

Our Picturesque Landscape Partnership

Wellbeing Impact Assessment Report

This report summarises the likely impact of a proposal on the social, economic, environmental and cultural well-being of Denbighshire, Wales and the world.

Assessment Number:	320
Brief description:	1.1 The Our Picturesque Landscape Scheme is a partnership project, lead by the Clwydian Range and Dee Valley AONB that aims to: <ul style="list-style-type: none"> • Conserve and restore special features within the landscape • Bring the importance of the landscape closer to people. • Invest in the resilience of key sites. • Make the area more accessible, both physical and intellectual • Improve a range of key habitats and their connectivity, engaging with landowners.
Date Completed:	Version: 0
Completed by:	
Responsible Service:	Highways & Environmental Services
Localities affected by the proposal:	Dee Valley,

IMPACT ASSESSMENT SUMMARY AND CONCLUSION

Before we look in detail at the contribution and impact of the proposal, it is important to consider how the proposal is applying the sustainable development principle. This means that we must act "in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs."

Score for the sustainability of the approach

Could some small changes in your thinking produce a better result?

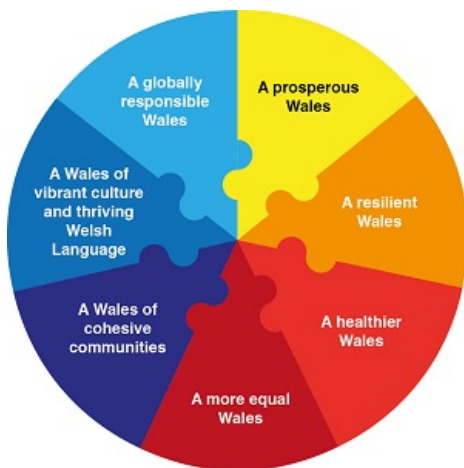


(3 out of 4 stars)

Actual score : 21 / 24.

Summary of impact

Wellbeing Goals



A prosperous Denbighshire	Positive
A resilient Denbighshire	Positive
A healthier Denbighshire	Positive
A more equal Denbighshire	Positive
A Denbighshire of cohesive communities	Positive
A Denbighshire of vibrant culture and thriving Welsh language	Positive
A globally responsible Denbighshire	Positive

Main conclusions

THE LIKELY IMPACT ON DENBIGHSHIRE, WALES AND THE WORLD

A prosperous Denbighshire

Overall Impact	Positive
Justification for impact	The Our Picturesque Landscape Project aims to improve the condition and resilience of the historic and natural environment of the Dee Valley, whilst also engaging the local communities in its management and increasing awareness and understanding.

Positive consequences identified:

Improvements to footpaths and public transport will provide alternatives to travel by car. Improved facilities closer to people's home will reduce the need to travel.

Improved infrastructure will benefit local residents and visitors. Events and activities arranged will extend the tourism season.

The project will provide support to landowners and farmers to improve biodiversity and heritage features on their farms. There is a possibility that a new community enterprise will be established associated to the project park proposal.

The Scheme will provide training in countryside skills through volunteer tasks.

The project includes improvement in facilities through the creation of a new pocket park, interpretation of key sites and education resources

Unintended negative consequences identified:

Redistribution of visitors along the Dee Valley may mean that they travel further.

Mitigating actions:

A partnership approach will be established for the development of the project, with representation from the local community.

A resilient Denbighshire

Overall Impact	Positive
Justification for impact	The heritage will be better managed and more resilient to cope with increasing visitor numbers experienced, especially within the World Heritage Site Corridor.

Positive consequences identified:

The programme includes a project to improve habitat connectivity, focused on ffridd, woodland, limestone grassland and river areas.

By improving facilities on people's doorstep there will be less of a need for them to travel for recreation opportunities.

The our Picturesque Landscape includes a large element of interpretation which will bring the natural and historic heritage of this area closer to the local community.

Unintended negative consequences identified:

The project focus is to better manage visitors, should an increase in visitors occur it could have a negative impact on fragile habitats.

Mitigating actions:

Learn from the experience of other projects and good practice developed elsewhere.

A healthier Denbighshire

Overall Impact	Positive
Justification for impact	An investment in footpaths and the creation of a new recreation pocket park, together with a programme of events and activities will mean that there will be more opportunities for people to enjoy the countryside on their doorstep, making a positive contribution to their health and well-being.

Positive consequences identified:

The Scheme will support people to maintain an active lifestyle through providing new and improved paths linking communities in the Dee Valley.

An outreach programme to target currently under represented groups is included within the project to get people to experience the area, but also participate in its management. A programme of events will also be delivered which will provide people with leisure opportunities.

Outdoor activities such as walking have been proven to have a positive effect on mental well being. The Scheme will also work with groups such as MIND and the Let's Walk Denbighshire Health Walk Scheme.

Unintended negative consequences identified:

Mitigating actions:

A more equal Denbighshire

Overall Impact	Positive
Justification for impact	The project seeks to engage with those who are currently underrepresented in visiting key sites within the Dee Valley.

Positive consequences identified:

The scheme includes an outreach project which will focus in particular on the elderly and people with a disability as these were found to be currently underrepresented in the results of survey work completed during the project development.

The Wenffrwd Pocket Park will provide new accessible footpaths.

Most of the events and opportunities available through the Our Picturesque Landscape Scheme will be free of charge. Also providing more resources close to people's doorstep will reduce the need for people to travel within the Dee Valley.

Unintended negative consequences identified:

Mitigating actions:

A Denbighshire of cohesive communities

Overall Impact	Positive
Justification for impact	The landscape will be enhanced through positive management of key landscape views, undertaking positive management of currently abandoned areas, talking issues such as footpath erosion and congestion management and provide support to landowners to reinstate boundaries.

Positive consequences identified:

A biannual forum will be held by the Our Picturesque Landscape Project to enable people to come and share their views and aspirations for the project. The Landscape Partnership Board includes community representation through two community groups, the Friends of the Clwydian Range and Dee Valley and the Aqueducts.

The project will make a positive contribution to improving the aesthetics of the local environment and the appreciation of key heritage features through the Opening the Views Project, which will restore key views of sites such as Dinas Bran from Plas Newydd and the Berwyn Bends. Positive work undertaken to open the old tip site at Llangollen will also make a positive contribution to the attractiveness of the local area. The countryside grant scheme will also provide support for farmers to reinstate traditional boundaries.

Unintended negative consequences identified:

Mitigating actions:

A Denbighshire of vibrant culture and thriving Welsh language

Overall Impact	Positive
Justification for impact	The scheme will promote the Welsh language throughout and will produce all materials bilingually. Certain events will specifically be developed in Welsh.

Positive consequences identified:

All materials produced will be bilingual. The project will conform to the Welsh Language Standards. All materials produced will be bilingual. The project will conform to the Welsh Language Standards. Some events will be targeted through the medium of Welsh.

The scheme includes the delivery of an interpretation plan which will focus on the heritage of the Dee Valley. The plan includes a broad range of proposals including panels, leaflets, banners, performances, digital technology and events.

Unintended negative consequences identified:

Mitigating actions:

A globally responsible Denbighshire

Overall Impact	Positive
----------------	----------

Justification for impact	The Project will make a positive contribution to the Clwydian Range and Dee Valley AONB which is recognised as an UNSECO Category V Landscape, the Pontcysyllte Aqueduct and Canal World Heritage Site and 2 nature conservation sites recognised on an European level as Special Areas of Conservation.
--------------------------	--

Positive consequences identified:

The procurement of the work will conform to Denbighshire's Procurement Policy, with large contracts advertised on sell2wales.

The project proposal includes the provision of a Picturesque Bus service which will provide a weekend service from Llangollen to the Panorama and the Horseshoe Pass.

Unintended negative consequences identified:

Mitigating actions: