



<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.***



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




Well Being Goal	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>

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	2016, accounting for approximately 10% of the workforce.	
<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>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.</p>	<p>Walking and cycling are priority programmes in the Plan. Encouraging physical activity in the outdoors is known to encourage more sustainable forms of transport.</p>
<p><b>A healthier Wales</b> People's physical and mental wellbeing is maximized and health impacts are understood</p>	<p>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.</p>	<p>There are unlikely to be any negative effects. Positive effects will be maximised by collaborative working with partners and development of opportunities for volunteers.</p>
<p><b>A Wales of cohesive communities</b> Communities are attractive, viable, safe and well connected</p>	<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 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.</p>	<p>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.</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>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</p>	<p>There are unlikely to be any negative effects.</p>
<p><b>A Wales of vibrant culture and thriving Welsh language</b></p>	<p>Developing and promoting a unique sense of place, including the distinctive culture and language</p>	<p>There are unlikely to be any negative effects. Experiential tourism marketing and product</p>

<b>Well Being Goal</b>	<b>Does the proposal contribute to this goal? Describe the positive and negative impacts.</b>	<b>What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?</b>
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?

<b>Sustainable Development Principle</b>	<b>Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.</b>	<b>Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?</b>
 <p>Balancing short term need with long term and planning for the future</p> <p><b>Long Term</b></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>Working together with other partners to deliver objectives</p> <p><b>Collaboration</b></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>Involving those with an interest and seeking their views</p> <p><b>Involvement</b></p>	<p>The Plan is the outcome of extensive consultation with stakeholders. This included an online survey which generated 108 responses from Monmouthshire businesses.</p>	<p>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>Putting resources into preventing problems occurring or getting worse</p> <p><b>Prevention</b></p>	<p>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>There are unlikely to be any negative effects.</p>
 <p>Considering impact on all wellbeing goals together and on other bodies</p> <p><b>Integration</b></p>	<p>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>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)

<b>Protected Characteristics</b>	<b>Describe any positive impacts your proposal has on the protected characteristic</b>	<b>Describe any negative impacts your proposal has on the protected characteristic</b>	<b>What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?</b>
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?**

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.
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**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
1		10/10/2017	