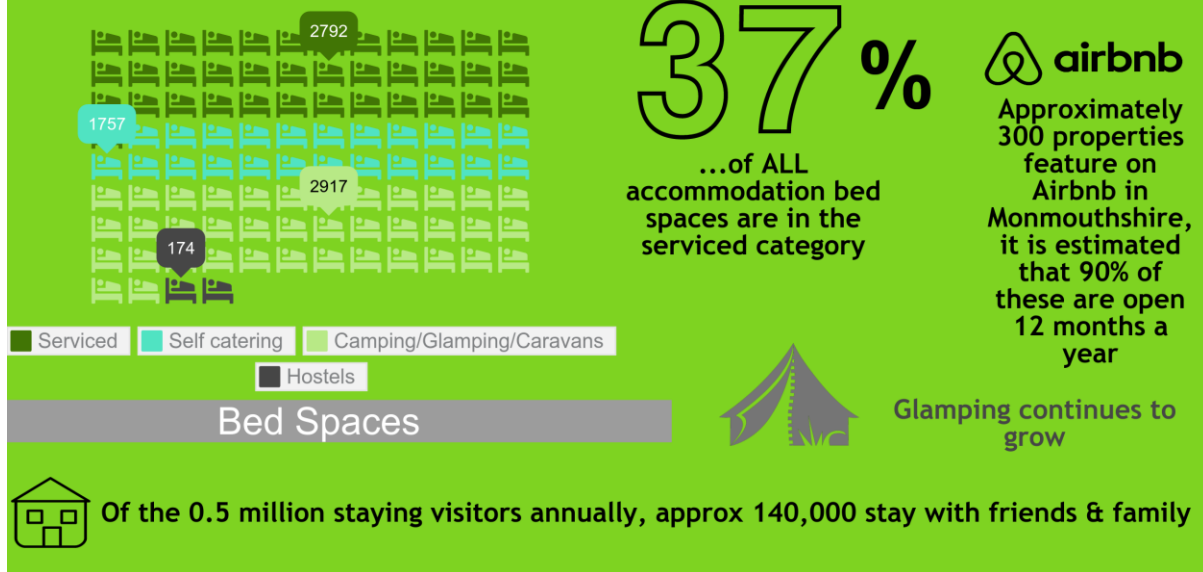
This is a position shared with virtually every recognised destination in the UK (as well as further afield) and is important to note as the rise in homestay will undoubtedly impact on the overnight stay capacity and pattern with the area, albeit that it will be extremely difficult if not impossible to effectively monitor that impact.

---

<sup>14</sup> Even if Monmouthshire specific search terms are used Airbnb will, of course, offer results which are based outside the county

Accommodation Category	Businesses 2012	Bed Spaces 2012	Businesses 2017	Bed Spaces 2017	Change
<i>Serviced accommodation</i>					
+50 room hotels	2	790	3	767	+1 Property -23 spaces
11-50 room hotels	24	1171	26	1140	+2 properties - -31 spaces
<11 room hotels/others	106	911	113	885	+7 properties - -26 spaces
<b>Serviced total</b>	<b>132</b>	<b>2872</b>	<b>142</b>	<b>2792</b>	<b>+10 properties</b> <b>-80 bedspaces</b>
<i>Non-serviced accommodation</i>					
Self catering	166	1217	219	1583	+53 properties +366 spaces
Static caravans/ chalets	1	44	3	44	+2 properties +0 spaces
Touring caravans/camping	35	3159	27	2767	-8 properties - -392 spaces
Not-for-hire statics	0	0	0	0	
Glamping			14	106	New stock category
Hostels			4	174	+4 properties +174 spaces
<b>Non-serviced total</b>	<b>202</b>	<b>4420</b>	<b>267</b>	<b>4674</b>	<b>+61 properties</b> <b>+80 bedspaces</b>
<b>Total</b>	<b>334</b>	<b>7292</b>	<b>409</b>	<b>7466</b>	

# Accommodation Stock 2017



## Other Tourism Assets

Destination partners accomplished much during the life of the previous plan in terms of the wider product offer and destination infrastructure. The headline products such as the **food and drink offer** continued to gain momentum and further advanced the county's reputation (and this is borne out by satisfaction levels and recognition of the sector by both operators and visitors).

In the **heritage** context, Caldicot Castle- a key attraction-laid the foundations for its development into a major events venue in the county and also opened a new catering outlet (tea room) to serve customers while Monnow Bridge and Gate (part of Monmouth's town walls) undertook refurbishment and physical access improvements as well as implementing a volunteer training programme in order to deliver guided walks.

**Dark Sky Discovery Site** status was awarded to five of Monmouthshire's heritage sites; Abergavenny Castle & Castle Meadows, Black Rock, Caldicot Castle, Goytre Wharf and Skenfrith Castle and this adds significantly to not simply product appeal but also awareness raising of the county in the UK context.

**Walking** remains a popular (and growing) facet of the county's product offer and with the advent of the Wales Coast Path (WCP) in 2012 loops were developed to Caldicot and Caerwent via the Severn Tunnel Junction and Caldicot train stations with 21 "kissing" (pedestrian) gates installed plus a range of complementary way marker posts to maximise opportunities to exploit the national route.

Notably, enhancement of the Usk Valley Walk enabled better access and links to Abergavenny town centre and transport points via Castle Meadows and three new, interpreted loops - the **Time travelling trails**- were developed from the Wales Coast Path and Offa's Dyke, namely Sudbrook, Shirenewton and Wentwood. The Tunnel Centre (Sudbrook) has provided enhanced interpretation and walking facilities along the WCP while sculptures have added to both the Offa's Dyke National Trail (marking the start and finish) and the WCP (at Chepstow). The former well known Trail has also benefitted from loop development. The Nedern Trail (a short linear way marked walk starting from Caldicot Castle and based on the Nedern brook) has also been enhanced with interpretation panels and benches.

In addition to physical developments two new walking festivals have been established; Chepstow (April) and also MonDean (formerly the Monmouthshire Walking Festival) that takes place in October.

Delivery of a "Walkers are Welcome" capital grant scheme helped ensure that an additional 9 accommodation businesses are now particularly "walker friendly" with facility upgrades such as drying areas. Significantly, Abergavenny, Chepstow, Monmouth and Tintern have all achieved "Walkers are Welcome" *town* accreditation in recognition of their walker friendly welcome /product.

**Improved interpretation, signage and access** to the county's rivers and waterways has meant that visitors can derive more enjoyment from some of the county's natural assets and these projects include:

- A new visitor centre at Llandegfedd Reservoir and a 10km way marked trail around the reservoir that links to that centre

- River interpretation and fishing information panels on the rivers Monnow and Wye near Monmouth
- “Mon and Brec” Canal interpretation which has seen provision of panels based on Michael Blackmore watercolour paintings and interpretive/canal orientation map benches on the Monmouthshire stretch of canal (supplemented by a new Canal history leaflet)
- The St Teilo’s Church Gavenny riverside project that focused on riverbank protection, footpath extension and interpretation panels
- Tintern Wye riverside resurfacing of a track forming part of the Wye Valley Walk alongside provision of new Wye Valley Walk panels at Tintern and Piercefield
- Provision of train related bespoke cycle racks at The Old Station

The **cycling product** in the county has witnessed a huge boost in popularity via the number of high profile cycling events held in recent years; particularly the British Cycling National Road Championships (2014) and Stage 3 of the Tour of Britain as well as Velothon Wales.

**Visitor signage**, an essential element of county destination management and an essential aspect of an enjoyable trip, has been consolidated with comprehensive signage schemes in both Monmouth and Usk. (A similar scheme was developed for Abergavenny but unfortunately this could not be implemented due to trunk road complications and costs). These larger initiatives are complemented by area specific enhancements such as:

- **Abergavenny’s** refurbished fingerpost signs, new town maps, visitor information panels at the train station, directional signing to St Mary’s Priory/Tithe Barn/TIC and a welcome sign for St Mary’s Priory, street light banners conveying key tourism messages and The Tumble iconic cycling hill climb signs.



- **Chepstow's** refurbished fingerpost signs, pedestrian signs linking the town centre and the train station
- **Monmouth's** refurbished fingerpost signs, 'Wikipedia town' sign plates, street light banners conveying key destination messages, 'Market Town' interpretation panels and Nelson Garden directional signs
- **Caldicot's** additional brown tourism signs and welcome signs for the Castle, and new town centre noticeboard.
- **Magor's** brown and white signage for 'Historic Magor Square' and Magor Marsh
- **Tintern's** enhancements to two sites within the village including timber fingerpost signs and improved highway signage
- **Caerwent's** new village entry signs

### 2.3. Consultation and Survey Results

Extensive consultation was undertaken to inform this plan:

- A detailed on-line industry survey with well over 100 responses
- A workshop with senior MCC planning, culture, economic development, place-shaping, countryside and tourism staff
- A presentation and discussion with MCC's Economy Scrutiny Committee
- One-to-one discussions with key industry and public sector stakeholders

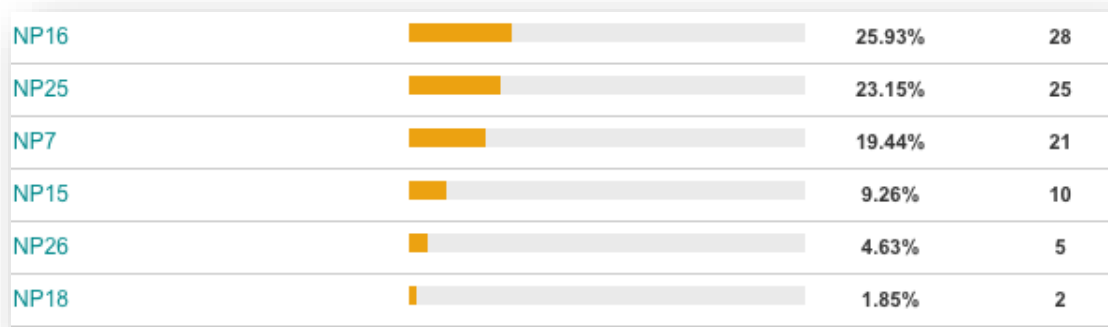
The online survey took place over 3 weeks in November/December 2016. Disseminated via partner database and social media channels, a total of 108 respondents took part. We communicated with a wide cross section of established accommodation providers, attraction operators, activity operators and representative bodies (stakeholders with an interest in the visitor economy).

A copy of the survey form can be found at Appendix 2. A summary of results follows as does a visual (infographic) of key elements (to follow after comments)

### Who took part?

The 108 respondents were fairly spread in geographic terms (see figure 1)

Figure 1



43 accommodation establishments took part with eating out, retail, attractions, voluntary and public sector organisations making up the remainder.

The above is indicative of the level to which many different businesses view themselves as very much part of the local tourism/visitor economy and encouraging that they were keen to give their views.

Just over half the respondents had been involved with the tourism sector in Monmouthshire from 5 to over 10 years but it was interesting to see that 16 businesses had been involved for less than 12 months.

(See figure 2 overleaf)

A healthy 59% of stated that they felt “very well” or “quite well” informed about Monmouthshire County council’s current activity to support tourism.

(See figure 3 overleaf).

Figure 2

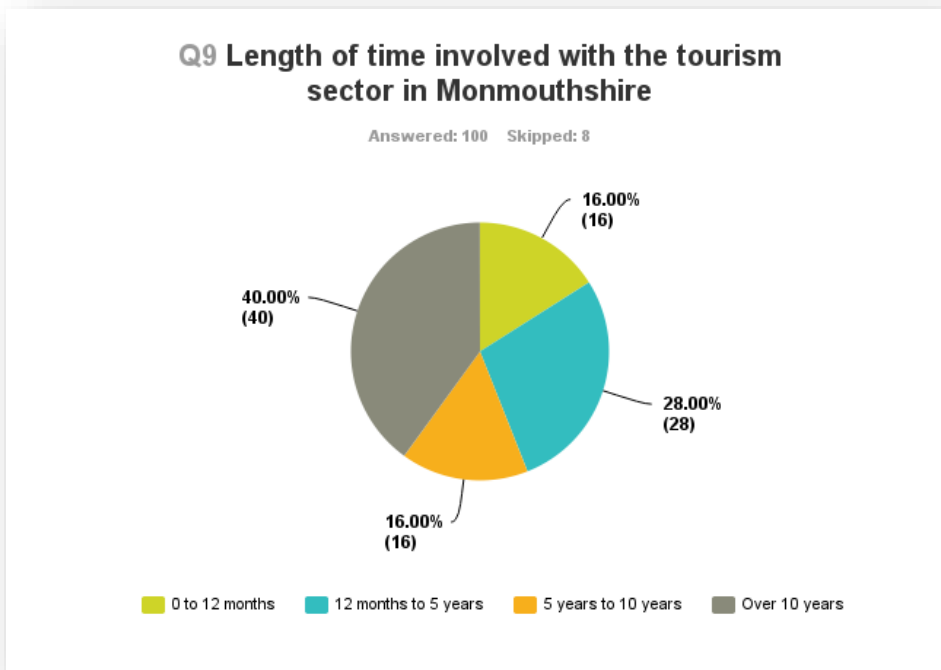
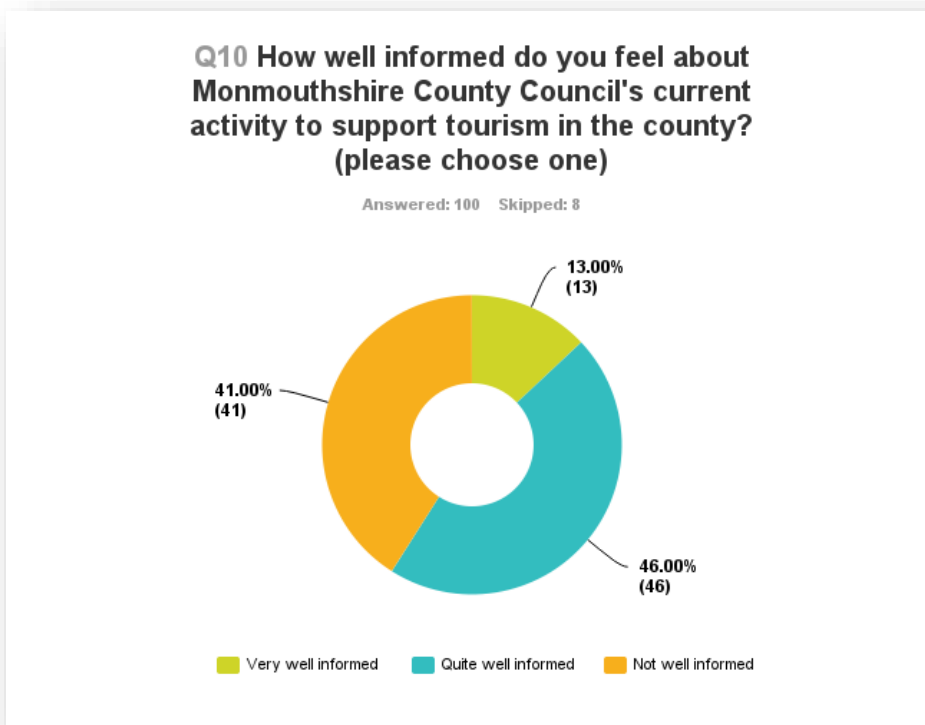


Figure 3



## Online Promotion

All operators, accommodation and others, indicated that they relied predominantly on their own website to promote their business, with many also stating that Visit Monmouthshire and Visit Wales were the next most important vehicles (second and third choices ticked respectively).



From the feedback of the 85 stakeholders who responded to this question (i.e. those to whom online promotion is relevant) it was clear that Visit Monmouthshire is an important element of their marketing mix.

(It should also be noted that, when considering avenues other than their own business site, around 25% of all respondents stated “don’t know/can’t evaluate” indicating that there may be latent benefit from several of the channels that is not currently being evaluated via lead tracking).

Across the board, “Own website”, “Word of Mouth”, “Reviews” “Social Media” and “Repeat Business” were cited as important.

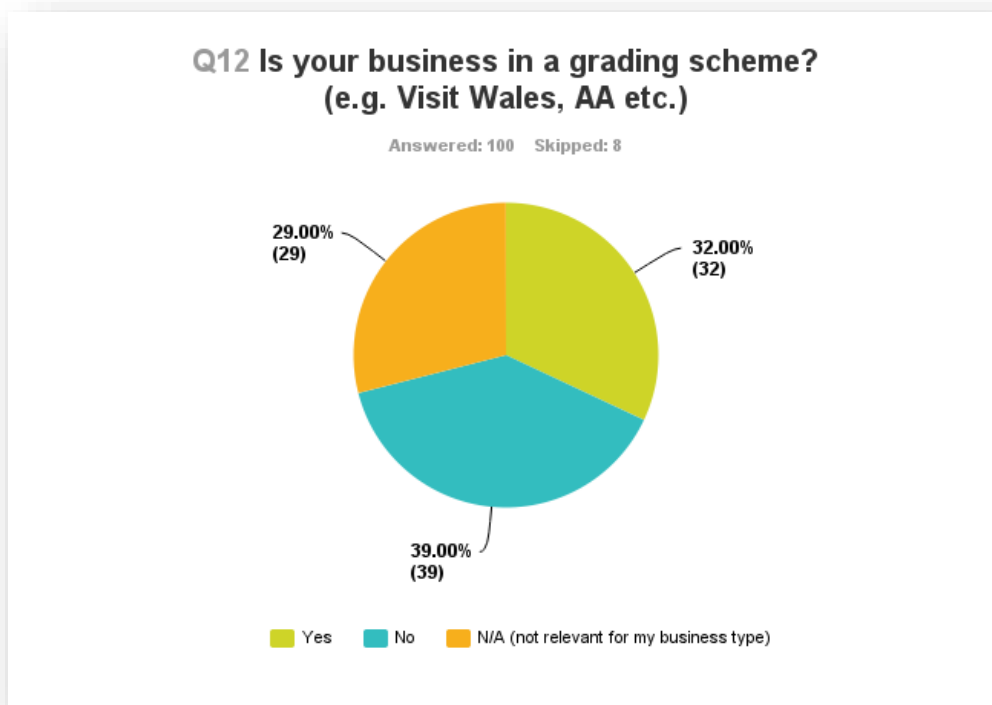
## Training, Awards and Grading Schemes

13 businesses have undertaken World Host in the last 2 years (others mentioned that they had undertaken training but over 2 years ago). In all 51 respondents had not undertaken training in the last 2 years and a further 36 stated that they were not aware of the training or its relevance to them.

Approximately 24% of businesses had received awards (of some description) in recent years; from AA Rosettes, Visit Wales and local business awards to Trip Advisor Certificates of Excellence. Only 12 businesses were part of a Green Tourism scheme. Of the 71 businesses eligible for official grading just under half were in a scheme (either VW or AA)

(See figure 4 overleaf)

Figure 4



### Satisfaction with levels of business (over the last 2 years)

Interesting results here with the majority “very” (19 businesses) or “quite” (50 businesses) satisfied (see figure 5 overleaf). The level of new entrants to the sector was reflected in some of the comments e.g.

*“...available for letting only since April 2016”*

*“...we are new and need more information”*

*“...we are still so new and learning to build the business”*

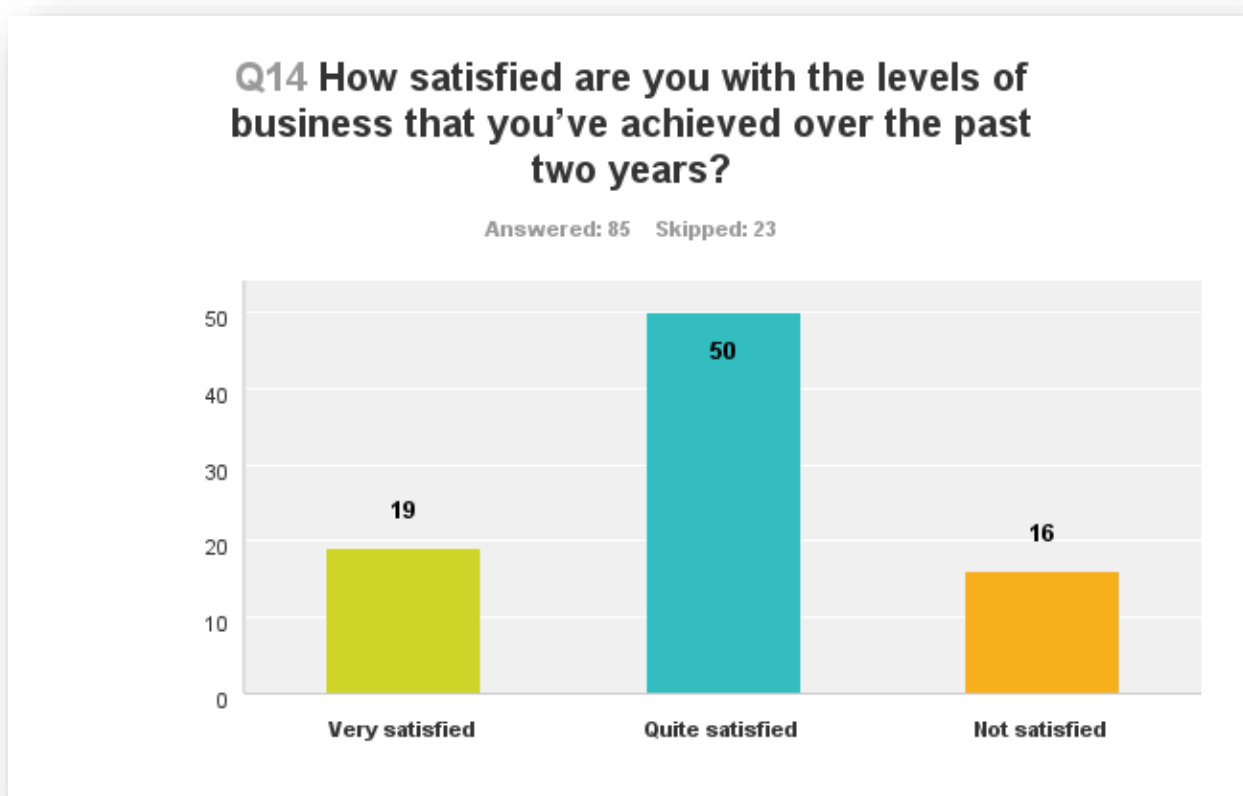
*“...took over the business 15 months ago”*

Though some mentioned Brexit and harder economic conditions e.g.

*“...had excellent 2015 but since Brexit business is 60% of last year”*

*“...we have kept going throughout recession by keeping overheads down”*

Figure 5



NB: Over half of all those who responded stated that weekdays (in general) and the November to March period were the periods when additional business was most required.

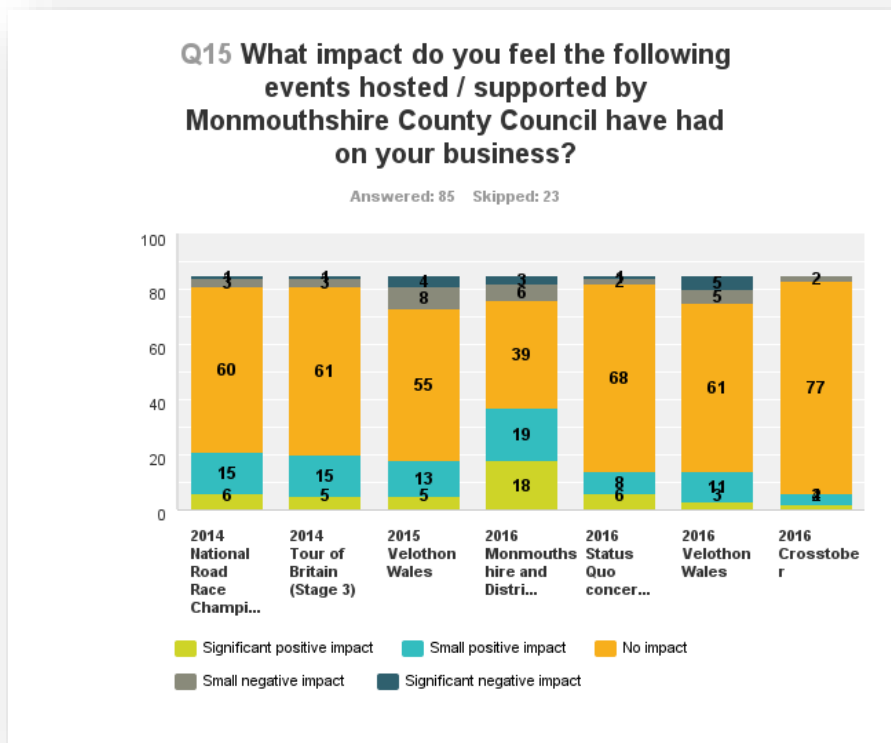
#### **Impact of Major Events (Monmouthshire based)**

Unsurprisingly responses on the perceived positive and negative impacts of major events in Monmouthshire varied significantly, with more businesses reporting positive impacts for events taking place over several days (e.g. Eisteddfod).

On balance, more “positive” than “negative” ratings were received for all events other than Velothon Wales (for which the figures for positive and negative impacts were balanced). NB: Care should be taken in interpreting these top line results as individual circumstances obviously apply e.g. accommodation bed spaces may have already been booked by other business/leisure guests, issues regarding road closures for retailers may be expressed as negative impact. In addition, the question did not refer to the impact of major events in adjacent areas that may have helped business

in the county (e.g. Principality Stadium events) nor did it attempt to measure the potential benefit of such major events in terms of the equity they may bring to the profile of the destination.

Figure 6



**Promotion (via Visit Monmouthshire’s marketing activity) of key products** (particularly activities such as cycling, walking and food and drink) was viewed by the majority as very or quite effective.

Most satisfaction was attached to (in order of scoring) Events, Activities (cycling) walking and food/drink promotion. Cultural Heritage and Arts promotion was also rated reasonably well but there were comments that designated landscapes (e.g. Wye Valley AONB) could be promoted more effectively.

It should be noted that receipt of a published plan of activity and product content (where and when including its reach) was mentioned by several respondents as something that would be beneficial. To raise awareness of the activity undertaken and also in order that businesses could take advantage of it.

NB: 65 respondents took the time to leave additional feedback regarding the above question/section and these are available as a separate document of verbatim comments on request. They include detailed views on subjects such as online promotion versus print, the role of retail, TICs and impact of events.

### **Feelings with regard to Infrastructure and Services locally**

(An additional comments list is available on request)

Several statements attracted high levels of agreement, including

(\* % Of respondents agreeing/strongly agreeing)

- *“The destination’s food offer is of a good quality and offers options at all levels “ (90%)*
- *“Tourist Information Centres are an important part of the destination offer and should be prioritised for support” (89%)*
- *“The range and quality of visitor attractions is good” (84%)*
- *“Monmouthshire has a good range of events throughout the year” (81%)*
- *“The destination provides good basic visitor services (e.g. car parking/toilets)” (80%)*
- *“Conservation of the area’s built heritage is undertaken well” (79%)*

Statements regarding the retail offer, signage (both roads and footpaths) and upkeep of towns and villages received between 60 to 68% positive agreement.

Understanding of roles and responsibilities was evenly split (pretty much 50:50) between those who agreed it was clear who did what and those who did not. This scoring was echoed when it came to broadband provision (i.e. an even split of those who found it adequate for their business needs and those who did not)

The statement *“Public transport options are adequate and well promoted”* attracted the greatest dissension (with 66% disagreeing/strongly disagreeing)

### **General Aspects of being part of the tourism sector in Monmouthshire**

In this section we asked for views on statements including

- *The benefits of tourism (e.g. visits and spend) are spread throughout the county*
- *There is good local provision of tourism business skills training*

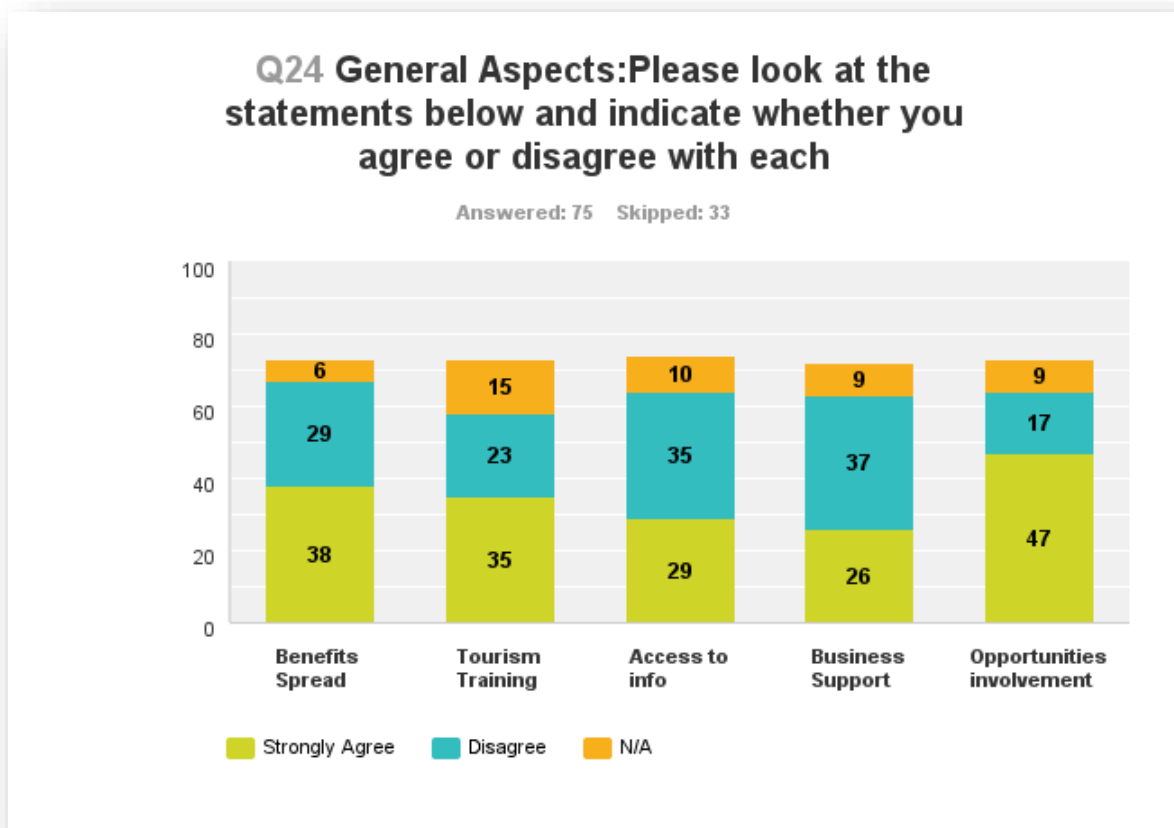
**Monmouthshire Destination Management Plan 2017-2020**



- *I have access to the destination intelligence and visitor research needed to develop my business*
- *There is adequate support for businesses in the area*
- *There are opportunities for my business to get involved with tourism activity at a destination level (e.g. tourist associations, business networking and events)*

Results as follows

Figure 7



### Open Questions

At the end of the survey several (optional) open questions were posed and respondents were asked to choose “Top 3” Weakest (Figure 8) and Strongest (Figure 9) aspects of tourism in Monmouthshire - summary results follow. NB: Word clouds represent most frequently occurring comments appearing to answers 1, 2 and 3 and are grouped in that order.

### Top 3 Weakest Aspects

Figure 8



**Comment examples:**

*“Wet weather attractions lacking”*

*“Not particularly well known as a destination - sandwiched by Wye Valley and beacons”*

*“Lack of a strong brand / identity”*

*“Budget cuts”*

*(Lack of) “Appeal to wide cross section of diverse population”*

*“Public Transport within destination”*

**Top 3 Strongest Aspects**

**Q26 Please tell us (as brief bullet points) what you believe are the top 3 strongest aspects of Monmouthshire's current destination offer? (e.g. diversity of product, reputation, etc.)**

Answered: 57 Skipped: 51



Figure 9

**Comment examples:**

*“Beauty of landscape”*

*“Access to road network”*

*“Reputation as an outstanding landscape with exceptional heritage sites. Tintern Abbey in particular has a global reach - all my visitors (USA, NZ, Germany etc.) know of Tintern Abbey”*

*“Heritage”*

*“Food offer”*

**Biggest obstacles? Views of respondents**

The survey closed with the opportunity for respondents to record their views on what they saw as the biggest obstacles to tourism progression in the country.

Approximately 60 took the time to leave comments and these are all recorded in a separate document for individual attention.

Comments regarding fiscal squeeze on the private sector (such as business rate increases) and diminishing public sector budgets (and the impact of that on investment and project implementation) were very evident.

Many also referred to marketing limitations brought about by budget considerations and visitor awareness of what the county has to offer - often combined with a perceived lack of identity particularly in context of strong brands nearby.

There were also concerns with regard to the uncertain economic climate and mentions of how OTAs are forcing accommodation to compete on price.

Although, as one respondent stated

*However people are more likely to holiday at home so we could benefit long term. Seeing the opportunities that change offers - one door closes and another opens.”*

**Key Challenges and Opportunities arising from consultations can be summarised as follows**

Challenges	Opportunities
Terms of Engagement for industry	Active and professional base to engage with
Events type and timing	Improving existing venues eg Abergavenny and Caldicot Castles and broadening the base of venues and providers e.g. Chepstow Racecourse
Aspirations and boundaries of DMOs	Share the load of tourism delivery
Product development need - Cycling to follow on from Walking	Proven approach to emulate i.e. Walking - link to England Coast Path
Brand and branding delivery	Find value in each available brand and apply at different levels ie Brecon Beacons, Wye Valley, Cadw, NT, Marriott, Hilton etc. Businesses will help define overall brand

#### 2.4. Dimensional Analysis for Monmouthshire

Available research and extensive consultations with stakeholders lead to the following summary analysis of the current status:

Dimension	Analysis
Political	<ul style="list-style-type: none"> <li>• Welsh Government policy recognises Tourism as one of Wales’ key economic sectors</li> <li>• MCC is well integrated into the Cardiff City Deal process</li> <li>• Growing understanding of the value of tourism to a rural county</li> <li>• There has been stakeholder buy-in to the existing tourism plan and its ‘direction of travel’ especially around the Walking Offer and Food + Drink</li> <li>• Positive and supportive view of tourism by Monmouthshire County Council, Brecon Beacons National Park Authority and Wye Valley AONB as well as neighbouring authorities but...</li> <li>• Tourism is seen as less of a priority for Cardiff Capital Region than other parts of Wales</li> <li>• Stakeholder relationships at a local level have not been entirely smooth</li> <li>• Impacts of Brexit are unclear in terms of perceptions of UK for welcome and employment</li> </ul>
Economic	<ul style="list-style-type: none"> <li>• Monmouthshire is strategically located on 2 of the most important transport corridors into Wales providing ready access to UK markets</li> <li>• Positive performance of the destination over the last plan period</li> <li>• Vibrant tourism sector with some evidence of new entrants</li> <li>• Major events of national appeal e.g. Welsh Grand National, Abergavenny Food Festival, Cycle Road Racing</li> <li>• Monmouthshire’s reputation for Food and Drink allows producers to offer premium products rather than commodities</li> </ul>

	<ul style="list-style-type: none"> <li>• Wye Valley and Brecon Beacons are 2 of the UK's iconic destination brands <b>but...</b></li> <li>• Long-term dependence on public funding to support tourism marketing and product development</li> <li>• Public funding at destination level continuing to reduce</li> <li>• Reducing access to remaining EU Funds (RDP) with prospect of no availability after 2020</li> <li>• Increased dependence on Welsh Government central funds to support day-to-day delivery</li> <li>• Significant 'lag' for private and voluntary sectors in filling funding gaps</li> <li>• Effects of Brexit unclear although fall in value of the pound has had short term positive impact on Overseas and UK visits to Wales</li> <li>• 60/40 split in favour of non-serviced accommodation</li> <li>• Rise in available accommodation (in addition to current known stock) via Airbnb - this has increased capacity although there is uncertainty over total base and levels of quality. While some known accommodation providers use it to supplement marketing reach other properties (previously unknown) have appeared</li> </ul>
<p><b>Social</b></p>	<ul style="list-style-type: none"> <li>• An aging but still adventurous UK and Northern European population</li> <li>• When asked local residents have positive view of tourism and its benefits</li> <li>• Tourism demonstrably supports higher level of retail, eating out and cultural provision for local population</li> <li>• High levels of expertise through volunteering e.g. Ambassador programme and Abergavenny TIC</li> <li>• Tourism is significant provider of locally based employment <b>but...</b></li> <li>• Buy-in to tourism by MCC is directly related to the County's interests and identity being promoted</li> </ul>

	<ul style="list-style-type: none"> <li>• Still some concerns over value/ prospects of tourism jobs due to perceptions over seasonality, structure of employment and wage rates</li> <li>• Potential difficulties in recruiting to key posts after Brexit</li> <li>• Retirements and lifestyle changes are leading to the largely ‘invisible’ loss of capacity, expertise and ‘sense of place’</li> <li>• Volunteers still need considerable guidance and management</li> </ul>
<b>Technological</b>	<ul style="list-style-type: none"> <li>• Increasing use of digital to research, plan, purchase and review visits, as well as accessing real-time information in destination</li> <li>• Monmouthshire has been a pioneer in facilitating digital access</li> <li>• Rapidly improving technologies for less-polluting forms of personal transport <b>but...</b></li> <li>• Access to fast mobile/ Wi-Fi/ broadband now seen as a basic service not optional</li> <li>• A large proportion of visitors still prefer and value hard copy information on territory</li> <li>• Platforms such as Airbnb are disrupting traditional mechanisms for product development, distribution and collaborative working</li> <li>• Limited locations within the County for charging electric vehicles</li> </ul>
<b>Environmental</b>	<ul style="list-style-type: none"> <li>• National Park, World Heritage Site, Area of Outstanding Natural Beauty and other relevant designations (National Nature Reserve, Marine Protection Area etc.) means that high environmental sustainability standards are a ‘given’ for any public-supported economic activity</li> <li>• Protected Landscape status is a huge advantage in visitor appeal</li> </ul>

	<ul style="list-style-type: none"> <li>• Electrification and City Region Metro proposals may offer improved sustainable transport opportunities for the county</li> <li>• Tourism provides locally based employment opportunities thus limiting out-commuting <b>but...</b></li> <li>• Business-level green accreditation has had very limited take-up due to perceived cost v benefit</li> <li>• Current Public Transport is limited and geared towards social rather than economic goals - attempts to supplement provision have been expensive and time-limited</li> <li>• Perceived value still beats environmental credentials for most UK consumers</li> <li>• Longer term impacts of Brexit on environmental protection, quality and food production unknown<sup>15</sup></li> </ul>
<p><b>Organisational/ Legal</b></p>	<ul style="list-style-type: none"> <li>• In Wye Valley and Forest of Dean TA and Brecon Beacons Tourism the county has professionalising industry associations admired for their scale, scope, track record and ambition by many other areas of Wales</li> <li>• MCC planning policies are now generally supportive of tourism development</li> <li>• MCC has adopted a clear Destination Management approach through the last plan period with a clear lead responsibility <b>but...</b></li> <li>• As in other Local Authorities, all departments of the County Council have a significant role to play in helping the destination 'work' to the benefit of visitors and residents - not just those with tourism in their title</li> <li>• Other statutory agency processes can inhibit development eg the requirement for Flood Risk Assessments by NRW</li> </ul>

<sup>15</sup> Any real 'regime' changes will happen after the end of this plan but shorter term speculation may be disruptive



	<ul style="list-style-type: none"><li>• The proposed Destination Partnership arrangements have not been fully implemented</li></ul>
--	---

### 3. Where we want to go

#### 3.1. Ambition

##### Monmouthshire Vision - In 2020.....

...Monmouthshire has enhanced its status as the Food Capital of Wales, but now as much for great value everyday eating across the county as Michelin-starred fine dining. Festivals and food trails guide visitors to the best local produce to enjoy here or take home. And that legendary food and drink tastes so much better with a background story...

As a legacy of hosting the Eisteddfod in 2016, the County's reputation for arts, culture and creativity is now growing to match that for stunning landscapes and heritage attractions - after all this historic border country was the birthplace of British tourism and the picturesque movement.

Driven by reputation-building participation and spectator events, Monmouthshire is fast becoming Wales' most welcoming county for road and lane cycling, with the offer developed in the same sustainable and successful way as walking, itself given fresh impetus by connection to the England Coast Path. As the home of the Welsh Grand National, the County is making more of its wider sporting heritage too. A '4 seasons' programme of events is encouraging year round, longer and overnight visits.

Our visitors are also discovering new and surprising corners of the County -like the 'big skies' and intricate landscape of the Living Levels - given confidence to explore by targeted communications, well-informed hosts, timely and relevant information and enthusiastic Ambassadors.

The opening of the Wales International Convention Centre 'next door' at Celtic Manor in 2019 has been the trigger to bring forward long-needed investment in the serviced accommodation base, supported by tourism-friendly planning guidance. Big name 'brands' on major routes are joined by rural boutique hotels delivering a unique 'sense of place'. At last, Wales 'first' County is exploiting its superb

communications network with our M4 and M5 corridor markets and proximity to the business centres of Bristol, Cardiff and Newport.

Active in the wider City Region and with a major stake in both the Brecon Beacons and Wye Valley - destinations with international recognition - it is good to see significant improvement in collaboration with 'neighbours' and between public and private sector partners based on a clear understanding of delivery roles, as public funding continues to diminish.

We are not competing with established destination brands but delivering great experiences for them - the 'Monmouthshire' name has now become a stamp of genuine and trusted tourism quality

### **3.2. Strategic Aims and Objectives**

From this Vision we can identify the following Strategic Aim for the Destination Plan 2017-2020:

#### **To grow tourism revenue to the county**

- **By 10% in real terms value (from 2015 base)**
- **Across the year**
- **Across all parts of the County**
- **Based on high quality visitor experiences**

#### **Supported by the following objectives**

- To consolidate Food Capital of Wales status for Monmouthshire
- To consolidate and make further progress on the Walking Product Development Plan
- To maximise the tourism benefits of the cultural offer as well as countryside and heritage
- To establish the County's cycling credentials on a sustainable base of events, routes, amenities and cycle friendly communities and accommodation
- To encourage investment in the serviced accommodation sector (especially following development of the International Convention Centre)

- To develop a seasonal programmes of events which support the County's key product offers - Food, Heritage, Arts + Culture, Walking and Cycling
- To continue support for vibrant, attractive, welcoming and distinctive towns and villages
- To establish Monmouthshire's position as our 'first' county through an iconic intervention at the entrance to Wales
- To 'reset' partnership arrangements with 'neighbours' and between stakeholders within the county
- To ensure that Monmouthshire on and off-line content is distributed through all relevant channels and campaigns
- Through all activities to build the reputation of the County - 'Monmouthshire' = high quality

### 3.3. Priority programmes for growth

Like other destinations across Wales, it would be easy for Monmouthshire to be blown off course by Visit Wales 'Years Of...' approach, not least because strategy and public funding streams have been so aligned to it, but this would be to misunderstand the intention, which is to build up in the visitor's mind, layer by layer, a clear and credible understanding of what Wales overall can genuinely deliver (and importantly how it can make one feel). And of course not all parts of Wales can deliver all facets of the offer all the time. Wales has not stopped delivering 'Adventures' but 'Legends' now adds an appreciable depth, complexity and Sense of Place to those adventures. Also it is clear that there is enough 'wriggle room' within these themes to accommodate most destinations if they respond creatively to the presentational challenge (even 'the Sea' for inland areas). The inter-linked destination development priorities both 'hard' and 'soft' for Monmouthshire should and do transcend the exigencies of annual campaigns and revolve around playing to current strengths but addressing perceived weaknesses:

The Proposal is to build on the programmes delivered in the last Plan but integrate Marketing with Development and Management Actions.

<b>Programmes</b>	<b>Action Areas</b>
<b>Headline Programmes</b>	
The Accommodation Offer	Encourage upgraded and increased capacity in line with 2013 Opportunities report and take advantage of WICC development (including wider business tourism)
The Activities Offer	Develop the Monmouthshire Cycling offer using the same successful and logical methodology as for Walking concentrating on a manageable number of viable routes e.g. canal, Living Levels. Consolidate and continue development of the Walking Offer
Wales Food Capital	Broaden impact of Food Capital status by concentrating on the 'everyday' offer to complement the high end product. Encourage VW to consider a Year of Food...
Cultural Product Offer	Building on its rich 'border country' heritage, develop a contemporary creative offer to sit comfortably alongside food and activities e.g. open studios to complement open gardens. Support development of cultural infrastructure and venues. Develop a landmark feature at the border to reflect excellence, creativity and innovation
The Monmouthshire Season	Encourage events that create year-round added value, support emerging products and celebrate the County's strengths: Walking, Cycling, Food and Drink, Culture and Heritage especially those of national status. Use events creatively to respond to Wales 'Years of...' initiative e.g. extended River Wye Festival for Year of the Sea
<b>Support Programmes</b>	
A new Partnership	Develop a new delivery model for destination development and marketing in Monmouthshire
Welcoming Places (Towns, villages and countryside)	Encourage each town to play to its distinctive historic and contemporary strengths and therefore enrich the overall visitor experience e.g.

	<ul style="list-style-type: none"> <li>• Chepstow - Walking and Sporting Hub</li> <li>• Monmouth - Local 'Legends'</li> <li>• Abergavenny - Food and Drink</li> <li>• Caldicot - Capital of the Levels</li> <li>• Usk - Town of Flowers</li> </ul>
Welcoming People	Signpost business skills provision and maintain the Ambassador cohort
Visitor Information	Identify and implement more cost effective and dispersed methods for delivering timely and relevant visitor information building on the expertise and resources of the key TIC hubs
Content creation and distribution	Develop consistent content on Monmouthshire products and make it available through a variety of channels and partner campaigns
Customer Relationships	Customer communications and visitor research



## Visitor Information

visitmonmouthshire.com is driven by one of Wales' most comprehensive and up to date product databases. The same product data feeds the digital information kiosks at key visitor sites






Tourist Information Centres and Information outlets assist visitors and businesses



141

.....

Trained Ambassadors







### 3.4. Market and Image development for the destination

It is clear that Monmouthshire's 'solution' to marketing activity and support in recent years (e.g. particularly development and maintenance of a comprehensive product database) has paid dividends with healthy growth of the website and social media channels and the result that businesses cite **VisitMonmouthshire.com as the most important source of business after their own online presence**<sup>16</sup>.

NB: In addition to driving the Visit Monmouthshire website and feeding into Visitwales.com, the product database is used to provide visitor information (via **information kiosks** at key sites around the county).

The “unglamorous” but essential work of consistent content addition and updating will provide strong foundations for the area to expand its marketing reach, ensuring that Monmouthshire's product is spread across as wide a base as possible; from national activity (e.g. Visit Britain and Visit Wales) to inclusion in local destination partnership, trade association and operator activity. This **content first approach** puts Monmouthshire in a strong position to expand its reach and raise awareness of its offer complementing, as it does, two of Visit Wales' key national objectives<sup>17</sup>

- Evolving the **product led approach**; promoting relevant holiday types, **iconic products and distinctive** destination brands and **experiences** to meet market needs
- **Becoming digital-first**; developing an integrated digital gateway for Wales, improving [www.visitwales.com](http://www.visitwales.com) and Visit Wales international web sites, developing the content ecosystem for Wales and growing social media communities

By developing existing relationships and seeking new opportunities to collaborate on marketing with partners (national and local) using its content a rich resource, Monmouthshire is well placed to capitalise on high growth consumer markets (both domestic and international) and business tourism. An increase in **overseas visitors** (particularly from Germany) points towards a market in which Monmouthshire could make further gains, maximising use of the product data and building relationships

---

<sup>16</sup> Stakeholder Survey 2016

<sup>17</sup> Partnership for Growth Visit Wales

with Visit Wales (and Visit Britain). Germany is a key overseas market for Wales and thus opportunities for collaborative activity with Visit Wales do exist; from provision of salient content to the potential of journalist/blogger visits and profile for Monmouthshire product attached to activity at annual events such as ITB Berlin.

Monmouthshire’s “brand” is aligned to its quality of offer rather than geography. Though not, in comparative terms, currently as widely known a destination as Brecon Beacons or The Wye Valley, it is clear, from both visitor and stakeholder research, that it benefits from experience-led tourism products (e.g. food) which are synonymous with “quality”. This positioning may be the most beneficial to the county in the longer term both in any promotional activity originated at destination level as well as capitalising on the exposure Monmouthshire receives through collaborative partnerships in the wider arena (e.g. from Visit Wales, Wye Valley, the Brecon Beacons, or town-based events).

The following table includes salient trends that constitute areas of particular opportunity for positive market and image development for Monmouthshire.

<p><b>The rise in appeal of experience based holidays and local distinctiveness</b></p>	<p>Recent omnibus research (BRCD 2017) records that 87% of UK holidaymakers feel that it is important they have a ‘local experience’ on their next holiday.</p> <p>This figure rises among higher income groups and Monmouthshire records a high prevalence of ABC1 visitors, in the 2016 survey “these make up nearly three quarters of the visitors to Monmouthshire (74%)” higher than the Wales average and possibly due to the likelihood of Monmouthshire’s visitor profile to be older and are more likely to come from outside Wales.</p> <p>Experiential tourism marketing and product development embraces sense of place and focuses on capturing the hearts and minds of potential visitors encouraging businesses and products to enhance their offer to drive visits and spend</p>
---	--



	<p>The more ‘superficial’ local experiences Britons are likely to expect on their next holiday include ‘trying local food and drink’ - something that Monmouthshire, with its respected food offering, can capitalise upon.</p> <p>Development of ‘soft-packaging’ (aka “bundling”) through consistent communications and information linking accommodation and transport options to attractions, activities, events, food and drink and retail will assist in forming and presenting a deeper experience (and will assist Monmouthshire in taking full advantage of national brand-building activity).</p>
<p><b>Continued growth in the UK short break market and the “staycation”</b></p>	<p>Further fuelled by exchange rate uncertainty and safety considerations, research on holiday intentions (BDRC, January 2017) shows that Britons are more likely to take a short-break of 1-3 nights (88%) than a longer holiday of 4+ nights (77%). It is a clear indication that the area can and should shape communications and activities around short-breaks.</p> <p>Research cites that <i>“the proportion of Britons anticipating a domestic holiday of 4+ nights has increased from 24% in 2016 to 27% in 2017. After 4 years of declining intentions, this is the first increase since 2012, which is matched by a rise in the proportion regarding the UK as ‘more appealing’ for a holiday than it used to be.”</i></p> <p>As with some other destinations in Wales, and due in part to its proximity to England and ease of access, Monmouthshire experiences a high proportion of day visitors (i.e. approximately 75% of its 2 million visitors annually). In 2016’s survey, the vast majority of visitors to were on a day trip when interviewed (94%); this was higher than the All Wales average of 88%.</p> <p>The following 12-24 months represent one of the best</p>

	<p>chances (in recent years) for the area to convince and convert some of those day visitors to stay overnight.</p>
<p><b>Dominance of the digital medium in the holiday search and booking process</b></p>	<p>Today’s holiday planning process is predominantly built around the digital medium.</p> <p>Google’s recognised 5 stages of travel planning are equally applicable to all market segments and based around travel search patterns online. From Dreaming to Planning, Booking to Experiencing and finally Sharing. The area needs to ensure that digital resources and activity planning offer a ‘seamless’ approach to managing the ‘visitor journey’ before, during and after a visit.<sup>18</sup></p> <p>Monmouthshire’s product database has benefitted from investment in both time and financial resources and as a result, probably has few if any equals in Wales, if not further afield.</p> <p>The refreshed website will benefit from a content rich resource, i.e. the product database, which will offer a means for engagement with both existing and prospective visitors that plays to experience based breaks and will encourage sharing of Monmouthshire’s content - all aiding awareness raising of the area and its product offer.</p>
<p><b>The weighting given (by the prospective visitor) to positive peer to peer recommendations and reviews when choosing a destination</b></p>	<p>With its high levels of repeat business and visitor satisfaction e.g. in Beaufort’s 2016 Visitor Survey “Virtually all visitors to Monmouthshire said they were likely to return in future (95%); 84% said they would definitely visit again, while 11% would probably visit again”.</p> <p>Furthermore, with 92% of those visitors stating that they would recommend a visit to Monmouthshire to friends and family, this perfectly places the destination to</p>

<sup>18</sup> Google – 5 Stages of Travel Planning

capitalise on the trend demonstrated in recent research (BDRC, 2017) which confirms that over 2 in 5 Britons use peer reviews to plan their holidays (rising to two-thirds of 18-34 year olds and 3 in 5 families).

Tripadvisor reviews are included on product database entries to enable (more) informed choice e.g. <http://www.visitmonmouthshire.com/thedms.aspx?dms=3&pid=0899613>

Some of the things that visitors enjoy most

The infographic features a green banner at the top with the text 'Some of the things that visitors enjoy most'. Below the banner are six categories, each with an icon and a label: 'Food and drink' (plate, fork, spoon), 'Walking' (footprints), 'Countryside' (trees and hills), 'Heritage' (castle tower), 'Events' (tents), and 'Cycling' (cyclist). Below the 'Events' and 'Cycling' icons is the text 'Events are VERY important and cycling is growing in popularity'. To the right of these icons are four small photographs: a dining table, a person walking in a field, a golf course, and a stone building. To the right of the photographs is a text box stating 'In the 2016 visitor survey, 95% of those interviewed said that they would recommend Monmouthshire to friends and relatives'.

In order to optimise opportunities presented by aspects including the current trends around experiential tourism and continued growth of the digital medium, Monmouthshire's focus should continue to be the **prioritisation of content marketing**. Underpinned by attention to organic search (via optimisation) and also email this activity will continue to deliver leads and conversions for businesses in the UK consumer marketplace as well as opening up opportunities to chase further overseas traffic, particularly in western Europe.

**Travel trade and group travel** is currently undertaken via participation in the regional Southern Wales marketing consortia and this path remains effective and should be maintained. It offers a solution for accessing those markets that is efficient in terms of both resources and reach. A similar arrangement is being sought with regard to **Business tourism** as Monmouthshire, although being a relatively **Monmouthshire Destination Management Plan 2017-2020**

minor player in the context of the whole south east Wales offer can nevertheless benefit significantly from exposure.

### **3.5. Destination Partnerships and connectivity**

Future support for tourism in Monmouthshire from Visit Wales is predicated on robust Destination Partnership arrangements being in place involving public, private and community interests. The value of successful partnerships is obvious:

- Shared risk and reward
- Economies of scale and better value for resources expended
- The whole is often more than the sum of the parts
- Elimination of duplication
- A wider range of resources, talents and energies to call on

However partnership working is neither easy nor straight-forward and requires perseverance, mutual confidence, shared clarity of purpose, willingness to compromise and effective communication in equal measure to succeed. Destination partnerships really come into their own when no single stakeholder has, or seeks, exclusive access to all the lines of support, resources, and information needed to succeed.

Thus, any arrangements for Monmouthshire have to acknowledge the growing professionalization, capacity and aspiration of industry partners in the Wye Valley and Brecon Beacons destinations and the communities of interest around those established destination brands. Equally, industry stakeholders have to appreciate the significant reductions in resources available in the public sector to support tourism development and marketing, as its role moves much more towards facilitation rather than direct provision. The sector will have to be much more self-reliant in future.

It is important that stakeholders appreciate that the ‘Tourism Monmouthshire’ approach is complementary rather than competitive to the aspirations of Tourist Associations and Destination Partnerships. We recommend that in its tourism industry communications MCC carries links through to TA membership websites to [Monmouthshire Destination Management Plan 2017-2020](#)

reinforce this position. The *quid pro quo* would be links back from TA membership websites to the resources at <http://www.visitmonmouthshire.com/destination-intelligence>. Similarly we would like to see a confidence-building commitment between ‘Tourism Monmouthshire’ and the Brecon Beacons and Wye Valley destinations to develop specific marketing and development projects of mutual benefit.

To ‘reboot’ the Destination Partnership approach for Monmouthshire, retain local political ‘buy-in’ and rebuild mutual confidence, we therefore recommend the following arrangements:

#### **Tourism Liaison Group or Tourism Reference Group**

- Membership: BB Sustainable Destination Partnership nominee, WVFD Destination Partnership nominee, MCC Tourism nominee
- Facilitated by: MCC
- Chaired by: MCC
- Tasks:
  - To maintain communication between key players between formal meetings of MTAG
  - To galvanise tourism in Monmouthshire to respond quickly to unexpected challenges and opportunities
  - To identify strategic tourism opportunities of benefit to the County
  - To nip any partnership difficulties in the bud
  - To develop agenda for the MTAG and Tourism Day
- Meetings: Monthly (on line or physical) + ad hoc as required

#### **Monmouthshire Tourism Action Group (in effect the County Destination Partnership)**

- Membership: As above plus Visit Wales, (Visit England), BBT, WVFDTA, ADTA and other constituted active tourism groupings in the County, Chambers/ Town Councils with a tourism delivery remit, MCC delivery departments, WVAONB, Cadw, Natural Resources Wales, Canal and River Trust, NT, Living Levels, Ambassadors

- Facilitated by: MCC
- Chaired by: Independent Chair (appointed by open process) or members of the Tourism Liaison Group by annual rotation
- Tasks:
  - To oversee progress against the Monmouthshire Destination Plan
  - To share and compare forward plans with impact in the County especially BB and WVFD destinations
  - To identify action areas of common interest e.g. Walking, Food, Heritage and Culture, Filming
  - To develop and agree joint activities against those action areas and allocate roles and responsibilities for delivery
  - To identify external funding opportunities and develop targeted applications
  - To appoint task and finish groups for working up and delivering projects as required
- Meetings: 2 per year (in sync with the main funding and reporting cycles)

### **Monmouthshire Tourism Industry Day**

Attendance: Open to all with a positive interest in tourism in Monmouthshire

Facilitated by: MCC

Chaired by: MTAG Chair

Tasks:

- To raise and share awareness of key issues affecting tourism in Monmouthshire
- To engage stakeholders in product development and marketing opportunities
- To offer generic and specific business support
- To formally report on progress against the Monmouthshire Destination Plan
- To provide networking opportunities

#### 4. How we will deliver

Recommended Actions have been refined and prioritised against strategic principles and objective criteria:

Principles	Criteria
<ul style="list-style-type: none"><li>• Effective Partnership</li><li>• Year Round Growth in Value</li><li>• Sustainability</li><li>• Geographical Spread</li><li>• Balanced Market Approach</li><li>• Community Engagement</li><li>• Authenticity and 'Sense of Place'</li></ul>	<ul style="list-style-type: none"><li>• Strategic Fit</li><li>• Identified Champion/ Lead</li><li>• Fundability</li><li>• Clarity of Outcomes</li><li>• Ease of Delivery</li><li>• Delivery Timescale</li><li>• Contribution to Targets</li><li>• Mutual Consistency</li></ul>

#### 4.1. Outline Action Plan 2017-2020

	Programme and Objectives		Action	Yr. 1,2,3	Lead	Partners	Cost H, M, L	KPIs
	Headline Experience Programmes							
1	The Accommodation Offer	1.1	Upgrade and increase capacity in line with 2013 Opportunities report to take advantage of WICC development (including wider business tourism)	1-3 <sup>19</sup>	Industry	VW MCC	H	New and upgraded accommodation
		1.2	Develop and promote a complementary business tourism offer to optimise WICC opportunity	3	Southern Wales <sup>20</sup>	MCC WVFDTA BBT	M	Increase in business related tourism
2	The Activities Offer (Cycling)	2.1	Develop the Monmouthshire Cycling offer using the same successful and logical methodology as for Walking i.e.: <ul style="list-style-type: none"> <li>• Develop a stakeholder partnership</li> <li>• Assess market needs</li> </ul>	1-2	MCC	Sustrans WVFDTA BBT ADTA	M	Plan developed and implemented

<sup>19</sup> Subject to WICC going ahead on schedule

<sup>20</sup> Southern Wales consortium does not currently embrace Business Tourism; lead may fall to Newport and/or Cardiff



			<ul style="list-style-type: none"> <li>• Audit current provision</li> <li>• Formulate Action Plan</li> </ul>					
		2.2	Develop a number of new promoted and well-presented routes to attract family and beginner markets as well as enthusiasts e.g. Canal, Living Levels	2,3	Sustrans	MCC CRT LL	H	At least 2 new family ride routes
	The Activities Offer (Walking)	2.3	Continue implementation of the Walking Product Development Plan in line with customer demand: <ul style="list-style-type: none"> <li>• Exploiting links with England Coast Path</li> <li>• Opportunities through 'Living Levels'</li> <li>• Priorities from ROWIP Review (2018)</li> </ul>	1-3	MCC	WHS AONB BB WVFD WaW	M	2 new routes from Living Level Hubs
3	Wales Food Capital	3.1	Broaden impact of Food Capital status by: <ul style="list-style-type: none"> <li>• Supporting extension of the Abergavenny Food Festival brand and other food events across the year and the County</li> <li>• Improving information on and access to Farm Shops and Producers</li> <li>• Encouraging Food Trails development</li> <li>• Further encouraging local food culture across the wider 'everyday' hospitality sector</li> </ul>	1-3	MCC	AFF BBT ADTA WVFDTA WG	M	Sales of local produce Visitors accessing Food information

		<b>3.2</b>	Encourage VW to consider a Year of Food...		<b>MTAG</b>	<b>BBSDP</b> <b>WVFDTA</b>		Year of Food agreed
		<b>3.3</b>	Support those developing further 'Food Capital' infrastructure e.g. Food Hub, Skills Centre of Excellence	<b>1-3</b>	<b>MTAG</b>	<b>MCC</b> <b>NCC</b>	<b>L</b>	'Live' projects
4	Cultural Product Offer	<b>4.1</b>	Develop a contemporary creative offer to sit comfortably alongside food, heritage and walking as per Cycling above	<b>2 -3</b>	<b>MCC</b>	<b>BBSDP</b> <b>WVFDTA</b>	<b>M</b>	Plan developed and implemented
		<b>4.2</b>	Pursue tactical promotional opportunities around filming in the county	<b>1-3</b>	<b>WVFDTA</b> <b>BBT</b>	<b>MCC</b> <b>VW</b>	<b>L</b>	Coverage obtained
		<b>4.3</b>	Develop an iconic 'gateway' feature project to reflect the destination's position, values and creativity	<b>1-3</b>	<b>MCC</b>	<b>Arts Council</b> <b>VW</b> <b>Lottery</b>	<b>M</b>	Planning and funding secured
5	The Monmouthshire Season	<b>5.1</b>	Encourage events that create year-round added value, support emerging products and celebrate the County's strengths: Walking, Cycling, Food and Drink, Culture and Heritage (especially those of national status).	<b>1-3</b>	<b>MTAG</b>	<b>VW</b>	<b>L</b>	Events held autumn to spring
		<b>5.2</b>	From the forward events programme develop a seasonally themed calendar of events linked to accommodation, activity and retail opportunities	<b>1-3</b>	<b>MCC</b>	<b>WVFDTA</b> <b>BBT</b>	<b>L</b>	Take-up of calendar by industry and across media

		5.2	Maintain a forward 'clash' calendar of events (including in surrounding areas) for reference	1-3	MCC	VW	L	
		5.4	Use events creatively to respond to Wales 'Years of...' initiative e.g. extended River Wye Festival for Year of the Sea	1	MTAG	VW WVFDTA BBT WVAONB	M	'New/ rebadged' events linked to 'Year of...'
		5.5	Encourage Event Organisers to deliver events which deliver distinctive 'sense of place' through use of events toolkit: <a href="http://www.visitmonmouthshire.com/eventmanagement.aspx">www.visitmonmouthshire.com/eventmanagement.aspx</a>	1-3	MCC	BBDP WVFD VW	L	Numbers using toolkit
	<b>Support Programmes</b>							
6	A new Partnership	6.1	Develop a new inclusive delivery model for destination development and marketing in Monmouthshire	1	MCC	BBDP WVFD ADTA VW Other stakeholders	L	New partnership arrangements in place and operating
7	Welcoming Places	7.1	Encourage each town to play to its distinctive historic and contemporary strengths and	1-3	MCC	Town Councils Chambers	M	Plans in place

			therefore enrich the overall visitor experience through 'place plans' e.g. <ul style="list-style-type: none"> <li>• Chepstow - Walking and Sporting Hub</li> <li>• Monmouth - Local 'Legends'</li> <li>• Abergavenny - Food and Drink</li> <li>• Caldicot - Capital of the Levels</li> <li>• Usk - Town of Flowers</li> </ul>			TAs		
		7.2	Develop Gateway Feature for border corridor (linked to Living Levels)	3	MCC	VW City Deal	H	Leverage
8	Welcoming People	8.1	Signpost business skills provision	1-3	Business Wales	MCC WVFDTA BBT	L	Numbers taking up training opportunities
		8.2	Product awareness and informal training sessions to support development priorities	1-3	BBT WVFDTA	MCC VW	L	Numbers engaged
		8.3	Maintain Ambassador cohort through CPD and networking	1-3	MCC	BBNPA BBT WVFDTA	M	Numbers of active ambassadors
	Visitor Information	8.4	Identify and implement more cost effective and dispersed methods for delivering timely and relevant 'on territory' and pre-visit visitor information	1,2	MCC	NCC VoU LAG WVFDTA ADTA BBNPA	M	Study completed and recommendations implemented

9	Content creation and distribution	9.1	Develop consistent content on Monmouthshire products and make it available through a variety of channels and partner campaigns	1-3	MCC BBT WVFDTA	WFFD BBSDP VW Southern Wales	M	Reputation Analysis
10	Database Management and Customer Relationships	10.1	Maintain Product and Customer Databases to support management of the customer journey	1-3	MCC	BBSDP WVFD	M	Numbers on databases and opening rates of communications
		10.2	Undertake qualitative and quantitative research to inform tourism development and performance review	1-3	MCC	BBSDP WVFD VW	M	STEAM outputs Visitor survey results

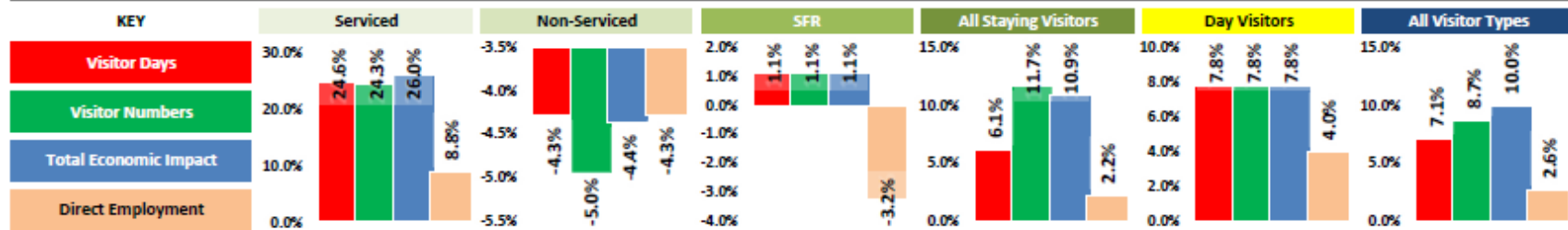
## 5. Appendices:

1. STEAM summary infographic
2. Survey Questionnaire proforma
3. 2016 Visitor Survey

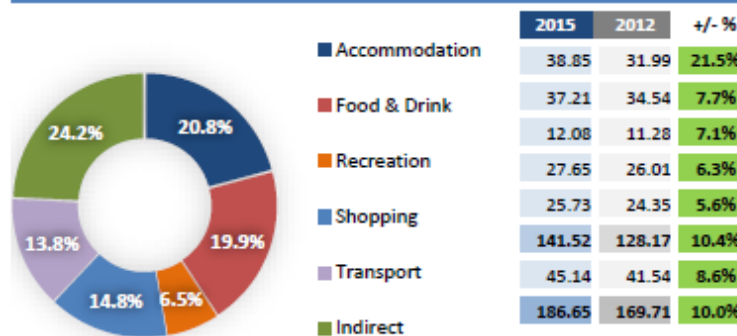
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2015 & 2012 - INDEXED TO 2015

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2015	2012	+/- %	2015	2012	+/- %	2015	2012	+/- %	2015	2012	+/- %	2015	2012	+/- %	2015	2012	+/- %			
Visitor Days	M	0.452	0.363	24.6%	0.466	0.487	-4.3%	0.340	0.336	1.1%	1.258	1.186	6.1%	1.696	1.573	7.8%	2.954	2.759	7.1%		
Visitor Numbers	M	0.277	0.223	24.3%	0.075	0.079	-5.0%	0.143	0.141	1.1%	0.494	0.443	11.7%	1.696	1.573	7.8%	2.190	2.015	8.7%		
Direct Expenditure	£M																141.52	128.17	10.4%		
Economic Impact	£M	71.83	57.02	26.0%	42.13	44.05	-4.4%	19.83	19.60	1.1%	133.79	120.68	10.9%	52.86	49.03	7.8%	186.65	169.71	10.0%		
Direct Employment	FTEs	893	820	8.8%	639	667	-4.3%	196	202	-3.2%	1,727	1,689	2.2%	519	499	4.0%	2,246	2,189	2.6%		
Total Employment	FTEs																2,744	2,703	1.5%		

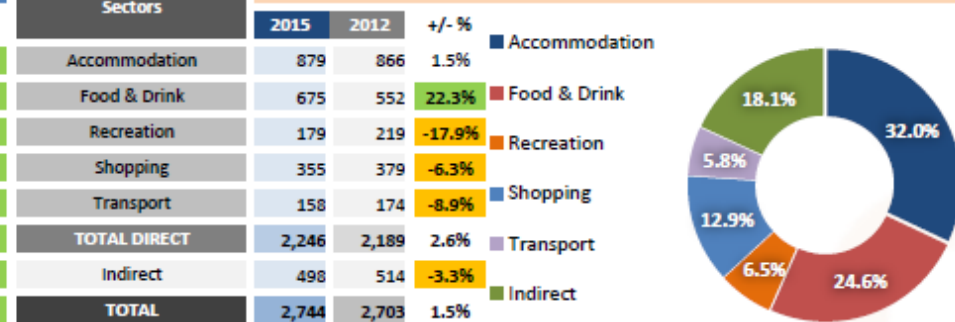
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2015 & 2012 - INDEXED TO 2015



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2015



Sectoral Distribution of Employment - FTEs



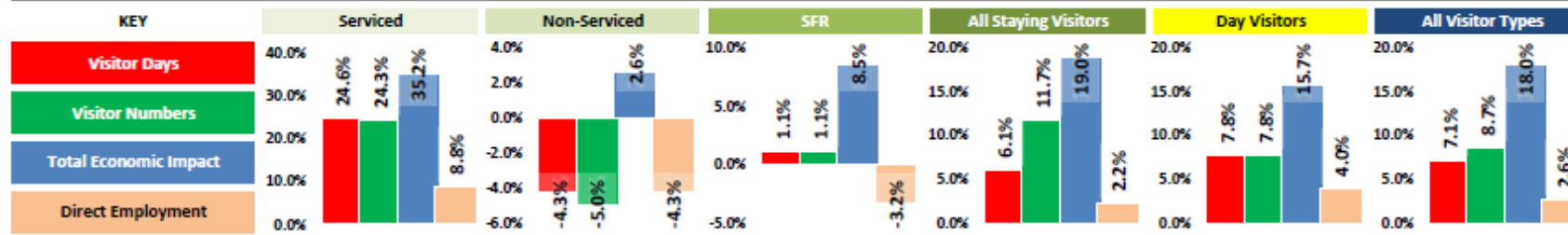
This report is copyright © Global Tourism Solutions (UK) Ltd 2016

Report Prepared by: Cathy James, Date of Issue: 22/04/16

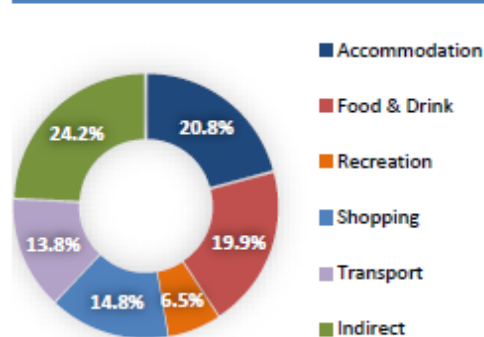
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2015 & 2012 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2015	2012	+/- %	2015	2012	+/- %	2015	2012	+/- %	2015	2012	+/- %	2015	2012	+/- %	2015	2012	+/- %			
Visitor Days	M	0.452	0.363	24.6%	0.466	0.487	-4.3%	0.340	0.336	1.1%	1.258	1.186	6.1%	1.696	1.573	7.8%	2.954	2.759	7.1%		
Visitor Numbers	M	0.277	0.223	24.3%	0.075	0.079	-5.0%	0.143	0.141	1.1%	0.494	0.443	11.7%	1.696	1.573	7.8%	2.190	2.015	8.7%		
Direct Expenditure	EM																141.52	119.43	18.5%		
Economic Impact	EM	71.83	53.13	35.2%	42.13	41.05	2.6%	19.83	18.27	8.5%	133.79	112.45	19.0%	52.86	45.69	15.7%	186.65	158.14	18.0%		
Direct Employment	FTEs	893	820	8.8%	639	667	-4.3%	196	202	-3.2%	1,727	1,689	2.2%	519	499	4.0%	2,246	2,189	2.6%		
Total Employment	FTEs																2,744	2,703	1.5%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2015 & 2012 - IN HISTORIC PRICES



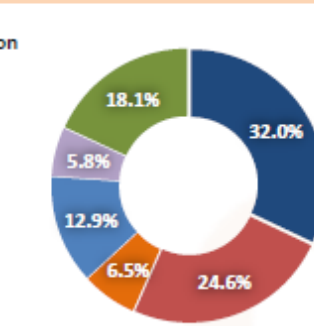
Sectoral Distribution of Economic Impact - EM including VAT in Historic Prices



Sectors	2015	2012	+/- %
Accommodation	38.85	29.81	30.4%
Food & Drink	37.21	32.18	15.6%
Recreation	12.08	10.51	15.0%
Shopping	27.65	24.24	14.1%
Transport	25.73	22.69	13.4%
Indirect	141.52	119.43	18.5%
TOTAL DIRECT	45.14	38.71	16.6%
Indirect	186.65	158.14	18.0%

Sectoral Distribution of Employment - FTEs

Sectors	2015	2012	+/- %
Accommodation	879	866	1.5%
Food & Drink	675	552	22.3%
Recreation	179	219	-17.9%
Shopping	355	379	-6.3%
Transport	158	174	-8.9%
TOTAL DIRECT	2,246	2,189	2.6%
Indirect	498	514	-3.3%
TOTAL	2,744	2,703	1.5%





## Monmouthshire Tourism Performance 2016

**Objective:** We want to enable our County to Thrive

**Council Priority:** Supporting enterprise, entrepreneurship and job creation

**Council & Single Integrated Plan Outcomes:** Business and Enterprise & Protect and Enhance the Environment

Why we focus on this

Tourism is vital to Monmouthshire's economy generating income to support a wide range of businesses that directly or indirectly benefit from visitor spending or that supply or service the county's tourism industry, including the retail and catering sectors and food and drink producers. According to STEAM 2016, tourism generated £190m for Monmouthshire in 2016, a 0.5% increase on 2015. 2.28m visitors came to Monmouthshire in 2016, a 4.1% increase on 2015.

Tourism also provides opportunities for enterprise and employment, and is a significant employer in the county. 2,895 FTEs were supported by tourism in 2016, (an increase of 5.5% from 2015) accounting for approximately 10% of the workforce.

Each visitor day brings an average of £63.03 to the local economy, ranging from £31.59 for day visitors to £162.06 for visitors staying in serviced accommodation. Each staying visitor generates an average income for Monmouthshire of £277.63 per visit.

Performance context

The previous Destination Development Plan came to an end in 2015. Monmouthshire's tourism performance over the life of this plan (2012-2015) was very encouraging with 10% real growth in terms of economic impact, 8.7% growth in visitor numbers and 1.5% growth in FTE jobs. There has been extensive consultation on this Plan as part of its review. A revised Destination Management Plan has been developed for the period 2017 -2020 informed by the results of the consultation.

Tourism team reduced by 25% from 4 to 3 full time members of staff in May 2015. The reduced staff team comprises a Food & Tourism Strategic Manager, a Digital Tourism Marketing Officer, and a Business Development Coordinator / TIC Manager. In addition, a small number of TIC staff were employed on zero hour contracts to provide visitor information at Chepstow TIC.

TIC budget reduced by 35% between 14/15 and 15/16 and by a further 57% in 2016/17. Abergavenny TIC operated reduced hours 10am-2pm 6 days a week. Chepstow TIC operated minimum opening hours during spring and summer, closed December 2015 to April 2016 and opened school holidays only until September 2016 then open 10am – 3pm over winter.

Cleaning of the visitor accommodation bedstock database in 2016 revealed the following losses in bedspaces since 2015. Reduction in **151 serviced bedspaces** worth £25,449.84 each = £3,842,925.84. Reduction in **762 non-serviced bedspaces** worth £11,696.56 each = £8,912,778.72. This led to an estimated £12,755,705 reduction in tourism bedspace revenue for 2016.

2016  
Destination  
Performance

Key Figures: Economic Impact

Economic Impact £s 2016		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2016 (£ Millions)	£M	70.267	42.786	20.122	133.174	56.873	190.047
2015 (£ Millions)	£M	72.788	42.696	20.090	135.574	53.565	189.139
Change 15/16 (%)	%	-3.5	+0.2	+0.2	-1.8	+6.2	+0.5
Share of Total (%)	%	37.0	22.5	10.6	70.1	29.9	100.0

Key Figures: Visitor Numbers

Visitor Numbers		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2016 (Millions)	M	0.265	0.072	0.143	0.480	1.800	2.280
2015 (Millions)	M	0.277	0.075	0.143	0.494	1.696	2.190
Change 15/16 (%)	%	-4.1	-4.6	+0.2	-2.9	+6.2	+4.1
Share of Total (%)	%	11.6	3.1	6.3	21.0	79.0	100.00

Tourism visits were estimated to have generated £190.05 million for the local economy in 2016, an increase of 0.5% compared to 2015. (All 2015 figures are given in £s 2016 to remove inflation effects.)

This figure comprises *direct expenditure* of visitors on goods and services (£143.6 million) and the subsequent indirect / induced economic effects arising within the local economy (£46.5 million).

The 0.5% increase was slightly below the 2.8% growth for South East Wales. This was due to the 3.5 % fall in economic impact from visitors to serviced accommodation, which was larger than the regional 1% fall, and a direct consequence of losing 151 serviced bedspaces over this period.

Despite this, staying visitors still accounted for £133m (70%) of the total amount generated by tourism in 2016, staying an average of 2.5 nights.

In 2016, there were an estimated 2.28m tourism visits to the Monmouthshire County Council area, 4.1% higher than in 2015 and 8.7% higher than in 2014.

Day visitors continue to be critically important to Monmouthshire and the 1.8 million day visits accounted for 79% of all visits to the county. Day visits increased by 6.2% from 2015 levels. This continues a general upward trend since 2008, with an average annual increase in day visitor numbers from 2008 to 2016 of 2.5%. The increase in day visitors for South East Wales in 2016 was also 6.2%. However, this was largely driven by the new Friar's Walk development in Newport – the underlying increase was only around 1%, so in this context Monmouthshire's performance was particularly strong.

Key Figures: Employment Supported

Employment Supported		Direct Employment						Indirect and Induced	Total
		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	Total Direct		
2016 (FTEs)	FTE	916	715	197	1,828	555	2,383	512	2,895
2015 (FTEs)	FTE	893	639	196	1,727	519	2,246	498	2,744
Change 15/16 (%)	%	+2.7	+11.9	+0.8	+5.9	+6.9	+6.1	+2.9	+5.5
Share of Total (%)	%	31.7	24.7	6.8	63.2	19.2	82.3	17.7	100.0

The falls of 4.1% and 4.6% in visitor numbers staying in serviced and non-serviced accommodation respectively were partly a result of a reduction in bed stock as revealed by the 2016 county bed stock survey. Occupancy levels across the county and the region as a whole were in fact fairly static between 2015 and 2016. However, 2015 was a very good year for staying visitors and the 2016 figures still show an increase on 2014 levels of 4.3% for serviced accommodation visitor numbers and 5.1% for non-serviced accommodation.

2,895 FTEs were supported by tourism in 2016, an increase of 5.5% from 2015.

The largest portion of the direct employment supported is associated with the activity of visitors staying in serviced accommodation, accounting for 916 FTEs. Tourism spend supports the most employment in the Accommodation (1,012 FTEs) and Food & Drink (672 FTEs) sectors.

What did the Tourism team do in 2016?

### **CORE ACTIVITY DELIVERED BY TOURISM TEAM IN 2016**

- Management of destination marketing campaigns / channels including management and development of visitmonmouthshire.com website, and securing Welsh Government RTEF funding to develop a new fully responsive website.
- Management of MCC's interests in TIC network at Abergavenny and Chepstow including direct management of Chepstow TIC and extensive stakeholder consultation aimed at identifying potential partners interested in developing a shared service operation to reduce net cost of service for MCC.
- Development / management of partnerships and collaborative projects.
- Data stewardship of Wales Tourism Product Database (which feeds visitmonmouthshire.com, visitwales.com, Monmouthshire digital visitor information kiosks as well as Visit Wales partnership channels e.g. TomTom & Nokia).
- Business support including advice /support on marketing, grants & planning application consultation responses for new and established tourism businesses
- Management of market research, Monmouthshire STEAM & bedstock data (including bi-annual bedstock database clean)
- Develop and submit applications for funding to deliver DMP priorities and management of externally funded projects
- Production of digital content including aerial videos (Monmouthshire from the sky <https://www.youtube.com/watch?v=x85eLzZk6Xg> ) for promotion of Monmouthshire at and prior to 2016 Monmouthshire & District Eisteddfod
- Support marketing of MCC attractions and events, including hosting of the Caldicot Castle website and promoting Monmouthshire Countryside Walks

### **WEBSITE / SOCIAL MEDIA PERFORMANCE**

#### **Business entries 2016**

By December 2016, Visit Monmouthshire had 177 accommodation businesses published on the website, (and on the Wales Tourism Product Database) and 327 non-accommodation businesses (not including events).

In 2016 there were 484,923 views of the accommodation pages and 13,693 referrals to Monmouthshire accommodation businesses own websites (from visitmonmouthshire.com). For non-accommodation businesses there were 1,325,679 visits and 51,016 referrals (not including events).

**Users 2016**

The total number of unique users to Visit Monmouthshire over 2016 was 166,316, which was a 157% increase in users over the year. (The number of unique visitors continues to increase with 206,328 users recorded year to date September 2017).

**Social media increase 2016**

Visit Monmouthshire Facebook – 74% increase on 2015 (1205 – 2096)

Visit Monmouthshire Twitter – 39% increase on 2015 (5600 – 7775)

**Visitor Newsletters**

2 newsletters sent to c10,000 visitors on database in 2016 – **January** (open rate 12%) & **October** (open rate 14%).

**Tourism Business Newsletters**

1 Business newsletter sent to 296 tourism businesses on product database – December 2016 (open rate 30%)

**ADDITIONAL ACTIVITY DELIVERED WITH EXTERNAL FUNDING****DESTINATION MONMOUTHSHIRE** (RTEF funded activity LED BY MONMOUTHSHIRE TOURISM)

Welsh Government RTEF Funding secured over 2 years (15/16 and 16/17) to:

- Review Monmouthshire's approved Destination Development and Marketing Plan and develop revised [Destination Management Plan 2017-2020](#) in consultation with stakeholders
- Develop new fully responsive bi-lingual destination marketing website [www.visitmonmouthshire.com](http://www.visitmonmouthshire.com) to improve the experience for users of smartphones and tablets
- Legendary Monmouthshire
  - Specialist Agincourt travel trade training / product development and identification & testing of a new St Tewdric's cycle route to link the Wye Valley with the Wales Coast Path
    - [New itinerary developed](#) which is promoted via Southern Wales group travel / travel trade regional marketing campaign and in [Monmouthshire's Group Travel Guide](#) distributed at Southern Wales Travel Trade Buyer Showcase at Newport Velodrome on 30 January 2017, at group travel exhibitions attended and online.
    - Industry information & networking event held 2 March 2017 (Aimed at group accommodation providers, Wales Tourist Guides and ambassadors)
    - Travel Trade Familiarisation Day 16 March 2017 (Aimed at travel trade, group travel and guides.)

- VisitMonmouthshire Networking Event - 4-6pm Thursday 17 March 2016 Marriott St Pierre – 34 Monmouthshire businesses / ambassadors attended. Presentations by National Eisteddfod and Wye Valley AONB promoting opportunities to capitalize on the 2016 Monmouthshire & District Eisteddfod and the 2016 Wye Valley River Festival. Monmouthshire Ambassadors presented with their WorldHost certificates.
- Production & distribution of 10 Top Ten Videos to link with Wales' 2016 Year of Adventure - 10 Top Ten Monmouthshire Adventure videos produced. [First Top Ten Welsh Adventures video](https://www.facebook.com/visitmonmouthshire/) distributed via VisitMonmouthshire Facebook page <https://www.facebook.com/visitmonmouthshire/> on 15 June with a prize draw competition to win a family ticket to the 2016 Monmouthshire & District Eisteddfod. 10 x Top 10 videos distributed online during Wales' 2016 Year of Adventure <http://www.visitmonmouthshire.com/walesadventures.aspx>
- Development of Event Management Toolkit & ROI Model - Toolkit developed with Cardiff Met to support effective event management in Monmouthshire <http://www.visitmonmouthshire.com/eventmanagement-introduction.aspx>
- Production of Monmouthshire Eisteddfod Fringe Guide (to encourage eisteddfod visitors to see and do as much as possible while they're in Monmouthshire to spread the benefits of the event across the county). 36 Monmouthshire events / special offers promoted including three short break offers. 15,000 copies printed for distribution via key visitor sites. Distribution of electronic copy via online channels and by email to visitors staying in eisteddfod caravan and camping sites. Fringe guide event widget developed to feed event data direct to businesses own websites.

#### **VALE OF USK COUNTRY KITCHEN (£25k Rural Development Programme funding secured)**

Installation of a Vale of Usk demonstration kitchen within the Monmouthshire marquee and development and delivery of a packed programme of bilingual chef demonstrations, masterclasses and cookery courses at the 2016 Monmouthshire & District Eisteddfod to raise the profile of the area as a high quality food tourism destination and encourage Eisteddfod visitors to purchase local food & drink products.

#### **CARDIFF CAPITAL REGION FOOD TOURISM (Welsh Government P4G Project Led by Monmouthshire Tourism) (£15k WG P4G funding secured)**

- 9 participating LAs across SE Wales (all LAs except Blaenau Gwent)
- 9 LA food & drink business databases cleaned
- Regional Food Tourism Marketing Plan developed
- 11 food tourism videos produced and promoted – one for each LA plus 2 regional (one food & one drink)

<http://www.visitmonmouthshire.com/cardiffcapitalregionfood.aspx>

#### **CARDIFF CAPITAL REGION TRAVEL TRADE / GROUP TRAVEL CAMPAIGN (RTEF PROJECT LED BY BRIDGEND CBC)**

- Ongoing management of dedicated travel trade / group travel website [www.southernwales.com](http://www.southernwales.com)
- Group Buyer Showcases - Hensol Castle 2 February 2016 & Wales National Velothon 30 January 2017
- Group Buyer Fam trips 1 Feb 2016
- Attendance at Discover Wales, World Travel Market, Britain & Ireland Marketplace, British Travel Trade Show, Explore GB
- Updated [Monmouthshire Group Buyer Guide](#)
- Monmouthshire Familiarisation trip for SE Wales businesses and ambassadors 9 February 2016 with 27 attendees led by Wales Official Tour Guide with the following itinerary:
  - Caldicot Castle & Country Park
  - Wyndcliffe Sculpture Gardens
  - Guided tour by Clerk of the Course followed by lunch at Chepstow Racecourse
  - White Castle Vineyard – guided tour followed by tutored tasting

#### **MEET CARDIFF CAPITAL REGION BUSINESS EVENTS TOURISM CAMPAIGN (RTEF PROJECT LED BY CARDIFF CC)**

- Events attended, 23rd /24th Sept 2015 Square Meal - Old Billingsgate, London, 22nd /23rd Jan 2016 C&IT Corporate Forum – Brighton, 17th Feb 2016 BNC Show – London, 1st March 2016 Cardiff Capital Region in London - London venue, 12th March 2016 Experience Cardiff Capital Region familiarisation visit –Capital region, C& IT Association Forum – London
- Range of branded event support collateral produced #meetcardiffcapitalregion
- Digital activity comprising e-blasts, social media campaign driving traffic to [www.meetcardiffcapitalregion.com](http://www.meetcardiffcapitalregion.com)

#### **DARK SKIES ADVENTURES (RTEF PROJECT LED BY RCT CBC)**

- Monmouthshire Dark Skies Training for 25 businesses / ambassadors on 13 November 2015, at Goytre Wharf
- Registration and promotion of 5 Monmouthshire Dark Sky Discovery sites by Dark Sky Wales - Abergavenny Castle, Black Rock, Caldicot Castle & Country Park, Goytre Wharf & Skenfrith Castle.

- 3 Dark Sky events held at Abergavenny Castle (29 January, 2016) Caldicot Castle (2 April, 2016) & Goytre Wharf (13 November, 2015)

#### **CARDIFF CAPITAL REGION LINKING UP (P4G PROJECT LED BY NEWPORT CC)**

- Cycling tourism audit
- Cycling tourism toolkit developed
- Infrastructure Gap Analysis report
- Cycling tourism networking event
- Cycling tourism Interactive map <http://www.visitmonmouthshire.com/cardiffcapitalregioncycling.aspx#>
- Series of leaflets aimed at Visit Wales target market segments  
<http://www.visitmonmouthshire.com/cardiffcapitalregioncycling.aspx#>

#### **Funding secured for 2017**

£49,000 Vale of Usk Rural Development Programme funding to:

- Undertake a review of visitor information services across the Vale of Usk RDP area (Monmouthshire and the rural wards of Newport)
- Develop recommendations in consultation with stakeholders for development of more sustainable visitor information services
- Fund a part-time temporary post to develop a local visitor information point scheme and help local businesses capitalize on the benefits of coach tourism
- Identify added value visitor information services that will deliver increased benefits to local communities



**Headline results from Wales Tourism Business Barometer: Wave 3, Summer 2017**

Tourism businesses in Wales enjoyed a successful summer in 2017 according to the survey. Two in five (40%) received more visitors than last summer, and a similar proportion (39%) received the same level. A wide variety of reasons were given for the busy summer. The most frequent reasons were 'own marketing' (23% of businesses with increased visitors) and 'more British people staying in the UK' (16%).

All four regions of Wales (North, Mid, SW, SE) have seen increased visitor levels on balance. The South East in particular has performed strongly, with nearly half (46%) of businesses receiving more visitors, and a third (32%) receiving the same level. High confidence for the remainder of the year

Following a busy summer, operators are feeling confident for the remainder of the year. Over a quarter (28%) say they are feeling 'very confident' and over half (54%) are 'fairly confident'.

Industry leaders say that the weaker pound is affecting tourism. On the positive side, it makes the UK relatively cheaper for holidays, but on the negative side, some businesses are experiencing increased costs.

Full report is available here <http://gov.wales/docs/caecd/research/2017/170926-wales-tourism-business-barometer-wave-3-2017-en.pdf>

**New Serviced Accommodation Opened in 2017**

Premier Inn, Abergavenny **61** bedrooms  
Raglan Lodge, **43** rooms

**Serviced Accommodation Occupancy 2017**

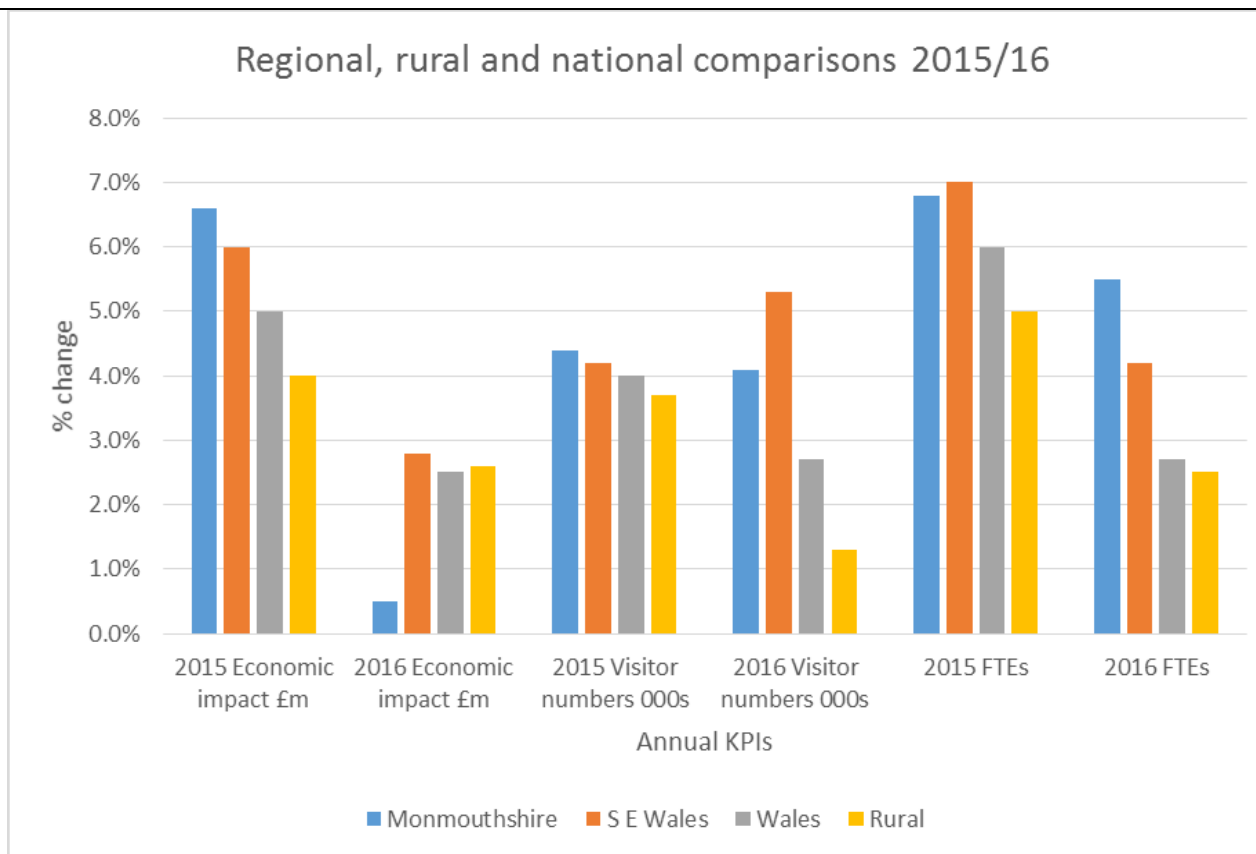
Serviced accommodation performance has continued to improve during 2017, running at an average 74% occupancy year to date for the larger branded hotels in 2017 compared with 71% for the same set of bedstock over the same period in 2016.

**Improved Online Presence**

New fully responsive VisitMonmouthshire.com website launched April 2017. New events form developed to enable partners / event organisers to upload their own events information. Visit Monmouthshire events widget installed on corporate MCC website to promote events to in-destination resident, community audience.

Collaboration/ Partners we are working with	Abergavenny TC, Abergavenny & District Tourism Association, St Mary's Priory Trust, Brecon Beacons NPA, Wye Valley AONB, Brecon Beacons Tourism, Wye Valley & Forest of Dean Tourism Association, Southern Wales Marketing Consortium, South East Wales Destination Implementation Group, South East Wales Destination Management Group, Meet Gateway South Wales, South East Wales Tourism Forum, Wales Tourism Research Partnership, Visit Wales marketing, research and development teams, Tourism Information Network Group, Welsh Government Business Support and Investment teams, Monmouthshire Ambassadors, Monmouth Chamber, Chepstow Chamber, Chepstow TC, Portskewett Community Council.																																																			
What we have spent on this objective	The core Tourism budget for 2016/17 was £134,678. An additional £45k of external funding was secured to deliver approved activity, £20k under RTEF & £25k under the Vale of Usk RDP. The TIC budget for 2016/17 was £18,344 a 57% reduction on the budget for 15/16.																																																			
How are we performing?	<table border="1"> <thead> <tr> <th>How much did we do?</th> <th>2015</th> <th>2016</th> <th>2016 Target</th> </tr> </thead> <tbody> <tr> <td>Total Number of tourists per year<sup>i</sup></td> <td>2.19m</td> <td>2.28m</td> <td>&gt;2.190m</td> </tr> <tr> <td>Total number of day visitors</td> <td>1.696m</td> <td>1.80m</td> <td>&gt;1.696m</td> </tr> <tr> <td>Total number of visitors staying overnight</td> <td>0.494m</td> <td>0.480m</td> <td>&gt;0.494m</td> </tr> <tr> <td>Number of visitors to Abergavenny TIC</td> <td>19,327*</td> <td>23,069*</td> <td>&gt;19,327</td> </tr> <tr> <td>Number of visitors to Chepstow TIC</td> <td>30,931*</td> <td>26,167*</td> <td>&gt;30,931</td> </tr> <tr> <th>How well did we do?</th> <td></td> <td></td> <td></td> </tr> <tr> <td>Total employment supported by tourism (Full Time Equivalent, FTE)</td> <td>2744</td> <td>2895</td> <td>&gt;2744</td> </tr> <tr> <th>Is anyone better off?</th> <td></td> <td></td> <td></td> </tr> <tr> <td>Income generated from tourism per year <sup>ii</sup>(£ millions)</td> <td>£186.14m</td> <td>£190.05m</td> <td>&gt;£186.14</td> </tr> <tr> <td>Total value of overnight visitors (£ millions)</td> <td>£135.57m</td> <td>£133.17m</td> <td>&gt;£135.57m</td> </tr> <tr> <td>Total value of day visitors (£ millions)</td> <td>£53.57m</td> <td>£56.87m</td> <td>&gt;£53.57m</td> </tr> </tbody> </table>				How much did we do?	2015	2016	2016 Target	Total Number of tourists per year <sup>i</sup>	2.19m	2.28m	>2.190m	Total number of day visitors	1.696m	1.80m	>1.696m	Total number of visitors staying overnight	0.494m	0.480m	>0.494m	Number of visitors to Abergavenny TIC	19,327*	23,069*	>19,327	Number of visitors to Chepstow TIC	30,931*	26,167*	>30,931	How well did we do?				Total employment supported by tourism (Full Time Equivalent, FTE)	2744	2895	>2744	Is anyone better off?				Income generated from tourism per year <sup>ii</sup> (£ millions)	£186.14m	£190.05m	>£186.14	Total value of overnight visitors (£ millions)	£135.57m	£133.17m	>£135.57m	Total value of day visitors (£ millions)	£53.57m	£56.87m	>£53.57m
How much did we do?	2015	2016	2016 Target																																																	
Total Number of tourists per year <sup>i</sup>	2.19m	2.28m	>2.190m																																																	
Total number of day visitors	1.696m	1.80m	>1.696m																																																	
Total number of visitors staying overnight	0.494m	0.480m	>0.494m																																																	
Number of visitors to Abergavenny TIC	19,327*	23,069*	>19,327																																																	
Number of visitors to Chepstow TIC	30,931*	26,167*	>30,931																																																	
How well did we do?																																																				
Total employment supported by tourism (Full Time Equivalent, FTE)	2744	2895	>2744																																																	
Is anyone better off?																																																				
Income generated from tourism per year <sup>ii</sup> (£ millions)	£186.14m	£190.05m	>£186.14																																																	
Total value of overnight visitors (£ millions)	£135.57m	£133.17m	>£135.57m																																																	
Total value of day visitors (£ millions)	£53.57m	£56.87m	>£53.57m																																																	

How do we compare with other areas



In terms of economic impact, Monmouthshire's growth (0.5%) was below the regional (2.8%), national (2.5%) and rural (2.6%) average between 2015 and 2016. This was due to the 3.5 % fall in economic impact from visitors to serviced accommodation, which was larger than the regional 1% fall, and a direct consequence of a loss of 151 serviced bedspaces. These bedspaces were worth an estimated £25,449.84 each which meant £3,842,925.84 lost tourism revenue due to reduced serviced accommodation capacity in 2016.

Monmouthshire's 4.1% increase in visitor numbers was below the regional average (5.3%) but above the Wales (2.7%) and rural (1.3%) averages. NB high regional average driven by new Friar's Walk development in Newport).

	For FTEs, Monmouthshire's 5.5% increase between 2016 and 2015 was above the regional (4.2%), the Wales (2.7%) and rural (2.5%) averages.
--	--

---

<sup>i</sup> Based on annual calendar year data produced by STEAM

<sup>ii</sup> All 2015 figures are given in £s 2016 to remove inflation effects.

\* Reduced opening hours / periods of TICs during 2016.



<p><b>Name of the Officer</b> Nicola Edwards Food &amp; Tourism Strategic Manager <b>Phone no:</b> 01633 644847 <b>E-mail:</b> nicolaedwards@monmouthshire.gov.uk</p>	<p><b>Please give a brief description of the aims of the proposal:</b>  Monmouthshire Destination Management Plan 2017-2020</p>
<p><b>Name of Service</b>  Tourism</p>	<p><b>Date Future Generations Evaluation form completed</b>  06/10/2017</p>

**NB. Key strategies and documents that may help you identify your contribution to the wellbeing goals and sustainable development principles include: Single Integrated Plan, Continuance Agreement, Improvement Plan, Local Development Plan, People Strategy, Asset Management Plan, Green Infrastructure SPG, Welsh Language Standards, etc.**

Page 95



**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	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p><b>A prosperous Wales</b> Efficient use of resources, skilled, educated people, generates wealth, provides jobs</p>	<p>Tourism is vital to Monmouthshire's economy generating income to support a wide range of businesses that directly or indirectly benefit from visitor spending or that supply or service the county's tourism industry, including the retail and catering sectors and food and drink producers. According to STEAM 2016, tourism generated £190m for Monmouthshire's economy in 2016. Tourism provides opportunities for enterprise and employment, and is a significant employer in the county. 2,895 FTEs were supported by tourism in</p>	<p>There are unlikely to be any negative effects. The Plan aims to drive sustainable tourism growth. Positive effects will be maximised by collaborative working with partners delivering common benefits.</p>

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
	2016, accounting for approximately 10% of the workforce.	
<b>A resilient Wales</b> Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)	Visitor surveys show that high landscape / environmental quality is one of the main motivations for visiting Monmouthshire. Maintaining a high quality environment is therefore key to delivering sustainable tourism growth.	Walking and cycling are priority programmes in the Plan. Encouraging physical activity in the outdoors is known to encourage more sustainable forms of transport.
<b>A healthier Wales</b> People's physical and mental wellbeing is maximized and health impacts are understood	Outdoor activities including walking and cycling are identified priorities within the plan. Increasing people's physical activity in the outdoors has been shown to improve people's wellbeing and mental health.	There are unlikely to be any negative effects. Positive effects will be maximised by collaborative working with partners and development of opportunities for volunteers.
<b>A Wales of cohesive communities</b> Communities are attractive, viable, safe and well connected	The purpose of the Plan is to establish a clear framework for public, private and voluntary sector partnership working to address the identified priorities and deliver year round sustainable tourism growth to maximise the economic, social and environmental benefits of tourism across all parts of Monmouthshire. The success of the plan relies on effective partnerships and host community support for tourism.	There are unlikely to be any negative effects. Positive effects will be maximised by collaborative working to deliver an improved experience and welcome for visitors on the ground.
<b>A globally responsible Wales</b> Taking account of impact on global well-being when considering local social, economic and environmental wellbeing	Improvements to green infrastructure to support activity tourism will encourage increased physical activity in the outdoors which in turn has been shown to encourage increased use of alternative modes of transport e.g. cycling / walking	There are unlikely to be any negative effects.
<b>A Wales of vibrant culture and thriving Welsh language</b>	Developing and promoting a unique sense of place, including the distinctive culture and language	There are unlikely to be any negative effects. Experiential tourism marketing and product

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation	lie at the heart of sustainable tourism growth. Developing the outdoor activity and cultural offer are identified priorities within the Plan.	development embraces sense of place and focuses on capturing the hearts and minds of potential visitors encouraging businesses and products to enhance their offer to drive visits and spend.
<b>A more equal Wales</b> People can fulfil their potential no matter what their background or circumstances	Identified priorities within the Plan will help improve physical infrastructure for residents and visitors and increase opportunities for high quality employment (and volunteering) as well as participation in arts, culture and physical activity.	There are unlikely to be any negative effects. Positive effects will be maximised by collaborative working with partners delivering similar benefits.

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

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Long Term</p> <p>Balancing short term need with long term and planning for the future</p>	The Plan aims to deliver year round sustainable tourism growth to maximise the economic, social and environmental benefits of tourism across all parts of Monmouthshire over the long term.	There are unlikely to be any negative effects.
 <p>Collaboration</p> <p>Working together with other partners to deliver objectives</p>	The purpose of the Plan is to establish a clear framework for public, private and voluntary sector partnership working to address the identified priorities and deliver year round sustainable tourism growth. The Plan contains details of partnership arrangements for delivery of priorities and monitoring of progress.	There are unlikely to be any negative effects.

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p data-bbox="136 480 297 507">Involvement</p> <p data-bbox="349 256 517 440">Involving those with an interest and seeking their views</p>	<p data-bbox="544 256 1328 363">The Plan is the outcome of extensive consultation with stakeholders. This included an online survey which generated 108 responses from Monmouthshire businesses.</p>	<p data-bbox="1350 256 2096 387">There are unlikely to be any negative effects. Community and business engagement will be sustained throughout the life of the plan through the proposed Monmouthshire Tourism Action Group.</p>
 <p data-bbox="136 759 297 786">Prevention</p> <p data-bbox="349 520 517 815">Putting resources into preventing problems occurring or getting worse</p>	<p data-bbox="544 520 1328 703">The Plan is required to ensure destination development and marketing in the county focuses firmly on priorities to drive tourism growth and ensure resources are focused on the things that matter most to visitors in an increasingly competitive global marketplace.</p>	<p data-bbox="1350 520 1933 547">There are unlikely to be any negative effects.</p>
 <p data-bbox="136 1098 297 1125">Integration</p> <p data-bbox="349 858 517 1118">Considering impact on all wellbeing goals together and on other bodies</p>	<p data-bbox="544 858 1267 965">Growing the benefits of tourism through effective destination management and partnership working will improve the local area as a place to live, work and visit.</p>	<p data-bbox="1350 858 1933 885">There are unlikely to be any negative effects.</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. For more detailed information on the protected characteristics, the Equality Act 2010 and the Welsh Language Standards that apply to Monmouthshire Council please follow this link: <http://hub/corporatedocs/Equalities/Forms/AllItems.aspx> or contact Alan Burkitt on 01633 644010 or [alanburkitt@monmouthshire.gov.uk](mailto:alanburkitt@monmouthshire.gov.uk)



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	Priority programmes with the Plan will create learning, skills and volunteering opportunities for all ages	N/A	The effectiveness of the programmes will be reviewed over the delivery period
Disability	Priority programmes within the Plan will adopt a least restrictive access approach to countryside access and equal access to services	N/A	N/A
Gender reassignment	N/A	N/A	N/A
Marriage or civil partnership	N/A	N/A	N/A
Pregnancy or maternity	N/A	N/A	N/A
Race	N/A	N/A	N/A
Religion or Belief	N/A	N/A	N/A
Sex	N/A	N/A	N/A
Sexual Orientation	N/A	N/A	N/A
Welsh Language	All marketing material, interpretation, signage etc. will be bilingual	N/A	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

<http://hub/corporatedocs/Democratic%20Services/Safeguarding%20Guidance.docx> and for more on Monmouthshire's Corporate Parenting Strategy see <http://hub/corporatedocs/SitePages/Corporate%20Parenting%20Strategy.aspx>

	<b>Describe any positive impacts your proposal has on safeguarding and corporate parenting</b>	<b>Describe any negative impacts your proposal has on safeguarding and corporate parenting</b>	<b>What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?</b>
Safeguarding	Appropriate safeguarding measures will be incorporated into volunteering and learning programmes following established procedures etc.	N/A	N/A
Corporate Parenting	N/A	N/A	N/A

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

Page 100 Information that has been used to develop the Monmouthshire Destination Management Plan 2017-2020;

- The results of extensive consultation with key stakeholders
- Online business survey responses
- 2016 Monmouthshire Visitor Survey results
- Monmouthshire bedstock survey results
- Review of partnership arrangements and tourism performance over previous plan period
- Responses to draft Plan consultation

**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 Destination Management Plan will have positive effects on all well-being goals and meet all of the sustainable development principles and has a strong correlation with all of the Council's Well-being objectives; promoting the benefits of the natural & built environment; providing opportunities for children and young people; providing opportunities for businesses and communities and for people's well-being through participation in volunteering etc.

**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
NA			

**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:	At the end of the plan period.
--	--------------------------------

**9. VERSION CONTROL:** The Future Generations Evaluation should be used at the earliest stages of decision making, and then honed and refined throughout the decision making process. It is important to keep a record of this process so that we can demonstrate how we have considered and built in sustainable development wherever possible.

Version No.	Decision making stage	Date considered	Brief description of any amendments made following consideration
		10/10/2017	

This page is intentionally left blank

**SUBJECT: MONMOUTHSHIRE LOCAL DEVELOPMENT PLAN  
ADOPTION OF SUSTAINABLE TOURISM ACCOMMODATION  
SUPPLEMENTARY PLANNING GUIDANCE**  
**MEETING: ECONOMY & DEVELOPMENT SELECT COMMITTEE**  
**DATE: 19 OCTOBER 2017**  
**DIVISION/WARDS AFFECTED: ALL**

## 1. PURPOSE:

The purpose of this report is:

- 1.1 To inform Economy and Development Select Committee of the results of the recent consultation exercise regarding the Draft Sustainable Tourism Accommodation Supplementary Planning Guidance (SPG) produced to provide further details of policies contained within the Monmouthshire Local Development Plan.
- 1.2 To seek Economy and Development Select Committee's endorsement of the SPG, with a view to it being formally adopted as SPG in connection with the Monmouthshire LDP.

## 2. RECOMMENDATIONS:

- 2.1 To endorse the Draft Sustainable Tourism Accommodation SPG (subject to the recommended amendments set out in Appendix 1), with a view to it being formally adopted as SPG in connection with the Monmouthshire LDP and to recommend to the Cabinet Member for Enterprise accordingly.

## 3. KEY ISSUES:

### Background

- 3.1 Economy and Development Select Committee were informed of the preparation of Draft Supplementary Planning Guidance (SPG) on Sustainable Tourism Accommodation to provide clarification on the interpretation of the policies of the Monmouthshire Local Development Plan (LDP) on 9 February 2017.
- 3.2 Planning Committee subsequently endorsed the Draft Sustainable Tourism Accommodation SPG that is the subject of this report on 7 March 2017, with a view to issuing it for consultation purposes. The Cabinet Member for Innovation, Enterprise and Leisure took the decision to issue the SPG for consultation on 26 April 2017.
- 3.2 The consultation took place for a period of 6 weeks between Thursday 1 June 2017 and Thursday 13 July 2017. A notice was placed in Monmouthshire Free Press on 31 May 2017 and 427 individual notifications were sent in a joint consultation with the Rural Conversions to Residential or Tourism Use SPG to the following:
  - Specific (including Town and Community Councils), General and Other consultees, as identified in the LDP Community Involvement Scheme;
  - Those considered to have an interest in the SPG topic, including relevant pre-planning applicants/applicants and specific tourism contacts;
  - Residents who were on the LDP consultation data base and had specifically requested to be notified of the SPGs;
  - Agents/developers who work in the Council area.

Copies of the draft SPG and representation forms were made available at the Council's Community Hubs/libraries and on the Council's website for the duration of the consultation period. The consultation was also publicised via the Twitter Account @MCCPlanning.

- 3.3 A total of 7 replies were received. These are summarised, together with the Council's response in the Report of Consultation provided as **Appendix 1**. Generally, no significant objections were received and only minor amendments to the SPG documents have been necessary. The amended SPG, incorporating the minor changes arising from the consultation, is attached as **Appendix 2**. It is considered, therefore, that the document can be formally adopted as SPG to support the Monmouthshire LDP.

#### **4. REASONS:**

- 4.1 Under the Planning Act (2004) and associated Regulations, all local planning authorities are required to produce a LDP. The Monmouthshire LDP was adopted on 27 February 2014 and decisions on planning applications are now being taken in accordance with policies and proposals in the LDP. The Sustainable Tourism Accommodation SPG provides further explanation and guidance on the way in which the tourism related policies of the LDP will be applied to proposals for sustainable tourism accommodation. SPG can be a material consideration in the determination of planning applications, provided that appropriate consultation has been undertaken and that it has been approved in accordance with the Council's decision making process.

#### **5. RESOURCE IMPLICATIONS:**

- 5.1 Officer time and costs were associated with the preparation of the SPG and the carrying out of the required consultation exercises. These were within the existing Planning Policy budget and carried out by existing staff.

#### **6. SUSTAINABLE DEVELOPMENT AND EQUALITY IMPLICATIONS:**

##### Sustainable Development

- 6.1 Under the Planning Act (2004), the LDP was required to be subject to a Sustainability Appraisal (SA). The role of the SA was to assess the extent to which the emerging planning policies would help to achieve the wider environmental, economic and social objectives of the LDP. The LPA also produced a Strategic Environmental Assessment (SEA) in accordance with the European Strategic Environmental Assessment Directive 2001/42/EC; requiring the 'environmental assessment' of certain plans and programmes prepared by local authorities, including LDPs. All stages of the LDP were subject to a SA/SEA, therefore and the findings of the SA/SEA were used to inform the development of LDP policies and site allocations in order to ensure that the LDP would be promoting sustainable development. SPG is expanding and providing guidance on these existing LDP policies, which were prepared within a framework promoting sustainable development.

##### Equality

- 6.2 The LDP was also subjected to an Equality Challenge process and due consideration was given to the issues raised. As with the sustainable development implications considered above, SPG is expanding and providing guidance on these existing policies, which were prepared within this framework. Assessments of Equality Impact will be required throughout the Plan's implementation wherever there is likely to be significant impact.
- 6.3 In addition a Future Generations Evaluation (including equalities and sustainability impact assessments) is attached to this report at **Appendix 3**.

## **7. OPTIONS CONSIDERED**

- 7.1 Having assessed the consultation responses, the following options were considered:
- 1) Recommend the SPG for adoption without any changes;
  - 2) Recommend the SPG for adoption with some changes based on an assessment of the feedback;
  - 3) Recommend the SPG for adoption with changes to reflect every response;
  - 4) Do not proceed with the SPG.
- 7.2 The SPG provides specific guidance on the interpretation/implementation of the LDP policy framework in relation to proposals for sustainable forms of visitor accommodation. The need for this guidance was identified via the Economy and Development Select Committee, as well as stakeholder and colleague feedback. Option 4 is therefore discounted. The feedback is considered to raise a number of valid and constructive points, many (but not all) of which are considered to appropriately enhance the policy interpretation and guidance. Consequently, option 2 has been chosen.

## **8. HOW WILL SUCCESS BE MEASURED**

- 8.1 The successful implementation of the SPG in determining proposals for sustainable forms of tourism accommodation which will be reflected in the quantity and quality of such facilities approved in accordance with the LDP policy framework. The effectiveness of the relevant policies in enabling sustainable forms of visitor accommodation will be monitored on an annual basis in the LDP Annual Monitoring Report (AMR).

## **9. CONSULTEES**

- Planning Committee: endorsed the SPG at its meeting on 03 October 2017
- Public and stakeholder consultation as set out in the report

## **10. BACKGROUND PAPERS:**

- Monmouthshire Adopted LDP (February 2014)
- Monmouthshire Local Development Plan Annual Monitoring Reports, 2014-15, 2015-16

## **11. AUTHOR & CONTACT DETAILS:**

Mark Hand (Head of Planning, Housing and Place-Shaping)

**Tel:** 01633 644803

**Email:** [markhand@monmouthshire.gov.uk](mailto:markhand@monmouthshire.gov.uk)

Rachel Lewis (Planning Policy Manager)

**Tel:** 01633 644827

**Email:** [rachellewis@monmouthshire.gov.uk](mailto:rachellewis@monmouthshire.gov.uk)

This page is intentionally left blank



**APPENDIX 1**

**Sustainable Tourism Accommodation SPG Report of Consultation**

Rep. No.	Representor	Object/Support/Comment	Comment	LPA Response	Recommendation
1.1	Mr and Mrs Tongue	Support	Considers that sustainable tourism accommodation is vital addition to smaller agricultural holdings struggling to make a viable income. This type of tourism enables tourists to gain a better understanding of rural life. 'Glamping' lends itself to the surroundings giving tourists a greater opportunity to share the beauty of our flora and fauna.	Support noted.	Note support.
2.1	Mr Newman	Comment	Suggests that shepherd's huts will be considered mobile (as on wheels) and treated like holiday caravans with the same terms and conditions.	Comment noted. Shepherd's huts are not considered mobile units (as explained in the SPG) and will not be treated like holiday caravans when assessed through the LDP policy framework. As noted in paragraph 3.4 of the SPG, shepherd's huts typically comprise a solid wooden frame on cast iron wheels and are transported onto a site as a complete unit. As such they cannot be categorised as a touring unit given their greater degree of permanency. This is further clarified in Appendix B, which states that Policy T1 -Touring Caravan and Tented Camping Sites -is not applicable to proposals for shepherd's huts as this type of accommodation would not fall within the scope of this policy as they are not typically considered to constitute a 'touring' facility as referred to in the policy.	No change.
2.2	Mr Newman	Comment	New build holiday accommodation in rural areas or elsewhere must have an inviolable condition that conversion to permanent residential dwellings will not be allowed.	Comment noted. To clarify, glamping proposals do not constitute 'new build' holiday accommodation as they have a limited degree of permanency and can be considered as a use of land rather than operational development (with the exception of tree houses). In any event, paragraph 4.22 of the SPG clearly states that the use of such visitor accommodation for permanent residential occupancy will not be permitted and that such accommodation must remain for the intended tourism purpose only so that the wider economic benefits are secured. Planning conditions will be applied to such proposals to control occupancy, as explained in paragraph 4.23 and Appendix C of the SPG.	No change.
3.1	Mr Brian Spencer	Support	Welcomes the Sustainable Tourism Accommodation SPG as it will assist landowners to diversify into tourism which will benefit the whole Monmouthshire economy.	Support noted.	Note support.

**Sustainable Tourism Accommodation SPG Report of Consultation**

Rep. No.	Representor	Object/Support/Comment	Comment	LPA Response	Recommendation
3.2	Mr Brian Spencer	Comment	Considers that there will be a problem on some sites removing glamping units during the suggested 'closed' season.	The degree of permanency of glamping accommodation and the need to remove such accommodation from sites out of season is a key planning consideration and is addressed in paragraphs 4.18-4.19 of the SPG. The SPG advises that in general glamping accommodation should be taken down/ relocated out of season in order to safeguard the landscape amenity of an area. However, the necessity for this will be considered on a case by case basis depending on site context and landscape /visual impacts in winter months when tree cover is reduced. In instances where it can be demonstrated that there is no/limited landscape harm associated with the siting of the glamping accommodation during the winter months there would be no need to remove the accommodation. In this context, regard will also be given to the importance of maintaining a balance between the need to protect the landscape/environment and to avoid the negative effects on the local economy due to the seasonal nature of tourism - this will also be considered on a case by case basis.	No change.
3.3	Mr Brian Spencer	Comment	Considers the 'closed' season (30 September - 1 March) to be very restrictive and suggests that it be removed to allow flexibility in marketing and income potential for owners.	Seasonal occupancy in relation to glamping accommodation is considered important in order to safeguard the landscape amenities of an area. However, the SPG does allow some flexibility with regard to seasonal occupancy, as set out in paragraphs 4.19 and 4.23 and Appendix C (Planning Conditions) which clarify that consideration should be given to the importance of maintaining a balance between the need to protect landscape /environment and to avoid the negative effects on the local economy due to the seasonal nature of tourism. This will need to be considered on a case by case basis. The SPG recognises that where there is no/ limited landscape harm, the economic benefits of providing year-round (or extended) tourism accommodation can be given favourable consideration.	No change.
4.1	Natural Resources Wales	Comment	Paragraph 3.3 2nd bullet 'Protect and enhance landscape character & natural/historic environment i.e. visually unobtrusive'. Suggest removing reference to 'visually unobtrusive' as protecting and enhancing landscape character and visual amenity is not just about being visually unobtrusive.	Comment noted. Specific reference to 'visually unobtrusive' is included as it is considered important to highlight that visual intrusion is a key issue when assessing the impact of glamping proposals on the landscape and natural/historic environment. However, NRW's point that the protection and enhancement of landscape character and the natural/historic environment is not just about being visually unobtrusive is accepted. The reference to 'visually unobtrusive' will therefore be removed from paragraph 3.3.	Remove the reference to 'visually unobtrusive' from bullet point 2 of paragraph 3.3.
4.2	Natural Resources Wales	Comment	Paragraph 3.3 - Suggest separate bullet points for landscape character and natural/historic environment.	Comment noted. The bullet point refers to the protection and enhancement of both landscape character and the natural/historic environment. It is not considered necessary to list these separately.	No change.

### Sustainable Tourism Accommodation SPG Report of Consultation

Rep. No.	Representor	Object/Support/Comment	Comment	LPA Response	Recommendation
4.3	Natural Resources Wales	Comment	Paragraph 4.14 - Suggest that policies EP5 Foul Sewage Disposal and EP2 Protection of the Water Environment are listed in this section as separate bullet points. Note that this type of development could potentially be located in an area not served by public foul sewer.	Comment noted. This list of policies included in paragraph 4.14 is not exhaustive recognising that policies may vary on a case by case basis depending on site context and the proposal. However, in recognition of the fact that glamping accommodation could potentially be located in areas not served by public sewers, policies EP5 Foul Sewage Disposal and EP2 Protection of the Water Environment will be added to the list of policies in paragraph 4.14.	Include reference to LDP policies EP5 and EP2 in paragraph 4.14.
4.4	Natural Resources Wales	Comment	Suggest that the SPG should refer to the requirement for appropriate foul drainage facilities.	Comment noted. However, it is not considered necessary to specifically refer to the requirement for appropriate foul drainage facilities in the SPG. This is a detailed matter to be considered on a case by case basis. As advised in the SPG, applicants are encouraged to engage in the Council's pre-planning application advice service to determine which key LDP policies apply and to gain general planning advice, including on such matters as drainage.	No change.
4.5	Natural Resources Wales	Comment	Paragraph 4.21 - suggest that this should include reference to car parks.	Comment noted. Agree that reference to car parks should be included in paragraph 4.21 to ensure that car parks are considered in the context of minimal supporting infrastructure associated with glamping facilities.	Include reference to car parks in paragraph 4.21.
4.6	Natural Resources Wales	Comment	Paragraph 5.2 - suggest that this should refer to a 'landscape and visual appraisal' rather than landscape assessment.	Comment noted. However, the reference to 'landscape assessment' is considered appropriate given the context of the issue being conveyed. It is recognised that a full LVIA would normally be required for large/complex proposals. As advised in the SPG, applicants are encouraged to engage in the Council's pre-planning application advice service to gain general planning advice, including on such matters as the need for (and type of) a landscape assessment.	No change.
4.7	Natural Resources Wales	Comment	Appendix B - suggest that policies EP5 Foul Sewage Disposal and EP2 Protection of the Water Environment are listed in Appendix B for all types of accommodation.	Comment noted. However, it is not considered necessary to specifically include reference to policies EP5 and EP2 in Appendix B. It is clear that the policy considerations listed in relation to the various types of sustainable tourism accommodation are not exhaustive. Appendix B further states that relevant policies are likely to vary on a case by case basis depending on site context and proposal, and that applicants are advised to engage in the Council's pre-planning application advice service to determine which key policies apply to a proposal.	No change.

**Sustainable Tourism Accommodation SPG Report of Consultation**

Rep. No.	Representor	Object/Support/Comment	Comment	LPA Response	Recommendation
4.8	Natural Resources Wales	Comment	Appendix C - suggest that other examples of planning conditions could be listed such as landscape schemes, lighting, colours/materials, access/car park surfacing.	Comment noted. However, it is not considered necessary to include other examples of planning conditions in Appendix C. As stated in the SPG, the list of example planning conditions is not exhaustive and planning conditions may be devised or adapted to suit a particular circumstance, including in relation to landscape schemes, lighting etc. The last paragraph of Appendix C states that 'additional conditions may be necessary, for example in relation to drainage, lighting, access and landscaping'.	No change.
5.1	Powells Chartered Surveyors	Comment	Consider that a main concern associated with the implementation of the SPG is a chance that the tourism industry in Monmouthshire will become considerably more saturated than it is now. With that being the case, it is considered that even though policy is oriented around usual forms of glamping there should be a general case by case approach to each application.	Comment noted. The SPG provides detail on the interpretation and implementation of the LDP policy framework in assessing proposals for sustainable tourism accommodation and sets out the key policy considerations in relation to specific types of such accommodation. For the purposes of this SPG sustainable tourism accommodation is primarily concerned with glamping facilities, however, should proposals for other types of sustainable visitor accommodation come forward these will also be assessed against the guidance set out in the SPG. The importance of assessing sustainable tourism accommodation proposals on a case by case approach is recognised including in relation to degree of permanency and seasonal occupancy.	No change.
5.2	Powells Chartered Surveyors	Support	Welcomes the reference in the SPG for applicants to take pre-application advice prior to the submission of an application for sustainable tourism accommodation.	Support noted.	Note support.
5.3	Powells Chartered Surveyors	Comment	Refers to paragraphs 4.18-4.19 which deal with the degree of permanency of glamping accommodation. Encourage the LPA to consider this matter on a case by case basis as there are likely to be instances where permanent structures need to remain in place outside of the tourism season e.g. wooden base/ raised decking associated with yurts; ancillary structures including amenity blocks. Request that the LPA take a pragmatic view in relation to each individual item of the built environment which an applicant proposes and assess on a case by case basis.	The degree of permanency of sustainable tourism accommodation and the need to remove such accommodation from sites out of season is a key planning consideration and is addressed in paragraphs 4.18-4.19 of the SPG. The SPG advises that in general glamping accommodation should be taken down/ relocated out of season in order to safeguard the landscape amenity of an area. However, the necessity for this will be considered on a case by case basis depending on site context and landscape /visual impacts in winter months when tree cover is reduced. In instances where it can be demonstrated that there is no/limited landscape harm associated with the siting of the glamping accommodation during the winter months there would be no need to remove the accommodation/ supporting infrastructure. In this context, regard will also be given to the importance of maintaining a balance between the need to protect the landscape/environment and to avoid the negative effects on the local economy due to the seasonal nature of tourism - this will also be considered on a case by case basis.	No change.

**Sustainable Tourism Accommodation SPG Report of Consultation**

Rep. No.	Representor	Object/Support/Comment	Comment	LPA Response	Recommendation
5.4	Powells Chartered Surveyors	Comment	Suggest including other types of tourism accommodation which might not fit specifically with what the LPA considers to be sustainable tourism accommodation but which might be suitable e.g. shepherd's huts and tree houses. Consider that provided that such accommodation is implemented sustainably they should be considered on a case by case basis. Note that conditions can be applied to accommodation to prevent them becoming permanent or changing to permanent residential accommodation. Encourage the LPA to adopt a case by case approach for types of accommodation not specifically covered by policy.	As advised in the SPG (paragraph 4.4), LDP Policy S11 (Visitor Economy) is the starting point for assessing proposals for all types of sustainable tourism accommodation. This policy seeks to enable the provision of sustainable forms of tourism development subject to detailed planning considerations. Paragraph 4.5 states that proposals for sustainable tourism accommodation will generally be supported by Policy S11 unless ruled out by other LDP policies. The SPG specifically refers to shepherd's huts and treehouses as types of sustainable tourism accommodation (section 3). Section 4 and Appendix B of the SPG set out key policy considerations for assessing sustainable forms of tourism accommodation, including shepherd's huts and treehouses. The importance of assessing sustainable tourism accommodation proposals on a case by case approach is recognised, including in relation to degree of permanency and seasonal occupancy. For the purposes of this SPG sustainable tourism accommodation is primarily concerned with glamping facilities, although the guidance would also apply to other forms of sustainable visitor accommodation that may come forward.	No change.
6.1	Lower Glyn Farm Ltd (Powells Chartered Surveyors)	Comment	Consider a main concern associated with the implementation of the SPG is a chance that the tourism industry in Monmouthshire will become considerably more saturated than it is now. With that being the case, it is considered that even though policy is oriented around usual forms of glamping there should be a general case by case approach to each application.	Comment noted. The SPG provides detail on the interpretation and implementation of the LDP policy framework in assessing proposals for sustainable tourism accommodation and sets out the key policy considerations in relation to specific types of such accommodation. For the purposes of this SPG sustainable tourism accommodation is primarily concerned with glamping facilities, however, should proposals for other types of sustainable visitor accommodation come forward these will also be assessed against the guidance set out in the SPG. The importance of assessing sustainable tourism accommodation proposals on a case by case approach is recognised including in relation to degree of permanency and seasonal occupancy.	No change.
6.2	Lower Glyn Farm Ltd (Powells Chartered Surveyors)	Support	Welcomes the reference in the SPG for applicants to take pre-application advice prior to the submission of an application for sustainable tourism accommodation. Also welcome that the LPA are allowing consideration of other forms of tourism accommodation.	Support noted.	Note support.

**Sustainable Tourism Accommodation SPG Report of Consultation**

Rep. No.	Representor	Object/Support/Comment	Comment	LPA Response	Recommendation
6.3	Lower Glyn Farm Ltd (Powells Chartered Surveyors)	Comment	Refers to paragraphs 4.18-4.19 which deal with the degree of permanency of glamping accommodation. Encourage the LPA to consider this matter on a case by case basis as there are likely to be instances where permanent structures need to remain in place outside of the tourism season e.g. wooden base/ raised decking associated with yurts; ancillary structures including amenity blocks. Request that the LPA take a pragmatic view in relation to each individual item of the built environment which an applicant proposes and assess on a case by case basis.	The degree of permanency of sustainable tourism accommodation and the need to remove such accommodation from sites out of season is a key planning consideration and is addressed in paragraphs 4.18-4.19 of the SPG. The SPG advises that in general glamping accommodation should be taken down/ relocated out of season in order to safeguard the landscape amenity of an area. However, the necessity for this will be considered on a case by case basis depending on site context and landscape /visual impacts in winter months when tree cover is reduced. In instances where it can be demonstrated that there is no/limited landscape harm associated with the siting of the glamping accommodation during the winter months there would be no need to remove the accommodation/ supporting infrastructure. In this context, regard will also be given to the importance of maintaining a balance between the need to protect the landscape/environment and to avoid the negative effects on the local economy due to the seasonal nature of tourism - this will also be considered on a case by case basis.	No change.
6.4	Lower Glyn Farm Ltd (Powells Chartered Surveyors)	Comment	Suggest including other types of tourism accommodation which might not fit specifically with what the LPA considers to be sustainable tourism accommodation but which might be suitable e.g. shepherd's huts and tree houses. Consider that provided that such accommodation is implemented sustainably they should be considered on a case by case basis. Note that conditions can be applied to accommodation to prevent them becoming permanent or changing to permanent residential accommodation. Encourage the LPA to adopt a case by case approach for types of accommodation not specifically covered by policy.	As advised in the SPG (paragraph 4.4), LDP Policy S11 (Visitor Economy) is the starting point for assessing proposals for all types of sustainable tourism accommodation. This policy seeks to enable the provision of sustainable forms of tourism development subject to detailed planning considerations. Paragraph 4.5 states that proposals for sustainable tourism accommodation will generally be supported by Policy S11 unless ruled out by other LDP policies. The SPG specifically refers to shepherd's huts and treehouses as types of sustainable tourism accommodation (section 3). Section 4 and Appendix B of the SPG set out key policy considerations for assessing sustainable forms of tourism accommodation, including shepherd's huts and treehouses. The importance of assessing sustainable tourism accommodation proposals on a case by case approach is recognised, including in relation to degree of permanency and seasonal occupancy. For the purposes of this SPG sustainable tourism accommodation is primarily concerned with glamping facilities, although the guidance would also apply to other forms of sustainable visitor accommodation that may come forward.	No change.

**Sustainable Tourism Accommodation SPG Report of Consultation**

Rep. No.	Representor	Object/Support/Comment	Comment	LPA Response	Recommendation
7.1	Cllr Louise Brown	Object	Questions why the SPG only relates to proposals outside settlement boundaries. Suggests that there may be more neighbour concerns within settlement boundaries with glamping accommodation than outside. Concerned that the policy does not stress the necessity to fully consider normal planning considerations within settlement boundaries or what policies would apply. Considers that the SPG should also include reference to the need to keep sites clean and tidy (amenity reasons).	The SPG is only intended to relate to proposals outside settlement limits to specifically address proposals for sustainable tourism accommodation in the open countryside where there is a need to balance economic and environmental considerations. Within settlement limits sustainable tourism accommodation is generally acceptable in principle subject to amenity considerations and planning policy matters such as flood risk. As such, there is no need to provide specific guidance for proposals within settlement limits. Any proposals for glamping accommodation within settlement limits will be subject to amenity considerations (LDP Policy EP1 Amenity and Environmental Protection refers). The comment relating to the need to keep glamping sites clean/tidy is noted, however, this is not a planning matter and cannot be addressed in the SPG.	No change.
7.2	Cllr Louise Brown	Comment	Suggests that Policy S11 should be amended to include reference to 'generally' (i.e. development proposals that provide and/or enhance sustainable forms of tourism will generally be permitted subject to detailed planning considerations).	Comment noted. It is not possible to amend LDP policies until the Plan is revised. Consideration can be given to the suggested amendment when the Plan is revised.	No change.
7.3	Cllr Louise Brown	Object	<p>Concerned that the SPG does not cover the following matters:</p> <ul style="list-style-type: none"> <li>*removal of glamping infrastructure after the site is no longer used for glamping accommodation (should be removed at the same time). Need for sites to be fully restored if glamping accommodation is no longer used.</li> <li>*Need for sites to be kept clean and tidy at all times.</li> <li>*Careful siting of glamping infrastructure / hours of use to avoid being in vicinity of any permanent residential accommodation.</li> </ul> <p>Suggests that paragraph 3.3 should be amended to include reference to the following points (bold text):</p> <p><b>*Include plans for glamping accommodation and any ancillary infrastructure accommodation to be sited away from the vicinity of any permanent residential accommodation, to protect and preserve neighbourhood amenity.</b></p>	<p>To clarify, paragraph 3.3 sets out the key principles of sustainable tourism which glamping proposals will be expected to accord with. To deal with the concerns in turn:</p> <ul style="list-style-type: none"> <li>*Section 3, paragraph 3.3 states that in order to be considered as sustainable tourism accommodation the proposal should be capable of being removed without leaving a permanent trace. This is taken to include any supporting infrastructure associated with the glamping accommodation. However, for clarification specific reference will be made to supporting infrastructure in bullet point 7 of paragraph 3.3.</li> <li>*The cleanliness / tidiness of sites is not a planning matter and is not a matter that can be addressed in the SPG.</li> <li>*Paragraphs 4.20 - 4.21 provide guidance on the planning issues that should be considered in relation to supporting infrastructure, including scale, design and landscape impacts. As such it is not considered necessary to include any further guidance in the SPG on the siting of glamping infrastructure. Furthermore, paragraph 3.3 is concerned with the principles of sustainable tourism - as such it is not considered appropriate to include amenity as one of the principles of sustainable tourism. In any event, amenity considerations will be considered in relation to any proposal for glamping accommodation (LDP Policy EP1 refers). However, in order to highlight the amenity of neighbouring properties as an important consideration reference to this will be included in paragraph 4.14, Policy EP1.</li> </ul>	<p>Include specific reference to supporting infrastructure in bullet point 7 of paragraph 3.3.</p> <p>Include reference to the amenity of neighbouring properties in paragraph 4.14, Policy EP1.</p>

**Sustainable Tourism Accommodation SPG Report of Consultation**

Rep. No.	Representor	Object/Support/Comment	Comment	LPA Response	Recommendation
			<p>*Protect and enhance landscape character and natural/historic environment i.e. visually unobtrusive <b>and be well screened.</b></p> <p>*Capable of being removed without leaving a permanent trace <b>including any ancillary infrastructure accommodation.</b></p> <p><b>*Plans to include methods of keeping the site clean and tidy both during and after seasonal use (litter, maintenance, sewerage etc) and if it is no longer used.</b></p> <p><b>*Ensure access to and from the site has good highway visibility.</b></p>	<p>*Paragraph 3.3 is concerned with the principles of sustainable tourism and as such it is not considered appropriate to include reference to 'well screened' as a principle of sustainable tourism. Furthermore, reflecting comments made by NRW on bullet point 2 of paragraph 3.3, it is recognised that the protection and enhancement of landscape character does not solely relate to being well screened or visually unobtrusive. Reflecting this, it is considered appropriate to amend the bullet point to read 'protect and enhance landscape character and natural/historic environment' (Comment 4.1 refers).</p> <p>* Highway visibility is a detailed highway matter - it is not considered appropriate to include this as one of the principles of sustainable tourism. Detailed highway matters are covered by Policy MV1 - Proposed Developments and Highways Considerations - which is referred to in paragraph 4.14.</p>	
7.4	Cllr Louise Brown	Comment	Suggests reviewing/amending Policy T1 to take account of the above concerns for the protection of neighbourhood amenity.	Comment noted. It is not possible to amend LDP policies until the Plan is revised. In any event, amenity and environmental protection is adequately addressed in LDP Policy EP1 and it would not be necessary to specifically refer to this in Policy T1.	No change.
	Fitchel Troy United Community Council (date representation)	Comment	The comments submitted appear to apply to the consultation on the Draft Rural Conversions to a Residential or Tourism Use SPG, and not to the Draft Sustainable Tourism Accommodation SPG.	See response provided in relation to the Draft Rural Conversions to a Residential or Tourism Use SPG.	N/A



**APPENDIX 2**



**Sustainable Tourism  
Accommodation  
Supplementary Planning Guidance**

**September 2017**



**Monmouthshire County Council**  
**Local Development Plan**

**Sustainable Tourism Accommodation**  
**Supplementary Planning**  
**Guidance**

**September 2017**

**Planning Policy Service**

**Monmouthshire County Council**

County Hall, Rhadyr, Usk, Monmouthshire NP15 1GA

**Tel:** 01633 644429

**Email:** [planningpolicy@monmouthshire.gov.uk](mailto:planningpolicy@monmouthshire.gov.uk)

## CONTENTS

	<b>Page</b>
1. Introduction: Purpose of this Supplementary Planning Guidance	1
2. Planning Policy Context	3
3. Sustainable Tourism Accommodation	5
4. Interpretation and Implementation of the LDP Policy Framework for Assessing Proposals for Sustainable Tourism Accommodation	9
5. Submitting a Planning Application	14
Appendices	
A. LDP Tourism Policy Framework	15
B. Guidance for Assessing Specific Types of Glamping Accommodation: Key Policy Considerations	19
C. Example Planning Conditions	25
D. Sources of Advice	28

*Front Cover Photographs Clockwise from Top Left:  
Yurt, Hidden Valley Yurts, Llanishen  
Shepherd's Hut, Meend Farm, Penallt  
Yurt, Penhein, Llanvair Discoed  
Yurts, Hidden Valley Yurts, Llanishen*

## 1 Introduction: Purpose of this Supplementary Planning Guidance

- 1.1 Tourism plays a significant role in the Monmouthshire economy particularly in assisting the diversification of the rural economy and in sustaining the County's historic town centres. Monmouthshire benefits from extensive natural and cultural assets that offer considerable potential for residents and visitors to enjoy. The County is noted for its natural beauty and has a rich and diverse landscape stretching from the Gwent Levels in the south to the uplands of the Brecon Beacons in the north and the picturesque river corridor of the Wye Valley and Offa's Dyke in the east. Monmouthshire's historic market towns and cultural/heritage assets are also key attractions.
- 1.2 The visitor economy provides jobs, services and facilities that are essential to the well-being and enjoyment of local communities and residents of Monmouthshire. In 2015 there were 2.19 million visitors to the County, with tourist expenditure amounting to £187 million<sup>1</sup>. Tourism also provides opportunities for enterprise and employment, and is a significant employer in the County. According to STEAM, tourism supported 2,744 full time equivalent jobs in 2015, accounting for approximately 10% of all employment in the County. Of note, the relative importance of staying visitors has increased in recent years, with such visitors accounting for 77% of the total amount generated by tourism in 2015 and staying an average of 2.5 nights.
- 1.3 Given the importance of tourism to the Monmouthshire economy, the need to safeguard, provide and enhance the County's visitor facilities, including the accommodation offer, is essential if Monmouthshire is to realise its potential as a high quality and competitive visitor destination.
- 1.4 Reflecting this and the aims of national planning policy, there is a desire to encourage and plan for sustainable forms of tourism accommodation in Monmouthshire. The LDP provides a positive planning framework to enable appropriate tourism development whilst ensuring that the County's natural and built environment, on which the tourism market depends, is protected/enhanced.
- 1.5 In recent years new forms of visitor accommodation known as 'glamping' (i.e. glamorous camping) have emerged and are becoming increasingly popular with the staying visitor market. Given that such forms of accommodation are a relatively recent innovation they are not defined in legislation and not explicitly referred to in current LDP policies. Accordingly, there is a need to clarify how such proposals should be assessed against the existing LDP policy framework.
- 1.6 This Supplementary Planning Guidance (SPG) is intended to provide certainty and clarity for applicants, officers and Members in the interpretation and implementation of the existing LDP policy framework in relation to proposals for sustainable visitor accommodation. For the purposes of this SPG sustainable visitor accommodation is concerned primarily with glamping facilities, although it would also apply to other forms of sustainable visitor accommodation. The guidance relates to proposals outside

---

<sup>1</sup> STEAM 2015. (STEAM is a tourism economic impact modelling process which approaches the measurement of tourism from the bottom up through its use of local supply data and tourism performance and visitor survey data collection).

settlement boundaries (as identified on the LDP proposals maps). Within settlement boundaries, such accommodation is generally acceptable in principle subject to normal amenity considerations and planning policy matters such as flood risk.

- 1.7 This SPG is aimed at anyone considering proposals for glamping accommodation in rural Monmouthshire and will assist all those involved in the formulation and determination of such proposals. The SPG is a material consideration in relation to planning applications and appeals and helps guide applicants and the Council through the planning process with regard to proposals for sustainable forms of tourism accommodation.

The SPG contains the following information:

- **Section 2** provides an overview of the national and local planning policy context in relation to sustainable tourism;
- **Section 3** explains what is meant by sustainable tourism accommodation in relation to Policy S11 and provides an overview of the various types of glamping accommodation to which this SPG relates;
- **Section 4** provides guidance on the interpretation and implementation of the LDP policy framework in relation to glamping accommodation.
- **Section 5** provides information on submitting a planning application for sustainable visitor accommodation, including details of the Council's pre-planning application advice service.

- **Appendices**

LDP Tourism Policy Framework (Appendix A)

Guidance for Assessing Specific Types of Glamping Accommodation: Key Policy Considerations (Appendix B)

Example Planning Conditions (Appendix C)

Sources of Advice (Appendix D)

### National Planning Policy

- 2.1 National planning policy on tourism is set out in Chapter 11 of Planning Policy Wales (PPW, Edition 9 November 2016) and reflects the Welsh Government's aim to encourage tourism to grow in a sustainable way and make an increasing contribution to the economic, social and environmental well-being of Wales (11.1.2). It provides for the planning system to encourage sustainable tourism in ways which enable it to contribute to economic development, conservation, rural diversification, urban regeneration and social inclusion, recognising the needs of visitors and local communities (11.1.4).
- 2.2 PPW recognises the importance of tourism to economic prosperity and job creation and its ability to act as a catalyst for environmental protection, regeneration and improvement in both urban and rural areas. In rural areas tourism related development is considered to be an essential element in providing for a healthy, diverse local economy and in contributing to the provision and maintenance of facilities for local communities. However, it also clarifies that such development should be sympathetic in nature and scale to the local environment and to the needs of the visitors and the local community.
- 2.3 National guidance is clear that development plans should encourage the diversification of farm enterprises and other parts of the rural economy for appropriate tourism uses, subject to adequate safeguards for the character and appearance of the countryside, particularly its landscape, biodiversity and local amenity value (11.2.7).
- 2.4 These national aims and objectives are reflected in the LDP's tourism planning policy framework and this SPG.

### Monmouthshire Local Development Plan (LDP)

- 2.5 The Monmouthshire LDP was adopted in February 2014 and provides the planning policy framework for this SPG. The vital role of tourism to the Monmouthshire economy is reflected in the LDP policy framework which seeks to support and enable sustainable forms of tourism development while at the same time ensuring that the natural and built environment, key drivers of the visitor economy, are preserved and enhanced.
- 2.6 Strategic Policy S11 – Visitor Economy – specifically seeks to enable the provision and enhancement of sustainable tourism development in Monmouthshire.

#### **S11 Visitor Economy**

**Development proposals that provide and/or enhance sustainable forms of tourism will be permitted subject to detailed planning considerations.**

**Development proposals that would have an unacceptable adverse impact on features and areas of tourism interest and their settings, or that would result in the unjustified loss of tourism facilities will not be permitted.**

The first part of Strategic Policy S11 gives positive encouragement to and enables the provision of sustainable forms of tourism, including visitor accommodation, subject to detailed planning considerations. The second part of the policy seeks to protect and prevent the loss of tourism facilities in the County. This SPG relates to the first part of the policy only.

2.7 Policy S11 is supported by a number of development management tourism policies which provide a more detailed policy framework to support the provision and enhancement of tourist facilities (these are set out in **Appendix A**):

- T1 Touring and Tented Camping Sites
- T2 Visitor Accommodation outside Settlements
- T3 Golf Courses

Strategic policies S8 (Enterprise and Economy) and S10 (Rural Enterprise) also offer support for sustainable economic growth and the provision of rural enterprise/rural diversification, where appropriate. Policy RE3 (Agricultural Diversification) is also supportive of many forms of sustainable visitor accommodation. Other LDP policies, including those relating to landscape and highways, will also be relevant to such proposals and the LDP should be referred to accordingly.

2.8 Further details on the relevance and interpretation of these policies in relation to glamping proposals is set out in Section 4 and **Appendix B** of this SPG.

2.9 Proposals for sustainable tourism accommodation should also have regard to the Council's Green Infrastructure SPG and emerging Landscape SPG.

2.10 While this SPG is concerned with glamping accommodation, it should be noted that the LDP policy framework (outlined above) provides sufficient guidance and support for other forms of appropriate visitor accommodation, including hotels and B&Bs. The importance of these other types of tourism to the local economy is acknowledged. Proposals for such accommodation will be assessed against existing LDP policies.

## 3 Sustainable Tourism Accommodation

### What is Sustainable Tourism Accommodation?

- 3.1 The LDP defines sustainable tourism as tourism that is 'economically viable, generates local benefits, is welcomed by and helps support local communities, reduces global environmental impacts and protects/enhances the local environment' (5.82).
- 3.2 Sustainable tourism is defined in the European Charter for Sustainable Tourism as 'Any form of development, management or tourist activity which ensures the long-term protection and preservation of natural, cultural and social resources and contributes in a positive and equitable manner to the economic development and well-being of individuals living, working or staying in protected areas.'
- 3.3 In view of this it is considered that sustainable tourism accommodation (glamping) proposals should reflect the following key principles of sustainable tourism:
  - Generate benefits for the local economy (residents and visitors)
  - Protect and enhance landscape character and natural/historic environment
  - Scale and design appropriate to site context
  - Locally adapted (recognising that sustainable accommodation solutions can be diverse/unique)
  - Generate minimal car trips
  - Make use of renewable energy resources (energy efficient)
  - Capable of being removed without leaving a permanent trace (including any associated supporting infrastructure)

All proposals for sustainable tourism accommodation will be expected to accord with these key principles.

### Glamping Accommodation

- 3.4 Glamping accommodation has become increasingly popular in recent years and offers visitors a certain level of luxury and comfort above what can be offered in the traditional tenting experience. There are various types of glamping accommodation, the majority of which are semi-permanent structures and typically incorporate the aforementioned principles of sustainable tourism. Typical examples of glamping accommodation include:



## Yurts

Large circular tent structures, comprising a latticed wooden frame with felt insulation and canvas cover. Yurts often have wood burners and beds. Typically larger, more complex to erect and more permanent than traditional tents given their wooden bases which generally remain in situ throughout the year. Upper parts of the structures can be easily removed.



Yurt, Hidden Valley Yurts, Llanishen

## Tepees



Tepee, Powys  
(Image source: CanopyandStars.co.uk)

Conical shaped tent comprising rounded wooden pole frame covered with canvas. Tepees often have wood burners and beds. Typically larger, more complex to erect and more permanent than traditional tents given their wooden bases which generally remain in situ throughout the year. Upper parts of the structures can be easily removed.

## Bell Tents

Conical shaped tent supported by a single central pole and covered with canvas. Bell tents can have beds. Can be more permanent than traditional tents where they have wooden bases which may remain in situ throughout the year.



Bell Tent, Kingstone Brewery, Tintern  
(Image Source: CanopyandStars.co.uk)

## Wooden Pods/ Tents



Wooden Pods, Llantillio Croesenny

Typically simple timber structures comprising a floor, sides and roof with no services although it is recognised that some types of pods/tents incorporate beds/heaters and may be connected to services. Wooden pods/tents are generally transported onto a site as a complete unit and simply placed on land (no foundations). They cannot be categorised as touring units given their greater degree of permanency.

### Shepherd's Huts

19th and 20th century version of a modern caravan. Shepherd's huts typically comprise a solid wooden frame on cast iron wheels with corrugated iron roof and sides. Often have beds, wood burners and other facilities. As with wooden pods, they are transported onto a site as a complete unit. They cannot be categorised as touring units given their greater degree of permanency.



Shepherd's Hut, Penallt

### Tree Houses

Structures built next to and/or around tree trunk/branches above ground level. Some have beds/ facilities while others comprise a single open space /no facilities. Can vary considerably in type, design and scale (this would determine whether it would



constitute a sustainable form of tourist accommodation in the context of the LDP policy framework and this SPG). Unlike the aforementioned types of glamping accommodation, tree houses are permanent structures and are considered to be operational development as explained in paragraphs 4.9-4.10.

Tree House, Powys  
(Image Source: CanopyandStars.co.uk)

- 3.5 Glamping accommodation typically has infrastructure requirements in the form of amenity blocks as many do not contain facilities such as toilets, showers and kitchens. Guidance and key policy considerations in relation to the provision of amenity blocks to accompany glamping accommodation is set out in paragraph 4.20.
- 3.6 This list of glamping accommodation types is not exhaustive, and should proposals for other types of sustainable visitor accommodation come forward these will also be assessed in accordance with the LDP policy framework and the guidance contained in this SPG.

## 4 Interpretation and Implementation of the LDP Policy Framework for Assessing Proposals for Sustainable Tourism Accommodation

- 4.1 This section of the guidance provides detail on the interpretation and implementation of the LDP policy framework in assessing proposals for glamping accommodation. Further guidance in relation to specific types of glamping accommodation is set out at **Appendix B** and will assist in the formulation and assessment of such proposals. To reiterate, the guidance relates to glamping proposals outside settlement boundaries (as identified on the LDP proposals maps). Within settlement boundaries, such accommodation is generally acceptable in principle subject to normal amenity considerations and planning policy matters such as flood risk.
- 4.2 The Council seeks to support and adopt a positive approach to sustainable forms of visitor accommodation. This is reflected in the LDP policy framework which is supportive of such proposals providing that this is not at the expense of natural and built environment, which in themselves are key drivers of the County's visitor economy. Appropriate proposals will be those which are considered to accord with principles of sustainable tourism set out in paragraph 3.3, i.e. have minimal landscape/environmental impact, generate benefits for the local economy, are of an appropriate scale and design, generate minimal traffic, incorporate renewable energy solutions and are capable of being removed without leaving a permanent trace.

### **Glamping Accommodation Proposals: Key Planning Considerations**

- 4.3 The main planning considerations that will be relevant to the majority of proposals/applications for sustainable forms of tourism accommodation are set out below. Other considerations may, however, be relevant on a site specific basis. These issues will need to be considered and balanced in the assessment of planning applications for such proposals.

### **Strategic Policy S11 – Visitor Economy**

- 4.4 The starting point for assessing proposals for sustainable tourism accommodation is Strategic Policy S11 which seeks to enable the provision of sustainable forms of tourism development subject to detailed planning considerations. Of note, the limited degree of permanence of most forms of sustainable tourism accommodation<sup>2</sup> means they can be considered as a use of land rather than operational development.
- 4.5 Proposals for sustainable tourism accommodation will generally be supported by S11 unless ruled out by other LDP policies. To constitute a sustainable form of visitor accommodation in the context of Policy S11, proposals will need to demonstrate that they incorporate the key principles of sustainable tourism as set out in paragraph 3.3.
- 4.6 Strategic policies S8 (Enterprise and Economy) and S10 (Rural Enterprise) are also applicable and may provide support for such proposals, subject to detailed planning considerations.

---

<sup>2</sup> With the exception of tree houses, most forms of glamping accommodation are a use of land rather than operational development.

- 4.7 Proposals for sustainable visitor accommodation would therefore be acceptable in principle unless ruled out by detailed development management tourism policies T1, T2 or other relevant LDP policies. To deal with these in turn:

### **T1 – Touring and Tented Camping Sites**

- 4.8 This policy would apply/offer support to specific types of glamping accommodation such as yurts, tepees and bell tents where they are considered to constitute a tented camping site i.e. the units are not permanent and upper parts of the units can be easily removed. However, the applicability of this policy diminishes where proposals involve supporting infrastructure, such as sizeable areas of raised decking. Where relevant, consideration must be given to the criteria set out in this policy.

### **T2 – Visitor Accommodation Outside Settlements**

- 4.9 Part of this policy applies to new build permanent serviced/self-catering visitor accommodation proposals outside settlement limits and as such will not be relevant to many forms of glamping. However, where glamping proposals constitute permanent new build development, for example tree houses, this policy would be applicable.
- 4.10 The policy does not support new build permanent self-catering visitor accommodation outside settlement boundaries unless ancillary to established medium or large hotels. Proposals for new build permanent glamping accommodation (operational development) would therefore generally be contrary to this policy. However, it is recognised that there may be instances where such accommodation could constitute sustainable visitor accommodation (in accordance with sustainable tourism principles set out in 3.3). Therefore, where appropriate, such proposals could be balanced against other LDP policies, including Policy S11, to allow a new build permanent form of sustainable visitor accommodation in cases where a proposal is considered to constitute sustainable tourism accommodation given its scale, innovation, design etc. Such proposals would need to be considered on a case by case basis.
- 4.11 Policy T2 also allows for the re-use or conversion of existing buildings for tourism accommodation in the countryside subject to the criteria set out in Policy H4 (Conversion / Rehabilitation of Buildings in the Open Countryside for Residential Use). This matter will be given further consideration in a separate SPG dealing specifically with Policy H4. As an exception, Policy T2 also allows for visitor accommodation which involves the substantial rebuild of a building within the curtilage of an existing and occupied farm property where it assists in an agricultural diversification scheme in accordance with Policy RE3 (Agricultural Diversification). By definition, this provision would normally relate to a more traditional holiday cottage or small B&B rather than glamping.

### **T3 – Golf Courses**

- 4.12 Policy T3 allows for visitor accommodation on golf courses where it supports the tourism economy, subject to detailed planning considerations, and should be referred to where relevant.

### **RE3 – Agricultural Diversification**

- 4.13 Criterion d) of Policy RE3 offers support for certain types of glamping accommodation (i.e. so long as not new build structures) where proposals are linked to agricultural

diversification schemes. The applicability of this policy to glamping proposals is given further consideration in Appendix B.

### **Other LDP Policies**

4.14 Having considered the aforementioned key tourism related policies, consideration will need to be given to a proposal's compliance with other relevant LDP policies, including landscape, highways and natural/historic environment. Relevant policies are likely to include:

- LC1 New Built Development in the Open Countryside.
- LC5 Protection and Enhancement of Landscape Character.  
Landscape impacts will be a key policy consideration in the formulation and assessment of glamping accommodation proposals in the open countryside.
- G11 Green Infrastructure.
- NE1 Nature Conservation and Development.
- MV1 Proposed Developments and Highway Considerations.
- SD3 Flood Risk.
- DES1 General Design Considerations.
- EP1 Amenity and Environmental Protection.  
Amenity impacts on neighbouring properties will be a key policy consideration in the formulation and assessment of glamping accommodation in the open countryside.
- EP2 Protection of the Water Sources and Water Environment.
- EP3 Lighting.
- EP5 Foul Sewage Disposal.

4.15 This list is not exhaustive and policies may vary on a case by case basis depending on site context and the proposal. Applicants are advised to engage in the Council's pre-planning application advice service to determine which key LDP policies apply and to gain general planning advice (see section 5).

### **Scale of Development and Cumulative Impacts**

4.16 The scale of a glamping accommodation proposal will be a key consideration in its assessment against the LDP policy framework. An increase in the scale of a proposal could result in potential non-compliance with other LDP policies, including for example Policy S11, in terms of whether it would constitute a sustainable form of visitor accommodation, and Policy LC5 in terms of impact on landscape character.

4.17 Similarly, the cumulative impacts of a glamping proposal will also be an important consideration in determining its appropriateness and compliance with the policy framework. As above, in instances where the cumulative impacts of a proposal are of concern there could be potential non-compliance with other LDP policies.

### **Degree of Permanency**

4.18 A key planning consideration in assessing proposals for glamping accommodation is the degree of permanency of the unit(s) and whether it (they) will be removed from the site out of season. In general, glamping accommodation such as yurts, tepees, bell tents, shepherd's huts should be taken down or relocated out of season. However, the necessity for this will need to be considered on a case by case basis depending on site context and landscape/visual impacts.

- 4.19 In this context, regard should also be given to the importance of maintaining a balance between the need to protect the landscape/environment and to avoid negative effects on the local economy due to the seasonal nature of tourism. Again, this will need to be considered on a case by case basis.

#### **Supporting Infrastructure**

- 4.20 Amenity blocks (showers, toilets, kitchen/eating areas) are often required to accompany glamping accommodation, where such facilities are not incorporated within the accommodation itself. In such instances, the first preference for these facilities would be for the conversion of existing buildings (subject to compliance with Policy H4). Where this is not possible, such facilities could be considered as ancillary to sustainable tourism accommodation, again subject to other relevant policy considerations, including landscape impact. Careful consideration should be given to the scale and design of amenity facilities to ensure landscape /environmental impacts are minimised.
- 4.21 As a sustainable form of visitor accommodation it is expected that glamping proposals will have minimal supporting infrastructure. Access roads/tracks, car parking facilities, drainage facilities, electricity and water supplies should be kept to a minimum. Supplementary features such as fire pits, BBQ areas should be integrated within the overall scheme design. All such paraphernalia should be included in plans and documents submitted in order to ensure compliance with policy framework. The intention is that such accommodation should have minimal landscape/visual impacts. In accordance with sustainable tourism principles, proposals are encouraged to incorporate rainwater recycling and incorporate renewable energy for lighting and heating purposes e.g. solar panels. This is in marked contrast to static caravan parks, which are not considered to be a sustainable form of tourism or supported by this policy.

#### **Occupancy Restrictions**

- 4.22 In all cases, the use of such visitor accommodation for permanent residential occupancy will not be acceptable. Accommodation must remain for the intended tourism purpose only so that the wider economic benefits are secured. Further details on this matter, and seasonal occupancy, is provided in Appendix C Planning Conditions.

#### **Planning Conditions**

- 4.23 **Appendix C** sets out a list of example planning conditions that may apply to planning permissions for glamping accommodation. These include:
- The number and siting of units and type of accommodation permitted (to ensure the site remains informal/sustainable),
  - Occupancy (to ensure that the original use is retained and not used for unauthorised permanent residential accommodation)
  - Seasonal occupancy (although recognising the importance of maintaining a balance between protecting the landscape/environment and avoiding negative local economic impacts which can be associated with the seasonal nature of tourism).

## **Guidance on Specific Types of Glamping Accommodation**

- 4.24 Further detailed policy considerations in relation to specific types of sustainable visitor accommodation is provided in **Appendix B**.



## 5 Submitting a Planning Application

- 5.1 Anyone considering a proposal for sustainable visitor accommodation are, in the first instance, encouraged to engage with the LPA through the formal pre-planning application advice service (available at a modest cost). This will enable discussions with relevant officers at an early stage to determine the relevant planning issues (e.g. site constraints, design considerations), identify the key applicable LDP policies/ SPG and establish the information required to accompany an application. This will assist in preparing a proposal for submission and avoid any unnecessary delays.
- 5.2 In submitting an application, the Council expects applicants to submit a reasonable level of detail in order to allow a comprehensive consideration of the proposal. This will vary on a case by case basis depending on the nature /scale of the proposal but will often include a landscape assessment. The Council would also expect all applications to include full details of any proposed supporting infrastructure, including amenity facilities, decking, access roads/tracks etc. Engagement at the pre-application stage will assist in determining the level of information required.
- 5.3 Information on the Council's pre-planning application advice service is available using the following link:

<http://www.monmouthshire.gov.uk/planning/pre-application-advice-service>

In 2015/16, of those planning applications that were first subject to pre-application advice, 100% were determined in accordance with the pre-application advice. 99% of the applications were approved. The remaining two applications were refused in accordance with the pre-application advice, and the Council's decision was subsequently upheld at appeal.

## **APPENDIX A**

### **Monmouthshire LDP Tourism Policy Framework**

## Strategic Tourism Policy

### S11 Visitor Economy

Development proposals that provide and/or enhance sustainable forms of tourism will be permitted subject to detailed planning considerations.

Development proposals that would have an unacceptable adverse impact on features and areas of tourism interest and their settings, or that would result in the unjustified loss of tourism facilities will not be permitted.

## Development Management Tourism Policies

### Policy T1 – Touring Caravan and Tented Camping Sites

New touring caravan and tented camping sites and the expansion of such sites will only be permitted where:

- a) there is no unacceptable impact on the countryside having regard to biodiversity, landscape quality and the visibility from roads, viewpoints and other public places;
- b) there are no permanently sited caravans;
- c) the development can be satisfactorily supervised without the need for additional permanent living accommodation for wardens; and
- d) there are no adverse safety and / or amenity effects arising from the traffic generated and access requirements

### Policy T2 – Visitor Accommodation outside Settlements

New build serviced or self-catering visitor accommodation will be allowed outside town and village development boundaries as ancillary development to established medium or large hotels.

Otherwise, outside town and village development boundaries, the provision of permanent serviced or self-catering visitor accommodation will only be permitted if it consists of the re-use and adaptation of existing buildings and the conversion of buildings for such uses complies with the criteria set out in Policy H4.

As an exception to the above proposals to provide visitor accommodation may be permitted where they involve:

- a) the substantial rebuild of a building within the curtilage of an existing and occupied farm property where it assists in an agricultural diversification scheme in accordance with Policy RE3.
- b) the conversion of buildings of modern construction and materials provided the buildings are appropriate for residential use (e.g. not modern agricultural or factory buildings); not of substandard quality and /or incongruous appearance; and have been used for their intended

purpose for a significant period of time. Particularly close scrutiny will be given to proposals relating to those buildings less than 10 years old, especially where there has been no change in activity on the unit.

c) the conversion of buildings that are too small or are inappropriately located to provide appropriate standards of space and amenity for conversions to permanent residential accommodation but are suitable for tourist accommodation.

Where conversions to tourism accommodation are allowed in the exceptional circumstances set out in criteria a) to c) above then the occupancy of the building will be restricted in perpetuity to short stay tourist accommodation.

All proposals will be considered against other plan policies and should integrate with their surroundings, in terms of design and layout and how the proposal will function.

### **Policy T3 – Golf Courses**

Development proposals for golf courses, golf driving ranges and associated facilities including buildings, will be permitted subject to detailed planning considerations. All proposals must be accompanied by a landscape impact assessment and ecological appraisal. Clubhouses and associated facilities should re-use or adapt existing buildings where possible. If a new building is required it should be limited in scale, suitably located and designed and meet the criteria set out in Policy LC1. Buildings not genuinely ancillary to golf uses will not be permitted, although consideration may be given to proposals to provide visitor accommodation that support the tourist economy, subject to detailed planning considerations

## **Other Key LDP Tourism Related Policies**

### **Policy S8 – Enterprise and Economy**

Development proposals that seek to deliver the Council's vision for sustainable economic growth will be permitted, particularly where they enable:

- a) the continued development of existing key economic sectors, including tourism;
- b) the diversification of the business base within Monmouthshire, particularly the provision of green and low carbon technologies and knowledge intensive /high technology enterprises;
- c) the development of countywide faster and more accessible ICT and broadband infrastructure.

All proposals will be subject to detailed planning considerations, which include the protection of the natural and built heritage which itself is an important resource bringing benefits for the economy, tourism and well-being.

### **Policy S10 – Rural Enterprise**

Development to enable the diversification of the rural economy will be permitted outside settlement development boundaries where it is of a scale and type compatible with the surrounding area and will cause no unacceptable harm to the surrounding landscape, historic and cultural heritage, biodiversity or local amenity value. Development must re-use or adapt existing buildings where possible. The exceptional circumstances in which new buildings may be permitted outside settlement boundaries to assist in the diversification of the rural economy are set out in Policies RE1, RE3, RE6, T2 and T3.

### **Policy RE3 – Agricultural Diversification**

Development proposals which make a positive contribution to agriculture or its diversification will be permitted where the new use or building meets the following criteria:

- a) the proposed non-agricultural development is run in conjunction with, and is complementary to, the agricultural activities of the enterprise;
- b) the proposal is supported by an appropriate business case which demonstrates the link to existing business activity and the benefits of the scheme in terms of sustaining employment / the rural economy;
- c) in relation to new build, the applicant must demonstrate that there are no existing buildings suitable for conversion / re-use in preference to new build;
- d) with regard to diversification proposals for visitor accommodation, new build will only be permitted where it consists of the substantial rebuild of a building within the curtilage of an existing and occupied farm property, as specified in Policy T2;
- e) where rebuild is permitted under criteria c) and d) any rebuilding work should respect or be in sympathy with the local and traditional characteristics of the building;
- f) proposals for new built development meet the detailed criteria set out in Policy LC1;
- g) proposals for renewable energy schemes meet the criteria set out in Policy SD1

## **APPENDIX B**

### **Guidance for Assessing Specific Types of Glamping Accommodation: Key Policy Considerations**

### Guidance for Assessing Specific Types of Glamping Accommodation: Key Policy Considerations

The following table sets out key policy considerations for assessing specific types of glamping accommodation – yurts, tepees, bell tents, wooden pods/tents, shepherd’s huts and tree houses. These types of glamping facilities are included as they have becoming increasingly popular in recent years and are likely to continue to be so. Should proposals for other types of sustainable visitor accommodation/glamping accommodation come forward these will also be assessed in accordance with the policy considerations, as appropriate, set out below. As stated in Section 4, the starting point for considering proposals for sustainable forms of visitor accommodation will be Strategic Policy S11 – Visitor Economy.

Type of Glamping Accommodation	Key LDP Policies					Comments
	S11	T1	T2	RE3(d)	Other Relevant Policies	
<b>Yurts</b> <b>Tepees</b> <b>Bell Tents</b>  Page 137	Supports proposals for yurts, tepees and bell tents where they are considered to constitute sustainable tourism accommodation and of an appropriate scale, subject to other relevant policy considerations including landscape impact (policies LC1 and LC5), highway safety (policy MV1) and flood risk (Policy SD3).	This policy would apply/offer support where yurts, tepees and bell tents are considered to constitute a tented camping site i.e. units are not permanent, the upper parts made from material which could be easily removed. Where relevant, consideration must be given to the criteria set out in T1.  However, where proposals for yurts, tepees and bell tents include the provision of more permanent type structures often associated with these forms of accommodation such as	This policy is not applicable to proposals for yurts, tepees and bell tents as these types of accommodation do not constitute new build development as referred to in Policy T2.	Criterion d) of Policy RE3 is applicable and offers support for yurts, tepees and bell tents where proposals are linked to agricultural diversification schemes.	Consideration will need to be given to a proposal’s compliance with other relevant LDP policies, including landscape ( <b>LC1/LC5</b> ), highways ( <b>MV1</b> ), natural environment ( <b>NE1</b> ), flood risk ( <b>SD3</b> ) etc.  Relevant policies are likely to vary on a case by case basis depending on site context and proposal. Applicants are advised to engage in the Council’s pre-planning application advice service to determine which key LDP policies apply (see section 5).	Proposals for yurts, tepees and bell tents should be of an appropriate scale. The scale of the proposal will therefore be a key consideration in its assessment against the policy framework. An increase in the scale of a proposal could result in potential non-compliance with LDP policies, including for example Policy S11 in terms of whether it would constitute sustainable tourism accommodation, and Policy LC5 in terms of impact on landscape character.  Similarly the cumulative impacts of a proposal will be an important consideration in assessing proposals for yurts, tepees and bell tents.

Type of Glamping Accommodation	Key LDP Policies					Comments
	S11	T1	T2	RE3(d)	Other Relevant Policies	
		wooden decking, policy T1 would be less applicable as proposals would no longer be akin to a tented camping site as referred to in T1.				Consideration should also be given to supporting infrastructure associated with a proposal, including amenity blocks, the degree of permanency of the units and occupancy restrictions. Guidance on these matters is set in Section 4 of this SPG (paragraphs 4.18-4.22).
Wooden Pods/ Tents	Supports proposals for wooden pods/tents where they are considered to constitute sustainable tourism accommodation and are of an appropriate scale, subject to other relevant policy considerations including landscape impact (policies LC1 and LC5), highway safety (policy MV1) and flood risk (Policy SD3).	Policy T1 is not applicable to proposals for wooden pods/tents as they are not a touring facility and not classified as a 'tent' (tented camping site) as referred to in Policy T1 given the greater degree of permanency of the structures.	Policy T2 is not applicable to proposals for wooden pods/tents as these types of accommodation do not constitute new build development as referred to in Policy T2.	Criterion d) of Policy RE3 is applicable and offers support for wooden pods/tents where proposals are linked to agricultural diversification schemes (as wooden pods/huts are not new build structures).	Consideration will need to be given to a proposal's compliance with other relevant LDP policies, including landscape (LC1/LC5), highways (MV1), natural environment (NE1), flood risk (SD3) etc.  Relevant policies are likely to vary on a case by case basis depending on site context and proposal. Applicants are advised to engage in the Council's pre-planning application advice	Proposals for wooden pods/tents should be of an appropriate scale. The scale of the proposal will therefore be a key consideration in its assessment against the policy framework. An increase in the scale of a proposal could result in potential non-compliance with LDP policies, including for example Policy S11 in terms of whether it would constitute sustainable tourism accommodation, and Policy LC5 in terms of impact on landscape character.  Similarly the cumulative impacts of a proposal will be an important consideration in



Type of Glamping Accommodation	Key LDP Policies					Comments
	S11	T1	T2	RE3(d)	Other Relevant Policies	
					service to determine which key LDP policies apply (see section 5).	<p>assessing proposals for wooden pods/tents.</p> <p>Consideration should also be given to supporting infrastructure associated with a proposal, including amenity blocks, the degree of permanency of the units and occupancy restrictions. Guidance on these matters is set in Section 4 of this SPG (paragraphs 4.18-4.22).</p>
Shepherd's Huts	Supports proposals for shepherd's huts where they are considered to constitute sustainable tourism accommodation, and are of an appropriate scale, subject to other relevant policy considerations including landscape impact (policies LC1 and LC5), highway safety (policy MV1) and flood risk (Policy SD3).	Policy T1 is not applicable to proposals for shepherd's huts as this type of accommodation would not fall within the scope of policy T1 as they are not typically considered to constitute a 'touring' facility as referred to in the policy.	Policy T2 is not applicable to proposals for shepherd's huts as this type of accommodation does not constitute new build development as referred to in Policy T2.	Criterion d) of Policy RE3 is applicable and offers support for shepherd's huts where proposals are linked to agricultural diversification schemes (as shepherd's huts are not new build structures)	<p>Consideration will need to be given to a proposal's compliance with other relevant LDP policies, including landscape (<b>LC1/LC5</b>), highways (<b>MV1</b>), natural environment (<b>NE1</b>), flood risk (<b>SD3</b>) etc.</p> <p>Relevant policies are likely to vary on a case by case basis depending on site context and proposal. Applicants are advised</p>	Proposals for shepherd's huts should be of an appropriate scale. The scale of the proposal will therefore be a key consideration in its assessment against the policy framework. An increase in the scale of a proposal could result in potential non-compliance with LDP policies, including for example Policy S11 in terms of whether it would constitute sustainable tourism accommodation, and Policy LC5 in terms of impact on landscape character.

Type of Glamping Accommodation	Key LDP Policies					Comments
	S11	T1	T2	RE3(d)	Other Relevant Policies	
Page 140					to engage in the Council's pre-planning application advice service to determine which key LDP policies apply (see section 5).	Similarly the cumulative impacts of a proposal will be an important consideration in assessing proposals for shepherd's huts.  Consideration should also be given to supporting infrastructure associated with a proposal, including amenity blocks, the degree of permanency of the units and occupancy restrictions. Guidance on these matters is set in Section 4 of this SPG (paragraphs 4.18-4.22).
<b>Tree Houses</b>	May offer support for proposals for tree houses where they are considered to constitute sustainable tourism accommodation by virtue of scale, innovative design etc., subject to other relevant policy considerations including landscape impact (policies LC1 and LC5) and highway safety (policy MV1).	Policy T1 is not applicable to proposals for tree houses as this type of accommodation would not fall within the scope of policy T1 as are not a tented or touring facility.	Tree houses outside settlement boundaries would be contrary to Policy T2 as the policy does not support proposals for new build permanent/self-catering accommodation outside settlement boundaries (unless ancillary to established medium/large hotels).	This policy does not offer support for tree houses linked to agricultural diversification schemes as tree houses are considered to be new build development.	Consideration will need to be given to a proposal's compliance with other relevant LDP policies, including landscape ( <b>LC1/LC5</b> ), highways ( <b>MV1</b> ), natural environment ( <b>NE1</b> ), flood risk ( <b>SD3</b> ) etc.  Relevant policies are likely to vary on a case by case basis	Tree houses are permanent structures and are considered to be operational development.  Proposals for tree houses must be of an appropriate scale. The scale of the proposal will therefore be a key consideration in its assessment against the policy framework. An increase in the scale of a proposal could result in potential non-compliance with LDP policies, including for example Policy S11

Type of Glamping Accommodation	Key LDP Policies					Comments
	S11	T1	T2	RE3(d)	Other Relevant Policies	
			However, this could be balanced against other LDP policies e.g. S11, S8, to allow such development where a tree house is considered to constitute sustainable, low impact tourist accommodation given its scale, innovative design etc. This would need to be considered on a case by case basis.		depending on site context and proposal. Applicants are advised to engage in the Council's pre-planning application advice service to determine which key LDP policies apply (see section 5).	<p>in terms of whether it would constitute sustainable tourism accommodation, and Policy LC5 in terms of impact on landscape character.</p> <p>Similarly the cumulative impacts of a proposal will be an important consideration in assessing proposals for tree houses.</p> <p>Consideration should also be given to supporting infrastructure associated with a proposal, including amenity blocks, and occupancy restrictions. Guidance on these matters is set in Section 4 of this SPG (paragraphs 4.18-4.22).</p>

## **APPENDIX C**

### **Example Planning Conditions**

## Planning Conditions

Planning Applications are often granted approval subject to planning conditions. Conditions are sometimes required in order to enhance the quality of developments but are also important in enabling developments to proceed where it would otherwise have been necessary to refuse planning permission, by mitigating the adverse effects of the development. Any conditions used need to be fair, reasonable and practicable. Conditions must be relevant to the proposed development and be enforceable.

The following is a list of example planning conditions that may apply to planning permissions for glamping proposals. This list is not exhaustive and conditions may be devised or adapted to suit a particular circumstance.

### Type of accommodation permitted

**Condition:** None of the \*insert type of glamping site\* hereby permitted shall be replaced by any other structure(s) or glamping accommodation differing from the approved details, unless and until details of the size, design and colour of such replacements have first been approved in writing by the Local Planning Authority.

**Reason:** To ensure compliance with the approved plans, for the avoidance of doubt and to safeguard the amenities of the area.

### Siting

**Condition:** The \*glamping site\* shall be carried out in accordance with the layout and specification shown on the approved plans only.

**Reason:** To ensure compliance with the approved plans in the interests of the wider landscape and visual [and residential] amenity.

### Restriction of use to holiday accommodation

**Condition:** The \*glamping site\* shall be occupied as holiday accommodation only and shall not be occupied as a person's sole or main place of residence or by any persons exceeding a period of 28 days in any calendar year. The \*glamping site\* shall remain as holiday accommodation in perpetuity.

**Reason** To ensure the \*glamping site\* is occupied as holiday accommodation only. The \*glamping site\* is unsuitable for general residential accommodation because of \*its temporary nature\* and \*its location in the open countryside\*, and the policy support for glamping is due to the economic benefits secured.

### Occupancy

**Condition:** An up to date register containing details of the names, main home address, dates of arrival and departure of occupants using the \*insert type of glamping site\* shall be made available for inspection by the Local Planning Authority upon request.

**Reason:** To ensure the \*glamping site\* is occupied as holiday accommodation only. The \*glamping site\* is unsuitable for general residential accommodation because of \*its temporary nature\* and \*its location in the open countryside\*, and the policy support for glamping is due to the economic benefits secured.

### **Seasonal Occupancy**

**Condition:** No \*type of glamping site\* shall remain on site between 30th September in any one year and 1st March in the succeeding year.

**Reason:** To safeguard the landscape amenities of the area.

As stated in paragraph 4.18, with regard to seasonal occupancy, consideration should also be given to the importance of maintaining a balance between the need to protect the landscape/environment and to avoid negative effects on the local economy due to the seasonal nature of tourism. This will need to be considered on a case by case basis. Where there is no/very limited landscape harm caused, the economic benefits of providing year-round (or extended) tourism accommodation will be considered favourably.

### **Number of units**

**Condition:** There shall be no more than \*insert number and type of glamping accommodation\* and \*insert number of ancillary structures\* on the site at any one time.

**Reason:** To safeguard the landscape amenities of the area and to ensure compliance with the approved plans.

Additional conditions may be necessary, for example in relation to drainage, lighting, access and landscaping. These will be determined on a site by site basis.

## **APPENDIX D**

### **Sources of Advice**

For tourism planning policy advice please contact:

**Planning Policy Team**

County Hall  
Rhadyr  
Usk  
NP15 1GA  
Tel: 01633 644429  
Email: [planningpolicy@monmouthshire.gov.uk](mailto:planningpolicy@monmouthshire.gov.uk)

For advice on sustainable tourism accommodation proposals please contact:

**Development Management**

County Hall  
Rhadyr  
Usk  
NP15 1GA  
Tel: 01633 644800  
Email: [planning@monmouthshire.gov.uk](mailto:planning@monmouthshire.gov.uk)

For general tourism advice please contact:

Nicola Edwards  
Strategic Food and Tourism Manager  
County Hall  
Rhadyr  
Usk  
NP15 1GA  
Tel: 01633 644847  
Email: [nicolaedwards@monmouthshire.gov.uk](mailto:nicolaedwards@monmouthshire.gov.uk)





## Future Generations Evaluation (includes Equalities and Sustainability Impact Assessments)

<p><b>Name of the Officer</b> completing the evaluation Mark Hand</p> <p><b>Phone no:</b> 01633 644803 <b>E-mail:</b> markhand@monmouthshire.gov.uk</p>	<p><b>Please give a brief description of the aims of the proposal</b></p> <p>The Local Development Plan (LDP), adopted on 27 February 2014, sets out the Council’s vision and objectives for the development and use of land in Monmouthshire, together with the policies and proposals to implement them over the ten year period to 2021. Supplementary Planning Guidance (SPG) sets out detailed guidance on the way in which the policies of the LDP will be interpreted and implemented. The Draft Sustainable Tourism Accommodation provides clarity on the interpretation and implementation of the existing LDP policy framework in relation to proposals for sustainable forms of visitor accommodation.</p>
<p><b>Name of Service</b></p> <p>Planning (Planning Policy)</p>	<p><b>Date Future Generations Evaluation form completed</b></p> <p>19/09/2017</p>

Page 147



**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><b>A prosperous Wales</b> Efficient use of resources, skilled, educated people, generates wealth, provides jobs</p>	<p><b>Positive:</b> The Draft SPG seeks to support sustainable forms of tourism accommodation which will assist in supporting the County’s visitor economy – essential to the well-being and enjoyment of local communities and residents.</p> <p><b>Negative:</b> None.</p>	<p><b>Better contribute to positive impacts:</b> Ensure that the relevant LDP policies, as set out in the SPG, are accurately interpreted and implemented, and that their effectiveness is monitored on an annual basis.</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><b>A resilient Wales</b> Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)</p>	<p><b>Positive:</b> Potential for proposals to protect /enhance landscape etc. in accordance with LDP policy framework.</p> <p><b>Negative:</b> Potential for some negative environmental impacts, however, given the temporary nature of most forms of glamping the scope for this is limited.</p>	<p><b>Mitigate Negative Impacts:</b> It will be ensured that biodiversity, landscape interests etc. are appropriately considered in assessing any planning application and that good standards of design, landscaping etc. are achieved.</p>
<p><b>A healthier Wales</b> People's physical and mental wellbeing is maximized and health impacts are understood</p>	<p><b>Positive:</b> Enabling appropriate sustainable visitor accommodation can have a positive influence on health and well-being (encouraging/creating sustainable tourism opportunities in attractive environments).</p> <p><b>Negative:</b> None.</p>	<p><b>Better contribute to positive impacts:</b> Ensure that the relevant LDP policies, as set out in the SPG, are accurately interpreted and implemented, and that their effectiveness is monitored on an annual basis.</p>
<p><b>A Wales of cohesive communities</b> Communities are attractive, viable, safe and well connected</p>	<p><b>Positive:</b> The Draft SPG seeks to support sustainable forms of tourism accommodation which will assist in supporting the County's visitor economy – essential to the well-being and enjoyment of local communities and residents.</p> <p><b>Negative:</b> None.</p>	<p><b>Better contribute to positive impacts:</b> Ensure that the relevant LDP policies, as set out in the SPG, are accurately interpreted and implemented, and that their effectiveness is monitored on an annual basis.</p>
<p><b>A globally responsible Wales</b> Taking account of impact on global well-being when considering local social, economic and environmental wellbeing</p>	<p><b>Positive:</b> The Draft SPG supports the implementation of tourism related policies of the LDP, which has been subject to a Sustainability Appraisal and Strategic Environmental Assessment (SA/SEA) to ensure that social, economic and environmental objectives are met, thereby contributing to sustainable development and global well-being.</p> <p><b>Negative:</b> None.</p>	<p><b>Better contribute to positive impacts:</b> Ensure that any LDP review/revision is subject to appropriate SA/SEA testing.</p>
<p><b>A Wales of vibrant culture and thriving Welsh language</b></p>	<p><b>Positive:</b> The Draft SPG has a positive general impact on culture, heritage and language,</p>	<p><b>Better contribute to positive impacts:</b> Ensure that the relevant LDP policies, as set out in the SPG, are</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?
Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation	<p>encouraging/enabling sustainable tourism accommodation will assist in supporting the visitor economy including the County's historic town centres and heritage/cultural assets.</p> <p><b>Negative:</b> None.</p>	accurately interpreted and implemented, and that their effectiveness is monitored on an annual basis.
<p><b>A more equal Wales</b> People can fulfil their potential no matter what their background or circumstances</p>	<p><b>Positive:</b> The Draft SPG should bring positive benefits to Monmouthshire's residents through enabling the provision of sustainable visitor accommodation. This will assist in supporting the visitor economy which essential to the well-being and enjoyment of local communities and residents.</p> <p><b>Negative:</b> None.</p>	<b>Better contribute to positive impacts:</b> Ensure that the relevant LDP policies, as set out in the SPG, are accurately interpreted and implemented, and that their effectiveness is monitored on an annual basis.

## 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><i>We are required to look beyond the usual short term timescales for financial planning and political cycles and instead plan with the longer term in mind (i.e. 20+ years)</i></p> <p>The LDP covers the period 2011-21. The Draft SPG supports the implementation of the LDP. By its nature, therefore, it cannot look beyond this period but the SA/SEA of the LDP would have ensured consideration of the impact on future generations.</p> <p>The LDP tourism policy framework seeks to support and enable sustainable forms of tourism development while at the same time ensuring that the natural and built environment, key drivers of the visitor economy, are preserved and enhanced for future generations.</p>	<p>Ensure that the relevant LDP policies, as set out in the SPG, are accurately interpreted and implemented, and that their effectiveness is monitored on an annual basis.</p> <p>The LDP and its policies have been subject to SA/SEA. Any LDP review/revision will be subject to SA/SEA.</p> <p>LDP AMRs will provide both an annual evaluation of plan performance, including tourism policy, and year by year comparison from which emerging long term trends may be identified and reported on. This will inform the evidence base for LDP review/revision.</p>
 <p>Working together with other partners to deliver objectives</p>	<p>The Draft SPG has been produced in liaison with the Council's Tourism Officer and following discussion regarding the emerging revised Destination Management Plan. It was subject to internal (including Development Management officers) and external consultation. Public consultation was targeted to those who were considered to have a specific interest in the topic but also included all town and community councils and notices in the press. The consultation was also publicised via our Twitter account @MCCPlanning. This provided those interested parties with the opportunity to make representations on the Draft SPG to the Council. These representations have been fully considered by the Council in finalising the SPG.</p>	<p>The Draft SPG supports LDP tourism policies. The LDP was subject to extensive community and stakeholder engagement and consultation throughout the plan preparation process. This provided those interested parties with the opportunity to make representations on the policy framework to the Council and to an independent inspector who examined the LDP.</p> <p>LDP AMRs will provide both an annual evaluation of plan performance, including tourism policy, and year by year comparison from which emerging long term trends may be identified and reported on. This will inform the evidence base for LDP review/revision. Any review/revision of the LDP will be taken forward through extensive community and stakeholder engagement, expanding on the methods used previously.</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>Involving those with an interest and seeking their views</p>	<p><i>Who are the stakeholders who will be affected by your proposal? Have they been involved?</i></p> <p>The Draft SPG has been produced in liaison with the Council’s Tourism Officer and following discussion regarding the emerging revised Destination Management Plan. It was subject to internal (including Development Management officers) and external consultation. Public consultation was targeted to those who were considered to have a specific interest in the topic but also included all town and community councils and notices in the press. The consultation was also publicised via our Twitter account @MCCPlanning. This provided those interested parties with the opportunity to make representations on the Draft SPG to the Council. These representations have been fully considered by the Council in finalising the SPG.</p>	<p>The Draft SPG supports LDP tourism policies. The LDP was subject to extensive community and stakeholder engagement and consultation throughout the plan preparation process. This provided those interested parties with the opportunity to make representations on the policy framework to the Council and to an independent inspector who examined the LDP.</p> <p>LDP AMRs will provide both an annual evaluation of plan performance, including retail policy, and year by year comparison from which emerging long term trends may be identified and reported on. This will inform the evidence base for LDP review/revision. Any review/revision of the LDP will be taken forward through extensive stakeholder engagement, expanding on the methods used previously.</p>
 <p>Putting resources into preventing problems occurring or getting worse</p>	<p>The requirement for this Draft SPG has arisen from some concern over the extent to which the LDP tourism policy framework is supportive of sustainable forms of visitor accommodation, including ‘glamping’. The Council seeks to support and adopt a positive approach to sustainable forms of visitor accommodation. This is reflected in the LDP policy framework which is supportive of such proposals providing that this is not at the expense of natural and built environment, which in themselves are key drivers of the County’s visitor economy.</p> <p>The Draft SPG therefore provides certainty and clarity for applicants, officers and Members in the interpretation and implementation of the existing LDP policy framework in relation to proposals for sustainable forms of visitor accommodation.</p>	<p>The adoption and implementation of this SPG will support and enable the provision of sustainable forms of visitor accommodation in the County. This will assist in supporting the County’s visitor economy which is essential to the well-being and enjoyment of local communities and residents.</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 data-bbox="331 272 517 475">Positively impacting on people, economy and environment and trying to benefit all three</p>	<p data-bbox="546 197 1332 331"><i>There is space to describe impacts on people, economy and environment under the Wellbeing Goals above, so instead focus here on how you will better integrate them and balance any competing impacts</i></p> <p data-bbox="546 357 1332 459">The Draft SPG supports the implementation of the LDP which has been subject to a SA/SEA that balances the impacts on social, economic and environmental factors.</p>	<p data-bbox="1352 197 2116 427">The AMRs will examine the impacts of the LDP over the longer term and evidence the emergence of any trends at different spatial scales. Delivering sustainable development (social, economic and environmental) is central to the LDP. Continue to monitor indicators, including tourism policy indicators and targets, to inform future AMRs.</p> <p data-bbox="1352 453 2116 561">Any review/revision of the LDP will be subject to a SA/SEA that balances the impacts on social, economic and environment factors.</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	None	None	N/A
Disability	None	None	N/A
Gender reassignment	None	None	N/A
Marriage or civil partnership	None	None	N/A
Race	None	None	N/A
Religion or Belief	None	None	N/A
Sex	None	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?
Sexual Orientation	None	None	N/A
Welsh Language	None	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?**

- Monmouthshire Local Development Plan (2011-2021).
- Monmouthshire Local Development Plan Annual Monitoring Reports (2014-15, 2015-6)
- STEAM, 2015

**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?**

*This section should give the key issues arising from the evaluation which will be included in the Committee report template.*

**Positive:** The Draft SPG seeks to support sustainable forms of tourism accommodation providing that this is not at the expense of the County's natural and built environment. This will assist in supporting the County's visitor economy which is essential to the well-being of local communities and residents throughout Monmouthshire. This positive approach to sustainable tourism accommodation is vital if Monmouthshire is to fully realise its potential as a high quality and competitive visitor destination.

**Future:** Ensure that LDP tourism policies are accurately interpreted and implemented fully through use of this Draft SPG, measuring the effectiveness of the relevant policies on an annual basis in the LDP AMR.

**Negative:** Potential for some negative sustainability impacts in countryside locations for example landscape impacts and increased car use. However, given the temporary nature of most forms of glamping accommodation the scope for such negative impacts is limited and will be carefully considered against the LDP policy framework.

**Future:** LDP AMRs will provide both an annual evaluation of plan performance, including tourism policy, and year by year comparison from which emerging long term trends may be identified and reported on. This will inform the evidence base for LDP review/revision.

Page 15

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

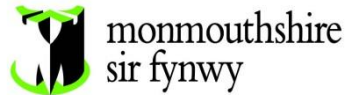
What are you going to do	When are you going to do it?	Who is responsible	Progress
Seek Individual Cabinet Member endorsement of the SPG with a view to it being formally adopted as SPG in connection with the Monmouthshire LDP.	Adopt the SPG following endorsement by Cabinet Member for Enterprise.	Head of Planning, Housing & Place-shaping	



**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.**

<b>The impacts of this proposal will be evaluated on:</b>	Impacts will be evaluated on a regular basis in the required LDP Annual Monitoring Report. This AMR will be reported for political decision prior to submitting to the Welsh Government by 31 October 2017 and will be publicly available on the MCC website.
---	---

This page is intentionally left blank



<b>SUBJECT: MONMOUTHSHIRE PLANNING SERVICE ANNUAL PERFORMANCE REPORT (APR)</b>
<b>MEETING: ECONOMY AND DEVELOPMENT SELECT COMMITTEE</b>
<b>DATE: 19 OCTOBER 2017</b>
<b>DIVISION/WARDS AFFECTED: ALL</b>

## 1. PURPOSE

- 1.1 To provide Members with a report on the performance of the Council's Planning Service for the period 2016-17.

## 2. RECOMMENDATION:

- 2.1 To note the contents of the Annual Performance Report for submission to the Welsh Government by 31 October 2017 and comment accordingly.

## 3 BACKGROUND

- 3.1 The Welsh Government requires all Local Planning Authorities (LPAs) in Wales to submit an Annual Performance Report for the planning service by 31<sup>st</sup> October 2017. This requirement links with the new Planning (Wales) Act 2015, and the Welsh Government's objective of creating a positive and enabling planning service. The Act includes new powers for the Welsh Government to intervene, including removing planning powers from a Local Planning Authority, requiring the preparation of joint Local Development Plans (LDPs), or requiring the merger of LPAs.
- 3.2 This is the third Annual Performance Report (APR). The two previous APRs were reported to this Select Committee in September 2016 and 2015 respectively and the opportunity to review and discuss performance was welcomed by the Committee, with a request that it become an annual item.
- 3.3 The APR looks at the performance of the Planning Service against nationally set performance indicators, Welsh Government targets, the Wales average performance, and Monmouthshire's performance last year. The results are considered in the context of the challenges, opportunities, priorities and resources (staffing and financial) available. The objective of the APR is to reflect on and celebrate good performance, identify areas for improvement, and look across Wales to identify potential areas of best practice that Monmouthshire could learn from or share with others.
- 3.4 The APR is divided into sections, with the format and appearance being consistent throughout Wales, and all LPAs reporting on the same performance indicators. The report looks at where the planning service sits corporately, how it is structured and how its work fits with corporate priorities; local pressures; customer feedback; and performance. Performance is analysed across the five key aspects of planning service delivery as set out in the Planning Performance Framework:
- Plan making;
  - Efficiency;
  - Quality;

- Engagement; and
- Enforcement.

This Framework was established by the Welsh Government in partnership with Local Planning Authority representatives, and Monmouthshire's Head of Planning, Housing and Place-shaping sat on the working group. Performance is ranked as 'good', 'fair' or 'needs improvement'. Monmouthshire continues to play a lead role in this area, and our Development Services Manager sits on the performance working group.

3.5 The Annual Performance Report is provided at Appendix 1.

## 4 KEY ISSUES

4.1 The planning service's work links directly with Monmouthshire County Council's objective of delivering sustainable, resilient communities. The service is directly involved with wider corporate projects such as 21<sup>st</sup> Century Schools, rationalising our estates portfolio and forms an enabling tool to help address some of the challenges and issues identified by Future Monmouthshire.

4.2 Key areas of work for the Planning Service include:

- Providing pre-application advice to customers;
- Determining planning applications in accordance with adopted policy and material planning considerations, taking into account stakeholder comments and corporate objectives;
- Securing financial contributions from developers to offset the infrastructure demands of new development and meet the need for affordable housing;
- Safeguarding the County's 2400 Listed Buildings and 31 Conservation Areas, areas of archaeological sensitivity, the Wye Valley AONB, the Brecon Beacons National Park and the European designated Special Protection Areas and Special Areas of Conservation;
- Taking robust enforcement action against unauthorised development that is unacceptable;
- Raising awareness of the statutory role and importance of the land use planning framework, building on the high levels of engagement underpinning the LDP process;
- Preparing supplementary planning guidance (SPG) to assist with the implementation and interpretation of LDP policy;
- Implementing the Council's LDP through engaging and working with communities, and partnership working with internal and external partners to foster the co-creation and growth of enterprise, community and environmental well-being. This will include involvement with the Whole Place work and Local Well-being Plan;
- Monitoring and evaluating Plan policies and the process of Plan preparation; and
- Joint working with SE Wales Authorities with the ambition of preparing a Strategic Development Plan.

### **Customer service feedback**

4.3 Between 2010 and 2012 the Council's Planning Service underwent a Systems Thinking review. This review sought to strip the function back to first principles: what is important to our customers, and how can waste (actions or procedures that do not add value to the outcome) be eliminated. This evidence-based review has been fully implemented, although part of the Systems Thinking approach requires services to be kept under review and closely monitored.

- 4.4 This review identified that the following things are important to customers:
- Customers value pre-application advice and advice during the consideration of the application;
  - They want officers to be accessible and for there to be open and honest communication;
  - They want consistency of pre-application advice and in validation of applications;
  - They want Planning Committee to follow the officer's recommendation and value being able to have a dialogue with Members prior to determination;
  - They don't want too many conditions being attached to decisions, and when conditions are imposed they should be relevant and easy to discharge;
  - They value being able to submit an application online and to search for applications and information online; and
  - Third parties value being listened to during the application process.
- 4.5 The service therefore operates with these priorities as guiding principles, shaping behaviour and procedures. The service is committed to having an outcome focus rather than chasing arbitrary performance targets that are not a priority to our customers.

## **5 ACTIONS FROM OUR PREVIOUS APR**

5.1 Our 2015/16 Annual Performance Report identified three actions:

**ACTION 1:** Work with consultees to seek more timely responses on planning applications.

**ACTION 2:** Streamline enforcement processes following a triage system to reduce the time taken to resolve cases.

**ACTION 3:** Arrange a training seminar on planning enforcement for Town and Community Councils via the new area-based clusters.

- 5.2 Action 1 was in response to the proportion of applications determined within agreed timescales which was an amber indicator in 2015/16 (79% against a target of 80%). Performance against this indicator has improved significantly (90% of applications were within agreed timescales for the current reporting period). A protocol has been agreed regarding consultation with colleagues on green infrastructure issues, although work is continuing in relation to Action 1 with on-going dialogue with internal consultee departments to seek to identify ways of focussing their stretched resources on priority cases and achieving efficiencies via the pre-application service. This is particularly relevant to the Council's Highways Service, where capacity issues are directly affecting delivery of the Planning service. This issue will be followed up as part of the Systems Revisit for 2017/18.
- 5.3 While our evidence shows that customers prefer a positive outcome than a quick decision, we fully recognise that if customers are going to continue using our pre-application advice service (which streamlines the subsequent stages, improves outcomes and generates fee income), they must receive timely and meaningful responses. In addition, new regulations allow customers to claim an application fee refund if their application is not determined within a given timescale. We can avoid this risk by agreeing extended deadlines (an action from our first APR) and this has been fully implemented, however customers will not be willing to agree a time extension if they cannot see a timely conclusion being reached or have previously received poor service.
- 5.4 This indicator is now green and while that is pleasing the issue of timely responses from consultees remains an issue because of limited resources. Action 1 of the

current APR (below) will ensure the focus remains on obtaining timely advice via our Systems Re-visit during 2017/18.

- 5.5 Action 2 was instigated to improve the performance of our enforcement service in relation to the measure on the proportion of enforcement cases resolved within 180 days. There is no target set by the Welsh Government for this indicator, although Monmouthshire's performance of resolving enforcement cases within 180 days of receipt has fallen below the Wales average in the last three years.
- 5.6 Our performance against this indicator has declined in this reporting period (it fell from 70% to 64% of cases resolved) and remains below the Welsh average (which has reduced to 73%). Monmouthshire's Development Services Manager sits on a performance indicator working group set up by the Welsh Government and the enforcement indicators are being revised in response to concerns about the clarity and value of their current wording. Performance against this indicator fluctuates throughout Wales from 90% to 38%, and was some doubt that all Authorities are using the latest performance indicator definition. The definitions for the enforcement indicators have now been clarified via work involving Welsh Government and local planning authorities so that benchmarking data should now be more meaningful.
- 5.7 Work has been started by Swansea County Council, where the recently appointed Enforcement Manager is taking a lead role throughout Wales in reviewing the enforcement performance indicators and in setting out a good practice guide, which proposes a triage approach to quickly sift out priority cases and complaints where there is no breach or action is not expedient, allowing resources to be focused on the most important work. Swansea has not yet finalised its triage system but Monmouthshire remains interested in this approach, particularly given the substantial increase in enforcement complaints we have received both last year and into 2017/18. This Action is therefore retained and dialogue with colleagues in Swansea will be maintained to help colleagues in our small but important enforcement team deal with the rising demands and expectations on this element of the service.
- 5.8 Action 3 was delayed given the timing of the local elections in May 2017 and thus the election of a new cohort of community and town councillors who would benefit from enforcement related training – this being arguably the most controversial and misunderstood aspect of Development Management. Monmouthshire was nominated as a pilot authority to undertake the training and this is anticipated to be rolled out in 2017/18 once Planning Aid Wales has appointed a new Chief Executive. Thus, this action is retained for the next reporting period.

## **6.0 CONCLUSIONS AND RECOMMENDATIONS OF 2016/17 APR**

- 6.1 The proportion of all applications determined within 8 weeks or an agreed timescale increased and stands at an impressive 90%;
- The proportion of major applications determined within 8 weeks or agreed timescales improved and remains substantially higher than the Wales average;
  - The number of applications we determined increased;
  - The number of applications we approved increased;
  - Of those applications that had gone through our pre-application advice service, 98% were approved; and

- The proportion of respondents to our customer survey who were satisfied overall was stable at 73% and was well above the Welsh average.

This shows that, despite a challenging workload, our performance and levels of customer satisfaction have improved and our pre-application advice service is effective.

6.2 A summary table of our performance can be found in Appendix A of the APR. One of the 18 indicators (progress against LDP delivery timetable) is not applicable to Monmouthshire because we have already adopted our LDP. Of the 17 applicable indicators:

- 11 have targets set by the Welsh Government. Monmouthshire's performance is ranked 'good' against eight, 'fair' against two and 'in need of improvement' against one. The 'fair' result relates to the average time taken to determine all applications where our performance (73 days) narrowly missed the 'good' target of 67 days and the proportion of Member made decisions against officer advice where the 7% of decisions was just below the 5% 'good' target but above the Welsh average of 11%<sup>1</sup>; the 'in need of improvement' measure is the 5 year land supply, the implications of which are discussed in full in the recent Annual Monitoring Report (AMR) for the LDP.
- We performed above or at the Wales average in 13 of the 17 applicable indicators. The indicators for which performance was below Wales average related to i) the average time taken to determine major applications in days, ii) the proportion of enforcement cases investigated within 84 days, iii) the proportion of enforcement cases where action is taken or a retrospective application received within 180 days from the start of the case and iv) the average time taken to take enforcement action. Further commentary on the performance against these measures is set out in Section 6 of the APR.

	<b>Number of indicators</b>
Welsh Government target has been set and our performance is 'good'	<b>8</b>
Welsh Government target has been set and our performance is 'fair'	<b>2</b> <sup>1</sup> (see above)
Welsh Government target has been set and our performance 'needs improvement'	<b>1</b> <sup>2</sup> (see above)
No target has been set but our performance is above the Wales average	<b>2</b>
No target has been set but our performance is slightly below the Wales average	<b>3</b>
No target has been set but our performance is significantly below the Wales average	<b>1</b>

6.3 Our performance improved or remained the same against 9 of the 17 applicable indicators, and declined slightly against 5 indicators compared to last year, and declined more significantly in respect of 3 indicators (see table below). However, it should be noted that in most of the cases where performance declined, we remained significantly above the Wales average, and where a target was set by the Welsh Government, we are still ranked 'good' or 'fair', except for one indicator. The only indicator of clear concern is our housing land supply, which has dropped to 4.1 years'

supply, below the required 5 year supply. This is discussed in detail in the LDP Annual Monitoring Report (AMR).

6.4 The key areas of declining performance related to:

Indicator	2015/16	2016/17	Wales average	WG target
<b>5 year housing land supply</b>	5.0 years'	4.1 years'	2.9 years'	5.0 years'
<b>Average time taken to determine major planning applications</b>	121 days	321 days	250 days	n/a
<b>Average time taken to resolve enforcement cases</b>	143 days	227 days	201 days	n/a

6.5 The issues with our housing land supply are discussed in detail in the LDP AMR. Regarding the average time to determine major applications, it is worth noting that if two outlier applications are discounted, our average is a significantly improved 145 days, well below the Wales average. The primary reason for declining performance against this enforcement indicator is the significant increase in workload this year.

6.6 The main areas of improved performance were:

Indicator	2015/16	2016/17	Wales average	WG target
<b>Percentage of "major" applications determined within time periods required</b>	65%	88%	59%	n/a
<b>Percentage of all applications determined within time periods required</b>	79%	90%	87%	>80%

6.7 Customer feedback identified the most valued characteristics of a good planning service as the availability to talk to a duty planner before submitting an application, and having a chance to amend an application before it is decided. This provides further evidence that our outcome focus is what our customers want.

6.8 Five actions are identified going forwards.

#### **Speed of determining applications**

6.9 90% of applications were determined within agreed timescales, against a Welsh Government target threshold for good performance standing at 80%. The average time taken to determine all applications was 73 days, narrowly missing the 'good' target of 67 days (but below the Welsh average of 76 days). The average time to determine major applications (321 days) was longer than the Wales average of 250 days (36 weeks). On analysis of this figure, it emerges that there were two long-standing applications at St Maur's and Mounton Road, Chepstow. If these two are excluded the average time to determine the remaining 15 major applications falls to 145 days, well below the Welsh average of 250 days, and is more of a reflection of our performance in dealing with major applications over the previous reporting period



(121 days). While it is accepted that timely decisions can have economic benefits, of greater importance to investors is clarity and certainty, and our evidence is that, within reason, customers are happy to have a slightly slower decision if it is a favourable one. We therefore place greater importance on securing a positive outcome.

- 6.10 However, we acknowledge that this is an area for potential improvement and we are undertaking a 'Systems Revisit' to assess how much waste is in our processes and to understand if there are common themes as to why applications are not being determined within a timely fashion. There should also be reductions in waste in our systems and time savings to be made by the implementation of our new Idox Uniform database for the DM service; thus Action 2 below is identified. Action 5 also overlaps into making our application processing more efficient in that we may be able to identify good practice from the benchmarking exercise being carried out across Wales by the Planning Advisory Service, the results of which are expected in Autumn 2017.

**ACTION 1: Systems Re-visit to improve customers' experience of our service and to improve or end-to-end performance in dealing with pre-application**

**ACTION 2: Roll out training for our new Development Management database software for all Planning Service staff.**

#### **Speed of resolving enforcement cases**

- 6.11 The Welsh Government is yet to provide a target for this indicator, however Monmouthshire's performance of resolving 64% of enforcement cases within 180 days of receipt falls below the Wales average of 73%. Moreover, customer feedback and complaints often relate to perceived delays in enforcement cases. These issues are certainly not unique to Monmouthshire, and the problem is at least in part due to a misunderstanding of the powers available to us and/or unrealistic expectations. Performance has declined compared to last year, explained by a sharp rise in enforcement workload (cases to investigate rose by 40%) and the resolution of some older, longstanding cases. There remains, however, scope for improvement. Consideration will be given to streamlining our processes via a triage approach based on a pilot being developed by Swansea City Council, and arranging community and town council training to improve understanding and better manage expectations.

**ACTION 3: Streamline enforcement processes following a triage system pioneered by Swansea City Council.**

**ACTION 4: Arrange a training seminar on planning enforcement for community and town councils.**

**ACTION 5: Absorb the results of the Planning Advisory Service (PAS) Benchmarking exercise to learn from areas of good practice across Welsh planning authorities and put those into practice, where feasible.**

#### **Opportunities going forward:**

- 6.12 The following opportunities for the coming year have been identified:

- To improve the speed of responses to pre-application advice requests and determining planning applications via a Systems revisit in order to remove waste from our system and to focus our work on areas valued by our customers (Action 1);
  - In tandem with the Systems approach, to use Team meetings and performance reports to drill down into specific areas of workflow and identify where problems exist and why, with a targeted approach to identifying solutions (Action 1);
  - To improve the speed with which we deal with enforcement cases via a triage system, and to improve stakeholder understanding of the powers and procedures (Actions 2 and 3, 4 & 5);
  - To improve the web site experience for customers and increase the amount of information available via GIS, which would drive out waste and enable channel shift so that more customers can self-serve (Action 1);
  - To train up colleagues to use the more efficient replacement data base for planning applications to reduce waste for staff, including the production of standard letters and monitoring reports (Actions 1 and 2);
  - To continue to work towards being a paperless office to reduce printing, copying and postage costs;
  - To promote and deliver our new offers including fast track applications, pre-purchase certificates and completion certificates, providing an enhanced customer experience and an increase in income to the Council;
  - Collaboration with the Village Alive Trust and interested Preservation Trusts or investors to engage and work with the owners of Listed Buildings on the At Risk register or to acquire them from the current owner;
  - Review whether to adopt CIL;
  - Adopt SPG to ensure the accurate implementation and interpretation of planning policy, in particular in relation to landscape and design issues;
  - Continue with an early review of the Monmouthshire LDP as a result of the need to address the shortfall in the housing land supply and facilitate the identification/ allocation of additional housing land. This will involve the production of a Review Report which will set out and explain the scope of the Plan revision required;
  - To identify, implement and/or disseminate best practice via the Planning Performance Advisory Group, Planning Officers' Society for Wales or other working groups, including the PAS Benchmarking exercise (Action 5).
- 6.13 Progress will be measured via our 2017-18 Annual Performance Report, 2017-18 LDP Annual Monitoring Report, and our 2017-18 Service Improvement Plans.

## **7. RESOURCE IMPLICATIONS:**

- 7.1 Officer time and costs associated with the preparation of APR are met from the Development Management budget and carried out by existing staff.

## **8. SUSTAINABLE DEVELOPMENT AND EQUALITY IMPLICATIONS:**

- 8.1 Sustainability, equality and well-being considerations are central to the planning service's activities. This report is a review of the previous year's performance against targets and benchmarking information, however the proposed five actions for future improvements seek to improve service delivery to the benefit of our customers and communities.

- 8.2 A Future Generations Evaluation is attached as an appendix.

## **9. OPTIONS CONSIDERED**

- 9.1 There is a requirement on Local Planning Authorities to undertake an Annual Performance Report and to submit it to the Welsh Government by 31 October 2017. While the Council could decide to not submit the APR, there is little to be gained from such an approach. Consequently, the following options were considered:
- 1) Recommend the APR for submission without any changes;
  - 2) Recommend the APR for submission but with changes to the proposed actions for the coming year.

- 9.2 The APR provides a useful reflection on last year's performance against targets and benchmarking information. The proposed actions seek to continue that journey of improvement, given the resources available to us. Consequently, option 1 has been chosen.

## **10. HOW WILL SUCCESS BE MEASURED**

- 10.1 The Planning Service is measured against a number of clear and consistent (across Wales, and over time) performance indicators allowing aspects of a successful service to be measured. These indicators need to be viewed in the context of other factors, including what customers have identified as being important to them, customer and stakeholder feedback, outcomes (which are not always captured by performance indicators), and whole Council priorities.
- 10.2 We strive to be deliver the best service possible, and our mission is to advise on, give permission for, and ensure the best development possible.

## **11. CONSULTEES**

- Planning Committee and Economy and Development Select Committee via this report
- Customer feedback as set out in the report

## **12. BACKGROUND PAPERS:**

None

## **13. AUTHOR & CONTACT DETAILS:**

Mark Hand  
Head of Planning, Housing and Place-shaping  
01633 644803.  
[markhand@monmouthshire.gov.uk](mailto:markhand@monmouthshire.gov.uk)

Philip Thomas  
Development Services Manager  
01633 644809  
[philipthomas@monmouthshire.gov.uk](mailto:philipthomas@monmouthshire.gov.uk)

This page is intentionally left blank

# **Monmouthshire Local Planning Authority (LPA)**

## **PLANNING ANNUAL PERFORMANCE REPORT (APR) – 2016-17**

### **PREFACE**

*I am very pleased to introduce the third Annual Performance Report for Monmouthshire County Council's planning service.*

*This report shows that Monmouthshire's planning service continues to perform very well, with just one indicator ranked in need of improvement against the Welsh Government's targets, and all ranked indicators scoring at or above the Welsh average. In all but one criterion the service scored above the Welsh average in terms of customer service feedback (in some cases well above the average), demonstrating the planning service's commitment to an outcome-focused approach.*

*Good planning is central to the Council's objective of building sustainable, resilient communities while also generating growth in the economy and protecting the heritage and landscapes that make our County the beautiful place it is.*

**Councillor Peter Fox, Leader of Monmouthshire County Council**

## 1.0 EXECUTIVE SUMMARY

1.1 This is Monmouthshire's third Annual Performance Report, which looks at the performance of the planning service against nationally set performance indicators, Welsh Government targets, the Wales average performance, and Monmouthshire's performance last year. The results are considered in the context of the challenges, opportunities, priorities and resources (staffing and financial) available to us. The objective of the APR is to reflect on and celebrate good performance, identify areas for improvement, and look across Wales to identify potential areas of best practice that we could learn from or share with others.

1.2 The nature of the performance indicators means their focus is on decision speed and customer service rather than measuring whether or not better outcomes have been achieved. It has not been possible to identify an objective way of measuring outcomes, however we seek to prioritise securing the best scheme possible rather than traditional indicators relating to speed of decision-making. Research has identified that our customers' priority is securing planning permission: customers generally understand the benefits of good design and, within reason, do not see the time taken as a priority.

1.3 For the purposes of this report, performance is analysed across the five key aspects of planning service delivery as set out in the Planning Performance Framework:

- Plan making;
- Efficiency;
- Quality;
- Engagement; and
- Enforcement.

This Framework was established by the Welsh Government in partnership with Local Planning Authority representatives, and Monmouthshire's Head of Planning sat on the working group. Performance is ranked as 'good', 'fair' or 'needs improvement'.

1.4 Based on the customer feedback in Section 5 and the performance information in Section 6 and Appendix A, we can be pleased with the service we deliver. During this period:

- The proportion of all applications determined within 8 weeks or an agreed timescale increased;
- The proportion of major applications determined within agreed timescales improved;
- Although enforcement cases increased significantly (up by over 40% compared to 2015/16) performance remained reasonable and we closed over 50% more cases than the previous year;
- The percentage of applications approved remained well above WG average and is stable at 96%;
- Of those applications that had gone through our pre-application advice service (17% of the total number determined), 98% were approved, and just 2% refused; and
- The proportion of respondents to our customer survey who were satisfied overall with the service was 73%, well above the Welsh average of 60%.

This shows that, despite a challenging workload, our performance and levels of customer satisfaction have generally improved and our pre-application advice service is effective.

1.5 A summary table of our performance can be found in Appendix A. One of the 18 indicators (progress against LDP delivery timetable) is not applicable to Monmouthshire because we have already adopted our LDP. Of the 17 applicable indicators:

- 11 have targets set by the Welsh Government. Monmouthshire's performance is ranked 'good' against 8, 'fair' against 2 and 'in need of improvement' against one. The 'fair' results relate to the proportion of planning applications determined by Members that were contrary to the officer recommendation, where we achieved 7%, narrowly missing the 'good' target of 5% or less; and secondly, where the average time taken to determine applications (73 days) narrowly missed the 'good' target of 67 days; the measure that was in need of improvement was the five year supply of housing land which has fallen from 5 years in the previous year to 4.1 years.
- We performed at or above the Wales average in 15 of the 17 applicable indicators. The indicators for which performance was below the Welsh average related to i) the average time taken to determine major applications (321 days compared to the Welsh average of 250 days) and ii) the average time to take enforcement action (227 days compared to the Welsh average of 201 days). Further commentary is provided on these indicators in Section 6;
- Our performance declined against eight indicators, The declining performance related to:
  - 5 year housing land supply;
  - Average time taken to determine major planning applications;
  - Average time taken to determine all planning applications;
  - Percentage of Member made decisions against officer advice;
  - Percentage of enforcement cases investigated (determined whether a breach of planning control has occurred and, if so, resolved whether or not enforcement action is expedient) within 84 days;
  - Average time taken to resolve enforcement cases;
  - Percentage of enforcement cases where enforcement action is taken or a retrospective application received within 180 days from the start of the case (in those cases where it was expedient to enforce) and;
  - Average time taken to take enforcement action.

However, it should be noted that in four of the above measures, our performance remains well above the Wales average, and where a target was set by the Welsh Government, we are still ranked 'good' or 'fair' except for the five year housing land supply measure, which had fallen to 4.1 years' supply (and we know has dropped further to 4.0 years' at March 2017) below the required 5 year supply. This is discussed in detail in the LDP Annual Monitoring Report (AMR) 2017.

1.6 In the light of the above, five actions are proposed going forward;

*Action 1 - Systems review to be re-visited and reinvigorated to identify what matters today and how we meet that demand as well as identifying causes of variation in our system that lead to delays in reaching a positive outcome*

*Action 2 - New Idox Uniform training for colleagues to be undertaken to bed in our new IT system*

*Action 3 - Streamline enforcement processes following a triage system to reduce the time taken to resolve cases*

*Action 4 - Arrange a training seminar on planning enforcement for Town and Community Councils via the new area-based clusters (to be arranged via Planning Aid Wales)*

*Action 5 – Absorb the data from the Planning Advisory Service (PAS) Benchmarking Report, due October 2017, and investigate areas of good practice across elements of the service that we can apply to improve our performance.*



## 2.0 CONTEXT

2.1 This section sets out the planning context within which the Local Planning Authority operates, both corporately and in terms of Monmouthshire as a county, for the 2016-17 period.

### Corporate Context

2.2 The Council adopted its Local Development Plan in February 2014 and submitted its second Annual Monitoring Report in October 2016.

2.3 The planning service's work links directly to Monmouthshire County Council's objective of building sustainable, resilient communities. The Council has identified four key priorities:

- 1) Giving our young people the best start in life with a good education;
- 2) Protecting the most vulnerable in society;
- 3) Promotion of enterprise, economic development and job creation;
- 4) Maintaining locally accessible services.

2.4 The following Corporate Service Improvement Plan outcomes are directly relevant to the planning service:

- Older people are able to live their good life;
- People have access to appropriate and affordable housing;
- People have good access and mobility;
- People feel safe;
- Business and enterprise; and
- People protect and enhance the environment.

In accordance with Section 2(2) of the Planning (Wales) Act 2015 and the Well-being of Future Generations (Wales) Act 2015, the planning function must be exercised for the purpose of ensuring that the development and use of land contribute to improving the economic, social, environmental and cultural well-being of Wales. The Planning Service has a key role to play in this regard. The Public Services Board is working on the Local Well-being Plan with significant community and stakeholder engagement to date

2.5 The planning service is arranged into two main teams: Development Management, which includes planning applications, enforcement and heritage management; and Planning Policy. During the previous reporting period, the service underwent a number of significant improvements including being restructured, rebranded and co-located under a new Head of Service.

2.6 The Enterprise Directorate vision provides a strategic context for the development and promotion of an enterprising culture, which builds business resilience and creates excellent outcomes for our communities.

2.7 Development Management:

2.7.1 The Development Management service vision is: ***"To advise on, give permission for and ensure the best possible development"***. The purpose of the service is to implement the

Council's statutory adopted Local Development Plan by enabling good quality development in the right locations, and resisting poor quality development, or development in the wrong locations.

2.7.2 The main customer is the applicant, however there are numerous stakeholders including individuals, communities, businesses, third sector organisations, other Council services and elected Members.

## 2.8 Planning Policy:

2.8.1 The Planning Policy service vision is: ***"To ensure Planning Policy is at the heart of Sustainable Development in Monmouthshire"***. The purpose of the Planning Policy Service is to ensure that the land use and sustainable development objectives of the Council are met with regard to adequate supply of land in sustainable locations for housing, retail, recreation, education, transport, business, waste and other needs, whilst protecting the County's valued environmental and cultural assets.

2.8.2 The main customers are individuals, communities and businesses living or based within the County, as well as third sector organisations, other Council services and elected Members.

2.9 Key areas of work for the Planning Service include:

- Providing pre-application advice to customers in partnership with key internal stakeholders;
- Determining planning applications in accordance with adopted policy and material planning considerations, taking into account stakeholder comments and corporate objectives;
- Securing financial contributions from developers to offset the infrastructure demands of new development and meet the need for affordable housing;
- Safeguarding the County's 2400 Listed Buildings and 31 Conservation Areas, areas of archaeological sensitivity, the Wye Valley AONB, the Brecon Beacons National Park and the European designated Special Protection Areas and Special Areas of Conservation;
- Taking robust enforcement action against unauthorised development that is unacceptable;
- Raising awareness of the statutory role and importance of the land use planning framework, building on the high levels of engagement underpinning the LDP process;
- Preparing supplementary planning guidance (SPG) to assist with the implementation and interpretation of LDP policy;
- Implementing the Council's LDP through engaging and working with communities, and partnership working with internal and external partners to foster the co-creation and growth of enterprise, community and environmental well-being. This will include involvement with the Whole Place work and Local Well-being Plan;
- Monitoring and evaluating Plan policies and the process of Plan preparation; and
- Joint working with SE Wales Authorities with the ambition of preparing a Strategic Development Plan.

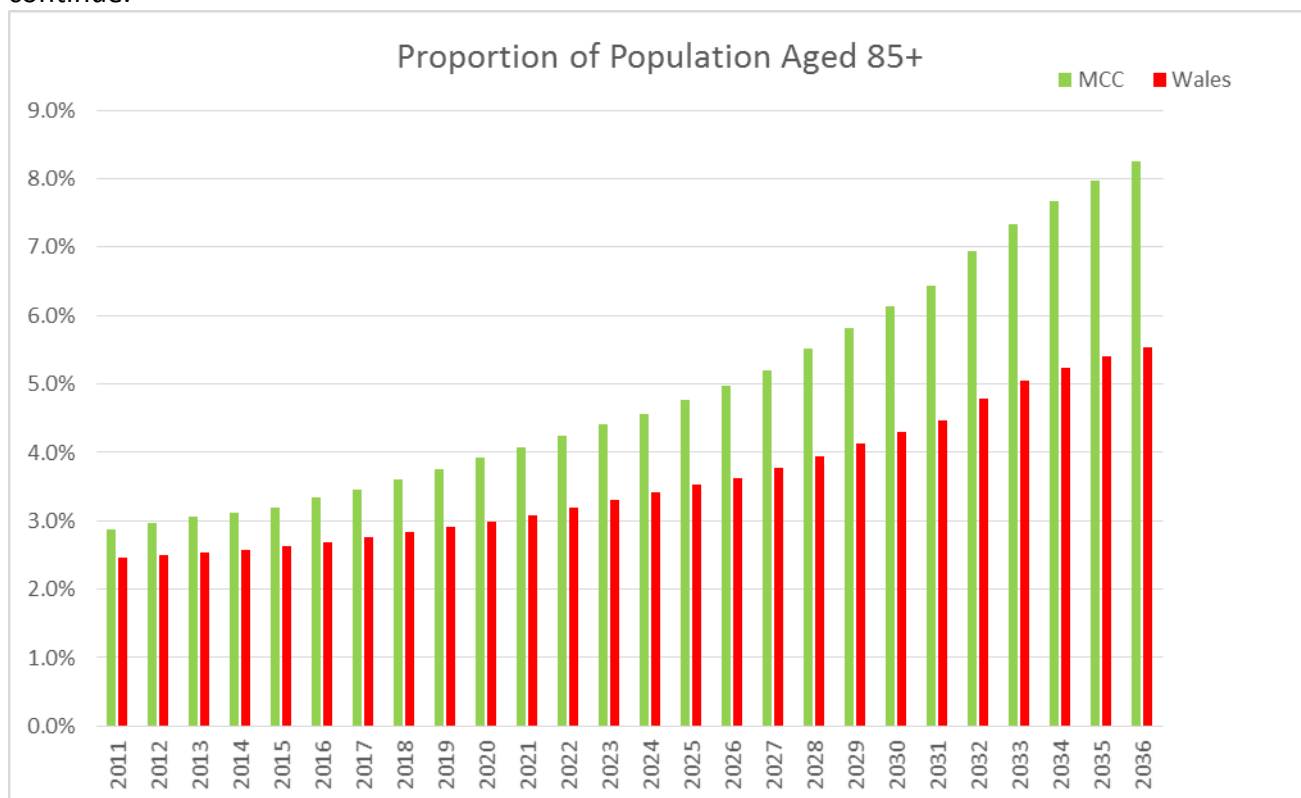
## Local Context

2.10 Located in South East Wales, Monmouthshire occupies a strategic position between the major centres in South Wales, the South West of England and the Midlands. The County shares a border with the neighbouring Local Planning Authorities of Newport, Torfaen and Brecon Beacons National Park (BBNP) in Wales and Gloucestershire, the Forest of Dean and Herefordshire in England, with Severn crossing links to South Gloucestershire. The County forms the gateway to South Wales, and is part of the Cardiff Capital City Region. This location gives the County a distinctive identity.

2.11 Our people

2.11.1 Monmouthshire covers an area of approximately 88,000 hectares with a population of 91,323 in 2011 (92,843 according to the 2016 mid-year estimate), 7.9% of which resides within the BBNP area of the County. The County has a low population density of 1.1 persons per hectare – significantly lower than the South East Wales average of 5.3 persons per hectare – reflecting the area’s rural nature. Only 53% of the population live in wards defined as being urban areas (i.e. with a population of more than 10,000).

2.11.2 Our population has been increasing steadily, up 7.6% between 2001 and 2011 compared with the Wales average of 5.5%. This increase is wholly attributable to inward migration, with natural change showing negative growth. The County has a relatively high and increasing proportion of older age groups, and a lower and decreasing proportion of younger adults compared with the UK and Wales averages: this trend is predicted to continue.



Source: Office for National Statistics

2.11.3 This demographic change has significant implications for economic activity and demand for services to enable our citizens to continue to live independent lives. The Council has embarked on a work-stream named ‘Future Monmouthshire’ to consider the needs and

aspirations of our communities going forward, and how those will be met in the context of a rapidly changing public sector. The project is also considering the extent to which we are a hostage to fortune of these demographic changes, or if we can and should seek to change trends, for example by seeking to retain younger people in the County and the role of affordable housing and employment opportunities in achieving that. This work will provide important evidence, context and direction to future Local Development Plans and to regional planning.

## 2.12 Housing and quality of life

### 2.12.1 The County has three broad categories of settlement:

- The historic market towns of Abergavenny, Chepstow and Monmouth have developed over many years to have a wide range of opportunities for employment, shopping, community facilities and public transport;
- The newer settlements in Severnside of Caldicot/Portskewett, Magor/Undy, Rogiet and Sudbrook where recent high levels of residential growth have taken place without the local jobs and community facilities to match. The area benefits, however, from a strategic location at the 'Gateway' to Wales with good access to the employment markets of Newport, Cardiff and Bristol;
- The rural area, containing the small town of Usk, the larger villages of Raglan and Penperlleni, and a large number of smaller villages, widely dispersed around the County.

2.12.2 Over the last decade, housing completions in the Monmouthshire LPA area have averaged approximately 240 dwellings per annum, although there have been significant annual variations with just 158 completions in 2009/10. To deliver the LDP housing requirement, 488 completions per annum are required (2013-2021). To date, completions since LDP adoption have averaged approximately 226 per annum. This is discussed in more detail in the LDP Annual Monitoring Report.

2.12.3 Average house prices are significantly higher than the Wales average (£276,800 compared to £181,100 average in Sept 2017) resulting in a significant need for affordable housing (source: Hometrack data). Of the 3,719 dwellings completed between 2001 and 2013, 15.8% were classed as affordable. Of the 667 dwellings completed since LDP adoption, 19% are affordable units.

2.12.4 Monmouthshire is generally a prosperous County offering a high quality of life for its residents. This is reflected in the 2011 Welsh Index of Multiple Deprivation with none of the lower super output areas (LSOA) in Monmouthshire in the most deprived 10% in Wales. However, poor access to community facilities and declining local service provision is an issue for rural and ageing communities. The health of Monmouthshire's population is generally better than the Wales average, with greater life expectancies and higher proportion of residents classing themselves as being in good health (2011 Census). Fewer residents in the County suffer with a limiting long term illness compared with Wales as a whole. The rate of reported crime in Monmouthshire tends to be lower than for Wales as a whole.

## 2.13 Our economy

- 2.13.1 The County has a high proportion of working age people in employment (62.8% in 2011) compared to neighbouring Authorities or the Wales average (58.2%). Our economy is reliant on the public sector and services for employment:
- The public administration, education and health sector accounts for 33.3% of jobs;
  - The distribution, retail, hotels and restaurants sector accounts for 27.4% of jobs;
  - Tourism, as part of the services sector, is also important in the County accounting for 12.1% of jobs, higher than the Wales average (9.6%). There were over two million visitors to the County in 2012, with tourist expenditure amounting to nearly £158m thereby supporting 2,700 jobs.
- (Business Register & Employment Survey 2012).
- 2.13.2 The County had 3,720 active enterprises in 2011, 27% of which were in the property and business services sector. Nearly 99% of the County's businesses are classified as small (i.e. up to 49 employees). Monmouthshire has experienced growth in eight of fourteen sectors in the decade to 2011, with the greatest increases in the property business services, hotels and catering and education and health sectors, while there has been a decline in the number of manufacturing businesses. Recent changes in Business Rates by the Welsh Government have disproportionately affected Monmouthshire.
- 2.13.3 Monmouthshire's approved Tourism Destination Plan has served the County well but has now reached the end of its initial 3 year life, so the Council has commissioned a review. Monmouthshire's tourism performance over the plan's life (between 2012 and 2015) has been steady, (10% growth in terms of economic impact, 8.7% growth in visitor numbers and 1.5% growth in FTE jobs), with exceptional growth (6.6%) seen between 2014 and 2015 which was above the national (5%) and regional average (6%). This has coincided with significant progress on delivery of the Plan's priorities in terms of the experience visitors find on the ground in our villages, towns and attractions, the focus on walking, the consolidation of the County as Wales' Food Capital, the Council's programme of events, or the quality of the product database which drives marketing and communications.
- 2.13.4 The 2015 Welsh Government Commuting Statistics indicate that 58.3% of the County's residents work in the area. Although less than the Welsh average of 69.4%, this is an improvement of last year's figure of 54.5%. This suggests that there has been some progress in meeting the aspiration to increase the proportion of resident workforce working within Monmouthshire over the Plan period. However, the same data source suggests that Monmouthshire has a net outflow of 900 commuters – with 17,800 commuting into the Authority to work and 18,700 commuting out. There was significant in-commuting from Torfaen (3,000), Newport (2,900), Blaenau Gwent (2,800) and from outside Wales (8,000). The main areas for out-commuting were Newport (3,900), Bristol (3,400), Cardiff (2,500) and Torfaen (2,100), with a further 6,400 commuting to other areas outside Wales. A relatively high proportion of Monmouthshire's residents travel long distances to work, with a high usage of the private car. Heavy reliance on the private car and limited opportunities for public transport is a particular issue in rural areas. These figures should be treated with caution, however, as the data is based on a small sample survey.

## 2.14 Communications

- 2.14.1 The County is easily accessible from the rest of Wales by the M4, A40, A449 and A4042 and from England by the M4 and M48 Severn Bridges and the A48, A40 and A465. The good road transport links connect the County to major population centres such as Cardiff, Newport and Bristol. Monmouthshire is served by a number of local and national bus routes, with main bus stations in the towns of Abergavenny, Chepstow and Monmouth. In terms of rail provision, Monmouthshire has four railway stations, at Caldicot, Chepstow and Severn Tunnel Junction in the south of the County and Abergavenny in the north. As part of the Cardiff Capital Region, Monmouthshire is set to benefit from the proposed South Wales Metro proposals. The local community in Magor Undy is at an advanced stage of campaigning for a new Magor Undy Walkway Station.
- 2.14.2 Public rights of way include 1,499km of footpaths, 71km of bridleways, 84.5km of restricted byways and 1.5km of unrestricted byways. These public rights of way are complemented by permissive paths. The County has three long distance regional trails (Usk Valley, Wye Valley and Three Castles) as well as the national trail (Offa's Dyke Path). The County also provides the start of the all-Wales coastal path. There are two national cycle routes within Monmouthshire, both of which run from Chepstow. The countryside access opportunities available in the County are one of its key assets, sustaining tourism and providing opportunities for economic regeneration.
- 2.14.3 The rural nature of the County and high proportion of SMEs means broadband and mobile communication are both vital and challenging. The Council is part of the Superfast Cymru project rolling out BT broadband, and was also a pilot Authority for a UK and Welsh Government sponsored project which is seeking to increase broadband coverage in rural communities that would not normally be commercially viable. Unfortunately, the company behind this project has recently gone into administration.
- 2.15 Our natural heritage
- 2.15.1 The County is noted for its rural beauty and has a rich and diverse landscape stretching from the coastline of the Gwent Levels in the South of the County, to the uplands of the Brecon Beacons National Park in the north, the picturesque river corridor of the Wye Valley AONB in the east, and the Blaenavon Industrial World Heritage Site to the north-west. The landscape and countryside of Monmouthshire contributes not only to the health and well-being of Monmouthshire's residents but also supports the important tourist economy.
- 2.15.2 Monmouthshire has significant biodiversity and nature conservation resources, a number of which are internationally or nationally recognised, including:
- The Severn Estuary Special Area for Conservation (SAC), Special Protection Area (SPA), Site of Special Scientific Interest (SSSI) and Ramsar Site (Wetland of international importance);
  - The River Wye, River Usk, Wye Valley woodlands and Wye Valley Special Areas of Conservation (bat sites);
  - 49 nationally designated Sites of Special Scientific Interest (SSSIs) – covering some 2,087 hectares. Most are woodland or grassland sites with others designated for their wetland or geological interest;
  - Two National Nature Reserves (Fiddler's Elbow (woodland) and Lady Park Wood) and one Local Nature Reserve at Cleddon Bog;

- Approximately 650 non-statutory Sites of Importance for Nature Conservation (SINCs) predominantly in relation to grassland and ancient and semi-natural woodland areas.

The statutory sites cover 6,432 hectares, or 7.6% of the LPA area; 3,664 hectares of which comprises the Severn Estuary SPA.

2.15.3 Other key challenges facing the planning service include areas at risk of flooding (including most of the Gwent Levels and the flood plains of the Rivers Usk and Wye and their tributaries). There are, however, flood defences within the towns of Chepstow, Monmouth and Usk.

## 2.16 Our built heritage

2.16.1 The Monmouthshire LPA area has a rich built heritage and historic environment which includes:

- Approximately 2,400 Listed Buildings, of which 2% are Grade I, 10% are Grade II\* and 88% are Grade II. Of note, around 176 Listed Buildings have been identified as being at risk.
- 31 Conservation Areas – designated for their special historic or architectural interest, covering some 1,648 hectares in total;
- 45 Historic Parks and Gardens – identified as having a Special Historic Interest, covering 1,910 hectares;
- 3 Landscapes of Outstanding Historic Interest identified by Cadw (parts of Blaenavon, the Gwent Levels and the Lower Wye Valley);
- 164 Scheduled Ancient Monuments.

2.16.2 The LDP is heavily reliant on greenfield sites to deliver its development needs due to a lack of brownfield sites. Air quality in Monmouthshire generally meets current standards, although there are two Air Quality Management Areas (AQMA) within the County, where objective levels of nitrogen dioxide may be exceeded. These are at Bridge Street in Usk and Hardwick Hill/Mount Pleasant in Chepstow. The Monmouthshire Contaminated Land Inspection Strategy has not identified any sites as being contaminated.

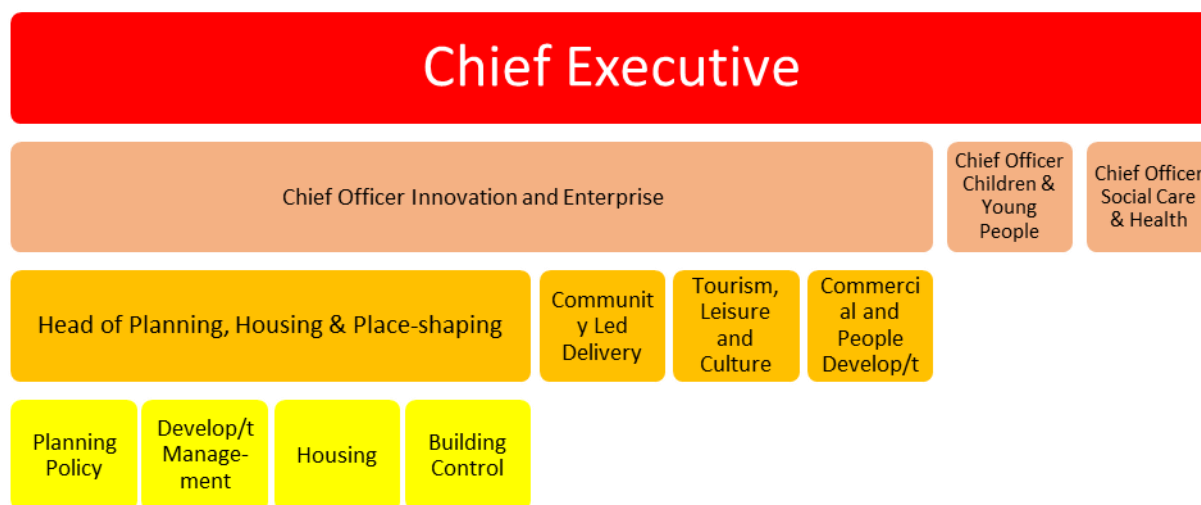
### 3.0 PLANNING SERVICE

#### Organisational setting

3.1 During this reporting period, the Planning service has undergone a number of significant changes, including:

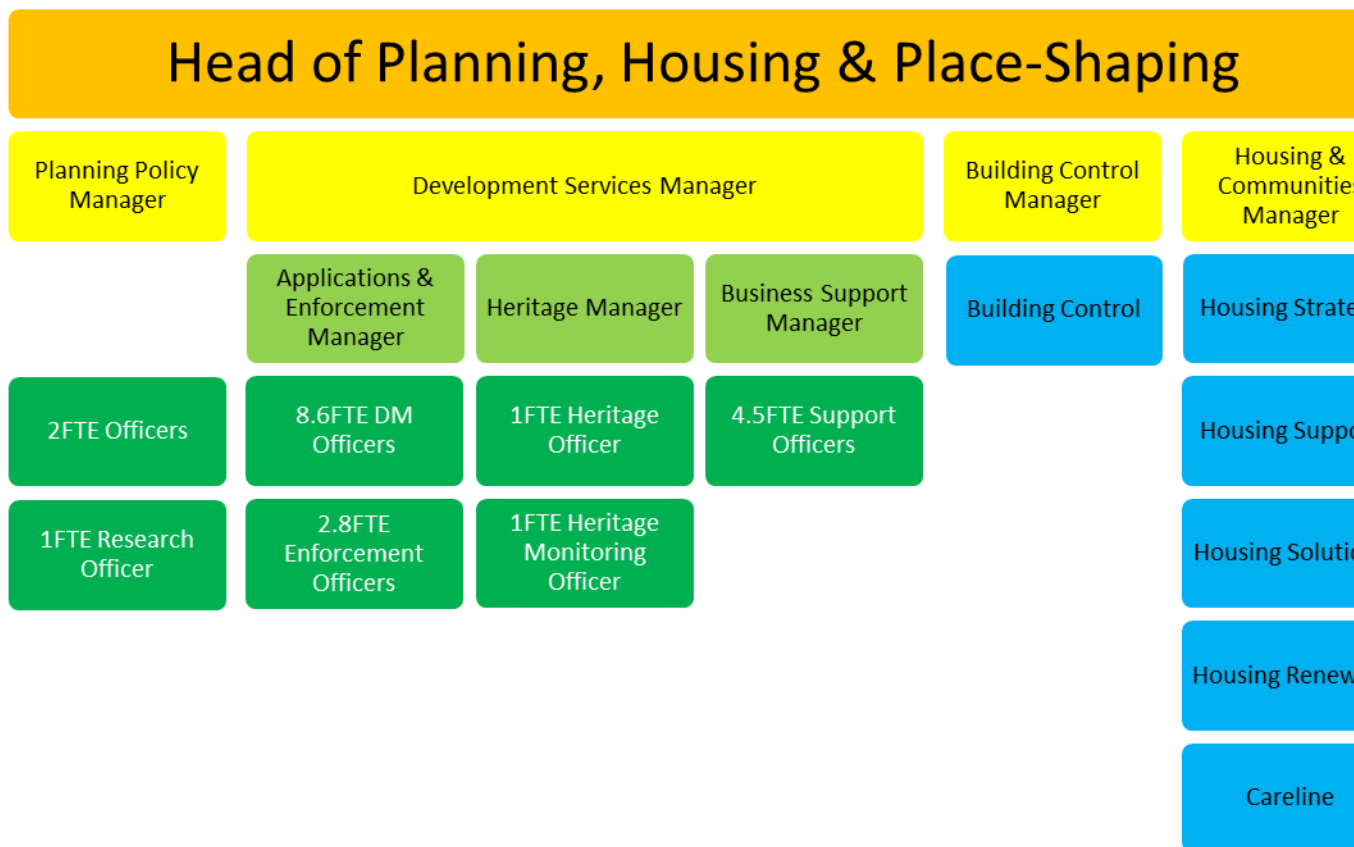
- The Green Infrastructure and Countryside service sat within the Planning service for approximately six months before returning to the Tourism, Leisure and Culture Service to be part of a review into alternative service delivery models.
- The remaining elements of the Planning service (Policy and DM) together with Building Control and the Housing service for the Council came under the management of the re-named Head of Planning, Housing & Place Shaping (formerly the Head of Planning).
- Preparations were being put in place towards the end of this reporting period for the restructuring of management responsibilities within Planning Policy and DM led to a slight increase in management capacity as a response to officer feedback, to better support colleagues, to enable succession planning and recognise talent, and to support service delivery improvements. This has since been implemented.

#### Department structure and reporting lines for the 2016-17 reporting period





**Planning service staffing structure for the 2016-17 reporting period**



3.2 In October 2015, the Welsh Government increased planning application fees and the (then) Minister wrote to all Local Planning Authorities setting out an expectation that the additional income is reinvested in the planning service. As recognised by the Welsh Government, application fee income covers only approximately 60% of the costs of delivering the Development Management service. In Monmouthshire, the additional planning fee income anticipated in 2016/17 was proposed in part (£40k) to be used to reduce the net cost of the planning service, and in part (£30k) be invested in service improvements by making permanent a temporary Support Officer post and by creating an additional 0.5FTE Development Management post. This change was fully implemented in 2016/17. See 3.3 below for further discussion on budgets.

**Links with other Council projects**

3.3 There are a number of wider corporate activities that impact upon the planning service, or that the planning service supports and/or shapes:

3.3.1 Budget management

Local Government budgets have been heavily cut over recent years, and the planning service has had to make savings in the same way as all other unprotected services. This has comprised a combination of reduced expenditure, increased income budget lines, and reduced staffing costs. In the two previous reporting periods, the DM team underspent by

around £50k each year through underspends in respect of staff costs (gaps between posts being filled) and the Professional & Specialist Fees budget. In this reporting period, identified budget mandate savings of £40k for DM were not achieved - savings had been anticipated via extra planning application fee income for 2016/17 – see par. 3.2 above; however, application fee income fell from £626k for 2015/16 to £506k for 2016/17 owing to economic conditions. Savings (or increased income) for 2017/18 have been identified via an increase in pre-application advice fees (by £5k), a drive towards a paperless system (reducing printing and copying – leading to savings of £5k), the introduction of new fee earning services (fast track planning applications and pre-purchase / completion certificates, anticipated to earn £4k) and a reduction in the DM Professional & Specialist Fees element of the budget by £43k. Planning Policy has set budget savings of around £17k for 2017/18, including a reduction in their Professional & Specialist Fees element of the budget.

### 3.3.2 Service improvement/Systems Thinking

The Council has reviewed a number of its services via a Systems Thinking approach. Planning underwent this review between 2010 and 2012, and it is now fully embedded. The review seeks to strip the service back to basic principles: who is the customer, and what is important to them? As far as is possible (for example taking into account legislative requirements), activities that do not add value to the customer are removed.

In terms of the planning service, this has resulted in a high performing, outcome-focussed service. Officers are empowered to make decisions and take responsibility for their caseload from start to end. The outcome focus means that our emphasis is on securing a positive outcome where possible, rather than a focus on arbitrary performance targets. Performance against end-to-end times is monitored via monthly team meetings (also attended by the Head of Planning and Cabinet Member), however this monitoring is in the context that decision speed is only a small part of the wider picture, and is not always important to our customers.

Following the recent management re-structure within the DM service and owing to the degree of change in the planning process and how customers access and use the service since the first review, the team is engaging in a systems thinking 'refresh' or revisit to refocus on where waste is occurring in our systems and where primary causes of variation are taking place so that these can be addressed and resolved, leading to a better customer experience. An Area Manager and senior DM officer have agreed to lead on this from autumn 2017 and this will take place in tandem with the introduction of our new planning application processing software which is anticipated to reduce waste created by the existing, inefficient software system.

### 3.3.3 Development Team approach

A fee-paying pre-application advice service was introduced in late 2013 which has been well received by customers and is now embedded. The service was reviewed this year in response to customer feedback and to align with the new mandatory pre-application service introduced in March 2016. This service includes offering a Development Team approach, which seeks to provide an integrated, round-table multi-disciplinary approach to pre-application enquiries. This has helped build positive relationships with other service areas,

and help all parties to understand each other's objectives and priorities, leading to better outcomes.

During this reporting period, we determined 179 applications where the applicant had engaged in pre-application advice (in total we responded to 503 requests for pre-application advice):

- 94% were determined within the agreed timescale, which is better than performance on applications that did not go through the pre-application advice service (88%);
- 61% (109) were determined within 8 weeks and it is accepted that there is scope for considerable improvement as this figure has fallen since the previous year by 8%);
- 98% were approved. There were 4 applications that received pre-app that were subsequently refused. Three of these four applications did not follow the officer advice given at pre-application stage (although one of these applications that was refused has since been allowed on appeal) and one was refused by Members at committee, contrary to the officer recommendation for approval.

In 2016/17 we were one of three pilot Authorities, trialling the involvement of Ward Members in pre-application discussions. Design Panels involving the Planning Committee Chairman, Vice-Chairman and a senior Planning Committee member together with the local ward member were arranged to discuss major proposals in Abergavenny, Caldicot and Monmouth. The first led to positive dialogue and engagement, and also amendments being made to the design proposals at a relatively early stage in the process, followed by a successful outcome at Committee. The other proposals are awaiting determination.

As part of the systems thinking revisit referred to in 3.3.2 above, it is intended to review our pre-application advice service to see how we can make this more effective for the customer and improve the timeliness of our responses. This is particularly important as we are looking to put in place fast track services for more complex proposals that will necessitate the Development Team approach. The Development team approach is valued by customers as it provides a comprehensive service but it is more challenging to organise given the number of different officers involved.

#### 3.3.4 Best practice benchmarking

We are involved in various regional and all-Wales working groups, which provide an important forum for identifying, learning from and sharing best practice, while recognising Monmouthshire's uniqueness. These groups include:

- Planning Officers' Society for Wales (POSW) (meeting of all Chief Planning Officers from Welsh LPAs; POSW is involved in benchmarking work among all Welsh local planning authorities undertaken for WG by the Planning Advisory Service (PAS) to understand the costs of running a planning service more accurately and comparably than CIPFA data. Monmouthshire's Head of Planning, Housing and Place-shaping was the POSW Chairman for this reporting period;
- South East Wales branch of POSW (POS-SEW), which is newly formed;
- South East Wales Strategic Planning Group (SEWSPG) (meeting of planning policy lead officers from the ten SE Wales LPAs and the Brecon Beacons National Park).

Monmouthshire and Newport Councils jointly chaired this group during this reporting period, with Monmouthshire becoming the Chair Authority in January 2017;

- South East Wales Heritage Forum. Monmouthshire's Heritage Manager chaired this group during this reporting period.
- South Wales Enforcement Forum
- South Wales Development Management Group (meeting of the South Wales Development Management lead officers)

An informal group of DM officers and managers from the former Gwent Local Planning Authorities has started meeting to share best practice and procedures in the light of new regulations coming into force. The objective is to discuss consistency on a more manageable basis, and feed learning back to all LPAs in Wales.

Monmouthshire's Head of Planning, Housing & Place Shaping sat on the Welsh Government's Positive Planning Advisory Group representing all Welsh Local Planning Authorities working alongside the private sector, Royal Town Planning Institute, Welsh Local Government Association and Welsh Government to co-ordinate the identification, promotion and dissemination of best practice.

In addition, we hold monthly liaison meetings between the Planning Policy and Development Management teams to disseminate policy changes at national and strategic levels, to understand corporate strategies and to aid interpretation and implementation of the recently adopted Local Development Plan. This has provided a valuable forum to ensure a cohesive and consistent planning service is provided.

### 3.3.5 Asset Management

In response to budget pressures, in addition to a wider desire to use our assets responsibly, the Council is undergoing a process of reviewing its estates portfolio and where appropriate, disposing of those assets. The planning service plays a key role in enabling best use of/return from those assets. As an example, planning permission has been granted for a solar farm on one of our own County farms. The revenue from energy generation can be reinvested into providing valuable services to our citizens.

The Local Development Plan includes four Council-owned sites as housing allocations. During this reporting period, a planning application has been approved for Coed Glas, Abergavenny while in June 2017 the Council's Planning Committee approved the proposed development at Rockfield Farm, Undy; pre-application community consultation was undertaken in relation to Crick Road, Portskewett.

### 3.3.6 21<sup>st</sup> Century Schools

The planning service continues to play a key role in advising on and enabling the delivery of replacement school buildings as part of the 21<sup>st</sup> Century Schools project. The aim of this project is to give our young people the best possible start in life, and give them the best possible range of opportunities by the time they leave school. Construction has commenced on Caldicot and Monmouth comprehensive schools (approved in 2014 and 2015 respectively).

### 3.3.7 Well-Being Plan

There are four well-being objectives being finalised as part of the Council's Well-Being Plan, two relating to people and two relating to place:

People/Citizens:

- Provide children and young people with the best possible start in life
- Respond to the challenges associated with demographic change

Place/Communities:

- Protect and enhance the resilience of our natural environment whilst mitigating and adapting to the impact of climate change.
- Develop opportunities for communities and businesses to be part of an economically thriving and well-connected county.

In tandem with the Well-Being Act and the emerging Plan the Council's Planning Service is committed to securing sustainable development in the public interest for the good of the County's citizens and its environment.

### 3.3.8 Local Transport Plan and Active Travel

We contributed towards the Council's Local Transport Plan in the previous reporting period, and will continue to work with colleagues to help enable delivery of the identified priorities and compliance with the Active Travel Act, whether this be via LDP allocations, planning application decisions or securing planning contributions.

### 3.3.9 IT improvements and 'channel shift'

The Council has a shared IT resource with Torfaen and Blaenau Gwent Councils, and through this is working towards implementation of a new planning back-office system. Collaboration on reporting functions and training has been undertaken with Torfaen Council. Setting up the new system has been very resource intensive but we aim to 'go live' in October 2017.

The planning service is a key frontline service in terms of visibility and customer access. We have already introduced agile working and electronic document management, and work has been undertaken to improve our website to improve the ability of customers and stakeholders to self-serve where possible, as well as to comply with the Welsh Language Measures.

In 2017/18 we aim to improve the planning applications search functions on our website to allow customers to self-serve more easily. We have also moved towards a paperless office, resulting in printing and postage savings. Going forward we would like to scan old microfiche records so that these are also available via our website, however this is prohibitively expensive at present.

#### **Operating budget**

3.4 The operating budget for the service is shown below together with the changes from last year:

	Costs	Income	Net Cost	Change
--	-------	--------	----------	--------

<b>2013-14</b>	£1,648,800	£601,200	£1,047,600	
<b>2014-15</b>	£1,397,400	£614,900	£782,500	-£265,100 (-25%)
<b>2015-16</b>	£1,360,500	£669,900	£690,600	-£91,900 (-12%)
<b>2016-17</b>	£1,363,600	£572,000	£791,600	+£101,000 (+15%)
<b>2017-18*</b>	£1,426,200	£694,000	£719,600	-£78,500 (-10%)

\*Budgeted figures are shown for 2017-18, actual figures are shown for the other years

- 3.5 The two main costs for the service are staff costs and the LDP budget (money is transferred from the above budget to sit in an LDP reserve, built up to fund the next LDP). Income is generated by planning application fees and pre-application advice (the latter amounted to approximately £44,000 over 2016/17).
- 3.6 For 2016/17, planning application fee income had been estimated to rise slightly, given the life cycle of the Local Development Plan and the drop in housing land supply below 5 years'. However, this has not been borne out, possibly in part owing to the new Welsh Government regulations requiring a mandatory Pre-application Community Consultation process for major applications; the impact of Brexit which has caused some economic nervousness and uncertainty in terms of investment as well as lending by banks; the lack of supply caused by skills shortages in the construction industry; the smaller number of volume house builders operating in South Wales (and thus their lack of flexibility to develop several major sites across South Wales concurrently); and challenges regarding the viability of sites allocated in the LDP, not anticipated at the adoption stage.
- 3.7 In addition, new regulations are in force allowing applicants to claim a fee refund if their application is not determined within 16 or 24 weeks of validation, or within 8 weeks or 16 weeks of an agreed deadline for household or other applications respectively. Every effort will be made to avoid incurring fee refunds, and where extended deadlines are not agreed by customers, it is likely that applications will have to be refused without further negotiation. This is not the outcome-based focus that we strive to achieve, but is unavoidable if customers will not agree time extensions. No refunds have been paid to date.
- 3.8 An additional permanent 1.1 FTE (a 0.6 FTE and a 0.5 FTE) DMO capacity has been put in place to deal with the upturn in applications that has taken place in recent years. The fixed term Landscape Officer post, created for 2015-16 was renewed for a further 12 months to ensure our new Green Infrastructure supplementary planning guidance is integrated into the planning application process as well as assisting the Heritage Team in responding to consultations for developments in conservation areas.
- 3.9 Research by the Welsh Government identifies that application fees recover approximately 60% of the cost of dealing with planning applications, although work is currently being undertaken with the Planning Advisory Service to provide a more accurate picture of cost recovery across all Welsh planning authorities. Additional costs are incurred through the work involved in the statutory Development Plan, and via other services such as enforcement and heritage management. Increased planning application fee income is not ring-fenced to the planning department as such, however budgeted increases in income are

used to reduce the net cost of the service to the Council. In-year windfall extra income is used to balance the Council's budgets and offset overspend in other services. Conversely as was the case during 2016/17, underspend in other services was used to offset planning's under-recovery of income, when economic and other circumstances resulted in a sudden drop in fee income, as explained in par 3.6 above.

- 3.10 Application fee income has fluctuated significantly over recent years, and this poses a challenge for budget management going forward. Fee income is heavily influenced by the wider economy, for example house-building (which itself is affected by mortgage lending and development viability) and other funding streams (for example the feed-in tariff for renewable energy schemes).

	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
<b>Budgeted fee income</b>	£462k	£473k	£490k	£525k	£633k	£668k	£694k
<b>Actual income</b>	£375k	£415k	£596k	£584k	£664k	£560k	

#### **Staff resources**

- 3.11 Staffing levels for the reporting period are shown in the chart at paragraph 3.2 above. Staffing levels in the planning service reduced by 5.2FTE between 2013 and the end of 2015/16. Workload increased during this same period (see table at paragraph 4.2). It was been recognised that resources were stretched too thinly and additional fee income was invested in employing a 1.0FTE fixed term Senior Landscape and Green Infrastructure Officer in 2015, a 0.6FTE fixed term DM Officer and a 1.0FTE fixed term Business Support Officer. During 2016/17 the 0.6FTE DM Officer was made permanent, an additional 0.5FTE DM Officer has been recruited, and the 1.0FTE Business Support Officer was made permanent (including upskilling the post-holder to enable her to deal with a caseload of minor applications). Measures were also prepared to adjust management responsibilities to increase capacity in DM (responding to staff feedback for more the need for more day-to-day management in 1:2:1s) creating a new post of DM Area Management (Central & South areas) and re-designating the Planning & Enforcement Manager's post as the other Area Manager (covering the North DM team and the Enforcement function). This also allows succession planning enabling the Planning & Enforcement Manager to work three days per week under the basis of flexible retirement. Within the Policy team, one of the part time (0.5FTE) Policy Managers left the Authority during this period and has been replaced by a full time Policy Manager from within the existing team while the remaining part time manager (who is also undertaking flexible retirement) takes on a more specialised role focussing on CIL and s106 issues.
- 3.12 For the reporting period, sickness levels were low, with an average of 1.74 days per colleague lost due to sickness in DM and 0 days within Planning Policy. Team morale is good despite work pressures, including implementation of the new planning data base software.
- 3.13 Training and development opportunities provided for colleagues during the reporting period include interpreting LDP policy on affordable housing financial contributions and Green Infrastructure (the combined approach to landscape, biodiversity and ecology). This is in addition to in-house development opportunities provided via Development Management

and Planning Policy Liaison Meetings. External training and development opportunities included attendance at events run by Frances Taylor Building Law on recent legal changes in planning law and the RTPI Wales Planning Conference, June 2016. Training for all officers included in-house biodiversity training and reviewing our Environmental Impact Assessment screening process with assistance from Newport City Council. Design tours were held for Planning Committee Members in Autumn 2016 and Spring 2017 and a separate visit for officers took place to view a variety of recent developments around the County as well as housing developments in Newport at Loftus Gardens and on the Usk waterfront to learn what has worked well and what could be better next time. A joint Member - Officer seminar was held on Understanding and Achieving Good Design led by the Design Commission for Wales (with a follow up to be arranged for the next reporting period on new housing layouts). Training regarding an introduction to engaging with the planning process for the new intake of community and town councillors (following the May 2017 local elections) was led by Planning Aid Wales, and attended by managers within DM.

3.14 100% of colleagues have had an annual appraisal during the reporting period.



## 4.0 YOUR LOCAL STORY

### Workload

#### 4.1 Key projects during the reporting period included:

- Using Twitter [@MCCPlanning](#) to increase community awareness and opportunities for engagement, for example by tweeting Committee agendas, links to Planning Committee webcasts, the receipt of major applications, and key consultation for example SPG;
- Providing a Report It function on our web pages to enable customers to report potential breaches of planning control to our enforcement team;
- Recruiting two new colleagues within the Heritage team to fill vacancies to ensure that team's busy caseload is managed effectively;
- Adopting SPG on Primary Shopping Frontages;
- Working with Glamorgan Gwent Archaeological Trust to review the Archaeologically Sensitive Areas within the County, to reflect the significant archaeological interest in areas outside the current ASAs and provide greater certainty to all parties;
- As part of a WG initiative, piloting Member involvement in the pre-application advice process for major planning applications;
- Securing planning permissions for two of the LDP's strategic housing sites at Sudbrook and Coed Glas (Abergavenny), as well as allocated housing sites at Pwllmeyric, Shirenewton and Penallt, together with approval of a new foodstore on the former Cattle Market site at Abergavenny.
- Reported to Economy and Development Select Committee on the LDP tourism policies and the extent to which they support glamping and other growth sectors that are important to our tourism economy. An officer working group was established to clarify policy interpretation and develop SPG to assist officers and customers;
- Working with a Building Preservation Trust to seek to secure the restoration of a Listed Building at Risk including a CPO;
- Updating our Scheme of Delegation and Pre-application Advice service to reflect new legislation that came into force in March 2016;
- Bedding in and implementation of the Green Infrastructure SPG. This SPG is the first of its kind in Wales, and has broken new ground to fill an identified gap in guidance for developers and planners. There is considerable interest in the new SPG from stakeholders, including the Welsh Government and Natural Resources Wales and other local authorities. Crucially, it is having a tangible positive influence on Monmouthshire's landscapes and GI assets by encouraging higher quality planning applications. A review of 25 planning applications has been undertaken to evaluate the effectiveness of the SPG which has quite clearly showed the added value, as well some challenges/lessons to be learnt. The Green Infrastructure and Countryside and Planning Policy teams collaborated in the development of the SPG; it was subsequently submitted for the Landscape Institute Awards in November 2015 where it was "Highly Commended" with judges commenting that it is; "A practical and very comprehensive tool to encourage consideration and application of Green Infrastructure in planning." It was also a shortlisted finalist for the 2016 RTPI Wales Planning Awards.
- Review of tourism Destination Management Plan to ensure it reflects our needs and increases the competitiveness of Monmouthshire as a year round sustainable tourism destination to grow the economic, environmental and social contribution of Monmouthshire's visitor economy.

- 4.2 Application caseload has reduced slightly since the previous reporting period, however the proportion of applications determined within the agreed deadlines has increased significantly, with a slight increase in the number of applications determined. This improvement has not been at the expense of the outcome, with the proportion of approvals remaining constant at 96%. During 2016-17, 93.5% of applications were determined under delegated powers.

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>Applications received</b>	987	983	1173	1284	1117
<b>Applications determined</b>	874	852	1053	1085	1087
<b>% within 8 weeks or agreed timescale</b>	45%	70%	76%	79%	90%
<b>% applications approved</b>	94%	93%	95%	95%	96%

- 4.3 Of those applications determined during this reporting period that had gone through our pre-application advice service (179 applications – that represented 16% of all application determined), 61% were determined within 8 weeks and 98% (175) were approved. Four applications were refused planning permission. In all except one case the customer was advised at pre-application stage that their proposal was unacceptable. One case subsequently went to appeal and the Planning Inspector allowed the appeal. In the other case the officer recommendation to approve the application was not accepted by Planning Committee and it was refused by Members. No appeal has been lodged as yet. The conclusion is that the pre-application advice service is working well but we need to understand why the service is not always leading to quicker decision making. This will be reviewed as part of the Systems Thinking revisit (Action 1).
- 4.4 Limited meaningful historical trends can be drawn in relation to the enforcement workload due to significant changes to the performance indicator definition since 2014, which changed both the deadline and the definition of when a case is ‘resolved’. However, 2016/17 saw a significant rise in workload, which makes the need to review how we manage demand in this area even more important (Action 3).

#### **Annual Monitoring Report**

- 4.5 The Council adopted its Local Development Plan in February 2014 and our second LDP Annual Monitoring Report (AMR) was submitted in October 2016 to cover the 2015-16 period. Our second AMR identified that although the Plan strategy remains sound, housing delivery is well below target and the strategic housing sites are not coming forward as quickly as anticipated.
- 4.6 For this APR period the Council’s housing land supply was below 5.0 years, at 4.1 years. We now know that the supply (as at 1 April 2017) is 4.0 years. To build the 4500 home target in the LDP, 689 completions are required every year from 2017/19 until 2021. This compares with actual completions over the last ten years averaging approximately 250 dwellings per year. There are three main factors causing this problem: allocated sites have been slow to

come forward and then secure planning permission; external economic factors affecting site viability, consumer confidence and mortgage availability; and issues with the way TAN1 is calculated. As a result of the issue with housing land availability, we are commencing an early LDP review. Non-allocated housing sites are also being looked at on their merits in accordance with national planning policy, and a site at Grove Farm, Llanfoist has been approved by Members within the reporting period. Further non-allocated sites will inevitably come forward in the next reporting periods.

4.7 As at March 2017, the status of the strategic sites is as follows (more detailed information is available in the Council's 2017 JHLAS and AMR):

**4.7.1 Deri Farm, Abergavenny (SAH1):**

Persimmon Homes submitted a full application for 250 residential units in November 2014. Progress with the application has been slower than anticipated due to significant issues relating to site viability (affordable housing provision) and undergrounding of overhead power lines. However, considerable progress has been made with the application during the current monitoring period, with viability issues subsequently resolved, and it is anticipated that the application would be approved during the next monitoring period.

The agreed 2016-17 JHLAS expects the site to deliver 232 units within the 5 year period with first completions in 2018/19.

**4.7.2 Crick Road, Portskewett (SAH2):**

Council owned site allocated for 285 residential units and 1 ha of serviced land for business and industrial development. A master planning consultation exercise to consider various options for the site was undertaken during the previous monitoring period. Further advancement, including pre-application meetings, has been made with the proposal over the current monitoring period and it is anticipated that the planning application would be submitted and determined during the next monitoring period.

The agreed 2016-17 JHLAS expects the site to deliver 240 units within the 5 year period with first completions in 2018/19.

**4.7.3 Fairfield Mabey, Chepstow (SAH3):**

The landowner submitted an outline application (DC/2014/01290) in October 2014 for up to 600 residential units (350 to be delivered within the Plan period), commercial space including offices and workshops (Use Class B1) and small scale retail/food and drink floorspace (Use Classes A1 and A3) and multi-functional green and blue open space. Progress with the application has been slower than anticipated due to various matters, including highways issues (Welsh Government Highways Division had a holding objection on the application for 18 months). However, considerable progress has been made with the application during the current monitoring period, with outstanding issues subsequently resolved. The planning application has since been approved (i.e. during the early part of the next monitoring period) and is awaiting completion of the legal agreement.

The agreed 2016-17 JHLAS expects the site to deliver 170 within the Plan period with first completions in 2019/20.

#### **4.7.4 Wonastow Road, Monmouth (SAH4):**

Outline permission was granted for up to 370 dwellings and 6.5 ha of employment land in December 2014. The site developers (Barratt/David Wilson and Taylor Wimpey) submitted a reserved matters application (DC/2015/00392) for 340 units which was granted permission during the last monitoring period, with the first completions recorded on the site during the current monitoring period (21 completions).

The overall LDP site allocation is for a total of 450 units. The additional units relating to this allocation are to be delivered as an extension to the site at Drewen Farm. An application for this element of the site has not yet been submitted. This part of the site is effectively land-locked until 2019 when the Barratt David Wilson development is sufficiently progressed to allow access through. However, discussions are ongoing in relation to the possibility of providing an alternative access for construction traffic to enable the site to be developed more quickly.

The agreed 2016-17 JHLAS expects the site to deliver 450 units within the Plan period.

#### **4.7.5 Rockfield Farm, Undy (SAH5):**

Council owned site allocated for 270 residential units and 2 ha of serviced land for business and industrial use. Progress with the site has been slower than anticipated due to various issues, including archaeology. However, significant headway has been made during the current monitoring period with an outline application (DC/2016/00883) for 266 units and 5,575 sq. m of employment land (B1 use) submitted to the Council and the application substantially advanced. The site is yet to be marketed. The planning application has since been approved (i.e. during the early part of the next monitoring period) and is awaiting completion of the legal agreement.

The agreed 2016-17 JHLAS expects the site to deliver 190 units within the 5 year period with first completions in 2018/19.

#### **4.7.6 Land at Vinegar Hill, Undy (SAH6):**

Site for 225 residential units, linked to the adjacent Rockfield Farm site and was expected to progress in tandem. However, the developer has not yet submitted an application and there has been limited no meaningful progress over the current monitoring period.

The agreed 2016-17 JHLAS expects the site deliver 120 units within the 5 year period with first completions in 2019/20.

#### **4.7.7 Former Paper Mill, Sudbrook (SAH7):**

Full planning application (DC/2015/01184) was submitted by Harrow Estates (Redrow confirmed as the developer) in October 2015 for 212 residential units (192 market and 20 affordable units). There had been a number of site viability issues associated with this application meaning that progress with the application has been slower than anticipated. However, these issues were subsequently resolved and the application was approved during the current monitoring period (November 2016) and site clearance commenced.

The agreed 2016-17 JHLAS expects the site to deliver 150 units within the 5 year period with first completions in 2017/18.

- 4.8 The AMR highlights issues surrounding the delivery of affordable housing, and developers continue to raise viability issues on some of the strategic housing sites above. This is a Wales-wide issue. The Council's approach to viability debates has now been established, and the links between a project management approach to these applications with LDP delivery are understood.
- 4.9 In October 2015 the Council's Economy and Development Select Committee scrutinised the LDP's impact on enabling tourism-related development. As stated above, the tourism industry forms a key part of the County's economy and links directly to what makes Monmouthshire distinctive. This scrutiny identified a need to produce Supplementary Planning Guidance to clarify for customers and officers how the LDP supports different types of tourism development, and also identified a need for future revisions to the policy to allow greater flexibility for agricultural diversification for tourism purposes. The SPG has been drafted for consultation, with a report scheduled for the Council's Economy & Development Select Committee in October 2017.

#### **Service Plan priorities for 2016-17**

- 4.10 The Service Plans for the Development Management and Planning Policy areas identified the following priority actions:
- Review the pre-application advice service to verify it is adding value, reducing waste and is valued by customers. The increase in our bespoke service fee rates was approved over the reporting period and take up has been strong over 2016/17 with fee income increasing by £5,600 compared to 2015/16. The performance has been good over this reporting period with 98% of applications that stemmed from pre-application advice approved, although the timeliness of some pre-application advice responses has been beyond our service standards. The review of our pre-application advice service will remain as a standing item and will be undertaken in 2017/18 as part of the Team's systems revisit.
  - Improve web site experience for our customers. The new Planning Committee public speaking protocol was added to the team's web pages, as were revisions to the pre-application advice service; the 'Report It' function was also established to help customers report enforcement complaints.
  - Implement LDP policies and seek to deliver the Plan's objectives and strategy. This priority is on-going;
  - Prepare, consult and adopt Supplementary Planning Guidance (SPG). A programme for the preparation of SPG, including prioritisation between different policy areas to reflect available resources was adopted by Planning Committee. SPG has been adopted relating to Primary Shopping Frontages while work is on-going on Landscape SPG and Tourism Policy;
  - Work towards adopting a Community Infrastructure Levy. The CIL Draft Charging Schedule was completed during the 2016-17 monitoring period. The findings of the national CIL Review were also published during the 2016-17 monitoring period which recommended fundamental changes to the CIL process. Consequently, the implementation of CIL in Monmouthshire has been deferred pending the outcome of the Government's response to the CIL Review which is expected during the next monitoring period i.e. Autumn 2017 (the progress of the CIL and any subsequent

implications for the LDP will be given further consideration in successive AMRs where appropriate);

- Cross-departmental working to ensure corporate plans and activities align with the LDP. This priority is on-going, although significant steps have been taken to improve cross-departmental working relationships, including work on s106 agreements, green infrastructure and the City Deal;
- Commence work on the second tranche of draft Conservation Area Appraisals (CAAs). Work on this priority has been delayed owing to staffing pressures, including rising heritage workload and gaps between posts being vacated and then filled;
- Implement a replacement IT data base system with planning application, enforcement and appeals modules. This priority is on-going. The system is due to 'go live' in Autumn 2017.

### **Local pressures**

4.11 Key local pressures include:

- Enabling delivery of the County's housing needs: bringing forward allocated LDP sites; site viability; achieving good planning decisions, creating sustainable communities and maintaining a five year housing land supply;
- Adopting and implementing CIL;
- Securing timely consultation responses from consultees, both internal and external;
- The short lifespan of the adopted LDP and the introduction of the Plan expiry date;
- Constant change caused by successive new legislation, national planning policy and procedures;
- Increasing workload as the economy recovers but stretched staff resources;
- Staff succession planning.

4.12 One of our key challenges is balancing our aim of creating quality places with the numerous national policy and regulatory drivers that are pushing us in the opposite direction. The primary focus of national policy and regulations is on meeting housing number targets. This has negative implications for place-making; because design and place-making are typically given less weight than other material planning considerations, including land supply and viability issues. It is very difficult for a Local Planning Authority to refuse an application on design grounds alone, particularly when they are under pressure to maintain a 5-year land supply and deliver housing targets, coupled with recently introduced Welsh Government Development Management (DM) targets and application fee refunds. These serve to undermine the LPA's position to negotiate better design standards, as developers can use this timeframe to push an LPA into 'making a decision'. Application fees (particularly large housing sites) are the primary income for an LPA.

### **Actions from our previous APR**

4.13 Our 2015/16 Annual Performance Report identified three actions:

**ACTION 1: Work with consultees to seek more timely responses on planning applications.**

**ACTION 2: Streamline enforcement processes following a triage system to reduce the time taken to resolve cases.**

**ACTION 3: Arrange a training seminar on planning enforcement for Town and Community Councils via the new area-based clusters.**

- 4.14 Action 1 was in response to the proportion of applications determined within agreed timescales which was an amber indicator in 2015/16 (79% against a target of 80%). Performance against this indicator has improved significantly (90% of applications were within agreed timescales for the current reporting period). A protocol has been agreed regarding consultation with colleagues on green infrastructure issues, although work is continuing in relation to Action 1 with on-going dialogue with internal consultee departments to seek to identify ways of focussing their stretched resources on priority cases and achieving efficiencies via the pre-application service. This is particularly relevant to the Council's Highways Service, where capacity issues are directly affecting delivery of the Planning service. This issue will be followed up as part of the Systems Revisit for 2017/18.
- 4.15 While our evidence shows that customers prefer a positive outcome than a quick decision, we fully recognise that if customers are going to continue using our pre-application advice service (which streamlines the subsequent stages, improves outcomes and generates fee income), they must receive timely and meaningful responses. In addition, new regulations allow customers to claim an application fee refund if their application is not determined within a given timescale. We can reduce this risk by agreeing extended deadlines, and our response to Action 1 in this respect is working well. Customers, however, will not be willing to agree a time extension if they cannot see a timely conclusion being reached or have previously received poor service.
- 4.16 The key indicator in respect of timeliness of decision-making has moved from amber to green for the 2016/17 reporting period, but the issue will be monitored and acted upon as referred to above via the Systems Revisit.
- 4.17 Action 2 was instigated to improve our Enforcement Team's performance in relation to the measure on the proportion of enforcement cases resolved within 180 days. There is no target set by the Welsh Government for this indicator, although Monmouthshire's performance of resolving enforcement cases within 180 days of receipt has fallen below the Wales average in the last three years.
- 4.20 Our performance against this indicator has declined in this reporting period (it fell from 70% to 64% of cases resolved) and remains below the Welsh average (which has reduced to 73%). It should be noted, however, the workload (both in terms of enforcement breaches reported and cases investigated and resolved) has increased significantly during this reporting period. Monmouthshire's Development Services Manager sits on a performance indicator working group set up by the Welsh Government and the enforcement indicators are being revised in response to concerns about the clarity and value of their current wording. Performance against this indicator fluctuates throughout Wales from 90% to 38%, and gives some doubt that all Authorities are using the latest performance indicator definition. The definitions for the enforcement indicators have now been clarified via work

involving Welsh Government and local planning authorities so that benchmarking data should now be more meaningful.

- 4.21 Work has been undertaken by Swansea County Council, where the Enforcement Manager is taking a lead role throughout Wales in reviewing the enforcement performance indicators and in setting out a good practice guide, which proposes a triage approach to quickly sift out priority cases and complaints where there is no breach or action is not expedient, allowing resources to be focused on the most important work. Swansea has not yet finalised its triage system but Monmouthshire remains interested in this approach, particularly given the substantial increase in enforcement complaints we have received both last year and into 2017/18. This Action is therefore retained and dialogue with colleagues in Swansea will be maintained to help colleagues in our small but important enforcement team deal with the rising demands and expectations on this element of the service.
- 4.22 Action 3 was delayed given the timing of the local elections in May 2017 and thus the election of a new cohort of community and town councillors who would benefit from enforcement related training – this being arguably the most controversial and misunderstood aspect of Development Management. Monmouthshire volunteered as a pilot authority to undertake the training and this is anticipated to be rolled out in 2017/18 once Planning Aid Wales has appointed a new Chief Executive. Thus, this action is retained for the next reporting period.



## **5.0 WHAT SERVICE USERS THINK**

### **What matters to our customers/citizens?**

5.1 Between 2010 and 2012 the Council's planning service underwent a Systems Thinking review. This review sought to strip the function back to first principles: what is important to our customers, and how can waste (actions or procedures that do not add value to the outcome) be eliminated. This evidence-based review has been fully implemented, although part of the Systems Thinking approach requires services to be kept under review and closely monitored.

5.2 This review identified that the following things are important to customers:

- Customers value pre-application advice and advice during the consideration of the application;
- They want officers to be accessible and for there to be open and honest communication;
- They want consistency of pre-application advice and in validation of applications;
- They want Planning Committee to follow the officer's recommendation and value being able to have a dialogue with Members prior to determination;
- They don't want too many conditions attached to decisions, and when conditions are imposed they should be relevant and easy to discharge;
- They value being able to submit an application online and to search for applications and information online; and
- Third parties/stakeholders value being listened to during the application process.

5.3 The service therefore operates with these priorities as guiding principles, shaping behaviour and procedures. The service is committed to having an outcome focus rather than chasing arbitrary performance targets that are not a priority to our customers, although regrettably external drivers do not always support this approach (see paragraph 4.12).

### **LDP survey**

5.4 Following adoption of our Local Development Plan in February 2014, a customer feedback survey was undertaken in November 2014 with 120 responses received. The key headlines from this survey were reported in last year's APR.

### **Planning Applications Customer Survey**

5.5 In 2016-17 we conducted a further customer satisfaction survey (the first was carried out in 2015-16) aimed at assessing the views of customers who had received a planning application decision during the year. An identical survey is used throughout Wales to enable best-practice to be identified. The survey was sent to 434 applicants/agents using Monmouthshire's planning service, 13% of whom submitted a whole or partial response (57). The majority of responses (58%) were from members of the public. 96% of respondents had their most recent planning application approved.

5.6 We asked respondents whether they agreed or disagreed with a series of statements about the planning service. They were given the following answer options:

- Strongly agree;
- Tend to agree;
- Neither agree nor disagree;
- Tend to disagree; and
- Strongly disagree.

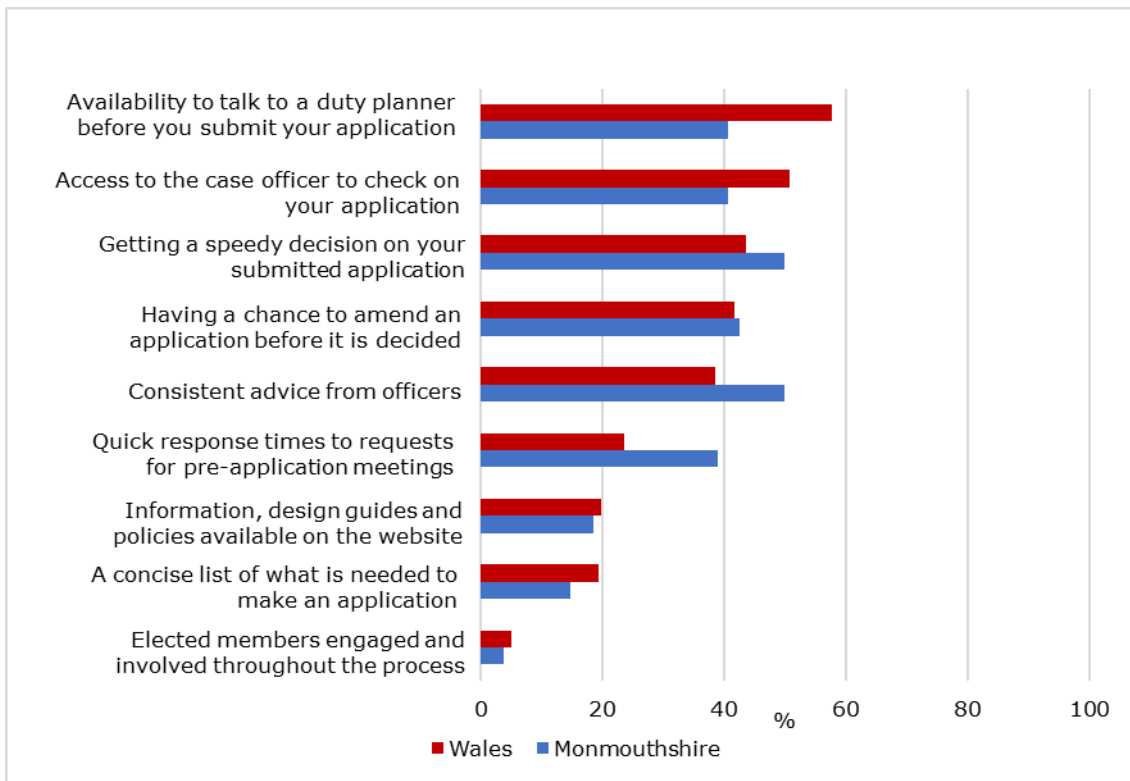
5.7 Table 1 shows the percentage of respondents that selected either ‘tend to agree’ or ‘strongly agree’ for each statement for both our planning authority and Wales.

**Table 1: Percentage of respondents who agreed with each statement, 2016-17**

Percentage of respondents who agreed that:	%	
	Monmouthshire LPA	Wales
The LPA gave good advice to help them make a successful application	80	62
The LPA gives help throughout, including with conditions	61	52
The LPA responded promptly when they had questions	70	61
They were listened to about their application	74	59
They were kept informed about their application	55	51
The LPA enforces its planning rules fairly and consistently	35	52
They were satisfied overall with how the LPA handled their application	73	61

We also asked respondents to select three planning service characteristics from a list that they thought would most help them achieve successful developments. Figure 1 shows the percentage of respondents that chose each characteristic as one of their three selections.

**Figure 1: Characteristics of a good planning service, Monmouthshire LPA, 2016-17**



- 5.8 Direct comparison is not possible because the feedback is from different customers to last year, however overall satisfaction has remained at 73% (as per 2015/16, well above the Welsh average of 61%). A higher proportion of customers this year considered that we gave good advice to help them make a successful application, and that they were listened to about their application.
- 5.9 The indicator where satisfaction had declined related to us enforcing our planning rules fairly and consistently. However, several of the individual complaints on this element were directed at community councils and perceptions about their lack of fairness, rather than the local planning authority itself. Discussion of the customer survey results at a Team Meeting highlighted concerns that the question itself is poorly phrased, and that some respondents may have answered in terms of the enforcement function of the Council and others about the consistent application or interpretation of policy or process in decision-making. The fact that 43% of respondents gave an ambivalent response to this question suggests it needs to be re-expressed.
- 5.10 In order to maximise honest feedback, the survey is completely anonymised, however this means it is not possible to drill down further into responses to better understand what exactly the concern related to and how we can learn from it. We do, however, know that white males aged between 55 and 64 were the least satisfied customers.
- 5.11 In addition to this customer survey, we seek and act upon customer feedback. We have received some feedback during the year and there is a clear message that communication with customers is key to providing a good service. The feedback has been discussed in team meetings and we are working to improve the service we provide. It should, however, be noted that we score above the Wales average on every indicator, except question regarding the enforcing of rules consistently and fairly.

5.12 We also asked respondents to select three planning service characteristics from a list that they thought would most help them achieve successful developments. Figure 1 shows how often each characteristic was selected as a percentage of the total number of selections.

5.13 The top 5 characteristics identified by Monmouthshire's customers as being important are:

- Getting a speedy decision on your submitted application;
- Consistent advice from officers;
- Having a chance to amend an application before it is decided;
- Availability to talk to a duty planner before submitting an application, and
- Access to the case officer to check on your application.

These results illustrate the areas of most importance to our customers and therefore guide how we should focus our resources and attention. These priorities match very closely the customer priorities identified in 2012 as part of the Systems review (see paragraph 5.2).

5.14 Customer feedback has been taken into account when reviewing service delivery, for example when considering the level of duty planning officer service that we are able to sustain. Given the customer feedback, we have sought to maximise the level of service provided.

5.15 Customers also had an opportunity to provide further feedback. Comments received include:

*'Much quicker than other Councils in responding to pre app. Ditto for determination even though there were some objections.'*

*'The advice was very useful and helped me to ensure what I submitted was within the guidelines.'*

*'Officers have to check back with their managers and this can take time.'*

*'Found Elizabeth Bennet to be very helpful and approachable! Great to have someone to discuss matters with, especially when we had such limited self-knowledge on the application process.'*

*'I appreciate that the current planning laws mean a high volume of case files. However having worked in the commercial sector, the LPA's speed of decision feels slow.'*

*'[Amending an application is] Straightforward and simple to do. Also very helpful when you realise you have either missed something out or there has been a change.'*

*'Consistency is sometimes difficult due to the subjective nature of the job. I do not like the imposition of volume figures to determine if an extension is too big, it should be a considered design consideration and if the design is in-keeping. A lot of the officers have different opinions and sometimes this reflects in the design put forward for approval or refusal. Policy accepts a modest extension on a barn conversion but how large is modest? if it works with the building and is of good quality it should be acceptable, the fact that it is 42% bigger and not below 30% should be a true planning decision and not based on percentage figures. Delays can be caused on both sides because of this.'*

5.16 In addition to the above survey, the number of formal complaints and letters offering compliments are recorded. There were seven complaints received over 2016/17, the same as the previous year. None led to Stage 2 Complaint recommendations to remedy justified complaint or to any Ombudsman investigations. Although we receive a significant number of emails from customers thanking the case officer, these are not logged under the corporate system as compliments. We received nine recorded compliments over 2016/17 compared to two over the previous period.

	2012/13	2013/14	2014/15	2015/16	2016/17
Number of Stage 1 formal complaints received	14	17	9	5	5
Number of Stage 2 formal complaints investigations received	8	11	5	2	2
Number of Stage 2 complaints upheld or partially upheld	4 partially upheld	4 partially upheld	3 partially upheld	0 upheld	0 upheld
Number of Ombudsman complaints upheld or partially upheld	2 partially upheld*	1 partially upheld	0	0	0
Number of compliments received	2	3	4	2	9

\*The areas upheld related to the way the stage 2 complaint was conducted by the independent Investigating Officer, not to the planning service/planning decision.

5.17 Overall, customer satisfaction has improved and we rank above the Wales average in every category (except whether we enforce our planning rules fairly), the number of formal complaints received has dropped over the last two reporting periods, with none upheld this year or last. This is an excellent result, but quality customer service continues to be a service and organisation priority so the momentum and desire to improve remain.

## **6.0 OUR PERFORMANCE 2016-17**

- 6.1 This section details our performance in 2016-17. It considers both the Planning Performance Framework indicators and other available data to help paint a comprehensive picture of performance. Where appropriate we make comparisons between our performance with last year's performance and with the all Wales picture.
- 6.2 Performance is analysed across the five key aspects of planning service delivery as set out in the Planning Performance Framework:
- Plan making;
  - Efficiency;
  - Quality;
  - Engagement; and
  - Enforcement.

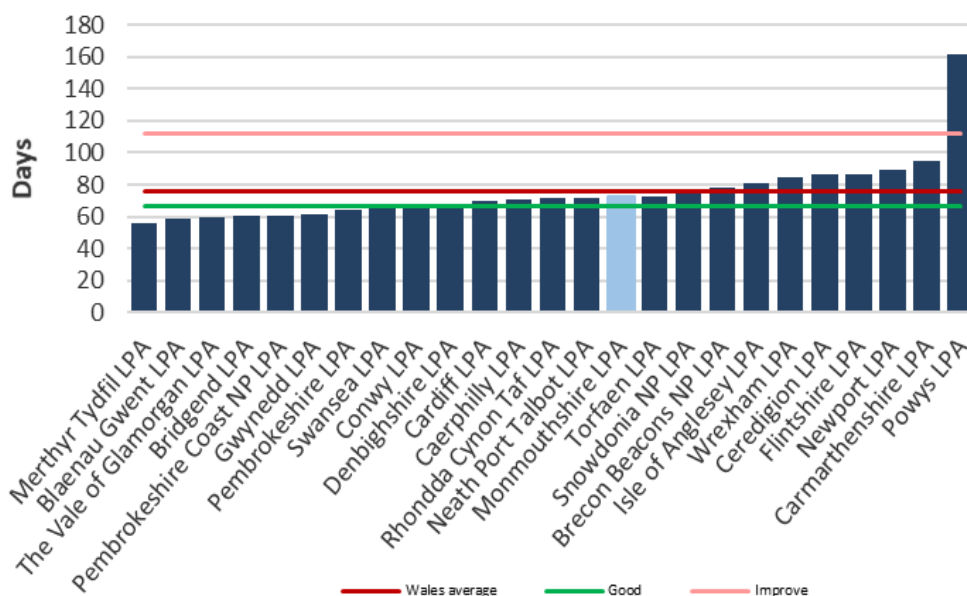
### **Plan making**

- 6.3 As at 31 March 2017, we were one of 22 LPAs that had a current development plan in place. We submitted a second Annual Monitoring Report (AMR) in October 2016 as required, and our third AMR will be submitted during September 2017.
- 6.4 During the APR period we had 4.1 years of housing land supply identified, making us one of 19 LPAs without the required 5 years' supply. We now know that our housing land supply has since dropped to 4.0 years': this is a common theme for Authorities throughout Wales and a matter that requires investigation. Part of the problem is the flawed system in TAN1: the Wles average land supply is 2.9 years yet more LDPs than ever have now been adopted. The flaws in this measure and the detrimental impact on the plan-led system have been repeatedly raised with the Welsh Government, but to no avail. Further commentary on our land supply is provided in the Local Development Plan Annual Monitoring Report.

### **Efficiency**

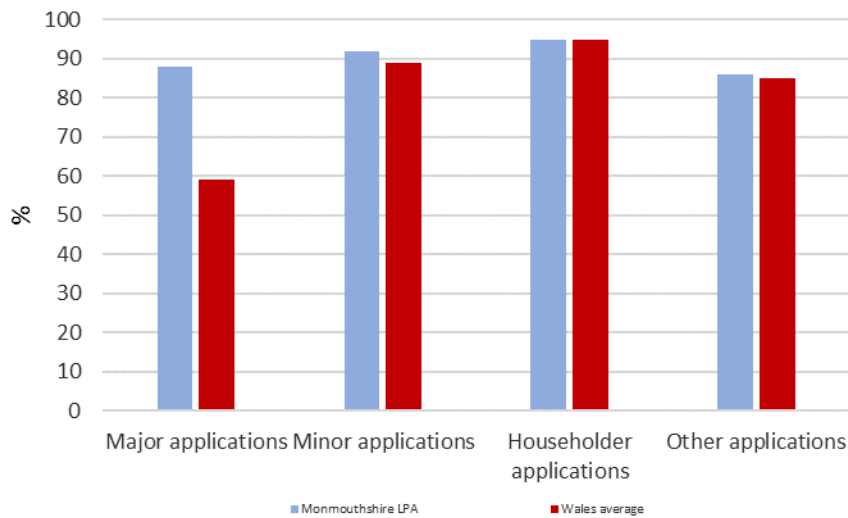
- 6.5 In 2016-17 we determined 1087 planning applications, each taking, on average, 73 days (10 weeks) to determine. This compares to an average of 76 days (11 weeks) across Wales. Figure 2 shows the average time taken by each LPA to determine an application during the year. Given our focus on outcome rather than speed, this is a good achievement and suggests we have struck the right balance between these two objectives. Performance narrowly misses the 'good' target however (73 days against a target of 67 days). There was a slight increase in output compared to last year but a slight worsening in terms of average time taken (1085 applications determined taking an average of 68 days in 2015/16).

**Figure 2: Average time taken (days) to determine applications, 2016-17**



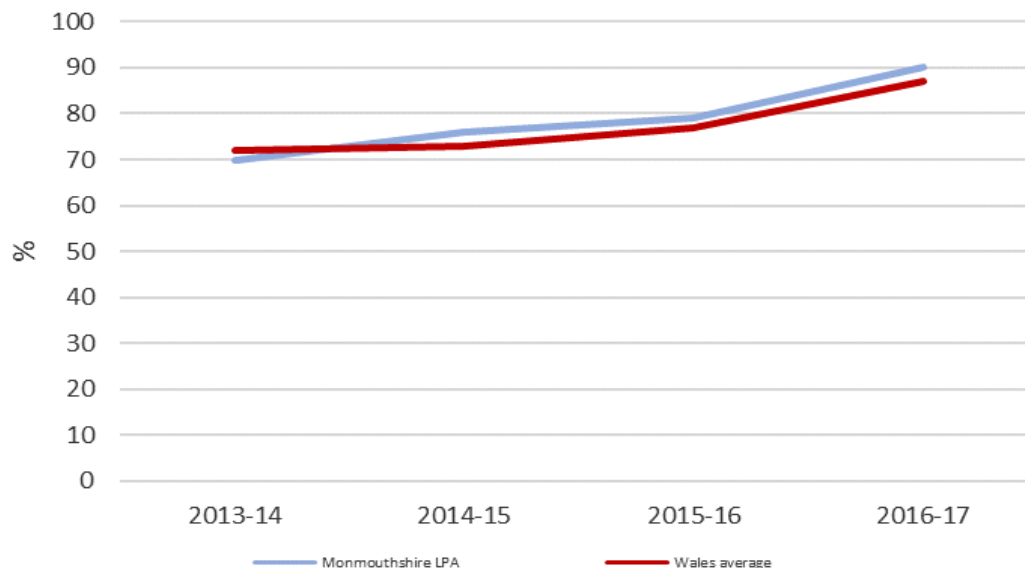
- 6.6 Figure 2 shows the average time taken by each LPA to determine an application during the year. Following engagement with customers and stakeholders, Monmouthshire County Council has made the evidence-based decision that the outcome of planning applications is far more important than the speed of decision-making. Within reason, customers would prefer to continue working with us to secure an acceptable scheme and obtain planning permission, with as few pre-commencement conditions as possible, than simply have a decision made within an arbitrary 8 week deadline. The impact of planning decisions is long-lived and, while it is recognised that timely decisions can assist the economy, developers and investors also seek clarity and certainty and ultimately want planning permission. Our focus is therefore on the outcome, although we still perform better than the Welsh average for end-to-end performance in determining all applications.
- 6.7 90% of all planning applications were determined within the required timescales. This compared to 87% across Wales and we were one of 20 LPAs that had reached the 80% target.
- 6.8 Figure 3 shows the percentage of planning applications determined within the required timescales across the four main types of application for our LPA and Wales. It shows that we determined 95% of householder applications within the required timescales.

**Figure 2: Percentage of planning applications determined within the required timescales, by type, 2016-17**



6.9 Between 2015-16 and 2016-17, as Figure 4 shows, the percentage of planning applications we determined within the required timescales increased from 79% to 90%. Wales also saw an increase this year (87%). This indicates our efforts to work with customers as explained below. Over the same period, the number of applications we received decreased, and the number of applications we determined increased.

**Figure 3: Percentage of planning applications determined within the required timescales**



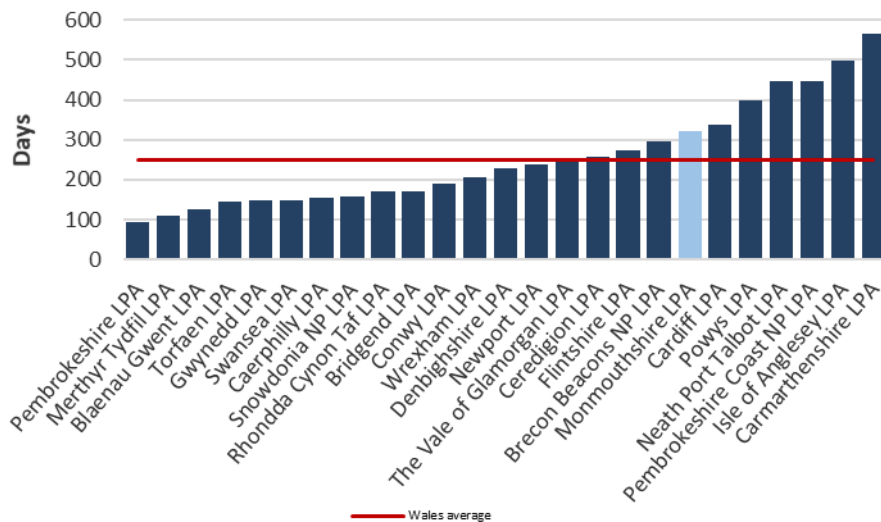
### Major applications

6.10 We determined 17 major planning applications in 2016-17, 6% (1 application) of which were subject to an EIA. Each application (including those subject to an EIA) took, on average, 321 days (46 weeks) to determine. As Figure 5 shows, this was longer than the Wales average of



250 days (36 weeks). On analysis of this figure, it emerges that there were two long-standing applications at St Maur’s and Moun-ton Road, Chepstow. If these two are excluded the average time to determine the remaining major applications falls to 145 days, well below the Welsh average of 250 days, and is more of a reflection of our performance in dealing with major applications over the previous reporting period (121 days).

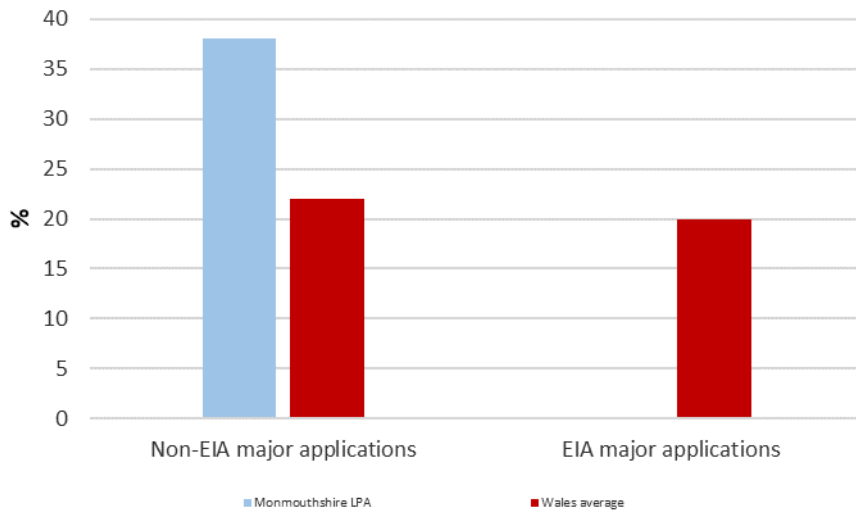
**Figure 4: Average time (days) taken to determine a major application, 2016-17**



6.11 88% of these major applications were determined within the agreed timescales, the fourth highest percentage of all Welsh LPAs.

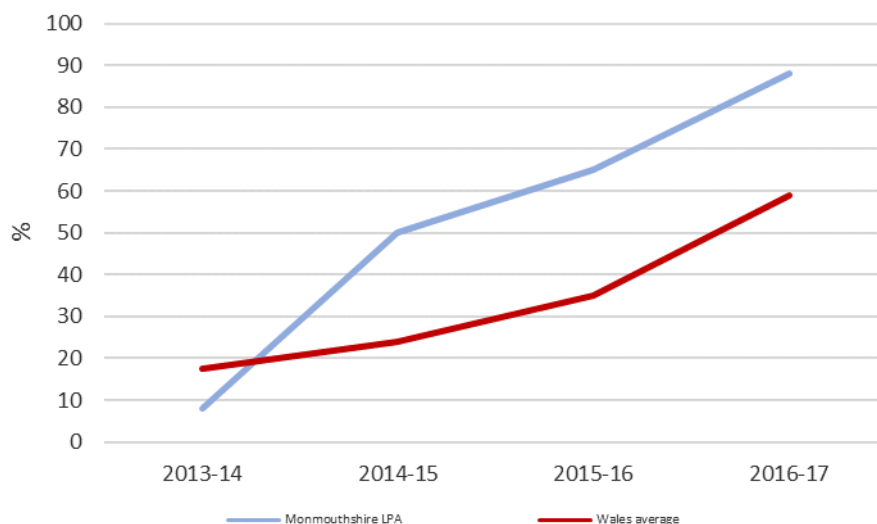
6.12 Figure 6 shows the percentage of major applications determined within the required timescales by the type of major application. 38% of our ‘standard’ major applications i.e. those not requiring an EIA, were determined within the statutory 8 week deadline, well above the Welsh average of 23%.

**Figure 5: Percentage of Major applications determined within the statutory timescales during the year, by type, 2016-17**



6.13 In addition we determined 82% of major applications within an agreed extended timescale during the year. Since 2015-16 the percentage of major applications determined within the required timescales had increased from 65%. In contrast, the number of major applications determined decreased while the number of applications subject to an EIA determined during the year increased. Figure 7 shows the trend in the percentage of major planning applications determined within the required timescales in recent years and how this compares to Wales.

**Figure 6: Percentage of major planning applications determined within the required timescales**



6.14 It can be seen that we have consistently performed above the Welsh average on this measure since 2013/14. Our particularly strong performance for major applications is due to a combination of an effective pre-application service, and a good working relationship with customers ensuring agreement to an extension of time.

Over the same period:

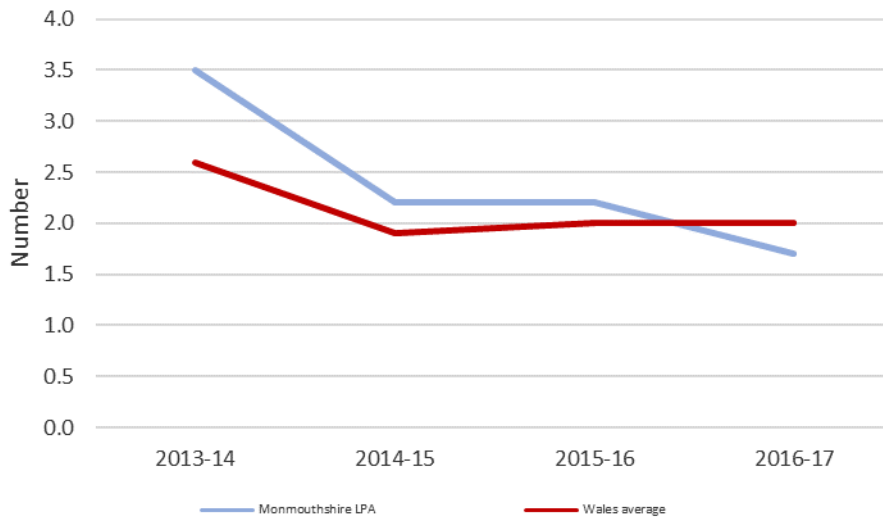
- The percentage of minor applications determined within the required timescales increased from 84% to 92%;
- The percentage of householder applications determined within the required timescales increased from 92% to 95%; and
- The percentage of other applications determined within required timescales increased from 73% to 86%.
- The proportion of respondents to our customer survey who were satisfied overall increased.
- The level of approvals remained high at 96% (over 2015/16 it was 95%)

This shows a very good level of performance over the period.

## Quality

- 6.15 In 2016-17, our Planning Committee made 71 planning application decisions during the year, which equated to 7% of all planning applications determined. Across Wales 6% of all planning application decisions were made by planning committee, meaning our rates of officer delegation are comparable. Unlike most Authorities, Monmouthshire has a Delegated Panel system in operation whereby most applications with between 1 and 4 objections are reviewed by a group comprising the three lead Planning Committee Members. This system works effectively in reducing the number of applications referred to Committee while ensuring interested parties are reassured that their concerns have been heard and reviewed before a decision is made.
- 6.16 7% of the 71 member-made decisions went against officer advice (5 applications). This compared to 11% of member-made decisions across Wales. This equated to 0.5% of all planning application decisions going against officer advice; 0.7% across Wales. The low proportion of Committee overturns is testament to an effective Member-Officer working relationship, the added value of Planning Committee visiting every site before making a decision, and an experienced Planning Committee provided with appropriate development training.
- 6.17 The overturned applications in question related to a mix of developments including a new, contemporary replacement dwelling in a rural setting refused on design grounds (later allowed on appeal) and the conversion and extension of a former gallery in Usk refused because of lack of parking provision (also subsequently allowed on appeal). The three other decisions involved two refusals that were not challenged on appeal and a resolution to approve a hotel scheme at Wyesham (contrary to the officer recommendation to refuse) that has been called in by the Minister owing to flooding issues and is awaiting decision.
- 6.18 In 2016-17 we received 20 appeals against our planning decisions, which equated to 1.7 appeals for every 100 applications received. Across Wales 2 appeals were received for every 100 applications. Figure 8 shows how the volume of appeals received has changed since 2015-16 and how this compares to Wales.

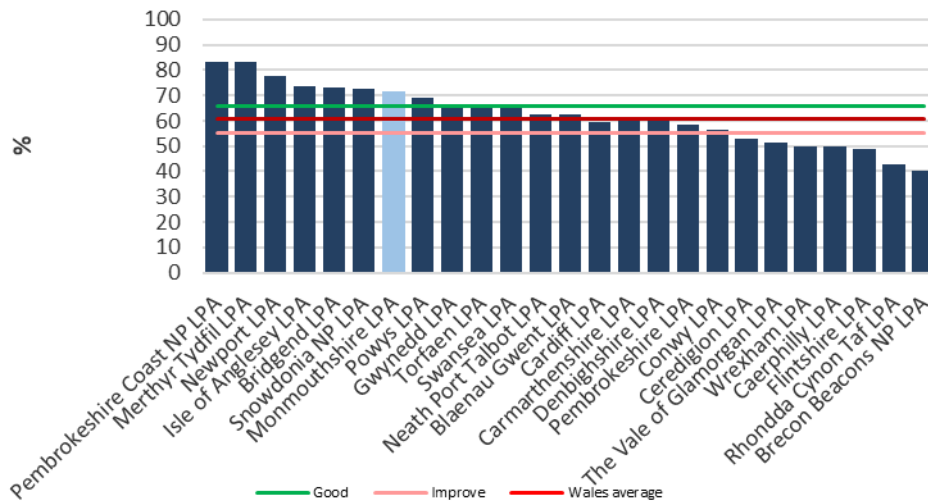
**Figure 7: Number of appeals received per 100 planning applications**



6.19 In 2016-17 we approved 96% of planning applications. This compares to 91% across Wales. This demonstrates our willingness to work with applicants to achieve a positive outcome rather than pursue arbitrary targets.

6.20 Of the 14 appeals that were decided during the year, 71% were dismissed. As Figure 9 shows, this was higher than the percentage of appeals dismissed across Wales as a whole and we were one of 10 LPAs that reached the 66% target.

**Figure 8: Percentage of appeals dismissed, 2016-17**



6.21 During 2016-17 we had no applications for costs at a section 78 appeal upheld.

## Engagement

6.22 We are:

- one of 24 LPAs that allowed members of the public to address the Planning Committee; and
- one of 20 LPAs that had an online register of planning applications.

6.23 As Table 2 shows, 80% of respondents to our 2016-17 customer satisfaction survey agreed that the LPA gave good advice to help them make a successful application, well above the Welsh average, and an improvement on last year's response (69%). These characteristics were recognised by our customers as being important, so it is reassuring that we are performing well on these matters.

**Table 2: Feedback from our 2016-17 customer satisfaction survey**

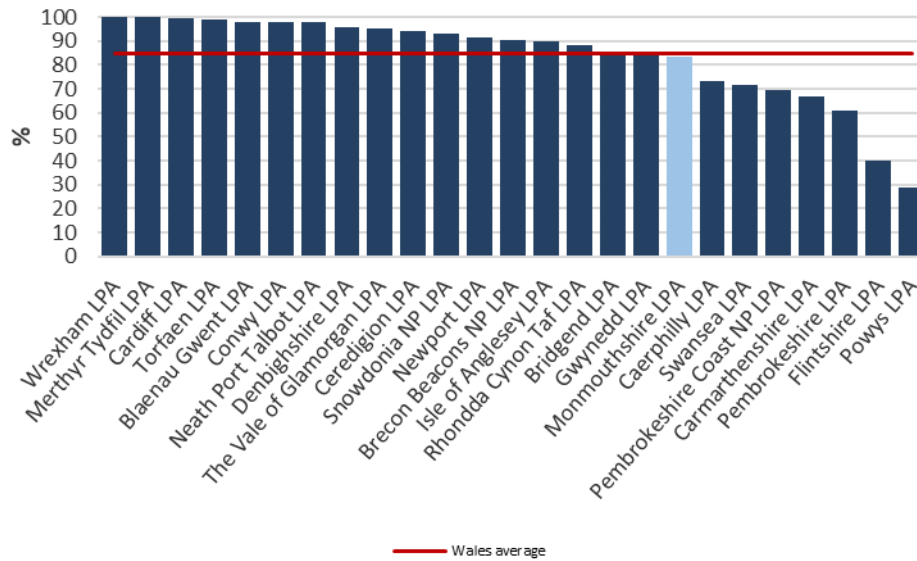
Percentage of respondents who agreed that:	%	
	Monmouthshire LPA	Wales
The LPA gave good advice to help them make a successful application	80	62
They were listened to about their application	74	59

## Enforcement

6.24 In 2016-17 we investigated 484 enforcement cases, which equated to 5.2 cases per 1,000 population. This was the fourth highest rate in Wales. We took, on average, 21 days to investigate each enforcement case. The PI measures the time taken from receipt of a complaint of the alleged breach of planning control to the time taken to investigate and notify the complainant of the outcome and/or intended action as applicable: this could be that there was no breach of planning control, that there is a breach but action is not expedient, or that there is a breach and action is proposed.

6.25 We investigated 83% of these enforcement cases within 84 days. Across Wales 85% were investigated within 84 days. Figure 10 shows the percentage of enforcement cases that were investigated within 84 days across all Welsh LPAs.

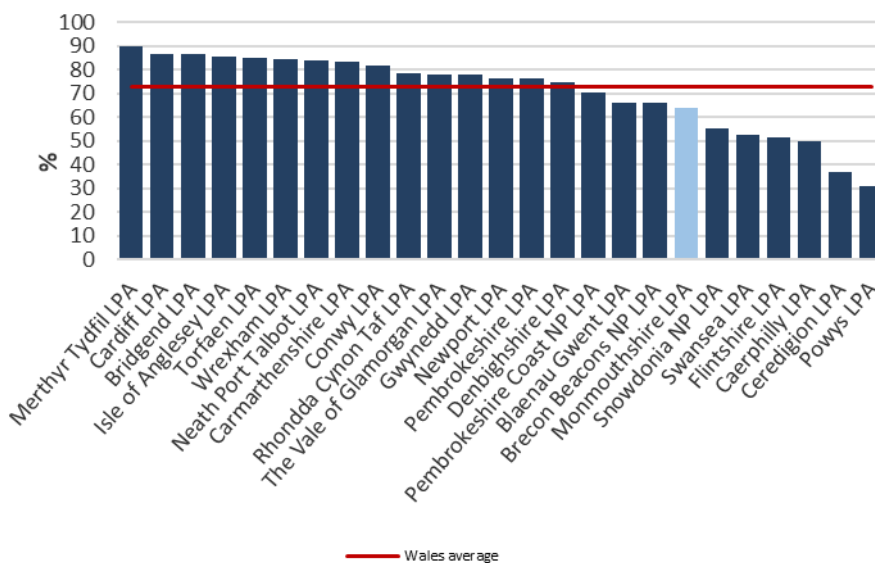
**Figure 9: Percentage of enforcement cases investigated within 84 days, 2016-17**



6.26 Over the same period, we resolved 254 enforcement cases, taking, on average, 227 days to resolve each case (over 2015/16 this averaged at 143 days but significantly fewer cases were resolved - 168 cases). A backlog of older enforcement cases was cleared over the period and there was a significant increase in workload received (484 cases compared to 285 over the previous reporting period) which explains the reduced turnaround for this measure.

6.27 64% of this enforcement action was taken within 180 days from the start of the case (over 2015/16 this stood at 70%). As Figure 11 shows this compared to 73% of enforcement cases resolved within 180 days across Wales. This is one of the areas we wish to improve, as identified in the proposed actions.

**Figure 10: Percentage of enforcement cases resolved in 180 days, 2016-17**



6.28 In the context of the above, and especially given the sharp rise in workload, our performance is considered to be reasonable. However, further action (**ACTION 3** below) is proposed in order to review our enforcement practices and seek to streamline activity through a 'triage' approach being piloted by Swansea City Council. Improved guidance for our communities is proposed to try and better manage expectations, and Planning Aid Wales is being invited to provide a seminar on planning enforcement for our Community Council clusters to help explain the processes, tools and powers available (**ACTION 4**).

## 7.0 FINDINGS AND CONCLUSIONS

7.1 Based on the customer feedback in Section 5 and the performance information in Section 6 and Appendix A, we can be proud of the service we deliver. During this period:

- The proportion of all applications determined within 8 weeks or an agreed timescale increased;
- The proportion of major applications determined within 8 weeks or agreed timescales improved;
- The number of applications we determined increased;
- The number of applications we approved increased;
- Of those applications that had gone through our pre-application advice service, 98% were approved; and
- The proportion of respondents to our customer survey who were satisfied overall was well above the Welsh average.

This shows that, despite a challenging workload, our performance and levels of customer satisfaction have improved and our pre-application advice service is effective.

7.2 A summary table of our performance can be found in Appendix A of the APR. One of the 18 indicators (progress against LDP delivery timetable) is not applicable to Monmouthshire because we have already adopted our LDP. Of the 17 applicable indicators:

- 11 have targets set by the Welsh Government. Monmouthshire’s performance is ranked ‘good’ against eight, ‘fair’ against two and ‘in need of improvement’ against one. The ‘fair’ result relates to the average time taken to determine all applications where our performance (73 days) narrowly missed the ‘good’ target of 67 days and the proportion of Member made decisions against officer advice where the 7% of decisions was just below the 5% ‘good’ target but well above the Welsh average of 11%<sup>1</sup>; the ‘in need of improvement’ measure is the 5 year land supply, the implications of which are discussed in full in the recent Annual Monitoring Report (AMR) for the LDP.<sup>2</sup>
- We performed above or at the Wales average in 13 of the 17 applicable indicators. The indicators for which performance was below Wales average related to i) the average time taken to determine major applications in days, ii) the proportion of enforcement cases investigated within 84 days, iii) the proportion of enforcement cases where action is taken or a retrospective application received within 180 days from the start of the case and iv) the average time taken to take enforcement action. Further commentary on the performance against these measures is set out in Section 6 above.

	Number of indicators
Welsh Government target has been set and our performance is ‘good’	8
Welsh Government target has been set and our performance is ‘fair’	2 <sup>1</sup> (see above)
Welsh Government target has been set and our performance ‘needs improvement’	1 <sup>2</sup> (see above)



No target has been set but our performance is above the Wales average	2
No target has been set but our performance is slightly below the Wales average	3
No target has been set but our performance is significantly below the Wales average	1

7.3 Our performance improved or remained the same against 9 of the 17 applicable indicators, and declined slightly against 5 indicators compared to last year, and declined more substantially in respect of 3 indicators (see table below). However, it should be noted that in most of the cases where performance declined, we remained significantly above the Wales average, and where a target was set by the Welsh Government, we are still ranked 'good' or 'fair', except for one indicator. The only indicator of clear concern is our housing land supply, which has dropped to 4.1 years' supply, below the required 5 year supply. This is discussed in detail in the LDP Annual Monitoring Report (AMR).

7.4 The key areas of declining performance related to:

Indicator	2015/16	2016/17	Wales average	WG target
<b>5 year housing land supply</b>	5.0 years'	4.1 years'	2.9 years'	5.0 years'
<b>Average time taken to determine major planning applications</b>	121 days	321 days	250 days	n/a
<b>Average time taken to resolve enforcement cases</b>	143 days	227 days	201 days	n/a

The issues with our housing land supply are discussed in detail in the LDP AMR. Commentary is provided in par.6.10 regarding the average time to determine major applications: if two outlier applications are discounted, our average is a significantly improved 145 days, well below the Wales average. The primary reason for declining performance against this enforcement indicator is the significant increase in workload this year.

7.5 The main areas of improved performance were:

Indicator	2015/16	2016/17	Wales average	WG target
<b>Percentage of "major" applications determined within time periods required</b>	65%	88%	59%	n/a
<b>Percentage of all applications determined within time periods required</b>	79%	90%	87%	>80%

- 7.6 Customer feedback identified the most valued characteristics of a good planning service as the availability to talk to a duty planner before submitting an application, and having a chance to amend an application before it is decided. This provides further evidence that our outcome focus is what our customers want.
- 7.7 Five actions are identified going forwards.

#### **Speed of determining applications**

- 7.8 90% of applications were determined within agreed timescales, against a Welsh Government target threshold for good performance standing at 80%. The average time taken to determine all applications was 73 days, narrowly missing the 'good' target of 67 days (but below the Welsh average of 76 days). While it is accepted that timely decisions can have economic benefits, of greater importance to investors is clarity and certainty, and our evidence is that, within reason, customers are happy to have a slightly slower decision if it is a favourable one. We therefore place greater importance on securing a positive outcome.
- 7.9 However, this is an area for potential improvement and we are undertaking a 'Systems Revisit' to assess how much waste is in our processes and to understand if there are common themes as to why applications are not being determined within a timely fashion. There should also be reductions in waste in our systems and time savings to be made by the implementation of our new Idox Uniform database for the DM service; thus Action 2 below is identified. Action 5 also overlaps into making our application processing more efficient in that we may be able to identify good practice from the benchmarking exercise being carried out across Wales by the Planning Advisory Service, the results of which are expected in Autumn 2017.

**ACTION 1: Systems Re-visit to improve customers' experience of our service and to improve or end-to-end performance in dealing with pre-application**

**ACTION 2: Roll out training for our new Development Management database software for all Planning Service staff**

#### **Speed of resolving enforcement cases**

- 7.10 The Welsh Government is yet to provide a target for this indicator, however Monmouthshire's performance of resolving 64% of enforcement cases within 180 days of receipt falls below the Wales average of 73%. Moreover, customer feedback and complaints often relate to perceived delays in enforcement cases. These issues are certainly not unique to Monmouthshire, and the problem is at least in part due to a misunderstanding of the powers available to us and/or unrealistic expectations. Performance has declined compared to last year, explained by a sharp rise in enforcement workload (cases to investigate rose by 40%) and the resolution of some older, longstanding cases. There remains, however, scope for further improvement. Consideration will be given to streamlining our processes via a triage approach based on a pilot being developed by Swansea City Council, and arranging Town and Community Council training to improve understanding and better manage expectations.

**ACTION 3: Streamline enforcement processes following a triage system pioneered by Swansea City Council.**

**ACTION 4: Arrange a training seminar on planning enforcement for community and town councils.**

**ACTION 5: Absorb the results of the Planning Advisory Service (PAS) Benchmarking exercise to learn from areas of good practice across Welsh planning authorities and put those into practice, where feasible.**

**Opportunities going forward:**

7.11 The following opportunities for the coming year have been identified as a result of this Annual Performance Report, our LDP AMR and our Service Improvement Plans:

- To improve the speed of responses to pre-application advice requests and determining planning applications via a Systems revisit in order to remove waste from our system and to focus our work on areas valued by our customers (Action 1);
- In tandem with the Systems approach, to use Team meetings and performance reports to drill down into specific areas of workflow and identify where problems exist and why, with a targeted approach to identifying solutions (Action 1);
- To improve the speed with which we deal with enforcement cases via a triage system, and to improve stakeholder understanding of the powers and procedures (Actions 2 and 3, 4 & 5);
- To improve the web site experience for customers and increase the amount of information available via GIS, which would drive out waste and enable channel shift so that more customers can self-serve (Action 1);
- To train up staff to use the more efficient replacement data base for planning applications to reduce waste for staff, including the production of standard letters and monitoring reports (Actions 1 and 2);
- To continue to work towards being a paperless office to reduce printing, copying and postage costs;
- To promote and deliver our new offers including fast track applications, pre-purchase certificates and completion certificates, providing an enhanced customer experience and an increase in income to the Council;
- Collaboration with the Village Alive Trust and interested Preservation Trusts or investors to engage and work with the owners of Listed Buildings on the At Risk register or to acquire them from the current owner;
- Review whether to adopt CIL;
- Adopt SPG to ensure the accurate implementation and interpretation of planning policy, in particular in relation to landscape and design issues;
- Continue with an early review of the Monmouthshire LDP as a result of the need to address the shortfall in the housing land supply and facilitate the identification/ allocation of additional housing land. This will involve the production of a Review Report which will set out and explain the scope of the Plan revision required;

- To identify, implement and/or disseminate best practice via the Planning Officers' Society for Wales or other working groups, including the PAS Benchmarking exercise (Action 5).

7.12 Progress will be measured via our 2017/18 Annual Performance Report, 2017/18 LDP Annual Monitoring Report, and our 2017/18 Service Improvement Plans.

APPENDIX A - PERFORMANCE FRAMEWORK

OVERVIEW

MEASURE	GOOD	FAIR	IMPROVE
<b>Plan making</b>			
Is there a current Development Plan in place that is within the plan period?	Yes		No
LDP preparation deviation from the dates specified in the original Delivery Agreement, in months	<12	13-17	18+
Annual Monitoring Reports produced following LDP adoption	Yes		No
The local planning authority's current housing land supply in years	>5		<5
<b>Efficiency</b>			
Percentage of "major" applications determined within time periods required	Not set	Not set	Not set
Average time taken to determine "major" applications in days	Not set	Not set	Not set

WALES AVERAGE	Monmouths hire LPA LAST YEAR	Monmouths hire LPA THIS YEAR
Yes	Yes	Yes
58	N/A	N/A
Yes	Yes	Yes
2.9 years	5 years	4.1 years
59%	65%	88%
250 days	121 days	321 days

MEASURE	GOOD	FAIR	IMPROVE
Percentage of all applications determined within time periods required	>80	60.1-79.9	<60
Average time taken to determine all applications in days	<67	67-111	112+
<b>Quality</b>			
Percentage of Member made decisions against officer advice	<5	5.1-8.9	9+
Percentage of appeals dismissed	>66	55.1-65.9	<55
Applications for costs at Section 78 appeal upheld in the reporting period	0	1	2+
<b>Engagement</b>			
Does the local planning authority allow members of the public to address the Planning Committee?	Yes		No
Does the local planning authority have an officer on duty to provide advice to members of the public?	Yes		No

WALES AVERAGE	Monmouths hire LPA LAST YEAR	Monmouths hire LPA THIS YEAR
87%	79%	90%
76 days	68 days	73 days
11%	1%	7%
61%	70%	71%
0 cases	0 cases	0 cases
Yes	Yes	Yes
Yes	Yes	Yes

MEASURE	GOOD	FAIR	IMPROVE
Does the local planning authority's web site have an online register of planning applications, which members of the public can access, track their progress (and view their content)?	Yes	Partial	No
<b>Enforcement</b>			
Percentage of enforcement cases investigated (determined whether a breach of planning control has occurred and, if so, resolved whether or not enforcement action is expedient) within 84 days	Not set	Not set	Not set
Average time taken to investigate enforcement cases	Not set	Not set	Not set
Percentage of enforcement cases where enforcement action is taken or a retrospective application received within 180 days from the start of the case (in those cases where it was expedient to enforce)?	Not set	Not set	Not set
Average time taken to take enforcement action	Not set	Not set	Not set

WALES AVERAGE	Monmouths hire LPA LAST YEAR	Monmouths hire LPA THIS YEAR
Yes	Yes	Yes
85%	100%	83%
74 days	16 days	21 days
73%	70%	64%
201 days	143 days	227 days

## SECTION 1 – PLAN MAKING

Indicator	01. Is there a current Development Plan in place that is within the plan period?	
<b>“Good”</b>	<b>“Fair”</b>	<b>“Improvement needed”</b>
A development plan (LDP or UDP) is in place and within the plan period	N/A	No development plan is in place (including where the plan has expired)

<b>Authority’s performance</b>	Yes
The Council adopted its Local Development Plan in February 2014.	

Indicator	02. LDP preparation deviation from the dates specified in the original Delivery Agreement, in months	
<b>“Good”</b>	<b>“Fair”</b>	<b>“Improvement needed”</b>
The LDP is being progressed within 12 months of the dates specified in the original Delivery Agreement	The LDP is being progressed within between 12 and 18 months of the dates specified in the original Delivery Agreement	The LDP is being progressed more than 18 months later than the dates specified in the original Delivery Agreement

<b>Authority’s performance</b>	N/A
The Council has adopted its LDP and therefore this indicator is not applicable.	

Indicator	03. Annual Monitoring Reports produced following LDP adoption	
<b>“Good”</b>		<b>“Improvement needed”</b>
An AMR is due, and has been prepared		An AMR is due, and has not been prepared

<b>Authority’s performance</b>	Yes
The Council’s second AMR was submitted to the Welsh Government in October 2016.	

Indicator	04. The local planning authority's current housing land supply in years	
<b>“Good”</b>		<b>“Improvement needed”</b>



The authority has a housing land supply of more than 5 years		The authority has a housing land supply of less than 5 years
--	--	--

<b>Authority's performance</b>	4.1 years
<p>The 2016 Joint Housing Land Availability Study (JHLAS) was agreed by an independent Inspector in August 2016 and shows that we now have 4.1 years' housing land supply. This matter is considered in detail in the 2016-17 LDP Annual Monitoring Report.</p> <p>A fundamental contributing factor to this shortfall is the slower than expected progression of allocated strategic housing sites, albeit that progress is being made in bringing these sites forward and there is no evidence to suggest that the allocations are not deliverable. Nevertheless, the slower than anticipated delivery rate does suggest that there is a need for additional site allocations. The AMR seeks to address this position with a number of recommendations.</p>	

## SECTION 2 - EFFICIENCY

<b>Indicator</b>	<b>05. Percentage of "major" applications determined within time periods required</b>	
<b>"Good"</b>	<b>"Fair"</b>	<b>"Improvement needed"</b>
Target to be benchmarked	Target to be benchmarked	Target to be benchmarked

<b>Authority's performance</b>	88%
<p>No target has been set by the Welsh Government for this indicator, however Monmouthshire's performance of 88% is well above the Wales average of 59% and also significantly better than last year's achievement of 65%.</p> <p>One of the reasons for improvement over the last two years was the change to the indicator definition. The measure now allows for extended periods to determine applications to be agreed with customers, and provided this agreed deadline is met, the decision counts as 'in time'. These changes reflect the Council's customer and outcome focus, and aligns with our evidenced approach that customers prefer a positive outcome to a quick decision. However, these changes to the performance indicator apply to all LPAs, so the benchmarking remains consistent, and it is clear that Monmouthshire performs very well against this indicator.</p>	

<b>Indicator</b>	<b>06. Average time taken to determine "major" applications in days</b>	
<b>"Good"</b>	<b>"Fair"</b>	<b>"Improvement needed"</b>
Target to be benchmarked	Target to be benchmarked	Target to be benchmarked

<b>Authority's performance</b>	321 days
<p>As above, the Welsh Government has not yet set a performance target for this indicator. This measure declined compared to last year's figure, but closer analysis indicates that performance was affected by two long-standing applications at St Maur's and Mounton Road, Chepstow. If these two applications are excluded the average time to determine the remaining 14 major applications falls to 145 days, well below the Welsh average of 250 days, and is more of a reflection of our performance in dealing with major applications over the previous reporting period (121 days).</p>	

<b>Indicator</b>	<b>07. Percentage of all applications determined within time periods required</b>	
<b>"Good"</b>	"Fair"	<b>"Improvement needed"</b>
More than 80% of applications are determined within the statutory time period	Between 60% and 80% of applications are determined within the statutory time period	Less than 60% of applications are determined within the statutory time period

<b>Authority's performance</b>	90%
<p>90% of all planning applications we dealt with were determined within the required timescales, which is well above the 80% threshold for the 'Good' performance ranking. This compared to 87% across Wales and is an improvement on our performance last year (79%).</p> <p>The improved figure represents a willingness to work with our customers to reach a positive outcome within agreed timescales.</p>	

<b>Indicator</b>	<b>08. Average time taken to determine all applications in days</b>	
<b>"Good"</b>	"Fair"	<b>"Improvement needed"</b>
Less than 67 days	Between 67 and 111 days	112 days or more

<b>Authority's performance</b>	73 days
<p>In 2016-17 we determined 1087 planning applications, each taking, on average, 73 days (just over 10 weeks) to determine. This compares to an average of 76 days (just under 11 weeks) across Wales but narrowly misses the 'good' target of 67 days. Given our focus on outcome rather than speed, this is a very good achievement and suggests we have struck the right balance between these two objectives.</p> <p>This is a very slight increase in output compared to last year but a slight worsening in terms of average time taken (1085 applications determined taking an average of 68 days in 2015/16).</p>	

### SECTION 3 - QUALITY

Indicator	09. Percentage of Member made decisions against officer advice	
"Good"	"Fair"	"Improvement needed"
Less than 5% of decisions	Between 5% and 9% of decisions	9% or more of decisions

Authority's performance	7%
<p>Monmouthshire's performance shows that 7% of Committee decisions go against officer recommendation, which equates to 5 planning application during 2016/17 (over the previous two years there were only two applications determined in such a manner). This compares favourably to the 11% average in Wales and is just below the 5% or less threshold to be rated 'Good'.</p> <p>The previous two years' performance of 1% of applications made contrary to officer advice was unusually low and it is not surprising that the percentage has increased during this reporting period. Provided that Committee decisions are based on good planning judgement and material planning considerations, overturned recommendations are a perfectly acceptable part of the planning process. The difficulty only arises where decisions are made that cannot be substantiated at appeal.</p> <p>The applications in question related to a mix of developments including a new, contemporary replacement dwelling in a rural setting refused on design grounds (later allowed on appeal) and the conversion and extension of a former gallery in Usk refused because of lack of parking provision (but subsequently allowed on appeal). The three other decisions involved two refusals that were not challenged on appeal and a resolution to approve a hotel scheme at Wyesham (contrary to the officer recommendation to refuse) that has been called in by the Minister owing to flooding issues and is awaiting decision.</p>	

Indicator	10. Percentage of appeals dismissed	
"Good"	"Fair"	"Improvement needed"
More than 66% (two thirds) of planning decisions are successfully defended at appeal	Between 55% and 66% of planning decisions are successfully defended at appeal	Less than 55% of planning decisions are successfully defended at appeal

Authority's performance	71%
<p>Of the 15 appeals that were decided during the year, 71% were dismissed. This exceeds the Wales average (61%), our performance last year (70%) and the WG 66% target. This shows that the decisions we are making are sound.</p>	

Indicator	11. Applications for costs at Section 78 appeal upheld in the reporting period	
“Good”	“Fair”	“Improvement needed”
The authority has not had costs awarded against it at appeal	The authority has had costs awarded against it in one appeal case	The authority has had costs awarded against it in two or more appeal cases

Authority’s performance	0 cases
<p>No awards of costs for unreasonable behaviour have been made against us this year. There were also no awards of costs during the previous reporting period.</p> <p>An action identified in the first APR was to report appeal decisions to Planning Committee every month for learning and discussion. This action has been implemented and has been welcomed by the Committee as useful. Committee Members are also encouraged to sit in on appeal hearings or inquiries as further development training and to assist this the appeals we receive are also reported to Committee.</p>	

**SECTION 4 – ENGAGEMENT**

Indicator	12. Does the local planning authority allow members of the public to address the Planning Committee?	
“Good”		“Improvement needed”
Members of the public are able to address the Planning Committee		Members of the public are not able to address the Planning Committee

Authority’s performance	Yes
<p>Monmouthshire has an established and effective Public Speaking Protocol and also allows applicants, objectors, supports and community and town councils to speak at the Delegation Panel site visits. This has proven to be a valuable exercise in terms of making informed decisions and improved customer and community satisfaction, even if the final decision is not the one they hoped for. The public speaking protocol was amended during this period to enable the applicant to be notified earlier that an objector had registered to speak; this provides the applicant with earlier notice and more time to organise a right of reply.</p> <p>The Size and Composition of Local Planning Authority Committees (Wales) Regulations 2017 did not seek to control the public speaking element of a planning committee. If any future national protocol seeking consistency throughout Wales is published it is hoped it is provided as best practice guidance and does not curtail the successful delegation and public speaking system we already employ.</p>	

<b>Indicator</b>	<b>13. Does the local planning authority have an officer on duty to provide advice to members of the public?</b>	
<b>“Good”</b>		<b>“Improvement needed”</b>
Members of the public can seek advice from a duty planning officer		There is no duty planning officer available

<b>Authority’s performance</b>	<b>Yes</b>
We have a duty officer available every day from 9am to 5pm and although this is resource intensive, we recognise from feedback that this is a service that customers value.	

<b>Indicator</b>	<b>14. Does the local planning authority’s web site have an online register of planning applications, which members of the public can access track their progress (and view their content)?</b>	
<b>“Good”</b>	<b>“Fair”</b>	<b>“Improvement needed”</b>
All documents are available online	Only the planning application details are available online, and access to other documents must be sought directly	No planning application information is published online

<b>Authority’s performance</b>	<b>Yes</b>
<p>Our website allows customers to view all public documents and plans relating to applications including officer reports and decision notices, and also allows customers to comment online. We are going live with a new back office system in the next reporting period and anticipate that this will allow for improved functionality. For example, if customers can search on application descriptions and decision dates / status they may be able to resolve many enquiries without needing to contact the case officer or daily duty officer, freeing up time for us to improve our performance on decision speed.</p> <p>It is also hoped that more information will be made available via MonMaps, the Council’s GIS system that is visible to customers, so that they can view constraints such as flood risk areas and protected trees.</p>	

## SECTION 5 – ENFORCEMENT

Indicator	<b>15. Percentage of enforcement cases investigated (determined whether a breach of planning control has occurred and, if so, resolved whether or not enforcement action is expedient) within 84 days</b>	
“Good”	“Fair”	“Improvement needed”
Target to be benchmarked	Target to be benchmarked	Target to be benchmarked

Authority’s performance	83%	
<p>No target is identified by Welsh Government, and our performance of 83% fell from the 100% of the previous reporting period. This sits against a Wales average of 85%. Workload rose by 40% over 2016/17 which may partially explain the decline in performance but this prompts the need to review how we manage our work in our small enforcement team and thus, <b>Actions 3, 4 &amp; 5</b> (Section 7) are being initiated for 2017/18.</p>		

Indicator	<b>16. Average time taken to investigate enforcement cases</b>	
“Good”	“Fair”	“Improvement needed”
Target to be benchmarked	Target to be benchmarked	Target to be benchmarked

Authority’s performance	21 days	
<p>Again, no target has been set by WG for this indicator, but our performance of an average of 21 days to investigate enforcement complaints sits well below the Wales average of 74 days. Despite this being slower than our performance last year (16 days) it is a strong performance and no further action is required for this particular indicator.</p>		

Indicator	<b>17. Percentage of enforcement cases where enforcement action is taken or a retrospective application received within 180 days from the start of the case (in those cases where it was expedient to enforce)</b>	
“Good”	“Fair”	“Improvement needed”
Target to be benchmarked	Target to be benchmarked	Target to be benchmarked

Authority’s performance	64%	
<p>64% of enforcement action was taken within 180 days from the start of the case, which is a reduction on the 70% achieved last year. In addition, this is slightly below the Wales average of 73%.</p> <p>In the context of the rising workload, our performance is considered to be fair. However, further action (via <b>ACTIONS 3, 4 &amp; 5</b> – see Section 7) is proposed in order to review our enforcement practices and seek to streamline activity through a ‘triage’ approach being piloted by Swansea</p>		

City Council.

In addition, improved guidance for our communities is proposed to try and better manage expectations, and Planning Aid Wales is being invited to provide a seminar on planning enforcement for our Community Council clusters to help explain the processes, tools and powers available (**ACTION 4** - Section 7).

Indicator	18. Average time taken to take enforcement action	
"Good"	"Fair"	"Improvement needed"
Target to be benchmarked	Target to be benchmarked	Target to be benchmarked

Authority's performance	227 days
<p>We resolved 254 enforcement cases, taking, on average, 227 days to resolve each case. This indicator measures only those cases where a breach of planning control was identified and further action was considered expedient. 'Resolved' means that the breach ceased, an Enforcement Notice was complied with, or planning permission was granted to retain the development/use/activity (either by us or at appeal by the Planning Inspectorate). We resolved significantly more cases than in 2016/17 (254 compared to 168 last year) but the average time taken increased from 143 days in 2014/15 to 227 days this year.</p> <p>This performance is in the context of the Wales average of 201 days. We are therefore performing below average. This can be largely explained by two factors: i) the closing of a number of longstanding, older cases during this period, and ii) a sharp rise in workload, particularly during Q3 of 2016/17 when 163 enforcement cases alone were opened. The proposed actions referred to above should help to manage a challenging workload, improve performance and manage customer expectation.</p>	

## SECTION 6 – SUSTAINABLE DEVELOPMENT INDICATORS

The purpose of the Sustainable Development Indicators is to measure the contribution the planning system makes to sustainable development in Wales.

The Sustainable Development Indicators will be used to measure the progress against national planning sustainability objectives, set out in Planning Policy Wales, and can be used to demonstrate to our stakeholders the role and scope of the planning system in delivering wider objectives. The information will also be useful to local planning authorities to understand more about the outcomes of the planning system and help inform future decisions.

<b>Authority's returns</b>	Full responses were provided for all indicators.
<p>Monmouthshire Council provided full statistical returns for these indicators. However, it should be noted that this work had to be undertaken manually because our back office IT system cannot store or retrieve most of the data. This is a common problem throughout Wales, the resolution of which has proven to be very time consuming. The Council has procured a new IT system that will 'go live' in Autumn 2017 so it is hoped that the time and resource spent manually collecting this data will be reduced.</p> <p>It is worth noting that, in many cases, the sustainable development (SD) indicator definition is different to information collected in the LDP Annual Monitoring Report (AMR), and therefore the results are different in some cases. For example, in terms of housing approvals, the SD indicator records only detailed or final Reserved Matters approvals, whereas the LDP AMR quite rightly (for that context) also includes outline applications as evidence that allocated sites are coming forward. This can have significant differences in the results, for example the outline approvals for housing at Hill Farm, Pwllmeyric, and on land adjacent to the B4293 Llanishen (main village sites) are not included in the SD indicators below but are included in the AMR.</p> <p>These discrepancies have been checked and properly accounted for. Going forward, where appropriate, consideration will be given to amending the LDP AMR monitoring indicators slightly to reflect the SD indicators, so that similar data is only captured once, reducing duplicated effort and potential confusion. In other cases, such as reviewing progress on the delivery of LDP housing sites, the AMR monitoring indicator will remain unchanged.</p>	



<b>Indicator</b>	<b>SD1. The floorspace (square metres) granted and refused planning permission for new economic development on allocated employment sites during the year.</b>
------------------	--

<b>Granted (square metres)</b>	
<b>Authority's data</b>	2,237

<b>Refused (square metres)</b>	
<b>Authority's data</b>	0

The planning system should support economic development and steer such development to the most appropriate locations. This indicator provides information on the contribution the planning system is making to delivering traditional economic development in identified employment sites.

This performance indicator measures new buildings in square metres approved on allocated and protected employment sites. It excludes change of use consents where vacant buildings have been brought back into employment-generating use. It is also limited to measuring only 'B' use classes, and so excludes supporting employment uses such as hotels. Consequently, this data shows a small proportion of the decisions made to support economic growth in the County. More information can be found in the AMR.

During the monitoring period, 2,237 sq m of new economic development (as defined by this indicator) was approved on allocated employment sites. No applications for economic development on allocated or protected employment sites were refused. The vast majority of this floorspace related to a 2040 sq. m. B1/B8 building at Thornwell. A large extension at Magor Brewery, a key local employer, was not counted despite being 1,200sq.m, as extensions are not included in this indicator.

This represents a significant fall in floor area approved, with last year's figure being 12,812 sq m of new floor space. However, plenty of land is allocated within the LDP to allow for future take-up during the Plan period.

<b>Indicator</b>	<b>SD2. Planning permission granted for renewable and low carbon energy development during the year.</b>
------------------	--

<b>Granted permission (number of applications)</b>	
<b>Authority's data</b>	3

<b>Granted permission (MW energy generation)</b>	
<b>Authority's data</b>	14

The planning system can optimise renewable and low carbon energy generation. This indicator tells us part of the contribution the planning system is making to delivering renewable and low carbon energy generation and moving towards a low carbon economy.

Small scale renewables are now mostly permitted development and, because they do not need planning permission, will never appear in these stats returns. The indicator records only stand-alone schemes for the purpose of generating energy from renewables: it does not record, for example, solar panels on the roof of a new barn or on new dwellings.

Three applications were approved over the monitoring period for on-site renewable energy generation. One of the schemes related to a 6MW solar development at a farm at Parkhouse, near Trellech. Approval was granted for a combined heat and power plant providing 7.2MW at Trostrey Court Farm, near Usk and a biomass development (up to 1MW) was approved on a farm near Dingestow, Monmouth.

This reporting period has shown a slight drop in approved schemes due to changes to Feed in Tariffs (last year we approved 4 schemes likely to generate 17MW). This illustrates that factors outside of the planning system have the greatest influence on the delivery of renewable energy.

<b>Indicator</b>	<b>SD3. The number of dwellings granted planning permission during the year.</b>
------------------	--

<b>Market housing (number of units)</b>	
<b>Authority's data</b>	346

<b>Affordable housing (number of units)</b>	
<b>Authority's data</b>	77

The planning system can facilitate the provision of market and affordable housing to meet local housing requirements. This indicator provides information on the contribution of the planning system to delivering new housing.

It is worth noting that this data differs significantly from the LDP AMR data due to differences between the indicator definitions. In particular, this sustainable development indicator records only full planning permission and Reserved Matters approvals: outline consents are excluded.

During the previous monitoring period, detailed planning permission was granted for 484 market dwellings and 159 affordable units. That equated to 33% of all residential units approved being affordable. The year 2016-17 saw a reduction in planning permissions for residential development with 346 market units and 77 affordable units being approved (the latter 22%).

It is well understood that there is an issue with the LDP strategic housing sites coming forward in a timely fashion and this has affected our housing land supply. The strategic housing sites are progressing with approvals being granted at Sudbrook and more recently at Fairfield Mabey (subject to a section 106 agreement) but progress is slower than is desired.

A detailed commentary on housing approvals is provided in the LDP AMR.

<b>Indicator</b>	<b>SD4. Planning permission granted and refused for development in C1 and C2 floodplain areas during the year.</b>
------------------	--

<b>Number of residential units (and also hectares of non-residential units) that DID NOT meet all TAN 15 tests which were GRANTED permission</b>	
<b>Authority's data</b>	3

<b>Number of residential units (and also hectares of non-residential units) that did not meet all TAN 15 tests which were REFUSED permission on flood risk grounds</b>	
<b>Authority's data</b>	4

<b>Number of residential units (and also hectares of non-residential units) that MET all TAN 15 tests which were GRANTED permission</b>	
<b>Authority's data</b>	8

The planning system has an important role in ensuring that new development is not exposed unnecessarily to flooding and can guide development to locations at little or no risk from flooding. This indicator provides information on how planning applications for development in floodplain areas are being managed.

During this reporting period, eight dwellings were approved within flood zone C1 that met all TAN15 tests – including three in Usk and four in Monmouth.

Four applications were refused on TAN15 flood risk grounds during the year. Three were approved that did not meet all TAN15 tests - two in Chepstow in a built up area where NRW was concerned about the danger of cars being parked for the new properties that would be damaged or cause damage themselves but where sufficient warning of a flood event would take place (the accommodation itself would not flood) and one in Pwllmeyric where the developer initiated the re-modelling of land to ensure the replacement dwelling would not be likely to flood, and the situation was a betterment to the existing dwelling which would be replaced.

<b>Indicator</b>	<b>SD5. The area of land (ha) granted planning permission for new development on previously developed land and greenfield land during the year.</b>
------------------	---

<b>Previously developed land (hectares)</b>	
<b>Authority's data</b>	19

<b>Greenfield land (hectares)</b>	
<b>Authority's data</b>	11

The planning system can ensure that, wherever possible, previously developed land is used in preference to greenfield sites, particularly those of high agricultural or ecological value. This indicator tells us where the planning system is directing new development.

The performance against this indicator normally reflects the rural nature of Monmouthshire as a County, with very little brownfield land available for development. Usually, the majority of development is on greenfield land. However, this reporting period saw a rise in the development of brownfield sites including the Sudbrook Papermill, The Hill (Abergavenny), Magor Brewery and to a lesser extent the development of domestic gardens for new housing.

It is worth noting that the data provided above differs significantly from that recorded in our LDP AMR, because the definition for the SD indicator reported upon here excludes outline planning permissions, and therefore significant sites which secured outline planning permission during the reporting period, are not recorded here. Such schemes will be reported in future APRs when detailed planning permission or Reserved Matters consent is given.

<b>Indicator</b>	<b>SD6. The area of public open space (ha) that would be lost and gained as a result of development granted planning permission during the quarter.</b>
------------------	---

<b>Open space lost (hectares)</b>	
<b>Authority's data</b>	0

<b>Open space gained (hectares)</b>	
<b>Authority's data</b>	4

Open spaces can provide recreational, amenity and environmental value as well as having a role in climate protection and adaptation to the impacts of climate change. This indicator measures how the planning system is protecting existing, and facilitating the provision of new, open spaces.

During the monitoring period no permissions were approved that would result in the loss of public open space.

As a result of planning permissions, 4ha of new open space have been created.

<b>Indicator</b>	<b>SD7. The total financial contributions (£) agreed from new development granted planning permission during the quarter for the provision of community infrastructure.</b>
------------------	---

<b>Gained via Section 106 agreements (£)</b>	
<b>Authority's data</b>	1,352,962

<b>Gained via Community Infrastructure Levy (£)</b>	
<b>Authority's data</b>	0

Financial contributions can be used to fund the provision of community infrastructure required to support sustainable development. This indicator measures the level of financial contributions agreed for the provision of community infrastructure.

£1.35M worth of Section 106 contributions were secured during the reporting period (higher than the previous year's £0.9M), with £674,382 worth of S106 monies actually received by the Council during the same period. The latter relates to contributions actually paid as past planning permissions are implemented and the trigger points for payments reached. The amount is a reflection of developments proceeding relatively slowly and payment triggers not being met, although it is considerably higher than the £233k taken in over 2015/16.

The Council is working towards adopting a CIL, subject to potential changes to Central Government policy.

## Future Generations Evaluation

(includes Equalities and Sustainability Impact Assessments)

<p><b>Name of the Officer</b> completing the evaluation Mark Hand</p> <p><b>Phone no:</b> 01633 644803 <b>E-mail:</b> markhand@monmouthshire.gov.uk</p>	<p><b>Please give a brief description of the aims of the proposal</b></p> <p>Submit the Monmouthshire Planning Service's third Annual Performance Report (APR) to the Welsh Government in accordance with statutory requirements and publish the Report on the Council's website.</p>
<p><b>Name of Service</b></p> <p>Planning Services (Planning Policy and Development Management)</p>	<p><b>Date Future Generations Evaluation form completed</b></p> <p>October 2017.</p>

Page 31 of 31

**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><b>A prosperous Wales</b> Efficient use of resources, skilled, educated people, generates wealth, provides jobs</p>	<p><b>Positive:</b> The APR seeks to shape an efficient and engaging development management process providing support and guidance for customers to ensure the best development possible for the benefit of local communities and to protect the character and appearance of Monmouthshire. Planning can provide economic investment and growth, and can protect acknowledged interests such as local amenity and townscape. Identifying</p>	<p><b>Better contribute to positive impacts:</b> The APR identifies areas for improvement to make the development management process more responsive and efficient for our customers' applications for developments that are of a high standard.</p> <p><b>Mitigate any negative impacts:</b> Care will be taken to improve the planning process via a Systems</p>

APPENDIX 2

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>areas for improvement and learning what works well elsewhere can ensure that customers are getting effective advice early in the process which is critical in securing positive outcomes and appropriate forms of development.</p> <p><b>Negative:</b> Some areas for improvement may necessitate customers having to pay for elements of the service which can be considered to be costly and by some customers.</p>	<p>Revisit during 2017-18. The team will focus on positive outcomes rather than being process driven. We will continue to monitor performance through the revisit, useful performance measures and 1:2:1s with case officers.</p>
<p><b>A resilient Wales</b> Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)</p>	<p><b>Positive:</b> An effective and efficient DM service allows case officers to consider the implications of any development on biodiversity and ecosystems at an early stage in the application process. Officers who are the decision-makers are able to consider the impacts of decisions on ecological interests. This system would not deteriorate as a result of the proposed revisions to the DM process and indeed may provide a more effective system.</p> <p><b>Negative:</b> None identified.</p>	<p><b>Better contribute to positive impacts:</b> The actions identified should speed up the delivery of sustainable development.</p> <p><b>Mitigate any negative impacts:</b> None</p>
<p><b>A healthier Wales</b> People's physical and mental wellbeing is maximized and health impacts are understood</p>	<p><b>Positive:</b> Actions to improve the DM process would enhance support and guidance for customers when submitting a planning application and provide the opportunity for officers to add value to development proposals and provide acceptable forms of the development, which should improve Monmouthshire citizens' access to local services, such as shops, health and</p>	<p><b>Better contribute to positive impacts:</b> The approval and delivery of development proposals can have a positive impact on health and well-being and foster social and community pride in their communities.</p> <p><b>Mitigate any negative impacts:</b> None</p>

**APPENDIX 2**

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?
	recreational facilities, or prevent inappropriate development from harming the amenity of an area, or indeed the health of local people.  <b>Negative:</b> None identified.	
<p>12300233</p> <p><b>A Wales of cohesive communities</b> Communities are attractive, viable, safe and well connected</p>	<p><b>Positive:</b> The area of work undertaken by the planning section directly and indirectly influences the appearance, viability, safety and connectivity of communities via planning policy, land use planning decisions. Providing clear and effective guidance and support to customers at an early stage in the planning process is more likely to lead to positive outcomes that enable the best forms of development possible. This is critical in providing sustainable communities. Taking timely and reasonable enforcement action against inappropriate development can reduce impact on local amenity and health.</p> <p><b>Negative:</b> None identified.</p>	<p><b>Better contribute to positive impacts:</b> The timely approval and delivery of sustainable development proposals can have a positive impact on the character and appearance of an area, promote well-being and foster social and community pride.</p> <p><b>Mitigate any negative impacts:</b> None</p>
<p><b>A globally responsible Wales</b> Taking account of impact on global well-being when considering local social, economic and environmental wellbeing</p>	<p><b>Positive:</b> The area of work undertaken by the planning section directly and indirectly influences local social, economic and environmental well-being via planning policy and land use planning decisions. However, the global-scale effect is acknowledged as being limited.</p> <p><b>Negative:</b> none.</p>	<p><b>Better contribute to positive impacts:</b> None</p> <p><b>Mitigate any negative impacts:</b> None</p>



**APPENDIX 2**

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><b>A Wales of vibrant culture and thriving Welsh language</b>                      Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation</p>	<p><b>Positive:</b> Planning decisions promote the value and significance of the historic built environment by ensuring that it is a direct consideration in planning policy and land use planning decisions. Planning decisions generally facilitate the provision of tourist and recreation development, including playing fields and built development. The Welsh language is now a material planning consideration.</p> <p><b>Negative:</b> none.</p>	<p><b>Better contribute to positive impacts:</b> Timely planning decisions will ensure that proposals foster civic pride through well-designed development in historic areas or through the removal of development that has a negative impact on a heritage designation via enforcement action.</p> <p><b>Mitigate any negative impacts:</b> None</p>
<p><b>A more equal Wales</b>                      People can fulfil their potential no matter what their background or circumstances</p>	<p><b>Positive:</b> Appropriate and timely development management decisions should bring positive benefits to all members of Monmouthshire’s population through policies that seek to achieve the five main aims of the Wales Spatial Plan, namely Building Sustainable Communities, Promoting a Sustainable Economy, Valuing our Environment, Achieving Sustainable Accessibility and Respecting Our Environment</p> <p><b>Negative:</b> none.</p>	<p>None.</p>






APPENDIX 2

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><i>We are required to look beyond the usual short term timescales for financial planning and political cycles and instead plan with the longer term in mind (i.e. 20+ years)</i></p> <p>The LDP covers the period 2011-21. The Council's Development Management function which makes planning decisions seeks to implement the policies of the LDP which promotes sustainable development. By its nature, therefore, it cannot look beyond the next five year period but the SA/SEA of the LDP would have ensured consideration of the impact on future generations.</p>	<p>Ensure that the LDP and its policies have been subject to an appropriate level of scrutiny</p>
 <p>Working together with other partners to deliver objectives</p>	<p>Monmouthshire's Planning Service believes in working with its customers (which include not just applicants but the public, other Council departments, other local authorities, third sector agencies and businesses) to improve its offer to its customers to meet their needs. This APR identifies areas for improvement to achieve this aim. It is subject to scrutiny and endorsement by Members of both the Council's Economy &amp; Development Select Committee and Planning Committee. Members and officers of the Council have a specific interest in the subject to ensure that sustainable forms of development are developed in Monmouthshire.</p>	<p>Any observations offered by Committee will be taken into account as part of the submission process to Welsh Government.</p>

**APPENDIX 2**

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 Involving those with an interest and seeking their views</p>	<p><i>Who are the stakeholders who will be affected by your proposal? Have they been involved?</i></p> <p>The APR is subject to consultation with Members of the Economy &amp; Development Select Committee and Planning Committee whose Members have a specific interest in the subject, as well as senior officers of the Council.</p>	<p>As above.</p>
 <p>Prevention Putting resources into preventing problems occurring or getting worse</p>	<p>The APR's aim is to identify areas for improvement in the Planning Service and to initiate actions for meaningful improvement. This would provide the basis for timelier decisions to secure much needed sustainable development. Taking timely and reasonable enforcement action against inappropriate development can reduce impact on local amenity and health.</p>	<p>N/A</p>
 <p>Integration Positively impacting on people, economy and environment and trying to benefit all three</p>	<p><i>There is space to describe impacts on people, economy and environment under the Wellbeing Goals above, so instead focus here on how you will better integrate them and balance any competing impacts</i></p> <p>The work undertaken by the development management service directly relates to promoting and ensuring sustainable development and its three areas: environment, economy and society.</p>	<p>Improvements to the DM process would facilitate the implementation of the LDP which has been subject to a Sustainability Assessment that balances the impacts on Social, Economic and Environmental factors.</p>

## APPENDIX 2

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?
<p><b>Positive:</b> The APR identifies areas for improvement within the Development Management section of the Council. Actions outlined to achieve this should bring positive benefits to all members of Monmouthshire's population. A more efficient and effective Development Management will secure the aims of the Welsh Spatial Plan, namely Promoting a Sustainable Economy, Valuing our Environment and Respecting Our Environment, be it through timely approval of planning proposals for sustainable forms of development or by preventing harm to acknowledged interests, such as amenity, public safety, health or biodiversity by taking timely and reasonable enforcement action.</p>			
Age	None	None	See above
Disability	None	None	See above
Gender reassignment	None	None	See above
Marriage or civil partnership	None	None	See above
Race	None	None	See above
Religion or Belief	None	None	See above
Sex	None	None	See above
Sexual Orientation	None	None	See above
Welsh Language	<p><i>Under the Welsh Language measure of 2011, we need to be considering Welsh Language in signage, documentation, posters, language skills etc.</i></p> <p>Welsh is treated on equal terms as English in the planning process,</p>	None	None

DAG 237

**APPENDIX 2**

**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>

	<b>Describe any positive impacts your proposal has on safeguarding and corporate parenting</b>	<b>Describe any negative impacts your proposal has on safeguarding and corporate parenting</b>	<b>What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?</b>
Safeguarding	None.	None	n/a
Corporate Parenting	None.	None.	n/a

Page 23

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

The APR has been written having regard to data and evidence provided by the following:  
 The Development Management Quarterly Survey 2016/17; the POSW Customer Survey 2016/17; the Council’s Local Development Plan Annual Monitoring Report 2016/17; the DM Service Improvement Plan (SIP) 2016/17, the Planning Policy SIP 2016/17 and the emerging MCC Well-being Plan.

**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?**

*This section should give the key issues arising from the evaluation which will be included in the Committee report template.*

The work undertaken by the Council’s Planning Service, and in particular the Development Management function, directly relates to promoting and ensuring sustainable development. The APR 2016/17 would enable the service to identify areas of improve in the processing of applications and in the enforcing of planning matters, and to engage with customers at an early stage of the planning process to ensure the most appropriate forms of development are approved within Monmouthshire. The planning process promotes sustainable forms of development, helping to create jobs and investment, while protecting material interests such as amenity, public safety and biodiversity.

## APPENDIX 2

In terms of the protected characteristics of age, disability, gender reassignment, race, religion or beliefs, gender, sexual orientation, marriage or civil partnership, there are no direct implications as a result of this report.

There are no implications, positive or negative for corporate parenting or safeguarding.

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

N/A

What are you going to do	When are you going to do it?	Who is responsible	Progress

Page 39

**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:**

The Annual Performance Report will be submitted to the Welsh Government by 31<sup>st</sup> October 2017 and be publicly available. The APR's actions will be evaluated within the APR for 2017/18, to be reported in October 2018 and which will be subject to an annual scrutiny report on our performance to the relevant committee(s)..

This page is intentionally left blank

## Economy and Development Select Committee

### Action List

7<sup>th</sup> September 2017

Minute Item:	Subject	Officer	Outcome
5.	Revenue & Capital Monitoring 2017/18 Outturn Statement	Paula Harris / Kellie Beirne	That a letter be sent to the Cabinet Member with a view to consideration being given to the establishment of a Procurement Development and Efficiency Team to investigate the Council's procurement mechanisms and establish savings in the coming years.

This page is intentionally left blank



## *Monmouthshire's Scrutiny Forward Work Programme 2017*

Economy Select Committee				
Meeting Date	Subject	Purpose of Scrutiny	Responsibility	Type of Scrutiny
17 <sup>th</sup> Oct 2017 <b>WORKSHOP</b> 2pm  *Invite all Members, Economy to lead*	<b>Future Mon Member Workshop</b>  To draw on Member's expertise, skill-sets and ideas for Monmouthshire's future growth and response to challenges	Workshop with members to initially cover the following key areas which will be scrutinised in-depth over 2017-18:  <ul style="list-style-type: none"> <li>✓ Affordable housing, transport and the LDP</li> <li>✓ Impact of the removal of the Severn Tolls</li> <li>✓ City Deal and the regional agenda</li> <li>✓ Tourism and enterprise</li> </ul>	Kellie Beirne Mark Howcroft Mark Hand Cath Fallon Matthew Gatehouse	Action Learning
19 <sup>th</sup> October 2017 Page 243	<b>Tourism performance and Destination Management Plan Review</b>	<ul style="list-style-type: none"> <li>• Explanation of STEAM results (performance measures for tourism) for Monmouthshire.</li> <li>• Scrutiny of the Destination Management Plan (undergone recent public consultation).</li> </ul>	Nicola Edwards	Performance Monitoring Pre-decision Scrutiny
	<b>Tourism Supplementary Planning Guidance</b>	Approval of the SPG for adoption following consultation.	Mark Hand	Performance Monitoring
	<b>Annual Planning Report</b>	<ul style="list-style-type: none"> <li>• Report on performance against the Wales average/Welsh Government targets.</li> </ul>	Mark Hand	Performance Monitoring
30 <sup>th</sup> November 2017	<b>Budget Scrutiny</b>	Scrutiny of the Budget proposals relating to the committee's remit for 2018-2019	Mark Howcroft	Budget Scrutiny
	<b>Performance Report: (quarter 2)</b>	Report on the performance of service areas within the committee's remit for the previous 6 months. (Invite officers and relevant Cabinet Members).	Richard Jones	Performance Monitoring

## *Monmouthshire's Scrutiny Forward Work Programme 2017*

New Year 2018 CROSS BORDER VISIT  TBC	Meet border/neighbouring English councils	Discussion on issues that cross county boundaries to explore any synergies/learning:  <ul style="list-style-type: none"> <li>✓ Affordable housing, transport</li> <li>✓ Impact of the removal of the Severn Tolls</li> <li>✓ Tourism and enterprise</li> </ul>	Kellie Beirne Mark Hand	Action Learning
25 <sup>th</sup> January 2018	Budget Monitoring - period 7	To review the financial situation for the directorate, identifying trends, risks and issues on the horizon with overspends/underspends).	Mark Howcroft	Budget Monitoring
15 <sup>th</sup> March 2018				
26 <sup>th</sup> April 2018	Budget Monitoring - Period 12	To review the financial situation for the directorate, identifying trends, risks and issues on the horizon with overspends/underspends).	Mark Howcroft	Budget Monitoring

Page 244

### Future Meeting Items:

#### **Agreed Scrutiny Focus for 2017-18:**

- Affordable housing, transport and the LDP
- Impact of the removal of the Severn Tolls
- City Deal and the regional agenda
- Tourism and enterprise
  
- **ICT in Schools** ~ scrutinise jointly with CYP Select ~ Post Evaluation Review to return. Joint scrutiny of the outcomes for young people: Implementing the technology → delivering the teaching and learning → digital attainment levels.

### Work Programme Items for circulation:

## *Monmouthshire's Scrutiny Forward Work Programme 2017*

Agreed for the following reports to be emailed as opposed to tabled (unless requested by members):

- **Velethon Report for 2016, 2017 when available**
- **I County Strategy 2** ~ revised strategy to incorporate digital maturity and culture ~ October
- **People Strategy** ~ corporate strategy for staff ~ October
- **Information Strategy** ~ linking 3 strands: information governance, data insight and digital data ~ October
- **Employability Grant** ~ October
- **'Inspire Programme' Extension** ~ October

This page is intentionally left blank

## Council and Cabinet Business – Forward Plan

Monmouthshire County Council is required to publish a Forward Plan of all key decisions to be taken in the following four months in advance and to update quarterly. The Council has decided to extend the plan to twelve months in advance, and to update it on a monthly basis.

Council and Cabinet agendas will only consider decisions that have been placed on the planner by the beginning of the preceding month, unless the item can be demonstrated to be urgent business

Subject	Purpose	Consultees	Author
<b>19<sup>th</sup> MARCH 2017 - CABINET</b>			
Welsh Church Fund Working Group	The purpose of this report is to make recommendations to Cabinet on the Schedule of Applications 2016/17 meeting 5 held on the 19 <sup>th</sup> January 2017.		Dave Jarrett
Outcomes of the Recycling Review.	Cabinet to agree the Final Business Case determining the outcomes of the Recycling Review.		Rachel Jowitt
Safeguarding Progress Report			Teresa Norris
Effectiveness of Council Services: Quarter 3 Progress			Matt Gatehouse
Cemeteries - amendments to charging policy			Deb Hill Howells
The Knoll, Abergavenny Section 106 funding			Mike Moran

Subject	Purpose	Consultees	Author
ADM – Business Case			Tracey Thomas
EAS Business Case			Will Mclean
Community Governance			Will Mclean
2017/18 Education and Welsh Church Trust Funds Investment and Fund	The purpose of this report is to present to Cabinet for approval the 2017/18 Investment and Fund strategy for Trust Funds for which the Authority acts as sole or custodian trustee for adoption and to approve the 2017/18 grant allocation to Local Authority beneficiaries of the Welsh Church Fund.		Dave Jarrett
<b>8th MARCH 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
P			
Private sector housing enforcement			Huw Owen
PSPO x 2: Fairfield Car Park and Abergavenny Skate Park			Andrew Mason
Homeless Reserve Fund			Ian Bakewell
Fostering Fees Review			Claire Marchant
Accounts Payable Strategy – Further automation of the procedure to process payment			Lisa Widenham
Appropriation of the land at Rockfield Farm, Undy	From County farms use to planning use		Gareth King
Cemeteries – amendments to charging policy			Deb Hill Howells
Direct Care Leadership Restructure			Colin Richings
Transport Policy			Clare Morgan
Disposal of land on Garden City Way for Affordable Housing			Ben Winstanley

Subject	Purpose	Consultees	Author
Cae Maldon Bus Routes			Christian Schmidt
Monmouthshire Museums Centralisation of Staffing Structure			Cath Fallon
<b>9<sup>TH</sup> MARCH 2017 - COUNCIL</b>			
Council Tax Resolution 2017/18 and Revenue and Capital Budgets 2017/18	To set budget and Council tax for 2017/18		Joy Robson
Treasury Management Strategy 2017/18	To accept the annual Treasury Management Strategy		Joy Robson
Asset Investment Strategy			Peter Davies
Outcome of Recycling Review	To agree the Final Business Case determining the outcomes of the Recycling Review.		Rachel Jowitt
Procurement Strategy for Household Waste Recycling Centre, Transfer Stations and Residual Haulage.	For Council to approve the procurement strategy and affordability envelope for the procurement of a new contract running from 2018-2030 (7 years plus 5 years extension possibility).		Rachel Jowitt
Approval of Car Park Capital Budget in 2017/18			Roger Hoggins
<b>20<sup>TH</sup> MARCH 2017 - COUNCIL</b>			
ADM Business Case			Tracey Thomas
Pay Policy			Tracey Harry/Sally Thomas
Well-being Assessments for the county and Objective setting for the Council	i) Well-being of Future Generations Assessment (author Matthew Gatehouse) ii) Population Needs Assessment (authors Matthew Gatehouse/Phil Diamond) iii) Council's Well-being Objectives and Plan (author Matthew Gatehouse/Richard Jones) iv) Biodiversity and Ecosystem Resilience Forward Plan (author Matthew Lewis)		Matt Gatehouse
Safeguarding Progress Report			Teresa Norris
Position Statement report			Geoff Burrows

Subject	Purpose	Consultees	Author
re: Social Services			
Council Diary			Nicola Perry
Chief Office CYP Appointment			Tracey Harry
WAO Kerbcraft			Clare Marchant
Community Governance			W. McLean
<b>29<sup>th</sup> MARCH 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Contracts Manager – Adult and Children’s Commissioning			Ceri York
Proposed 40 Mph Speed Limit Portal Road And Link Road Monmouth			Paul Keeble
Food Law enforcement policy - Monmouthshire alternative to prosecution policy (mapp)			David H Jones
To make Permanent the current temporary post of the Carers Services Development Manager			Kim Sparrey
Staffing Restructure: Development Management Team			Mark Hand
Staffing Restructure: Planning Policy Team			Mark Hand
Monmouthshire Lettings Service			Steve Griffiths
Permanent appointment of Temporary Admin Support post (RBC13A).			Nigel George
<b>5<sup>th</sup> APRIL 2017 - CABINET</b>			



Subject	Purpose	Consultees	Author
Introduction of a fast-track service in relation to pre-application advice; lawful development certificates and compliance letters, and amendments to pre-application fees			Mark Hand
<b>12<sup>th</sup> APRIL 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Young Carers' Strategy 2017 -20			Kim Sparrey
Supporting People Plan and Grant Spend			Chris Robinson
Additional Grant Funding for Local Authority to deliver the High St Rates Relief Scheme			Ruth Donovan
Proposed re-alignment of the Estates team to meet budget mandate savings	Cllr Murphy		Deb Hill- Howells
Living Levels Landscape Partnership:	Cllr P Hobson		Matthew Lewis
Flexible Early Retirement – Planning Services			Mark Hand
Introduction of a fast-track service in relation to pre-application advice; lawful development certificates and compliance letters, and amendments to pre-application fees			Mark Hand
<b>26<sup>th</sup> APRIL 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Welfare Rights Review	ITEM DEFERRED TO 24/5/17		Tyrone Stokes

Subject	Purpose	Consultees	Author
Proposed 20 MPH Speed Limit, A472 Usk	Cllr B Jones		Paul Keeble
Community Hubs Restructure	Cllr RJB Greenland		Deb Hill Howells
Monmouthshire Local Development Plan Draft Sustainable Tourism Accommodation Supplementary Planning Guidance	Cllr B Greenland		Martin Davies
Monmouthshire Local Development Plan Rural Conversions To A Residential Or Tourism Use (Policies H4 & T2) Supplementary Planning Guidance	Cllr B Greenland		Martin Davies
<b>16<sup>TH</sup> MAY 2016 – ANNUAL MEETING</b>			
<b>18<sup>TH</sup> MAY 2017 – DEFERRED BUSINESS COUNCIL</b>			
<b>24<sup>TH</sup> MAY 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Welfare Rights Review			Tyrone Stokes
Event Opportunities – Summer 2017			Dan Davies
A40/A466 Wyebridge, Monmouth – Proposed Junction Improvement			Paul Keeble
Proposed acquisition of land Magor			Deb Hill Howells
<b>7<sup>TH</sup> JUNE 2017 – CABINET</b>			

Subject	Purpose	Consultees	Author
To approve the Corporate Safeguarding Policy			Teresa Norris / Claire Marchant
Anti Fraud, Bribery & Corruption Policy Statement – REVISED AND UPDATED			Andrew Wathan
Welsh Language Progress Report.			Alan Burkitt
Highway Grant and Section 106 budgets			Paul Keeble
Welsh Church Fund Working Group	The purpose of this report is to make recommendations to Cabinet on the Schedule of Applications for the Welsh Church Fund Working Group meeting 5 of the 2016/17 financial year held on the 20 <sup>th</sup> March 2017.		Dave Jarrett
Revenue & Capital Monitoring 2016/17 Outturn Forecast Statement	To provide Members with information on the outturn position of the Authority for the 2016/17 financial year		Mark Howcroft
CYP Support Services Re-Structure	To propose a restructure within CYP support services to achieve saving from the Medium Term Financial Plan		Nikki Wellington / Sharon Randall Smith
<b>14<sup>TH</sup> JUNE 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Sale of Freehold of Land at Plot 9a Wonastow Rd, Monmouth	The sale of the Freehold has been agreed subject to approval to Mandarin Stone who currently lease the area on a long lease from MCC.		Nicola Howells
Installation of charging points for electric cars in MCC public car parks	To seek approval for the installation of charging points for electric cars in MCC car parks in the county.		Roger Hoggins
Release of restrictive covenant at Former Abergavenny Magistrates Court and Police Station.			Nicholas Keyse

Subject	Purpose	Consultees	Author
<b>28<sup>th</sup> JUNE 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Social Housing Grant			Shirley Wiggam
Proposed Reduction in the size of the Brecon Beacons National Park Authority	To respond to Welsh Government Consultation on the Proposed Reduction in the size of the Brecon Beacons National Park Authority	CLLR BRYAN JONES	Matthew Lewis
<b>29<sup>TH</sup> JUNE 2017 - COUNCIL</b>			
CCTAudit Committee Zero Hour Contracts Report			Philip White
Audit Committee Annual Report			Philip White
<b>5<sup>TH</sup> JULY 2017 – CABINET</b>			
Update and approval of matters arising from the Safeguarding arrangements action plan – kerbcraft scheme			Roger Hoggins / Paul Keeble / Graham Kinsella
Youth Enterprise – European Structural Fund (Esf) Programmes - Inspire2work Extension.			Cath Fallon
Annual Report of the Director of Social Services			Claire Marchant
<b>12<sup>TH</sup> JULY 2017- INDIVIDUAL CABINET MEMBER DECISION</b>			
<b>14<sup>th</sup> JULY 2017 - SPECIAL CABINET</b>			
CSC (Compound Semi-Conductor) Project			Peter Davies
<b>26<sup>TH</sup> JULY 2017 – INDIVIUDAL CABINET MEMBER DECISION</b>			
Allocation of funding to Develop a Town Centre Regeneration Plan, Caldicot			Roger Hoggins
10C Severnbridge Industrial Estate, Caldicot.		Cllr Murphy	Deb Hill Howells

Subject	Purpose	Consultees	Author
Raglan Village Hall Progress Update		Cllr Murphy	Deb Hill Howells
Disposal of agricultural land in Goytre on the open market'		Cllr Murphy	Gareth King
Youth Enterprise – European Structural Fund (Esf) Programmes – Inspire Programmes – Finance Officer Re-Evaluation			Cath Fallon
Rural Development Programme – New Post (Internal Secondment) Pollinator Project Coordinator			Cath Fallon
<b>27<sup>TH</sup> JULY 2017 - COUNCIL</b>			
Annual Report of the Director of Social Services			Claire Marchant
Safeguarding Policy			Cath Sheen
Monmouth Pool			Ian Saunders
<b>9<sup>TH</sup> AUGUST 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Caldicot Town Team Funding - Enhancement of Pedestrian Area, Newport Road, Caldicot.			Judith Langdon
<b>9<sup>TH</sup> AUGUST 2017 – SPECIAL CABINET</b>			
Senior Leadership Realignment			Kellie Beirne
<b>23<sup>RD</sup> AUGUST 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
RDP funded Temporary Part time Coach Tourism Visitor Information Officer Post			Nicola Edwards

Subject	Purpose	Consultees	Author
Staffing Restructure: Development Management Team			Mark Hand
Senior Social Worker Post in the Adult Disability Service, focussing on Continuing Health Care (CHC) Issues			Mike Logan
<b>6<sup>TH</sup> SEPTEMBER 2017 – CABINET</b>			
Welsh Church Fund Working Group	The purpose of this combined report is to make recommendations to Cabinet on the Schedule of Applications 2017/18, meeting 1 held on the 29 <sup>th</sup> June and meeting 2 held on 27 <sup>th</sup> July 2017.		Dave Jarrett
Contaminated Land Inspection Strategy			Huw Owen
Community Engagement Review Update/Whole Place and Partnerships Team restructure			Cath Fallon
Update on Fair Funding Regulations for Schools in a deficit budget	To inform members of the current requirements through the fair funding regulations for schools that are reporting a deficit budgets and the actions required to address		Nikki Wellington
To declare surplus the former sextons lodge at Chepstow Cemetery, Chepstow	To declare the property surplus following the retirement of the previous sexton at the Chepstow Cemetery to enable the Council to begin the disposals process		Gareth King
Budget Monitoring report – period 2	The purpose of this report is to provide Members with information on the forecast outturn position of the Authority at end of month reporting for 2016/17 financial year.		Joy Robson/Mark Howcroft
Section 106 Gilwern School			Richard Morgan

Subject	Purpose	Consultees	Author
<b>13<sup>TH</sup> SEPTEMBER 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
DELIVERING SAVINGS – POLICY AND PERFORMANCE			Matt Gatehouse
<b>21<sup>ST</sup> SEPTEMBER 2017 – COUNCIL</b>			
MCC Audited Accounts 2016/17 (formal approval)	To present the audited Statement of Accounts for 2016/17 for approval by Council		Joy Robson
Stage 2 Improvement Plan 2016/17	To seek council approval of the Stage 2 Improvement Plan for 2016/17.		Richard Jones
Payment Guarantee by MCC to WG – City Deal Compound Semiconductor Project.			
ISA260 report – MCC Accounts –	To provide external audits reports on the Statement of Accounts 2016/17		Joy Robson
<b>27<sup>TH</sup> SEPTEMBER 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Transition of existing DPPOs into PSPOs			Andrew Mason (29/8/17)
MONMOUTHSHIRE FAIRTRADE COUNTY RENEWAL			Hazel Clatworthy (04/9/17)
<b>4<sup>TH</sup> OCTOBER 2017 – CABINET</b>			
Cash Receipting System Tender	To seek approval and funding for Authority's replacement cash receipting system		Ruth Donovan
Welsh Church Fund Working Group	The purpose of this report is to make recommendations to Cabinet on the Schedule of		Dave Jarrett

Subject	Purpose	Consultees	Author
	Applications 2017/18, meeting 3 held on the 21 <sup>st</sup> September 2017.		
Volunteering Policy			Owen Wilce
Framework for a Corporate Plan and Enabling Strategies		P. Jordan	Kellie Beirne
21st Century Schools Programme – Strategic Outline Programme (SOP) Band B Update			Will McLean
<b>10<sup>TH</sup> OCTOBER 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Revised Information Strategy following Audit Committee on 19 <sup>th</sup> Sept			Sian Hayward
Services fit for the future – Quality and governance in health and care in Wales			Claire Marchant
Severn View Contracted Bank			Sian Gardner
Gwent (Lrf) Local Resilience Forum : Coordinator Officer Post		P Murphy	Ian Hardman
Monmouthshire Local Development Plan Annual Monitoring Report			Mark Hand Rachel Lewis (25/09/17)
<b>Fairness at Work (Grievance) Policy</b>		P Murphy	Sally Thomas (26/09/17)



Subject	Purpose	Consultees	Author
<b>25<sup>TH</sup> OCTOBER 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Re-evaluation of Youth Service			Josh Klein
<b>1<sup>ST</sup> NOVEMBER 2017 – CABINET</b>			
Outline of Budget Process 2018/19			Joy Robson
Disposal of Former County Hall site. Croesyceiliog'			Roger Hoggins
Crick Road Disposal			Deb Hill Howells
<b>8<sup>TH</sup> NOVEMBER 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Adoption of Highway Management Plan including appointment of Highway Asset Inspector and changes to Asset Planning Officer posts			Paul Keeble
Rural Conversions to a Residential or Tourism Use SPG.			Rachel Lewis
Sustainable Tourism Accommodation SPG			Rachel Lewis
<b>9<sup>TH</sup> NOVEMBER 2017 – COUNCIL</b>			
Recycling Review – Final Business Case and Approval for Capital	For Council to receive the FBC for the Recycling Review and to approve the expenditure required for successful implementation.		Rachel Jowitt

Subject	Purpose	Consultees	Author
Expenditure			
<b>22<sup>ND</sup> NOVEMBER 2017– SPECIAL CABINET</b>			
Capital Budget Proposals	To outline the proposed capital budget for 2018/19 and indicative capital budgets for the 3 years 2019/20 to 2021/22		Joy Robson
MTFP and Budget Proposals for 2018/19	To provide Cabinet with Revenue Budget proposals for 2018/19 for consultation purposes		Joy Robson
Review of Fees and Charges	To review all fees and charges made for services across the Council and identify proposals for increasing them in 2018/19		Joy Robson
<b>22<sup>ND</sup> NOVEMBER 2017– INDIVIDUAL CABINET MEMBER DECISION</b>			
<b>6<sup>TH</sup> DECEMBER 2017 – CABINET</b>			
Council Tax base 2018/19 and associated matters	To agree the Council Tax Base figure for submission to the Welsh Government, together with the collection rate to be applied for 2018/19 and to make other necessary related statutory decisions.		Sue Deacy/Wendy Woods
Alternative Delivery Model			Tracey Thomas
Welsh Church Fund Working Group	The purpose of this report is to make recommendations to Cabinet on the Schedule of Applications 2017/18, meeting 4 held on the 9 <sup>th</sup> November 2017		Dave Jarrett
<b>13<sup>TH</sup> DECEMBER 2017 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Local Government (Wales) Act 1994 The Local Authorities (Precepts)(Wales)Regulations 1995	To see approval of the proposals for consultation purposes regarding payments to precepting Authorities during 2018/19 financial year as required by statute		Joy Robson
<b>14<sup>TH</sup> DECEMBER 2017 - COUNCIL</b>			
Appointment of the Preferred Bidder for the			Rachel Jowitt

Subject	Purpose	Consultees	Author
Heads of the Valleys Food Waste Treatment Procurement			
Alternative Delivery Model			Tracey Thomas
<b>3<sup>RD</sup> JANUARY 2018 – INDIVIDUAL CABINET MEMBER DECISION</b>			
<b>10<sup>TH</sup> JANUARY 2018 – CABINET</b>			
Welsh Church Fund Working Group	The purpose of this report is to make recommendations to Cabinet on the Schedule of Applications 2017/18, meeting 5 held on the 14 <sup>th</sup> December 2017		Dave Jarrett
Accommodation Review			Deb Hill Howells
Budget Monitoring Report – Period 7	The purpose of this report is to provide Members with information on the forecast outturn position of the Authority at end of month reporting for 2016/17 financial year.		Joy Robson/Mark Howcroft
Proposed changes to the Schools Funding Formula for the funding of Building Maintenance Costs.	Seeking approval to reduce the funding of building maintenance costs for our new schools		Nikki Wellington
<b>17<sup>TH</sup> JANUARY 2018 – INDIVIDUAL CABINET MEMBER DECISION</b>			
Local Government (Wales) Act 1994 The Local Authorities (Precepts) (Wales) Regulations 1995	To seek members approval of the results of the consultation process regarding payment to precepting Authorities for 2018/19 as required by statute		Joy Robson
<b>18<sup>TH</sup> JANUARY 2018 - COUNCIL</b>			
Council Tax Reduction Scheme 2018/19			Ruth Donovan
<b>31<sup>ST</sup> JANUARY 2018 – INDIVIDUAL CABINET MEMBER DECISION</b>			

Subject	Purpose	Consultees	Author
<b>7<sup>TH</sup> FEBRUARY 2018 – CABINET</b>			
Final Draft Budget Proposals or recommendation to Council			Joy Robson
<b>14<sup>TH</sup> FEBRUARY 2018 – INDIVIDUAL CABINET MEMBER DECISION</b>			
S106 funding: Pen y Fal bridge repairs	To draw down appropriate S106 funding to fund the repairs to the footbridge at the Pen y Fal development in Abergavenny.		Rachel Jowitt
<b>20<sup>ND</sup> FEBRUARY 2018 – COUNCIL</b>			
<b>28<sup>TH</sup> FEBRUARY 2018 – INDIVIDUAL CABINET MEMBER DECISION</b>			
<b>1<sup>ST</sup> MARCH 2018 - COUNCIL</b>			
Council Tax Resolution 2018/19			Ruth Donovan
<b>7<sup>TH</sup> MARCH 2018 - CABINET</b>			
2018/19 Education and Welsh Church Trust Funds Investment and Fund Strategies	The purpose of this report is to present to Cabinet for approval the 2018/19 Investment and Fund Strategy for Trust Funds for which the Authority acts as sole or custodian trustee for adoption and to approve the 2017/18 grant allocation to Local Authority beneficiaries of the Welsh Church Fund.		Dave Jarrett
<b>14<sup>TH</sup> MARCH 2018 – INDIVIDUAL CABINET MEMBER DECISION</b>			
<b>28<sup>TH</sup> MARCH 2018 – INDIVIDUAL CABINET MEMBER DECISION</b>			
<b>11<sup>TH</sup> APRIL 2018 - CABINET</b>			

Subject	Purpose	Consultees	Author
Welsh Church Fund Working Group	The purpose of this report is to make recommendations to Cabinet on the Schedule of Applications 2017/18, meeting 6 held on the 22 <sup>nd</sup> February 2018		Dave Jarrett
<b>18<sup>TH</sup> APRIL 2018 – INDIVIDUAL CABINET MEMBER DECISION</b>			
<b>19<sup>TH</sup> APRIL 2018 - COUNCIL</b>			
Public Service Board: Well-being Plan for Monmouthshire			Matt Gatehouse (added 29/8/17)
<b>9<sup>TH</sup> MAY 2018 – INDIVIDUAL CABINET MEMBER DECISION</b>			

Hannah Jones would like to come to Cabinet in July 2018 to update on Youth Enterprise - European Structural Fund (ESF) Programmes - Inspire2Work extension (originally brought to Cabinet July 2017).

This page is intentionally left blank