



**Bryniau Clwyd a  
Dyffryn Dyfrdwy**  
Clwydian Range  
and Dee Valley

Ardal o Harddwch Naturiol Eithriadol  
Area of Outstanding Natural Beauty

<b>Held on:</b>	<b>21<sup>st</sup> June 2019</b>
<b>Lead Member / Officer:</b>	<b>Howard Sutcliffe</b>
<b>Report Author:</b>	<b>David Shiel</b>
<b>Title:</b>	<b>Report on Visitor Impacts to AONB</b>

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**1. What is the report about?**

*In the summer of 2018, the AONB commissioned NEF Consulting to carry out a visitor impacts appraisal, to measure and assess the economic and social wellbeing benefits and the environmental impacts of six key visitor sites across the AONB.*

- *Chirk Aqueduct and Viaduct*
- *Loggerheads Country Park*
- *Moel Famau Country Park*
- *Panorama*
- *Pontcysyllte Aqueduct and Trevor Basin*
- *Horseshoe Falls and Llantysilio Green*
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*The aim of the study was to inform the AONB and WHS response to increasing visitor numbers at these six key sites and to set out a sustainable approach to management, ensuring that the capacity and resilience of these sites are at the heart of that approach.*

**2. What is the reason for making this report?**

*To provide information regarding the benefits that key visitor sites in the AONB provide to communities and businesses and to highlight some of the environmental and social challenges that these site are facing.*

**3. What are the Recommendations?**

*That the Joint Committee receives this report for information and its conclusions should inform future management planning for the AONB.*

#### 4. Report details.

- *The six sites combined accounted for an estimated £24.1m in direct expenditure by visitors in 2018. These sites therefore accounted for an estimated 19% of all tourist expenditure in rural Denbighshire in 2018.*
- *The six sites supported 365 FTE jobs and led to £7.8m in indirect expenditure by tourist businesses in their local supply chains, supporting a further 84 FTE jobs in 2018 (excluding spending on accommodation and excursions).*
- *Across all sites, almost 92% of survey participants agreed or strongly agreed that living in/ near the Clwydian Range and Dee Valley AONB is good for life in their community.*
- *The estimated monetary value of the wellbeing and life satisfaction associated with visiting the Clwydian Range and Dee Valley is £8.8million – 6.5% higher than Wales national average – using wellbeing valuation methodology*
- *The health benefits of a year's worth of walking visitors to the six key AONB sites equate to an estimated £38.1 million in health spending foregone. Of this, an estimated £1.2 million relates to the assumed reduction in CVD, and a further £36.8 million relates to the assumed reduction in type-2 diabetes.*
- *Traffic congestion is an issue at all sites – and has a negative impact on local communities Traffic congestion is perceived by visitors to be worse than at other sites they have visited.*
- *Environmental Impacts – Erosion is a particular issue at Horseshoe Falls, Loggerheads and Panorama where the sites are particularly sensitive – Special Areas of Conservation.*
- *The report has recommended a series of responses that will help to ensure the AONB maximises the social and economic benefits of visitors to these key sites whilst reducing the environmental impacts.*

#### 5. How does it contribute to the Clwydian Range & Dee Valley AONB Management Plans Priorities?

*The report gives the AONB a far great understanding of the benefits that visitors to key sites bring to the local economy and rural communities. This highlights some of the main challenges in ensuring that this is sustainable.*

*Contributes to AONB Management Plan Objectives:*

- **PoIART1** - *To promote the sustainable use and enjoyment and understanding of the landscape of the AONB in a way that contributes to local prosperity and social inclusiveness.*
- **PoIART2** - *Ensure the attractiveness of the AONB's landscape and views as a primary basis for the areas tourism are retained.*
- **PoIART3** - *Ensure that all visitors and residents are able to experience and*

*enjoy the benefits of the special qualities of the AONB within environmental limits.*

*AONB Sustainable tourism Strategy Objectives:*

- **4** - *To improve, manage and monitor visitor flows and environments for tourism, spreading benefits and addressing local impacts.*
- **4j** - *Monitor and assess tourism's economic, social and environmental impacts*

**6. What will it cost and how will it affect other services?**

*No additional resources sought.*

*Findings of this report feed into and be reflected in Denbighshire's emerging Tourism Strategy and Action Plan.*

**7. What are the main conclusions of the Equality Impact Assessment (EqIA) undertaken on the decision? The completed EqIA template should be attached as an appendix to the report.**

*An equality impact assessment assesses the likely impact of our decisions on people who share protected characteristics. Equality impact assessment is necessary in order for the council to comply with the Equality Act 2010, and they should be undertaken for any decision or proposal for change. Examples include: a new or revised policy/procedure; a new strategic plan; an efficiency saving proposal; a staff re-structure, etc.), although this list is by no means exhaustive. Basically we should assess the potential impact of any decision that will have any impact on our customers or our staff to ensure that the council meets its duty to:*

- *eliminate unlawful discrimination, harassment and victimisation;*
- *advance equality of opportunity between people who share protected characteristics and those who do not; and*
- *foster good relations between people who share protected characteristics and those who do not.*

*Please visit the Intranet for guidance on Equality Impact Assessment, or contact Karen Beattie, Corporate Equalities Officer, for further advice.*

**8. What consultations have been carried out with Scrutiny and others?**

*The study has worked through the AONB Sustainable Tourism Working group and the visitor Management Group for the World Heritage Site. External Partners involved include Wrexham county Borough Council, Canal and River Trust, Flintshire county Council.*

*Community and business consultation was a key part of the study process and a number of community and business workshops were held.*

**9. Chief Finance Officer Statement**

*N/A*

**10. What risks are there and is there anything we can do to reduce them?**

**11. Power to make the Decision**

*Section 101(5) of the Local Government Act 1972 and the Local Government Act 2000, where Local authorities can enter arrangements to 'discharge functions jointly with one or more other local authorities by means of a Joint Committee'*