



monmouthshire
sir fynwy

Integrated Impact Assessment document

(incorporating Equalities, Future Generations, Welsh Language and Socio Economic Duty)

Name of the Officer completing the evaluation Nicola Edwards E-mail: nicolaedwards@monmouthshire.gov.uk	Please give a brief description of the aims of the proposal Seeking approval of Monmouthshire's Draft Destination Management Plan 2025-2030 – the strategic plan that guides destination development, management and marketing of Monmouthshire.
Name of Service area Destination Management	Date 19/11/2025

1. **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	The Plan promotes an inclusive Monmouthshire welcome.	There are no negative impacts of this Plan on protected characteristics. The Plan aims to improve inclusiveness and accessibility of the destination for the benefit of locals and visitors.	The Plan's vision is for Monmouthshire to become a blueprint for next generation regenerative rural destinations. And to become the most inspiring, connected and liveable place to stay, invest and work.

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?
Disability	The Plan aims to improve accessibility of the destination for the benefit of everyone in Monmouthshire.	The Plan promotes an inclusive and accessible welcome. It aims to ensure all channels are accessible and inclusive and has as a stated aim to work with industry partners to develop and fund investments to ensure that venues, attractions, events and infrastructure are accessible – physically, in terms of the product offer and in the way they're promoted.	The Plan aims to improve the accessibility of the destination.
Gender reassignment	The Plan promotes an inclusive Monmouthshire welcome.	There are no negative impacts.	The Plan promotes an inclusive Monmouthshire welcome.
Marriage or civil partnership	The Plan promotes an inclusive Monmouthshire welcome.	There are no negative impacts.	The Plan promotes an inclusive welcome.
Pregnancy or maternity	The Plan promotes an inclusive Monmouthshire welcome.	There are no negative impacts	The Plan promotes an inclusive welcome.
Race	The Plan promotes an inclusive Monmouthshire welcome.	There are no negative impacts.	The Plan promotes an inclusive welcome.
Religion or Belief	The Plan promotes an inclusive Monmouthshire welcome.	There are no negative impacts.	The Plan promotes an inclusive welcome.

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?
Sex	The Plan promotes an inclusive Monmouthshire welcome.	There are no negative impacts.	The Plan promotes an inclusive welcome.
Sexual Orientation	The Plan promotes an inclusive Monmouthshire welcome.	There are no negative impacts.	The Plan promotes an inclusive welcome.

2. The Socio-economic Duty and Social Justice

The Socio-economic Duty requires public bodies to have due regard to the need to reduce inequalities of outcome which result from socio-economic disadvantage when taking key decisions This duty aligns with our commitment as an authority to Social Justice.

	Describe any positive impacts your proposal has in respect of people suffering socio economic disadvantage	Describe any negative impacts your proposal has in respect of people suffering socio economic disadvantage.	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Socio-economic Duty and Social Justice	The Plan is based on fair treatment and equitable status of all groups and individuals in the community, aiming to grow the benefits of tourism for everyone in Monmouthshire, whether they're here for a day, a week or a lifetime. Visitor spend helps support services and facilities on which locals depend, and approximately 15% of jobs in the county.	<i>Describe any negative impacts that your proposal/s will have on people or groups of people who suffer socio-economic disadvantage.</i> There are no identified negative impacts.	<i>What has been/will be done to mitigate any negative impacts or better contribute to positive impacts in relation to the Socio-economic disadvantage.</i> The Plan aims to grow regenerative tourism for the benefit of everyone in Monmouthshire.

3. Policy making and the Welsh language.

How does your proposal impact on the following aspects of the Council's Welsh Language Standards:	Describe the positive impacts of this proposal	Describe the negative impacts of this proposal	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts
Policy Making Effects on the use of the Welsh language, Promoting Welsh language Treating the Welsh language no less favourably	The Plan celebrates and promotes Welsh language and sense of place as important elements of the visitor experience and as critical sources of differentiation and sustainability for the destination.	There are no negative impacts.	The Plan proposes a croeso / welcome underpinned with a distinctive sense of place and an increase in use of the Welsh language.
Operational Recruitment & Training of workforce	N/A	No posts are being created at this time.	N/A
Service delivery Use of Welsh language in service delivery Promoting use of the language	The Plan will not impact on the equal status given to the Welsh language in service delivery. Welsh language and culture will be celebrated as critical aspects of differentiation and sustainability for the destination.	None.	N/A

4. 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. There's no need to put something in every box if it is not relevant!

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?
A prosperous Wales Efficient use of resources, skilled, educated people, generates wealth, provides jobs	The Plan aims to grow the benefits of tourism for everyone in Monmouthshire. The economic impact of tourism is monitored as a KPI in MCC's Community & Corporate Plan and visitor spend supports approximately 15% of Monmouthshire jobs.	The Plan identifies the best prospects for sustainable growth of Monmouthshire's visitor economy. There are no identified negative impacts.
A resilient Wales Maintain and enhance biodiversity and land, river and coastal ecosystems that support resilience and can adapt to change (e.g. climate change)	The Plan promotes a regenerative approach to destination management, an approach which is sensitive to the local environment, supports Monmouthshire's Rivers & Coast Action Plan, and which is based on a zero carbon tourism pathway.	We'll work with partners and collaborate with the industry to promote safe and responsible tourism.
A healthier Wales People's physical and mental wellbeing is maximized and health impacts are understood	'Active landscapes for healthier lifestyles' is one of three key themes in the Plan, aiming to increase (and promote) access to the countryside and opportunities for locals and visitors to enjoy healthier ways of life.	The Plan aims to improve walking and cycling opportunities for everyone in Monmouthshire.
A Wales of cohesive communities Communities are attractive, viable, safe and well connected	Vibrant communities and places are at the heart of the Plan. The Plan's vision is for Monmouthshire to become the blueprint for next generation regenerative rural destinations. And to be the most inspiring, connected and welcoming place in Wales to stay, invest and live.	The Plan aims to bring vibrancy to our high streets, adventure to our landscapes and confidence to our communities through more and better tourism that celebrates and enriches quality of life for citizens.
A globally responsible Wales Taking account of impact on global well-being when considering local social, economic and environmental wellbeing	The Plan aims to encourage responsible access to nature, to raise the profile of natural habitats and to promote responsible enjoyment of the destination	The environmental impact of tourism will continue to be monitored and any negative trends will be addressed based on relevant data and insights.

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?
	and nature, including promotion of public transport options.	
A Wales of vibrant culture and thriving Welsh language Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation	The Plan aims to revitalise the county's characterful towns and villages and promote active landscapes and healthy lifestyles through high quality tourism by developing enriching rural and urban experiences rooted in place and culture, based on a cohesive heritage offer.	The Plan promotes a confident cultural identity, healthy and active lifestyles and a cohesive heritage offer celebrating sense of place and Welsh culture.
A more equal Wales People can fulfil their potential no matter what their background or circumstances	The Plan supports sustainable growth of Monmouthshire's visitor economy for the benefit of everyone in the county irrespective of background or circumstances.	The Plan aims to sustainably grow Monmouthshire's visitor economy and promote access to a wide variety of enriching experiences for everyone in Monmouthshire regardless of circumstances.

5. 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?
 Long Term Balancing short term need with long term and planning for the future	This is a five year Plan which aims to become a blueprint for a new generation of regenerative rural destinations. And the most inspiring, connected and welcoming place in Wales to stay, invest and live.	The Plan is a blueprint and stepping stone for further actions. It aims to embolden and aid businesses in working together and promoting Monmouthshire themselves, beyond the scope of the Plan.

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?
 Working together with other partners to deliver objectives	The Plan has been developed based on in-depth research and in collaboration with a wide range of local, regional and national partners. It's been designed to be co-owned by partners and to inspire collaboration and co-creation.	The Plan's delivery will be overseen by a reinvigorated Destination Partnership, made up of public, private and third sector partners.
 Involving those with an interest and seeking their views	The Plan has been informed by extensive engagement with stakeholders (including residents, visitors and Monmouthshire tourism businesses) and its delivery will be overseen by the Destination Partnership, made up of public, private and third sector partners.	Resource allowing, regular resident and business sentiment surveys will be undertaken to assess satisfaction with the way the destination is being developed and managed for visitors.
 Putting resources into preventing problems occurring or getting worse	A wide range of economic and wellbeing measures will be monitored on an ongoing basis by the Destination Partnership. In addition regular communication with wider stakeholders will identify any potential issues and enable them to be addressed promptly.	Resource allowing, regular resident and business sentiment surveys will be undertaken to assess satisfaction with the way the destination is being developed and managed for visitors, and to identify any wider issues not identified by the Partnership.
 Considering impact on all wellbeing goals together and on other bodies	Delivered as part of a wider regeneration and placemaking agenda and through widespread collaboration, the plan provides a clear and confident framework to develop and carefully manage the visitor economy to ensure it delivers lasting value to Monmouthshire communities.	Going forward, a stakeholder group will be established to help aid communication between different organisations and businesses.

6. Council has agreed the need to consider the impact its decisions has on the following important responsibilities: Corporate Parenting and Safeguarding. Are your proposals going to affect any of these responsibilities?

	Describe any positive impacts your proposal has	Describe any negative impacts your proposal has	What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?
Safeguarding	There are no impacts on safeguarding.	.There are no impacts on safeguarding.	There are no impacts on safeguarding.
Corporate Parenting	There are no impacts on corporate parenting.	There are no impacts on corporate parenting.	There are no impacts on corporate parenting.

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

The Plan has been informed by the following data :

- Business, visitor and resident surveys
- Consultations with local tourism associations, town councils, MCC councillors, MCC officers, tourism businesses, chambers of commerce, event organisers and regional and national organisations.
- The Monmouthshire Replacement Local Development Plan
- Monmouthshire Community and Corporate Plan 2022 - 2028
- STEAM data for Monmouthshire & South East Wales, Domestic GB Tourism Statistics (Wales overnight trips and day visits 2024), International Passenger survey 2024
- Monmouthshire hotel and airbnb occupancy data
- Bedstock data for Monmouthshire
- Monmouthshire town Placemaking Plans
- Best practice from other successful tourism destinations in the UK and overseas.
- Monmouthshire's product database
- Destination Management Plans for other destinations (eg. Glasgow, Liverpool, Canada)

8. 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 main positive impacts of the Plan are to grow the benefits of tourism for everyone in Monmouthshire (to support vibrant communities, characterful towns and villages, active landscapes and healthy lifestyles, services and facilities and a wide range of enriching experiences and local employment opportunities) to improve quality of life for citizens and the development of Monmouthshire as one of the most inspiring, connected and welcoming place in Wales to stay, invest and live.

The main negative impacts could come from environmental effects (eg. increased carbon emissions) and potential congestion and overcrowding at tourism hot spots. However, the plan seeks to mitigate these by spreading the benefits of tourism more evenly across the county and year, and promoting responsible environmental behaviour including increased public transport use.

These impacts demonstrate how important collaboration will be to effective delivery of the Plan. The Council will need to work across departments and to use all levers available to support tourism, in tandem with businesses, organisations and the residents of Monmouthshire to grow tourism for the benefit of everyone in the county. There is recognition that this isn't a Plan that the Council could deliver on its own, and that we also need buy in from partners and their support to deliver on priorities.

9. 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

10. VERSION CONTROL: The Equality and Future Generations Evaluation should be used at the earliest stage, such as informally within your service, and then further developed throughout the decision making process. It is important to keep a record of this process to demonstrate how you have considered and built in equality and future generations considerations wherever possible.

Version No.	Decision making stage	Date considered	Brief description of any amendments made following consideration
1	Business Cabinet	27/05/2025 30/09/25	No amendments No amendments
2	Scrutiny	09/10/25	No amendments
3	Cabinet	19/11/25	No amendments