

Environmental Sustainability Full Impact Assessment

Impact Assessment Id: #630

1.0 Screening Information

Project Name

Visit Worcestershire - Destination Management Plan

Name of Project Sponsor

Susan Crow

Name of Project Manager

Lorna Robinson

Name of Project Lead

Lorna Robinson

Please give a brief description of the project

This is the new Destination Management Plan for the County which shapes the growth and ambitions of the tourism sector over the next five years. It is a partnership document which is linked to our official LVEP Status as a tourist board. It covers areas such as business growth, marketing, destination management & investment.

Data Protection screening result

Will require a full impact assessment

Equality and Public Health screening result

Will require a full impact assessment

Environmental Sustainability screening result

Will require a full impact assessment

1.1 Background and Purpose

Background and Purpose of Project?

To support your answer to this question, you can upload a copy of the project's Business Case or similar document.

Visit Worcestershire plays an important role supporting the county's £939m tourism economy, ensuring the sector is ready for growth, while also supporting visitors & residents to enjoy our beautiful County. As we move forward as an official LVEP (recognised by Visit England) and to ensure we maximise growth potential in the sector over the next 5-10 years, a new Destination Management Plan was needed, to help steer and attract investment.

Consultation on the new Plan started in November 2022. Four workshops were held across the County to understand the views and perspectives of stakeholders & businesses. Participants included members of the Visit Worcestershire's Tourism Advisory Group, representatives from several departments within the District & County Councils, tourism businesses and organisations from across the county who make up key stakeholders e.g. Canal and River Trust. In total 59 people engaged with the workshops from 39 different businesses and organisations.

The current document has been signed off by Visit England and local stakeholders and is seeking approval by Cabinet.

Upload Business Case or Support documents

[□ Cabinet Report - Visit Worcestershire Destination Management Plan.docx](#)

Project Outputs

Briefly summarise the activities needed to achieve the project outcomes.

The document outlines a clear vision, with measurable objectives. It is focused on three clear delivery areas which the County Council (with its LVEP status) can work alongside businesses and partners to deliver.

The Vision for Worcestershire is:

We will work together to celebrate and champion Worcestershire's Billion Pound Visitor Economy.

We will ensure our visitor economy continues to thrive for the benefit of all those who visit, live and work here – now and for future

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generations.

We will make the most of our 2000-year heritage, our countryside with its hills, panoramic views and waterways and our unique food and drink offer, delivering memorable experiences to visitors from near and far. Those experiences will be delivered by vibrant, independent businesses firmly rooted in Worcestershire and offering the warmest of welcomes.”

The three interrelated objectives linked to delivering this vision are:

- Objective one: Developing the Worcestershire Experience with increased product and a focus on business support which puts our key themes of sustainability and access for all at the heart of what we do. Creating the right environment for sector growth.
- Objective two: Raising awareness about what is special and distinctive about tourism in Worcestershire encouraging visits from our target markets and attracting higher value staying visitors.
- Objective three: Ensuring our infrastructure is ready for growth and investment while delivering an outstanding welcome across all visitor touch points which will create a positive impression and result in positive advocacy for the county.

Project Outcomes

Briefly summarise what the project will achieve.

Ambitions targets have been set with a clear measure attached to each, to ensure we are achieving the growth expected over the next five years:

- Target One: Awareness, positive perceptions, and propensity to visit among target markets – 5% over baseline.
- Target Two: Satisfaction levels among visitors to Worcestershire – 5% over baseline.
- Target Three: Increase in visitor spend from all markets and types of visit – 10% above inflation.
- Target Four: Number of staying holiday visits from UK and international markets – 10% above baseline.
- Target Five: Support 400 businesses with 25 new tourism products to market.

This links to our overall ambition to put Worcestershire on the map as a destination of choice, increasing the value of tourism in the County.

Is the project a new function/service or does it relate to an existing Council function/service?

Existing

Was consultation carried out on this project?

Yes

1.2 Responsibility

Directorate/Organisation

Economy & Infrastructure

Service Area

Economy

1.3 Specifics

Project Reference (if known)

Not Recorded

Intended Project Close Date *

November 2028

1.4 Project Part of a Strategic Programme

Is this project part of a strategic programme?

No

2 Greenhouse Gas Emissions

Could the project result in an increase in GHG emissions (including CO2)? Yes

Please be mindful that the Council has committed to reduce its GHG emissions to zero by 2050 and most projects are likely to have an impact on this target. This should be a key consideration in your project delivery and should be reviewed when completing the assessment.

Please explain your answer below:

If project outcomes are realised, there is likely to be an increase in emissions. As the theme of sustainability is one of the key objectives of the strategy, we need to ensure that the most sustainable and carbon neutral methods of delivery are utilised and promoted throughout the lifetime of the strategy. This is an embedded work practise that we are developing currently.

Have you undertaken an assessment of the project to know if there will likely be an increase in GHG emissions? No

Please explain your answer below:

Not recorded

3 Resources

Will the project result in increased consumption of electricity, gas or other heating fuels? Yes

e.g. project may require use of additional buildings, lighting and heating in buildings, additional ICT equipment, etc.

Please explain your answer below:

Successful implementation of the tourism strategy may lead to additional resources being required. This will be mitigated by a) educating businesses via our support programmes, b) targeting sustainable travel markets rather than mass tourism and c) ensuring the VW team act and manage the programmes in a resource efficient manor.

Will the project reduce energy needs and result in reduced consumption? No

e.g. disposal of WCC property assets

Please explain your answer below:

Not recorded

Will the project require additional water resources leading to an increase in water consumption? Yes

e.g. increased use of water through construction processes

Please explain your answer below:

Successful implementation of the tourism strategy may lead to additional resources being required. This will be mitigated by a) educating businesses via our support programmes, b) targeting sustainable travel markets rather than mass tourism and c) ensuring the VW team act and manage the programmes in a resource efficient manor.

Might there be a decrease in water consumption? No

e.g. will the project involve water saving measures or initiatives

Will the project result in the use of other resources, materials or minerals? Yes

e.g. use of natural resources such as wood; or use of aggregate minerals?

Please explain your answer below:

Successful implementation of the tourism strategy may lead to additional resources being required. This will be mitigated by a) educating businesses via our support programmes, b) targeting sustainable travel markets rather than mass tourism and c) ensuring the VW team act and manage the programmes in a resource efficient manor.

4 Transport

Will the project result in more people needing to travel? Yes

e.g. will there be additional cars on the road

Please explain your answer below:

If the strategy is successful, there may be more people wishing to travel to Worcestershire. But, encouraging more visitors isn't at the heart of the strategy, its about encouraging people to stay longer. Which is a more sustainable travel message.

We have strategic partnerships with GWR and WM Trains to actively encourage travel by rail but the document does highlight a 'final mile' issue where visitors can struggle to get around the County. The strategy will actively look to address this with active travel messages, while working with businesses to encourage incentives to those who travel by sustainable methods.

Have alternative transport modes been considered? Yes

e.g. could use be made of public transport/walking/cycling etc.

Please explain your answer below:

As above.

5 Waste

Is there likely to be an increase in waste as a result of the project? Yes

e.g. construction waste, packaging waste etc.

Please explain your answer below:

With an increase in tourism, there will likely be additional food waste. We have business support programmes in place to help businesses become more sustainable and some businesses have indicated that more guests may actually reduce the amount of food wasted. We also need to consider packaging, other consumables and disposables as these would increase as well. Again, we need to encourage relevant tourism providers to engage in sustainable methods of providing their offering and signposting towards local recycling facilities, and more sustainable choices, ensuring visitors are aware of the ethos of the county.

Sustainability and accessibility are at the heart of the document. Work streams to ensure waste is reduced is a key element to becoming a sustainable destination.

Have opportunities to prevent, minimise, reuse or recycle waste been identified and considered? Yes

e.g. will recycling facilities be available as part of the project

Please explain your answer below:

As above.

6 Wildlife and Biodiversity

Will there be any negative impacts on the natural environment? Yes

e.g. will the project involve removal of green space/trees; have wildlife surveys been considered; result in enhancements to green infrastructure; increased biodiversity opportunities etc.?

Please explain your answer below:

There could be potential negative impacts on the natural environment, as visitors come and enjoy the area e.g. outdoor pursuits in our open countryside, Malvern Hills and Wyre Forest for example. This increased footfall could damage the landscape and impact biodiversity.

We already work closely with the Forestry Commission, Canal and River Trust and Malvern Hills AONB to ensure we only promote activities at appropriate times of year. e.g. not promoting the forest in Deer Rutting Season. We are also working with the Countryside Service and Public Rights of Way to actively promote under utilised areas of our countryside.

Has a preliminary ecological appraisal been undertaken? No

Please explain your answer below:

Not recorded

Has there been consideration of statutory assessments? No

e.g. Sustainability Appraisals, Strategic Environmental Assessments and Habitat Regulations Assessment Screening?

N.B. This is a matter of legal compliance - All plans and projects (including planning applications) which are not directly connected with, or necessary for, the conservation management of a habitat site, require consideration of whether the plan or project is likely to have significant effects on that site. This consideration – typically referred to as the ‘Habitats Regulations Assessment screening’ – should take into account the potential effects both of the plan/project itself and in combination with other plans or projects.

7 Pollution to land/air/water

Is there a risk of pollution to the local environment? No

e.g.

- will there be surface water run-off or discharge into local water source?
- will there be any impact on local water quality?
- will any waste water require treatment?
- is there the potential for spillage of chemicals?
- is there the potential for emissions to air from combustion processes resulting in poor air quality?

8 Resilience to climate risks

Could climate risks affect your project? Yes

N.B. some projects may be more sensitive to future changes in the climate e.g. hotter and drier summers; milder and wetter winters; increased likelihood of extreme weather events. These climate risks may affect project delivery and should be considered at the early stages of project development.

Please explain your answer below:

Seasonal weather issues have an impact on tourism, and flooding or wet summers like we had this year for example do effect profitability. Our support programmes are there to help and to develop diverse income streams. This will become more important as our climate continues to fluctuate.

Has the impact of extreme weather events on the project been considered? Yes

e.g. heat waves and flooding.

Please explain your answer below:

Seasonal weather issues have an impact on tourism, and flooding or wet summers like we had this year for example do effect profitability. Our support programmes are there to help and to develop diverse income streams.

Is there a business/project continuity plan in place to ensure climate risks are minimised? No

e.g. can you ensure that the project is resilient to climate risks and can continue to deliver on outcomes.

Could the project exacerbate climate risks? No

e.g. increase flood risk or worsen temperature extremes in the locality.

Will the project result in the use of other resources, materials or minerals? Yes

e.g. use of natural resources such as wood; or use of aggregate minerals?

Please explain your answer below:

Successful implementation of the tourism strategy may lead to additional resources being required. This will be mitigated by a) educating businesses via our support programmes, b) targeting sustainable travel markets rather than mass tourism and c) ensuring the VW team act and manage the programmes in a resource efficient manor.

9 Historic Environment

Have you checked with the WCC Historic Environment team as to whether there are any impacts on the Historic Environment (negative or positive)?

No

Check every development with the Historic Environment Team at the planning stage of each project. Further assessment may be required depending on the nature and scale of development. There may also be design options that would negate any need for further assessment (and lessen costs), or even opportunities to enhance heritage assets or their setting through the development.

Does the development have the potential to result in any impacts to the historic environment or opportunities for enhancement?

No

If yes, then further assessment will be required. This could take the form of a watching brief during groundworks if the potential is clearly understood and relatively low, or a more comprehensive desk-based and/or field investigation prior to development.

10 Procurement

Could any procurement associated with the project have a detrimental environmental impact? No

e.g. procurement of goods from overseas that have to be shipped; use of unsustainable materials or materials that cannot be recycled at the end of their use?

Is there likely to be increased Greenhouse Gas emissions from products purchased for the project? No

e.g. carbon emissions from transport and manufacturing

Will you be able to make use of sustainable products? No

e.g. recycled, local, ethical etc.

Have you considered the Public Services (Social Value) Act 2012? No

All major contracts let by the Council (those of more than £100,000 in total value) will be expected to deliver a meaningful contribution to our vision of Social Value in the county. The Act requires us to consider how the services we commission and procure might improve the economic, social and environmental well-being of the local area.

– please see: [Social Value](#)

11 Declaration

I have confirmed that to the best of my knowledge that the information I have provided is true, complete and accurate

I have confirmed that I will make sure that Environmental Sustainability has been and continues to be considered throughout the project life cycle and should circumstances change in the project a further Environmental Sustainability Assessment Screening will be carried out.

12 Application Details

Last Updated Date Time

09/11/2023 16:04:12

Screening Submitted Date Time

09/11/2023 10:28:36

Last Reopened Date Time

09/11/2023 13:05:42

Full Impact Submitted Date Time

09/11/2023 16:04:12

Approved/Rejected Date Time

No Date Recorded

Current User Dashboard Request Status

Submitted

13.0 People with access to the original screening

[Lorna Robinson \(lrobinson1@worcestershire.gov.uk\)](mailto:lrobinson1@worcestershire.gov.uk)

13.1 People with access to this environmental sustainability assessment

[Lorna Robinson \(lrobinson1@worcestershire.gov.uk\)](mailto:lrobinson1@worcestershire.gov.uk)

14 Direct Questions**Question:**

Hi Lorna

Check through my comments and update as appropriate please so I can approve.

Section 2 - If project outcomes are realised, there is likely to be an increase in emissions partic;from Target 4 so answer yes to the 1st Q. As the theme of sustainability is one of the key objectives of the vision , you need to ensure that the most sustainable and carbon neutral methods of delivery are utilised and promoted throughout.

Section 3 - Again, Target 4 is likely to increase fuel water & other resources.

Section 4 - For final mile and local journeys it would be useful to include active transport (walking and cycle routes) to reduce vehicle movements.

Section 5- agree that food waste would be a large part of the increased waste, but also packaging, other consumables and disposables would increase. Again, encourage relevant tourism providers to engage in sustainable methods of providing their offering and signposting towards local recycling facilities, and more sustainable choices, ensuring visitors are aware of the ethos of the county.

Section 6-There could be potential to have negative impacts on the natural environment considering the reason why visitors may visit the area e.g. outdoor pursuits in our open countryside, Malvern Hill and Wyre Forest for example are locations that could suffer from increased footfall.

Again selling the ethos of sustainability to visitors is essential and encouraging tourism providers, facility and land owners to set out rules of engagement for their local areas so that biodiversity is not negatively impacted – could have offerings to improve the natural environment, rural courses, guided educational / information walks etc.

Section 8 – You've acknowledges the impacts of extreme weather may well affect tourism so can you update your response to the first Q to yes here.

If you need to talk anything through give me a call

Best Wishes, Anna

Asked by Anna Wardell-Hill (AWardellHill@worcestershire.gov.uk) at 09/11/2023 13:05:26

Lorna Robinson (lrobinson1@worcestershire.gov.uk) has been asked this question.

Currently Unanswered[Add Response](#)