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CYNGOR SIR
YNYS MÔN
ISLE OF ANGLESEY
COUNTY COUNCIL

GWŶS A RHAGLEN

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CYFARFOD O GYNGOR SIR YNYS MÔN

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DYDD IAU, 24 MEDI 2026

→ am 1:00 o'r gloch ←

SUMMONS AND AGENDA

for a

MEETING OF THE ISLE OF ANGLESEY COUNTY COUNCIL

on

THURSDAY, 24 SEPTEMBER 2026

→ at 1:00 pm ←

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A G E N D A

1. MINUTES

To submit for confirmation, the draft minutes of the meetings of the County Council held on the following dates: -

- 12 May 2026 (Annual Meeting)
- 13 August 2026 (Extraordinary)

2. DECLARATION OF INTEREST

To receive any declaration of interest from a Member or Officer in respect of any item of business.

3. ANNOUNCEMENTS

To receive any announcements from the Chairperson, Leader of the Council or the Chief Executive.

4. PRESENTATION OF PETITIONS

To receive any petition in accordance with Paragraph 4.1.11 of the Constitution.

5. ANNUAL TREASURY MANAGEMENT REVIEW 2025/26

To submit the report of the Director of Function (Resources)/Section 151 Officer, as presented to the Executive on 22 September 2026.

6. STANDARDS COMMITTEE ANNUAL REPORT 2025/26

To submit the report of the Chair of the Standards Committee, as presented to the Standards Committee on 18 June 2026.

7. AMENDMENT TO THE CONSTITUTION - AMEND THE TERM OF OFFICE FOR LAY MEMBERS OF THE GOVERNANCE AND AUDIT COMMITTEE

To submit the report of the Head of Function (Council Business)/Monitoring Officer.

8. ANNUAL DIRECTOR'S REPORT ON THE EFFECTIVENESS OF SOCIAL SERVICES 2025/26

To submit the report of the Director of Social Services.

9. REMOVAL OF PROFIT FROM THE CARE OF CHILDREN WHO ARE LOOKED AFTER - SUFFICIENCY PLANS

To submit the report of the Director of Social Services**.**

10. SCRUTINY ANNUAL REPORTS 2025/26

To submit the report of the Chairs of the Corporate Scrutiny Committee and Partnership and Regeneration Scrutiny Committee.

11. VISITOR LEVY CONSULTATION

To submit the report of the Head of Regulation and Economic Development, as presented to the Executive on 22 September 2026.

12. CHANGE TO RECYCLING AND WASTE COLLECTIONS

To submit the report of the Head of Highways, Waste and Property, as presented to the Executive on 22 September 2026.

13. COMMUNITY REVIEW OF ELECTORAL ARRANGEMENTS

To submit the report of the Head of Democratic Services.

14. REVIEW OF THE LEADERSHIP STRUCTURE

To submit the report of the Chief Executive.

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ISLE OF ANGLESEY COUNTY COUNCIL

Minutes of the hybrid meeting held on 12 May 2026

PRESENT: Councillor Non Dafydd (Chair) (for items 1 to 7),
Councillor Dafydd Rhys Thomas (Vice-Chair) (for items 1 to 7).

Councillor Dafydd Rhys Thomas (Chair) (for items 8 to 17),
Councillor Jackie Lewis (Vice-Chair) (for items 8 to 17).

Councillors Geraint Bebb, Paul Ellis, Neville Evans, Douglas M Fowlie, Glyn Haynes, Kenneth P Hughes, Carwyn Jones, Aled M Jones, Gwilym O Jones, Dyfed Wyn Jones, Euryn Morris, Pip O'Neill, Llio Angharad Owen, Derek Owen, Gary Pritchard, Dylan Rees, Alun Roberts, Dafydd Roberts, Keith Roberts, Margaret Murley Roberts, Nicola Roberts, Ken Taylor, Alwen P Watkin, Ieuan Williams, Robin Williams, Sonia Williams and Liz Wood

IN ATTENDANCE: Chief Executive,
Deputy Chief Executive,
Director of Function (Council Business)/Monitoring Officer,
Director of Function (Resources)/Section 151 Officer,
Director of Social Services,
Director of Education, Skills and Young People,
Head of Housing Services,
Head of Adults' Services,
Head of Highways, Waste and Property,
Head of Regulation and Economic Development,
Head of Human Resources, Communication and Customer Experience,
Head of Digital, Performance and Modernisation,
Head of Democratic,
Communications Manager (GJ),
Committee Officer (MEH),
Webcasting Committee Services Officer (FT).

APOLOGIES: Councillors Jeff M Evans, John Ifan Jones, Robert Ll Jones and Arfon Wyn

1. MINUTES

The minutes of the previous meeting of the Isle of Anglesey County Council held on 5 March, 2026 were confirmed as correct.

2. DECLARATION OF INTEREST

Councillor Celfyn Furlong declared a personal interest in Item 7 – Visitor Levy Consultation.

Councillor Derek Owen declared a personal interest in Item 7 – Visitor Levy Consultation.

Councillor Alun Roberts declared a personal interest in Item 7 – Visitor Levy Consultation.

Mr Arwel Owen, Head of Adults' Services declared a personal interest in Item 7 – Visitor Levy Consultation.

3. ANNOUNCEMENTS

The Chair made the following announcements :-

- The Chair wished to thank all the volunteers across the Island who have been raising money and making arrangements for the Ynys Môn Urdd Eisteddfod 2026 to be held between 25 May to 31 May. She sent her best wishes to all the children and young people who will be competing during the week.

- Congratulations were extended to Mr Derek Evans from Llannerch-y-Medd for being honoured by the Urdd in winning the John and Ceridwen Hughes Trophy. It is awarded annually by the Urdd to extraordinary volunteers who have made a significant contribution to the lives of the young people of Wales. A special ceremony will be held at the Urdd Eisteddfod in Ynys Môn at the end of the month.

- The Chair extended her best wishes also to everyone from the Island who will be competing at the National Eisteddfod in Pembrokeshire in August. She congratulated Malachy Owain Edwards from Llanfairpwll who will be honoured with the green robe at the Eisteddfod this year.

- The Chair extended her best wished to everyone from Ynys Môn who will be taking part in the Royal Welsh show this year. Ynys Môn will be the Feature County in 2027; therefore, it will be a busy year for the agricultural communities.

- The Chair congratulated RAF Valley who recently celebrated 85 years since being established. The celebrations were noted by a visit from Prince William who trained and worked at the base for a period.

- The Chair extended her best wishes to all the young people who will be sitting their GCSE and A Level examinations as well as any other qualifications. The Council is also a Corporate Parent and best wishes to all those young people receiving care in their examinations over the next few weeks.
- Congratulations were extended to Ellie Corcoran from Ynys Môn who won the Miss Wales 2026 title recently. Ellie volunteers with Careers Wales and assists young people. She has also raised more than £40,000 for various charities.

- Congratulations to the Môn Actif service for their national success in receiving the 'Building Belonging' award at the Youth Sports Trust Awards 2026.

- Congratulations extended to the Iorwerth Arms, Bryngwran in receiving the Arfor prize for the most Welsh Social Enterprise in the World.

- Congratulations to 101 young people of Year 10 age across the Secondary Schools on the Island who have successfully completed their Bronze Duke of Edinburgh award over two days during the Easter holidays. She thanked the Authority's Youth Service for co-ordinating and leading the excursions as well as the support given by the Urdd's outdoor team. Ynys Môn Youth Service continues to have the largest number of young people achieving the Duke of Edinburgh accreditation in Wales.

- The Chair wished to thank all the staff who have assisted in the arrangements to hold the Senedd Cymru elections in the Bangor, Conwy Môn constituency last week. The Chair congratulated the six successful candidates and wished them well in their new roles.

* * * * *

Best wishes were extended to Councillor Jeff Evans and his family as his daughter has recently undergone major surgery in Liverpool.

Best wishes were extended to Mrs Nia Owen, the wife of the former Leader of the Council, Mr Bryan Owen who is recovering from surgery recently.

* * * * *

Condolences were extended to the family of Mrs Gladys Pritchard from Holyhead who passed away recently. Mrs Pritchard worked tirelessly to promote the Welsh Language on the Island and was very hardworking in her community. She was accepted into the Orsedd at the National Eisteddfod in 2005.

Condolences were also extended to the family and friends of the former County Councillor Mr Eric Jones of Llanfihangel Esceifiog.

Councillors Aled Morris Jones and Carwyn Jones paid tribute to the former County Council Member Eric Jones and referred that he was elected to the County Council in 2007 and served on the Llanfihangel Esceifiog Community Council for over 30 years. He also worked for the former Isle of Anglesey Borough Council within the Rates Department for over 25 years and was a Youth Leader within Youth Clubs on the Island.

Condolences were extended to the family of Mr Gwyn Owen from Valley, who was one of the founders of MônFM and one of the regular broadcasters on the radio station.

Condolences were extended to any Member of the Council or Staff who had suffered a bereavement.

Members and Officers stood as silent tribute.

4. NOTICE OF MOTION

Submitted – a Notice of Motion by Councillor Neville Evans : -

'I call on Anglesey County Council to recognise Anglesey as a County that has a higher density of Welsh speakers as is noted in the report of the Commission for Welsh Speaking Communities Chaired by Dr Simon Brooks.

With a new Government staring its work in Cardiff Bay, I call on Anglesey County Council to work alongside the Welsh Government and to encourage the implementation of the recommendations of the Commission for Welsh Speaking Communities so to reinforce the Welsh language as a living language within our communities here on the Island.'

Councillor Neville Evans said that the Commission for Welsh Speaking Communities was established by the Welsh Government to make recommendations aimed at strengthening Welsh speaking communities with a report published with 57 recommendations in 2024. He considered that he was privileged to have been raised in a Welsh community in Bryngwran. He noted that over the last 30 years there has been a reduction in Welsh speakers in local communities and the use of the language within these communities. Councillor Evans said that the Welsh language needs to be protected and people should be encouraged and supported in the use of the language. He further said that Dr Simon Brookes reported is a detailed and comprehensive report which gives suggestions to enhance the language. Councillor Evans further referred that Welsh place names on properties also need to be protected.

The Leader seconded the Motion and said that this is a timely Motion with the Urdd Eisteddfod to be held on the Island at the end of May. He said that he attends learning sessions within his community and it is pleasing to see that people are enthusiastic to be able to learn the Welsh language. He further said that Ynys Môn is one of two Counties with the highest proportion of Welsh speakers with 70% of children from 3 to 15 years of age who speak Welsh. The Council is committed to promote and safeguard the Welsh language as an integral part within the Council Plan. The work of the Commission for Welsh Speaking Communities gives clear direction and emphasises that the first key steps is to promote the language and to create a platform for purposeful policies. The Leader further said that partnership working will need to be undertaken with Welsh Government to be able to address the recommendations within the Commissions report.

Councillor Kenneth P Hughes said that he supported the Motion and any other avenue to enhance the Welsh language within the local communities. He said that it is important to secure employment opportunities for young people on the Island as many young people are having to leave the Island to find work.

Councillor Aled Morris Jones agreed with his fellow Member, and he said that with employment opportunities and keeping young people on the Island will enhance the use of the Welsh language. He noted that with the Wylfa site being identified for the siting of three small modular reactors (SMR), it will created employment opportunities whilst there is a potential for more SMR's on the site.

It was **RESOLVED to approve the Motion to call on Anglesey Council to recognise Anglesey as a County that has a higher density of Welsh speakers as is noted in the report of the Commission for Welsh Speaking Communities Chaired by Dr Simon Brooks. With the new Government starting its work in Cardiff Bay, he called on Anglesey County Council to work alongside Welsh Government and to encourage the implementation of the recommendations of the Commission for Welsh Speaking Communities so to reinforce the Welsh language as a living language within our communities here on the Island.**

5. PRESENTATION OF PETITIONS

No petitions received.

6. THE LEADER OF THE COUNCIL'S ANNUAL REPORT FOR 2025/26

The Annual Report of the Leader of the Council for 2025/2026 was presented.

The Leader presented his Annual Report for 2025/2026 and noted that it is an important and exciting year for realising potential and new economic opportunities on the Island with the announcement in November when it was announced that the Wylfa site would be the first site to welcome small modular reactors within the British Isles. He noted that this is a result of cross-party lobbying by the Members of Parliament and Senedd Members and Members of this Authority. Work has now been undertaken to ensure that the benefits of the intended development will reach the people of Anglesey, and it is important that skills pathways are created for employment opportunities. He said that it was a pleasure to sign a formal agreement of collaboration with Great British Energy Nuclear last month. In March, an important milestone was reached in realising the Freeport developments by signing a Memorandum of Understanding with the Welsh and UK Governments to release initial funding of £25m, allowing the Freeport to move forward to be completely operational by the Spring 2026. The Council and other partners can accelerate plans that strengthen the Island's role in areas such as energy, manufacturing and trade and promote long-term prosperity on Anglesey and North Wales. The Leader said that he wished to thank the Economic Development staff for their work in securing a £10.4m investment through the North Wales Economic Ambition Board to support long-term economic growth in the Amlwch area by renovating the former Marine Terminal Building at Porth Amlwch and building 10 business units in the Amlwch Industrial Estate. Ensuring that the economy is thriving and providing high standards of employment opportunities is imperative to support local businesses to take advantage of opportunities and to enable young people to stay on the Island.

The Leader further referred that he welcomed the findings of the recent inspection by Care Inspectorate Wales within the Social Services Department. During their

visit in January 2026, they reviewed the Children and Families Services and its conclusion was that children and families are supported well by a caring, skilled and committed team and that there were many examples of good practice. The Anglesey Fostering Service was also inspected, with Inspectors highlighting that the children in care have stability and receive support to build positive relationships with Foster Carers, together with praising the Trauma Informed training, constant supervision and support networks that Foster Carers receive. The Leader wished to thank the Foster Carers for their work in caring for the children and young people on Anglesey.

The Leader referred to several Awards received by the Council as is noted within the report. He referred to the commitment and hard work by the staff of the Council for the benefit of the residents of Anglesey.

Councillor Aled Morris Jones thanked the Leader for his report and referred that there are still employees employed at the Wylfa site and other decommissioning sites across the UK. He referred to the investment in the North of Anglesey and noted that it needs to be recognised the support of the NDA to these projects. The Leader said that he accepted that the NDA is a key partner in the north of the Island and across Anglesey and was aware that there are a number of employees still employed on the Wylfa site.

Councillor Aled Morris Jones further raised that children seemed to be having their requests refused for registration to their preferred schools and he has raised a specific case within his Ward. He noted that the school and Governors are willing at accept additional pupils to the school. He further said that the cost-of-living crisis increases the pressure on parents having to travel further in taking their children to school. The Portfolio Holder for Education and the Welsh Language responded that each individual schools have an ‘intake number’ of pupils. He noted that there is a process of appeal available to parents if they objected any decision. Councillor Aled Morris Jones responded that there is no right of appeal for nursery admissions. The Chief Executive said that there are regulations that the Education Authority must adhere to and a decision will be made in due course as to the specific case the Member has raised. The Leader said that he shared the frustration of parents as regards to ‘intake number’ into schools and lobbying has been made with Welsh Government to review the current policies.

7. VISITOR LEVY CONSULTATION

The Director of Function (Council Business)/Monitoring Officer advised that if any Member has a personal interest in this item, they need to declare such interest as the matter before the Council is to decide whether the Authority decides to undertake a public consultation on the introduction of a visitor levy on Anglesey. If the Council decides to undertake a public consultation process and the feedback from such a consultation is reported back to the Council for final decision, the personal interest will evolve to a prejudicial interest. She further said that if any Member considers that they have a personal interest they should contact the Legal Department to make a request to the Standards Committee for dispensation which could result in enabling Members to be able to take part in discussions.

The Director of Function (Council Business)/Monitoring Officer advised that Members should not pre-empt their comments on the visitor levy at this Committee as the item before the Council is only to consider whether a public consultation process is to be undertaken by this Authority.

The report of the Head of Regulation and Economic Development was presented for the Council's consideration.

The Portfolio Member for Leisure, Tourism, Maritime and Property, Councillor Alun Roberts said that he would not be presenting the item as Portfolio as he will be declaring a personal interest as a close member of his family is employed in the tourism sector and he would not take part in the discussion on the item and would be abstaining from voting. He said that the Leader will be presenting the item to the Council.

Councillors Celfyn Furlong, Douglas Fowlie and Derek Owen declared a personal interest in this item. Mr Arwel Owen, Head of Adults' Services declared a personal interest in this item.

The Leader said the report presented before the Council is decide whether to conduct a public consultation process as regards to the introduction of a visitor levy for people staying in visitor accommodation in Wales. He noted that the aim of such consultation is to invite views on the potential levy from residents, local businesses, visitors and partner organisations. It will aim to gain a greater understanding of local opinion, potential impacts and any concerns before any future decision is considered. He said that he has several discussions within the tourism sector and other businesses on the effect of a visitor levy. The Leader further said that neighbouring Gwynedd County Council and Conwy County Borough Council intends to undertake a consultation process and Anglesey considers it sensible to collaborate with both Councils on the approach and timetable, though each Council would run its own consultation independently.

Councillor Aled Morris Jones ascertained as to the responses from the tourism industry to Welsh Government, and whether the consultation process was necessary and the costs associated. He noted that if the levy is introduced it will be a burden on businesses to administer. The Portfolio Member for Finance, Council Business and Customer Experience said that public consultation process are mainly an 'on-line' process with limited costs associated.

Members of the ruling group considered that the residents and businesses on the Island have a right to express their opinion on the visitor levy.

Councillor Kenneth P Hughes said that he did not object to the consultation process and noted that it is important to listen to the opinion of the residents of Anglesey.

Councillor Glyn Haynes said that he supported the consultation process on the visitor levy but information as to how the money collected is to be used should be part of the consultation.

Councillor Aled Morris Jones questioned whether the inclusion of the intended use of the levy would prejudice the consultation process. The Director of Function (Council Business)/Monitoring Officer responded that if the Council decides to undertake a consultation process and thereafter concludes that a visitor levy be introduced, statutory measures will limit the use of the money collected from the levy. The consultation process will note how the Council may spend the levy collected but would not refer to specific projects

The Chief Executive referred to Appendix A of the report which refers to the 'Visitor Accommodation Consultation Expectations' which refers as to how the levy may be invested and it is a requirement, as part of the consultation, to allow people to make an informed decision and to contribute effectively from a business perspective, residents and local communities.

Following the vote of 27 in favour, 3 against and 1 abstaining.

It was RESOLVED that a public consultation process be undertaken regarding the potential introduction of a visitor levy on Anglesey (in line with Council and Welsh Government guidelines).

8. ELECTION OF CHAIRPERSON

It was **RESOLVED that Councillor Dafydd Rhys Thomas be unanimously elected as Chairperson of the Isle of Anglesey County Council for 2026/2027.**

In accepting the honour of being appointed, Councillor Dafydd Rhys Thomas assured the Council that she would endeavour to fulfil his duties as Chairperson to the best of his abilities. He thanked his predecessor Councillor Non Dafydd on the dignified and honourable way in which she carried out his duties as Chair of the County Council and presented her with a gift to acknowledge her service.

The outgoing Chairperson, Councillor Non Dafydd thanked the Elected Members and Officers for their support. She referred to the numerous events that she attended and the honour of representing the County Council in these events. Councillor Non Dafydd referred to the personal challenge she set herself as Chair to walk 130 miles around the Island over a period to a few weeks and she thank the Members and those who supported her during her challenge and the generous contribution towards her chosen charity, Rasasc North Wales. Rasasc is supporting men, women and children who have experience violence. She further referred to the Chair's Sunday Service at Llanbadrig Church on the 15th March, 2025. She wished to thank the staff of Democratic Services for their support during her term as Chair of the Isle of Anglesey County Council.

9. ELECTION OF VICE-CHAIRPERSON

It was **RESOLVED that Councillor Jackie Lewis be unanimously elected as Vice-Chairperson of the Isle of Anglesey County Council for 2026/2027.**

10. MEMBERSHIP OF THE EXECUTIVE

In accordance with Paragraph 4.1.1.2.7 of the Constitution, the Leader named the following as the Members he had chosen to serve on the Executive along with their Portfolio responsibilities :-

Councillor Gary Pritchard (Leader) with Portfolio responsibility for Economic Development;

Councillor Robin Williams (Deputy Leader) with Portfolio responsibility for Finance, Council Business and Customer Experience;

Councillor Neville Evans with Portfolio responsibility for Adults' Services;

Councillor Carwyn Jones with Portfolio responsibility for Housing and Community Safety;

Councillor Dyfed Wyn Jones with Portfolio responsibility for Children, Young People and Families;

Councillor Alun Roberts with Portfolio responsibility for Leisure, Tourism, Maritime and Property;

Councillor Dafydd Roberts with Portfolio responsibility for Education and the Welsh Language;

Councillor Nicola Roberts with Portfolio responsibility for Planning and Public Protection;

Councillor Ieuan Williams with Portfolio responsibility for Highways, Waste and Climate Change.

11. ELECTION OF THE CHAIR OF THE DEMOCRATIC SERVICES COMMITTEE

In accordance with Part 3.4.12.3 of the Constitution it was RESOLVED that Councillor Keith Roberts be elected Chairperson of the Democratic Services Committee.

12. CONFIRMATION OF THE SCHEME OF DELEGATION

In accordance with Part 3.2 of the Constitution, it was RESOLVED to confirm such part of the Scheme of Delegation as the Constitution determines it is for the Council to agree.

13. CONFIRMATION OF COMMITTEES

It was RESOLVED to re-appoint the Committee structure as referred to in Section 3.4 of the Council's Constitution, together with the following:-

- **Standards Committee Appointments Panel;**
- **Standing Advisory Committee (SAC);**
- **Indemnities Sub-Committee.**

14. PROGRAMME OF MEETINGS OF THE COUNTY COUNCIL FOR 2026/27

It was RESOLVED to approve the following programme of ordinary meetings of the County Council for the ensuing year :-

- **24 September, 2026 - 1.00 pm**
- **8 December, 2026 - 1.00 pm**
- **4 March, 2027 - 1.00 pm**
- **May 2027 (Annual Meeting) - date to be confirmed**

15. POLITICAL BALANCE OF COMMITTEES

The report of the Head of Democracy regarding the Council's political balance arrangements were presented for consideration.

It was RESOLVED :-

- **To confirm the political balance arrangements and the number of seats allocated to each of the Groups under the Local Government and Housing Act 1989;**
- **That Group Leaders advise the Head of Democracy as soon as possible if there are any changes to Group Membership on Committees.**

16. REPRESENTATION ON OUTSIDE BODIES

The report of the Head of Democracy regarding the appointment to Outside Bodies was presented for consideration.

It was **RESOLVED to agree and confirm appointments as detailed in the schedule to the report.**

17. DEMOCRACY AND BOUNDARY COMMISSION CYMRU – ANNUAL REMUNERATION REPORT 2026-27

The report of the Head of Democracy regarding the Independent Remuneration Panel for Wales – Annual Report for 2026/2027 was presented for consideration.

It was **RESOLVED:-**

- **To accept the determinations of the Independent Remuneration Panel for Wales for 2026-2027 ;**
- **To confirm that holders of the same posts as 2025-2026 will be entitled to receive senior salaries in 2026-2027- 2026, namely:-**

Chair of the Council;
Vice-Chair of the Council;
Leader of the Council;
Deputy Leader of the Council;
Other Executive Members (7);
Leader of the Largest Opposition Group;

Chairs of Scrutiny Committees (2);
Chair of the Planning and Orders Committee

- **To authorise Officers to amend Part 6 of the Council's Constitution (Schedule of Member Remuneration) to reflect the determinations made in the Annual Report for 2026/2027.**

COUNCILLOR NON DAFYDD
(FOR ITEMS 1 TO 7)

COUNCILLOR DAFYDD RHYS THOMAS
(FOR ITEMS 8 TO 17)

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ISLE OF ANGLESEY COUNTY COUNCIL

Minutes of the meeting hybrid meeting held on 13 August 2026

PRESENT: Councillor Dafydd Rhys Thomas (Chair)
Councillor Jackie Lewis (Vice-Chair)

Councillors Geraint Bebb, Non Dafydd, Neville Evans, Douglas Massie Fowlie, Celfyn Furlong, Glyn Haynes, Kenneth Hughes, Robert Ll Jones, Aled Morris Jones, Gwilym O Jones, Dyfed Wyn Jones, Euryn Morris, Pip O'Neill, Llio Angharad Owen, Derek Owen, Gary Pritchard, Dylan Rees, Dafydd Roberts, Keith Roberts, Margaret Murley Roberts, Nicola Roberts, Jon Paul Taylor, Ieuan Williams, Robin Williams, Sonia Williams, Liz Wood and Arfon Wyn.

IN ATTENDANCE: Deputy Chief Executive,
Director of Function (Council Business)/Monitoring Officer,
Head of Democratic Services,
Committee Officer (MEH),
Webcasting Committee Services Officer (FT).

APOLOGIES: Councillor Paul Ellis, Jeff Evans, Carwyn Jones and John Ifan Jones, Alun Roberts, Alwen Watkin.

The Chair congratulated Councillor Jon Paul Taylor on his election as a Member for the Bro Llynnoedd Ward recently.

1. DECLARATION OF INTEREST

None received.

2. POLITICAL BALANCE OF COMMITTEES

The report of the Head of Democracy regarding the Council's political balance arrangements were presented for consideration.

It was unanimously RESOLVED :-

- **To confirms the political balance arrangements for allocating committee seats as outlined in Appendix A of the report.**
- **That unallocated seats are allocated between the three unaffiliated members.**
- **That group leaders advise the Head of Democracy as soon as possible of any changes to group membership on Committees.**

COUNCILLOR DAFYDD RHYS THOMAS
CHAIR

ISLE OF ANGLESEY COUNTY COUNCIL	
Report to:	**COUNTY COUNCIL**
Date:	**25 SEPTEMBER 2026**
Subject:	**ANNUAL TREASURY MANAGEMENT REVIEW FOR 2025/26**
Portfolio Holder(s):	**CLLR ROBIN WILLIAMS – DEPUTY LEADER & PORTFOLIO HOLDER – FINANCE & CORPORATE BUDINESS & CUSTOMER EXPERIENCE**
Head of Service / Director:	**MARC JONES – DIRECTOR OF FUNCTION (RESOURCES) / SECTION 151 OFFICER**
Report Author: Tel: E-mail:	**MARC JONES** marc.jones@ynysmon.llyw.cymru

Nature and reason for reporting

To comply with regulations issued under the Local Government Act 2003 and with the Council's Treasury Management Scheme of Delegation for 2025/26 (Appendix 10 of the Treasury Management Strategy Statement 2025/26). In accordance with the Scheme of Delegation, this report was scrutinised by the Governance & Audit Committee on 16 July 2026 and forwarded to the Executive Committee without comments on 22 September 2026. The Executive Committee resolved to forward the report to the full Council without any further comment.

A –Recommendation/s and reason/s

Recommendation

The Council is requested to review and approve the report as presented. A copy of the report is attached as Appendix A.

Reasons

CIPFA's Code of Practice for Treasury Management 2021 and the CIPFA Prudential Code 2021 (The Code), requires that the Council's body charged with overseeing the Council's Treasury Management function receive a quarterly update on the Council's treasury management performance and its compliance with the constraints set in the Treasury Management Strategy.

The report provides an economic update, sets out the current position in respect of borrowing, outlines the investment performance and measures the Council's current position against the performance indicators set out in the annual Treasury Management Strategy. Any breaches of the Treasury Management Strategy are also noted in the report.

The regulatory environment places responsibility on Members for the review and scrutiny of treasury management policy and activities. This report is, therefore, important in that respect, as it provides details of the outturn position for treasury activities and highlights compliance with the Council's policies previously approved by Members.

Conclusion

The Council's borrowing position remains unchanged, investment performance is good, with investment returns exceeding the budget, the Council remains within the constraints set by the Annual Treasury Management Strategy Performance Indicators and there have been no reportable breaches of the Strategy.

This Council confirms that it has complied with the requirement under the Code to give prior scrutiny to all of the above treasury management reports by the Governance and Audit Committee and Executive before they were reported to the full Council.

1. COMPLIANCE WITH REPORTING REQUIREMENTS

1.1. Under the requirements of the CIPFA Code of Practice on Treasury Management (the Code) and the CIPFA Prudential Code for Capital Finance in Local Authorities (the Prudential Code), a number of reports are required to be presented to the Governance & Audit Committee, the Executive and the Full Council during the year. The details of these reports are summarised in Table 1 below.

Table 1
Summary of Treasury Management Reports presented to Committees and full Council

Report	Governance & Audit Committee	Executive	Full Council
Annual Treasury Management Strategy 2025/26	11 February 2025	27 February 2025	6 March 2025
Treasury Update Report Quarter 1 2025/26	Delegated to Portfolio Holder – Issued 1 October 2025		
Mid Year Treasury Update Report 2025/26	4 December 2025	16 December 2025	5 March 2026
Treasury Update Report Quarter 3 2025/26	Delegated to Portfolio Holder – Issued 19 February 2026		
Annual Review Report 2025/26	16 July 2026	21 July 2025	24 September 2026

2. REVIEW OF 2025/26 – EXTERNAL FACTORS

2.1 A number of factors influence the Council's Treasury Management activities which are outside the Council's control but have a major impact on the Council's borrowing and investment decisions.

2.2 Interest Rates

The level of interest rates at the time decisions are taken and the future trajectory for rates has a significant impact on treasury management decisions and can influence if the Council borrows externally, the length of any borrowing, when the Council ties into longer term investments and where the Council invests its surplus cash.

At the commencement of 2025/26, the Bank of England base rate stood at 4.5% but as inflation fell and the economy slowed, the rate was reduced by 0.25% in May 2025, August 2025 and December 2025 and at the end of the financial year it stood at 3.75%.

Further cuts in the base rate were anticipated during the remainder of 2026, with rates expected to fall to around 3% by late 2026 or early 2027. However, the war in the Middle East has led to an increase in gilt rates and upward pressure on inflation. This will delay any further reductions in base rates until such time that the situation becomes clearer or the war ends and oil prices reduce back towards pre war levels.

2.3 The UK Economy

The UK economy is still operating within major global events which are impacting the global economy, which include the continuing war in Ukraine and the need to increase expenditure on defence, the war in the Middle East and the implementation of trade tariffs by the United States, all of which have the potential to slow down the world economy and increase in oil and energy prices which will drive up inflation.

UK inflation has proved somewhat stubborn throughout 2025/26. Having started the financial year at 3.5%, the CPI measure of inflation peaked at 3.8% from July to September, before dipping to 3% in January and February. Core inflation picked up to 3.2% in February, from 3.1%, and the recent upward pressure on energy costs could see CPI inflation move back towards 4% later this year.

There has been an increase in net tax revenues, mainly from self employment incomes and capital gains tax and this has increased the Chancellor's headroom. However, the possibility of higher inflation and higher interest rates will slow economic growth and will increase the Government's debt repayments. This will reduce the Chancellor's headroom and may result in an increase in public borrowing.

Unemployment has started to rise and this along with falling inflation during 2025 has reduced wage growth with average earnings increasing by 3.3% in January 2026.

UK economic growth remains weak with GDP increasing by 1.4% in 2025, which is 0.3% higher than the previous year, but is expected to slow again in 2026, with growth lower than 1%. The latest forecast for 2026 is 0.7%, which has been revised down from 1.2% following the start of the war in the Middle East.

3 CAPITAL EXPENDITURE 2025/26

3.1 Capital expenditure has a significant impact on the Council's treasury management activity. Capital expenditure can be financed: -

- immediately through the application of capital or revenue resources (capital receipts, capital grants, revenue contributions etc.), which has no resultant impact on the Council's borrowing need; or

- from borrowing: If insufficient financing is available, or a decision is taken not to apply resources, the capital expenditure will give rise to a borrowing need.

3.2 Table 2 below compares the draft capital expenditure for 2025/26 with the original and revised budgets.

Table 2
Capital Expenditure 2025/26

	2025/26 Original Budget £'m	2025/26 Revised Budget £'m	2025/26 Actual £'m
General Fund	25.929	43.735	29.548
HRA	20.894	26.914	25.114
Total Capital Expenditure	**46.823**	**70.649**	**54.662**
Financed By			
General Fund Grants, Reserves and Revenue Contributions	20.655	35.463	24.702
HRA Grants and Revenue Contributions	9.319	21.852	25.114
General Fund Borrowing	5.274	8.272	4.846
HRA Borrowing	11.575	5.062	0.000
Total Funding	**46.823**	**70.649**	**54.662**
Total Expenditure Funded from Borrowing	**16.849**	**11.291**	**4.846**

3.3 The main areas of variances in the capital expenditure (over £500k) are set out in Table 3 below:-

Table 3
Capital Expenditure Variances 2025/26

Scheme	Underspend £'000	Comments
HRA Capital Improvements	1,800	For further information on the HRA capital expenditure, please refer to the HRA Outturn report, presented to this Committee on 21 July 2026.
School and Council Building Refurbishments, including disabled adaptations	1,107	Underspends on these budgets were expected due to the award of additional grant funding in the year. Welsh Government's Additional Learning Needs (ALN) Grant was used to fund works to enable Disabled Access in Education Buildings for 2025/26. It is expected that the pressure on this budget heading will increase in future as results of access audits will provide a fuller picture of the works required. The Education buildings capital budget underspend was a consequence of grant award of Capital Repairs and Maintenance Grant 2025/26.There is a conscious decision not to try to push the spend out hurriedly, and rather to displace it against committed expenditure and carry over to a measured 2026/27 programme

Scheme	Underspend £'000	Comments
Crown Site redevelopment	731	£936k of grant funding was awarded, covering the period December 2025 to March 2027, therefore the grant spans the next financial year also. Progress has been made on the scheme and is in line with the spending profile. £816k slippage has already been approved in the 26/27 budget paper, with only £731k now required. Grant funding will be carried forward to the 2026/27 financial year.
Holyhead UK Government Regeneration Programme	3,295	Significant underspend was likely due to significant delays being faced within the overall programme delivery. However, an extension to the expenditure deadline has been granted by the Government which should allow the projects to be completed with no loss of funding.
Council Buildings Low Carbon Heat Replacement Programme	1,780	£729k of this underspend is simply 5% retention that we have claimed on the projects to date, being held to be released after successful completion of the projects. The remaining underspend has arisen from a variation request to Welsh Government across three of the projects for additional works that have since not been able to complete within the 2026/27 financial year or have come in under budget. The Energy service has been made aware of the progress of the schemes, with it being anticipated to carry the funding forward to 2026/27 to complete the works.
Transforming Towns - Amlwch Marine Terminal	507	£920k of grant funding was awarded, covering the period September 2025 to March 2027, therefore the grant spans the next financial year also. Progress has been made on the scheme and is in line with the spending profile. £480k slippage has already been approved in the 2026/27 budget paper, with an additional £27k now required. Grant funding will be carried forward to 2026/27.
Transforming Towns - Place Making Grant	489	A total of £952k of grant funding was awarded, covering the period September 2025 to March 2027, therefore the grant spans the next financial year also. Progress has been made on the scheme, with 301k slippage having already been approved in the 26/27 budget paper, with an additional £188k now required. Grant funding will be carried forward to 2026/27.
Waste Projects	1,237	Significant slippage was already anticipated throughout the 2025/26 financial year, due to the service focusing on priority items. £816k slippage has already been approved previously, with an additional £421k now required.
Property schemes (including Plas Arthur)	1,227	As reported in previous quarters, significant underspend on property schemes were anticipated. Improvement works at Plas Arthur faced a significant underspend due to prioritising grant funding to contribute to the works. This funding was prioritised and utilised in full this financial year, with the underspend to be carried forward to 2026/27 to continue the works. Other specific budgets were not utilised due to the service prioritising more pressing matters. £1,529k slippage was already approved in the 2026/27 budget paper in relation to these schemes, with a reduction of £176k now required.
Other Projects	3,814	
Total Underspend 2025/26	**15,986**	

4 IMPACT ON COUNCIL'S FINANCIAL POSITION

4.1 The Council's expenditure on capital and how it is financed impacts on the Council's financial position in respect of the following:-

- Capital Financing Requirement (CFR) – this is the measure of the Council's underlying need to borrow i.e. the sum of capital expenditure which has not been financed through grants, revenue contributions or reserves;
- Level of borrowing;
- The balance between borrowing that is external and borrowing which is funded from the Council's own cash balances (internal borrowing).
- The Council's own reserves and provisions.

4.2 Capital Financing Requirement

In order to ensure that borrowing levels are prudent over the medium term and only for a capital purpose, the Council should ensure that its gross external borrowing does not, except in the short term, exceed the total of the capital financing requirement in the preceding year plus the estimates of any additional capital financing requirement for the current and next two financial years. This essentially means that the Council is not borrowing to support revenue expenditure.

Table 4
Capital Financing Requirement and External Borrowing

	Budget £'000	Actual £'000	Variance £'000
Capital Financing Requirement			
Opening Balance	152,389	152,389	-
Capital Expenditure	46,823	54,662	7,839
Right of Use Assets (leases) brought onto Balance Sheet	1,275	1,275	-
Funding from Grants, Balances and Revenue	(29,974)	(49,816)	(19,842)
Minimum Revenue Provision	(1,534)	(1,534)	-
Minimum Revenue Provision – Right of Use Assets	(424)	(424)	-
Closing Balance	**168,555**	**156,552**	**(12,003)**

4.3 Debt Repayments

During 2025/26, annual repayments on PWLB annuity loans totalling £20k and zero interest Salix loans totalling £356k were made. No fixed maturity PWLB loans were repaid in the year.

A total of £5.643m of interest payments were made in respect of PWLB Loans.

4.4 Internal and External Borrowing

When cash balances are sufficient and when investment rates are lower than long term borrowing costs, the Council has followed a policy of internal borrowing, where cash balances are used to fund capital expenditure or fund the repayment of existing loans, rather than borrowing externally. This policy maximises the savings possible. The level of internal borrowing is the difference between the CFR and the outstanding balance of external loans. This is summarised in Table 5 below: -

Table 5
External and Internal Borrowing

	Budget £'000	Actual £'000	Variance £'000
External Borrowing			
Opening Balance	122,082	122,082	-
New Borrowing	16,849	-	(16,849)
Loan Repayments	(376)	(376)	-
Closing Balance	**138,555**	**121,706**	**(16,849)**
A breakdown of the outstanding balance by loan repayment year, by outstanding loan balance per year, by loan type and by Fund is attached as Appendix 1 to 4			
Internal Borrowing			
Opening Balance	30,307	30,307	-
New Borrowing to Replace Internal Borrowing	(26,849)	-	26,849
New Borrowing to Fund Loan Repayments	-	-	-
New Borrowing to Fund Capital Expenditure	16,849	4,846	(12,003)
Loan Repayments in Year	376	376	-
Right of Use Assets (leases) brought onto Balance Sheet	1,275	1,275	-
Minimum Revenue Provision	(1,534)	(1,534)	-
Minimum Revenue Provision Right of Use Assets	(424)	(424)	-
Closing Balance	**20,000**	**34,846**	**14,846**

4.5 The average length to maturity of the existing loans and the average rate of the loans are shown in Table 6 below:-

Table 6
Average Length to Maturity and Average Interest Rate of Outstanding Loans

	31 March 2026		31 March 2025	
	Average Years to Maturity	Average Interest Rate	Average Years to Maturity	Average Interest Rate
PWLB Maturity	18.21 Years	4.47%	19.21 Years	4.47%
PWLB Annuity	4.37 Years	10.87%	5.37 Years	10.57%
Salix	3.67 Years	0.00%	3.63 Years	0.00%

5. INVESTMENTS

5.1 At any one time the Council holds surplus cash which comprises of the Council's general balances, earmarked reserves, school balances, Housing Revenue Account reserves, provisions and useable capital receipts less the level of capital expenditure that is funded through internal borrowing. During the year the amount available to invest changes as capital expenditure is incurred and through the normal daily movement in cash balances.

5.2 The invested funds at the start and end of the financial year are shown in Table 7 below

Table 7
Invested Funds at Beginning and End of Financial Year

	Opening Balance 1 April 2025 £	Closing Balance 31 March 2026 £
Fixed Term Bank Investments	7,000,000	0
Local Authority Investments	0	0
Call & Deposit Accounts	5,961,425	19,786,350
Current Account	257,026	198,055
Total Invested Funds	**13,218,451**	**19,984,405**

5.3 An analysis of the investments by quarter and by counterparty is attached in Appendix 5 and 6.

5.4 The average balance invested in 2025/26 in fixed term investments was £10.13m with an average rate of return of 4.48%. This compares to an average investment of £14.59m in 2024/25 with an average return of 5.05%.

5.5 The average balance held in call accounts in 2025/26 was £20.624m with an average return of 2.83%. This compares to an average balance of £22.175m in 2024/25 with an average return of 3.88%.

5.6 The investments through fixed term investments, call accounts and current accounts generated £1.006m in interest. After allowing for the transfer of interest to bond holders and minor trusts, the investments generated £705k of interest for the general fund, compared to a budget of £450k, £157k for the HRA, compared to a budget of £138k and £144k for schools.

6. COMPLIANCE WITH THE TREASURY MANAGEMENT STRATEGY

6.1 The Annual Treasury Management Strategy for 2025/26 was approved by the Council on 6 March 2025 and it set out a number of principles. How the Council has performed against these principles is detailed below.

6.2 Borrowing Strategy (Paragraph 8.1 & 8.2 of the TMSS 2025/26)

The Council has followed a strategy of using cash reserves to fund capital expenditure (internal borrowing) and only externalises borrowing cash balances fell too low, that there was a sharp rise in interest rates forecast at a time when the Council would have to borrow or if borrowing rates fell below investment rates.

During 2025/26, no new borrowing was undertaken, with the intention of delaying any borrowing for as long as possible as interest rates continued to fall. In March 2025, the Council's cash balances were significantly increased on receipt of £11m of capital seed funding for the Freeport. This allowed the Council to postpone additional borrowing which was planned for March 2025.

The current issues in the Middle East have impacted interest rates and the Council will continue to monitor and if possible, postpone any new borrowing until rates begin to fall again.

6.3 Borrowing in Advance of Need (Paragraph 8.3 of the TMSS 2024/25)

The strategy was clear that the Council would not borrow in advance of need unless value for money could be demonstrated, and that the security of funds could be assured. No borrowing took place during 2025/26.

6.4 Debt Rescheduling (Paragraph 8.4 of the TMSS 2024/25)

Debt rescheduling would be considered if surplus cash was available to facilitate the repayment and that the rescheduling rebalances the portfolio and that the premium payable is lower than the interest saving made.

No rescheduling took place during 2025/26 as there is no urgent need to rebalance the portfolio and the cost of early redemption remains prohibitive.

6.5 Borrowing Counterparties (Paragraph 8.5 of the TMSS 2024/25)

The strategy sets out that the PWLB would remain as the Council's main source of borrowing, although consideration may be given to borrowing from other institutions.

During the year no external borrowing took place.

6.6 Investment Priority (Paragraph 10.2.1 of the TMSS 2024/25)

The strategy sets out that the Council prioritises investments in terms of security, liquidity, yield i.e. the Council prioritises the security of the investment above all other considerations, it then ensures that investments take into account the Council's need to access a level of cash instantly and that the yield generated is the final consideration.

During the year, these investment principles remained in place, and all investments were made in accordance with these principles.

6.7 Investment Counterparties (Paragraph 10.2 – 10.4 of the TMSS 2024/25)

The strategy set out a number of criteria in respect of investment counterparties which covers the credit rating of each institution, set limits on the sums that could be invested with one institution, set limits on the length of investment and set out approved countries for investment.

During the year all the criteria set were complied with and no breaches occurred.

7 PRUDENTIAL INDICATORS In addition to the principles set out above, the Strategy also included a number of prudential indicators and authorised limits. The purpose of these indicators place controls on the level of capital expenditure and the level of borrowing to fund the expenditure and measures the affordability of the revenue costs of borrowing. The comparison of the actual performance for 2025/26, compared to the estimate in the original strategy is shown in Table 8 below:-

Table 8
Prudential Indicators 2025/26

PERFORMANCE INDICATORS				
Indicator Group	**Description**	**Treasury Management Strategy Statement 2025/26**	**Draft Final Position at end of Q4**	
Affordability	Ratio of Financing Costs to Net Revenue Stream – General Fund	2.60%	1.83%	
	Ratio of Financing Costs to Net Revenue Stream – Housing Revenue Account (HRA)	10.03%	10.13%	
Capital Financing Requirement (CFR)	Council Fund & HRA	£154.390m	£156.581m	
AUTHORISED LIMITS				
Prudence	Gross debt must be lower than the CFR plus any additional CFR in the next two years	<171.070m	£121.706m	
External Debt	Authorised Limit	< £181.230m	£121.706m	
	Operational Boundary	< £171.230m	£121.706m	
Maturity of Debt	Under 12 months	<20% of total debt = £24.341m	£2.061m	1.69%
	12 months and within 24 months	<20% of total debt = £24.341m	£4.908m	4.03%
	24 months and within 5 years	<50% of total debt = £60.853m	£9.026m	7.42%
	5 years and within 10 years	<75% of total debt = £85.194m	£14.086m	11.57%
	10 years and above	100% = £121.706m	£121.706m	100.00%

7.2 The table above confirms that all the indicators and authorised limits set out in the strategy have been complied with.

8. 2026/27 AND BEYOND

8.1 The Treasury Management Strategy Statement for 2026/27 (approved by the Council on 5 March 2026) sets out the forecasts and strategy for the forthcoming year.

8.2 At the beginning of the financial year, the Council had £20m in liquid cash balances. It is estimated that net cash outflow in 26/27 will be around £9m and this will bring the Council close to the minimum cash balance of £10m. These figures are based on forecasts and will vary mainly due to the timing of capital expenditure and grant funding received from the Welsh Government. In order to ensure that cash balances remain healthy it may be necessary to convert internal borrowing to external borrowing at some point during the year. However, given the potential for interest rates to fall during the later part of 2026 or the early part of 2027, further borrowing will be delayed for as long as possible, in order to minimise future interest costs.

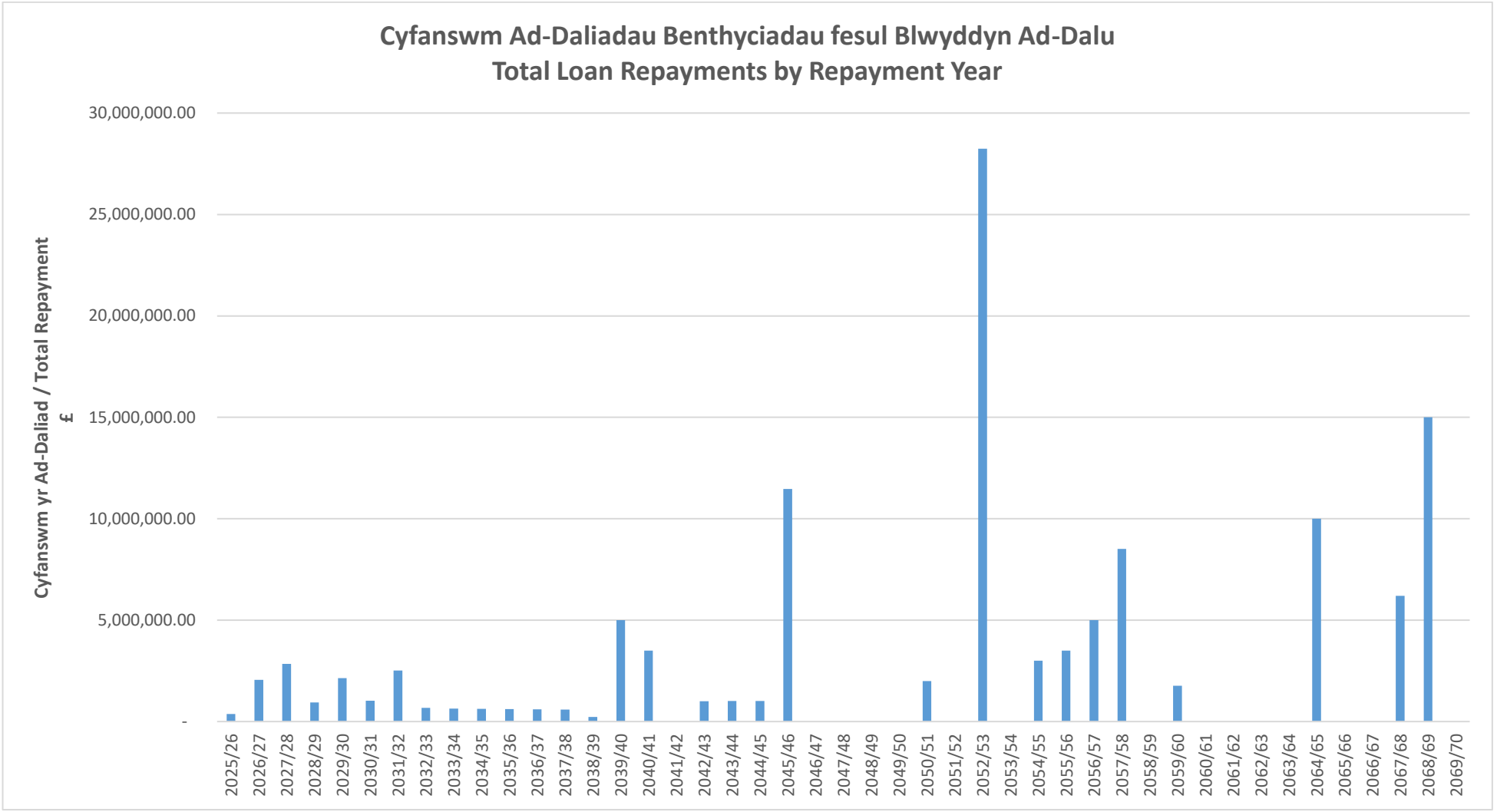
8.3 During 2026/27, one loan dating back to 1994 for £853,800 will be repaid in 2026/27, along with the first HRA buy out loan for £527,601. Further buy out loans will be repaid annually until 2045. In addition, £22,232 annuity loans and £657,692 of Salix loans will be repaid in 2026/27. Further loans totalling £2.847m will be repaid in 2027/28.

9 CONCLUSIONS The Council's Treasury Management performance during the year was in line with the strategy of low risk, low return investments and a planned approach to borrowing designed to minimise interest charges.

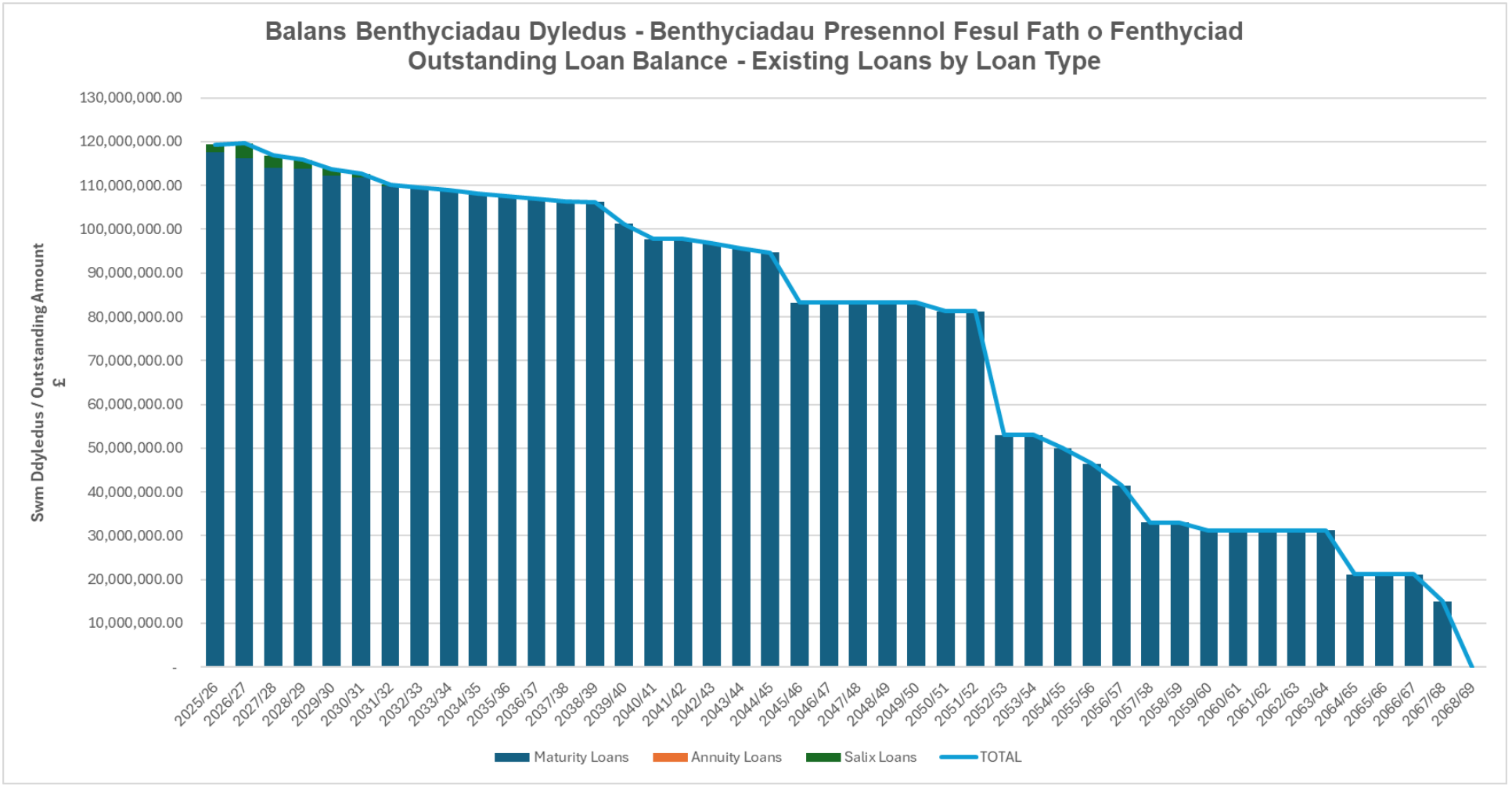
9.2 The performance against the Prudential Indicators set by the Council show that the Council's Treasury Management activities are being undertaken in a controlled way which ensure the financial security of the Council and do not place the Council at any significant financial risk in terms of unaffordable or excessive borrowing.

9.3 The Council's Treasury Management Strategy and its performance against the strategy take into account the external economic factors and it is constantly reviewed to ensure that it is the most appropriate strategy moving forward.

APPENDIX 1

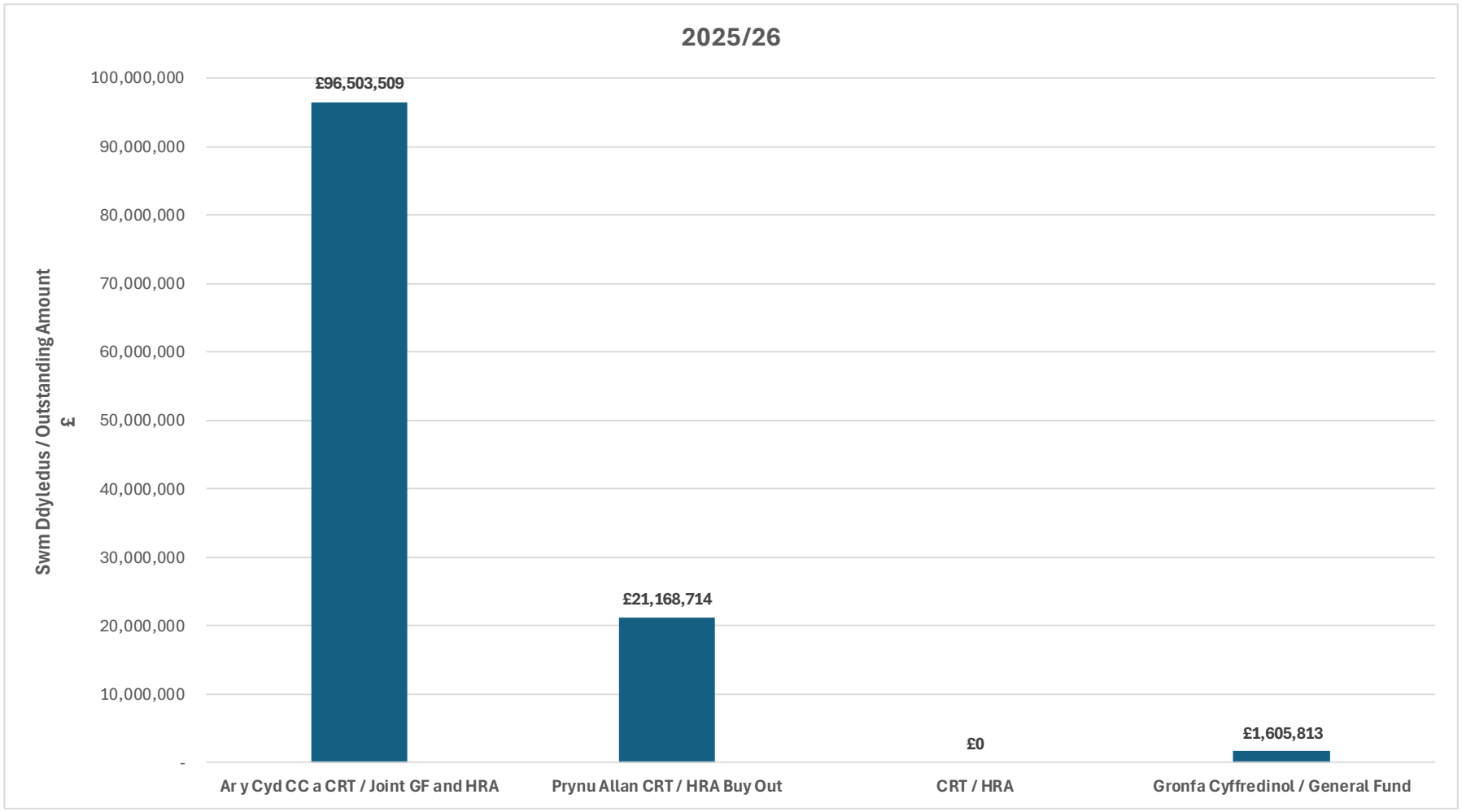

Cyfanswm Ad-Daliadau Benthyciadau fesul Blwyddyn Ad-Dalu
Total Loan Repayments by Repayment Year
Cyfanswm yr Ad-Daliad / Total Repayment £
30,000,000.00
25,000,000.00
20,000,000.00
15,000,000.00
10,000,000.00
5,000,000.00
-
2025/26
2026/27
2027/28
2028/29
2029/30
2030/31
2031/32
2032/33
2033/34
2034/35
2035/36
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2061/62
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2063/64
2064/65
2065/66
2066/67
2067/68
2068/69
2069/70

APPENDIX 2


Balans Benthyciadau Dyledus - Benthyciadau Presennol Fesul Fath o Fenthyciad
Outstanding Loan Balance - Existing Loans by Loan Type
Swm Ddyledus / Outstanding Amount £
130,000,000.00
120,000,000.00
110,000,000.00
100,000,000.00
90,000,000.00
80,000,000.00
70,000,000.00
60,000,000.00
50,000,000.00
40,000,000.00
30,000,000.00
20,000,000.00
10,000,000.00
-
2025/26
2026/27
2027/28
2028/29
2029/30
2030/31
2031/32
2032/33
2033/34
2034/35
2035/36
2036/37
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2059/60
2060/61
2061/62
2062/63
2063/64
2064/65
2065/66
2066/67
2067/68
2068/69
Maturity Loans
Annuity Loans
Salix Loans
TOTAL

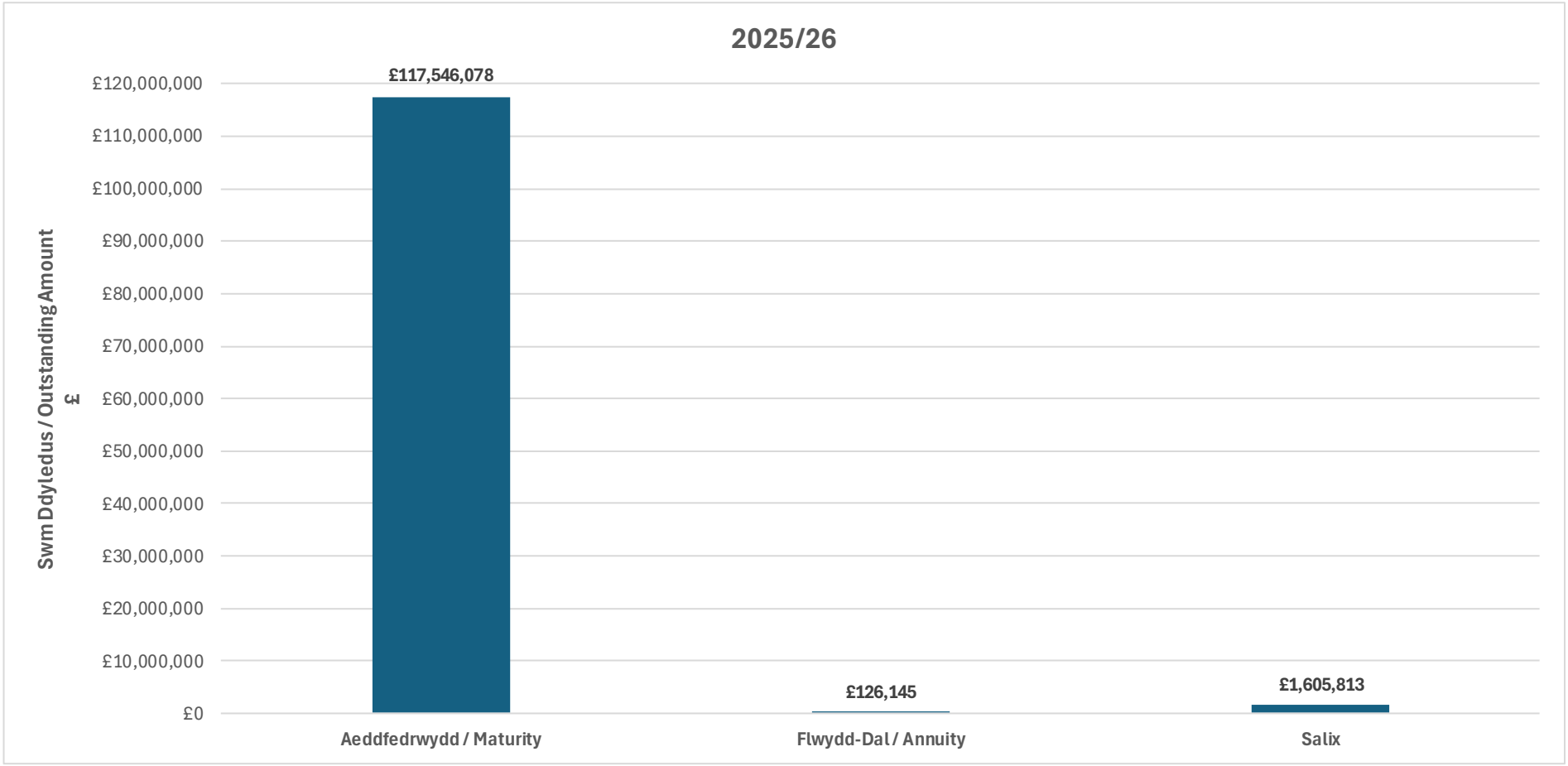
APPENDIX 3

Cyfanswm Benthyciadau yn Ddyledus ar Diwedd Flwyddyn Ariannol Fesul Gronfa
Total Loan Outstanding as at the End of the Financial Year by Fund

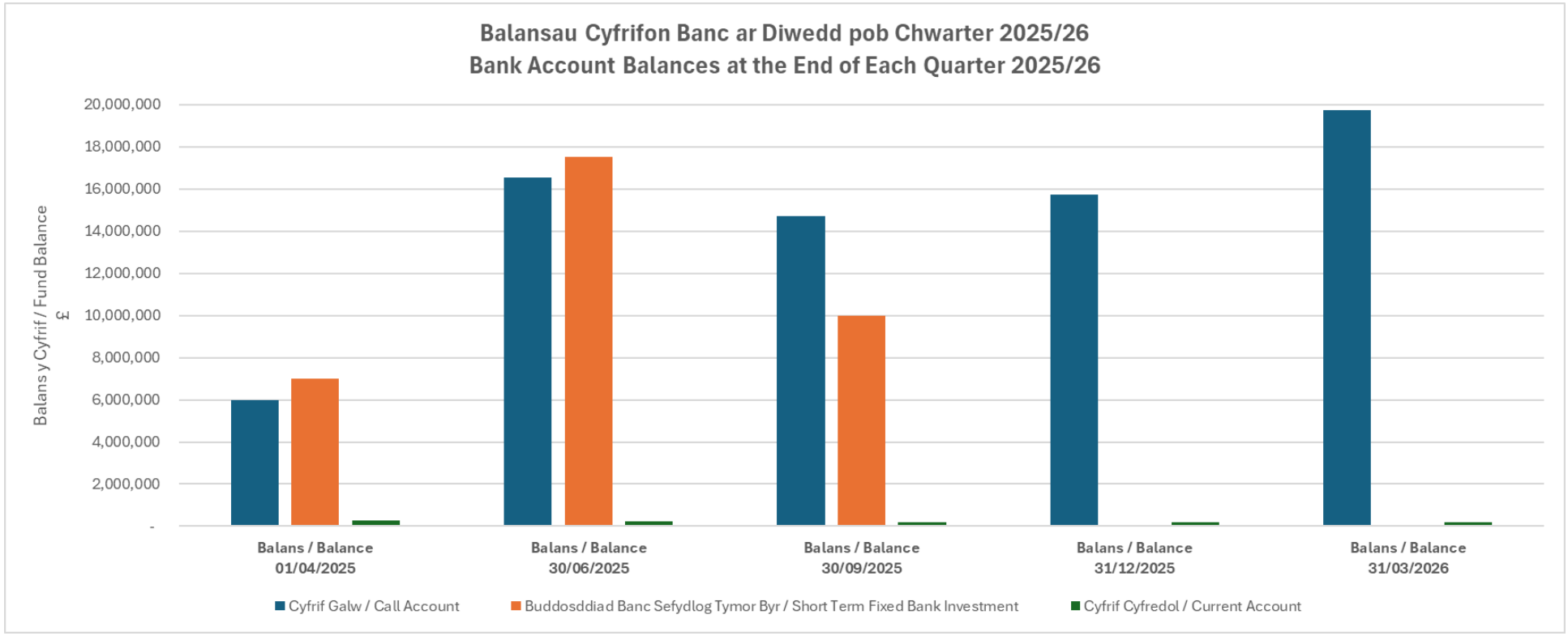


APPENDIX 4

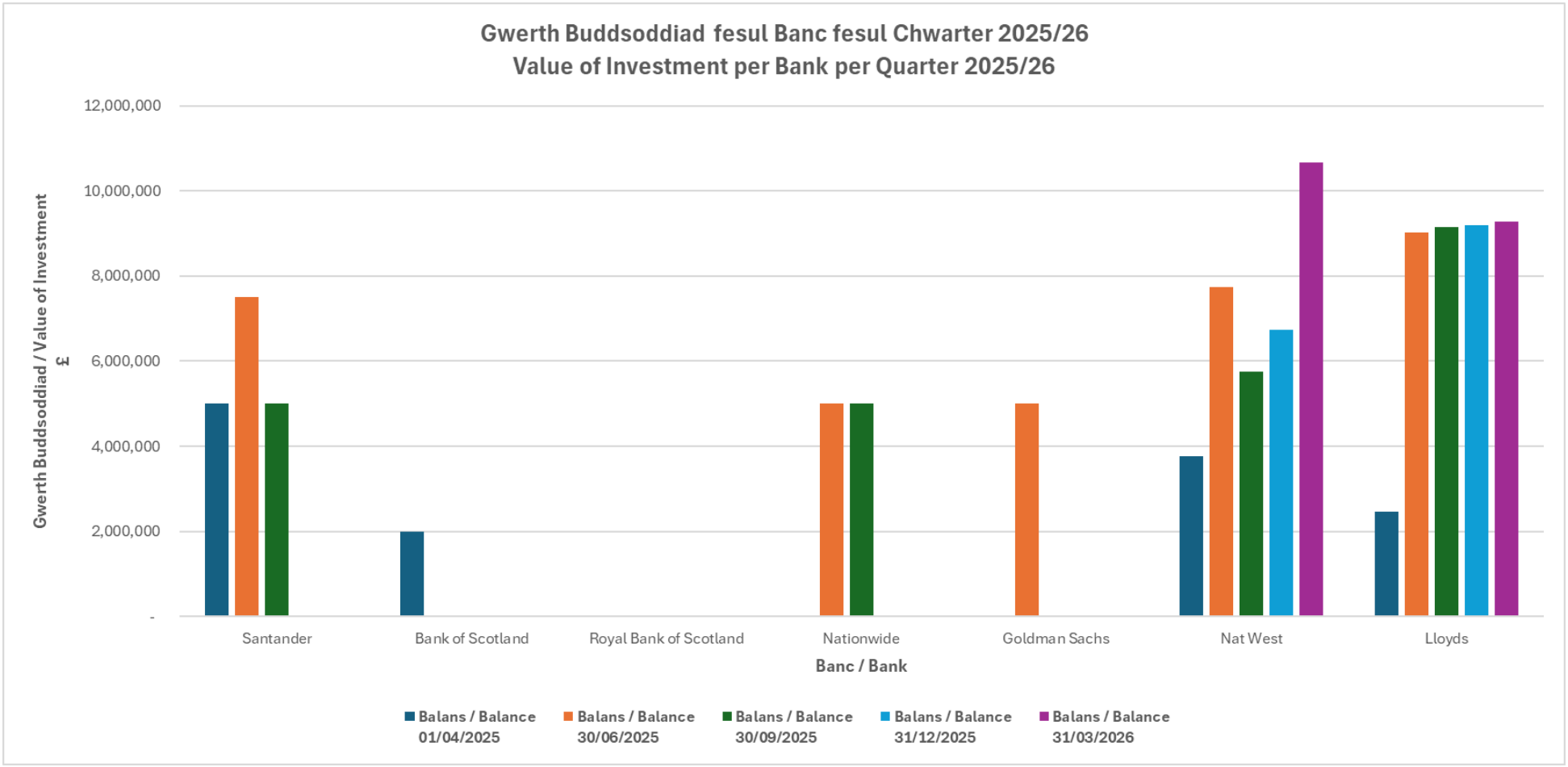
Cyfanswm Benthyciadau yn Ddyledus ar Diwedd Flwyddyn Ariannol Fesul Gronfa
Total Loan Outstanding as at the End of the Financial Year by Fund



APPENDIX 5


Balansau Cyfrifon Banc ar Diwedd pob Chwarter 2025/26
Bank Account Balances at the End of Each Quarter 2025/26
Balans y Cyfrif / Fund Balance £
20,000,000
18,000,000
16,000,000
14,000,000
12,000,000
10,000,000
8,000,000
6,000,000
4,000,000
2,000,000
-
Balans / Balance 01/04/2025
Balans / Balance 30/06/2025
Balans / Balance 30/09/2025
Balans / Balance 31/12/2025
Balans / Balance 31/03/2026
Cyfrif Galw / Call Account
Buddosddiad Banc Sefydlog Tymor Byr / Short Term Fixed Bank Investment
Cyfrif Cyfredol / Current Account

APPENDIX 6


Gwerth Buddsoddiad fesul Banc fesul Chwarter 2025/26
Value of Investment per Bank per Quarter 2025/26
Gwerth Buddsoddiad / Value of Investment £
12,000,000
10,000,000
8,000,000
6,000,000
4,000,000
2,000,000
-
Santander
Bank of Scotland
Royal Bank of Scotland
Nationwide
Goldman Sachs
Nat West
Lloyds
Banc / Bank
Balans / Balance 01/04/2025
Balans / Balance 30/06/2025
Balans / Balance 30/09/2025
Balans / Balance 31/12/2025
Balans / Balance 31/03/2026

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CYNGOR SIR YNYS MON / ISLE OF ANGLESEY COUNTY COUNCIL	
COMMITTEE:	**Full Council**
DATE:	**24 September 2026**
REPORT TITLE:	**Standards Committee Annual Report 2025-26**
PURPOSE OF THE REPORT:	**Submit the statutory Annual Report of the Standards Committee to the County Council**
REPORT BY:	**Lisa Lord** **Legal Services Manager and Deputy Monitoring Officer (Locum)**
LINK OFFICER:	**Lynn Ball** **Director of Function (Council Business) / Monitoring Officer**

1. INTRODUCTION

1.1 The Standards Committee is a statutory committee responsible for promoting and maintaining high standards of conduct by Isle of Anglesey County Councillors and Town and Community Councillors on the Island.

1.2 The Standards Committee is required by legislation to report annually to the Council as soon as possible after the end of each financial year. The report must explain how the Committee has met its statutory functions during the relevant period.

1.3 The Annual Report at Enclosure 1 has been agreed by the Standards Committee and is now presented to Council.

2. RECOMMENDATION

2.1 Council approve the Annual Report of the Standards Committee for 2025-26.

2.2 Approve the Standards Committee Work Programme for 2026-27, noting that additional matters may also be added by the Standards Committee in accordance with demands which may arise.

Standards Committee Annual Report

1. Foreword / Chair's Introduction

Welcome to the annual report of Anglesey County Council's Standards Committee for April 2025 – March 2026, completed in line with the requirements of the Local Government and Elections (Wales) Act 2021.

The Committee has an independent role in supporting ethical governance specifically focusing on the Committee's statutory requirement to promote and maintain high standards of conduct amongst Anglesey County Councillors and Town and Community Councillors. This report gives a comprehensive overview of the work accomplished by the Standards Committee during the year.

The Committee's overall assessment is positive.

Over the last 12 months, the Committee has been concerned about the length of time taken to resolve complaints to the Public Services Ombudsman for Wales (PSOW). The Standards Committee is encouraged by the announcement that the PSOW is taking steps to resolve delays. The impact on the resolution of complaints will be monitored by the Committee.

During the year, the Committee undertook its first hearing into an alleged breach of the councillors' code of conduct since 2014.

A change to the Code of Conduct was made to encompass all protected characteristics under the Equality Act 2010 and socio economic factors. We will see the impact of these changes in the next year.

The Committee remains committed to supporting Councillors with compliance with the Code of Conduct and considers that training is a key element in developing strong ethical governance. It is hoped that the Committee's efforts ensures that the requirements of the Code are clear to all members, and that this will assist them as they work for the benefit of the area and its citizens.

During the year Mr John Robert Jones's term of office concluded. I would like to thank Mr Jones for his contribution and dedication to the Committee.

In December 2025, following a competitive process we were pleased to welcome Mr David Davies to the Committee as an Independent (lay) Member.

I would like to thank the elected, co-opted and lay members of the County Council and Town and Community Councils, and Officers and Committee Officers for their cooperation with conduct issues once again this year.

I hope that you find the work of the committee, and this report, interesting. Further information about the committee, including agendas, reports and meeting minutes can be found on the Council's website.

Trefor Owen
Chair of Standards Committee

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2. Role and Responsibilities of the Standards Committee

It is a statutory requirement for the County Council to have a Standards Committee.

The Standards Committee function can be summarised as a duty to promote and maintain high standards of conduct by members and co-opted members of the County Council and Town and Community Councils and to assist members in complying with the Code of Conduct. The Terms of Reference for the Standards Committee are available can be found on the Council's website.

The Committee works closely with the Monitoring Officer and Deputy Monitoring Officer.

The Standards Committee receives quarterly reports on the PSOW Code of Conduct cases and deals with referrals from PSOW.

The Standards Committee provides independent assurance to the Council through this annual report.

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3. Committee Membership and Meetings

The Standards Committee is a statutory Committee with 9 members, with a mix of Independent Members, Town and Community Council Members and County Council Members.

Current Membership

Independent Members*

- Mr Trefor Owen (Cadeirydd/Chair)
- Mr Brace Griffiths (Is-Gadeirydd/Vice-Chair)
- Mr Rhys Davies
- Mr David Davies (from 12 December 2025)
- Mrs Gill Murgatroyd

Community Council Members

- Councillor Iorwerth Roberts
- Councillor Margaret Thomas

County Council Members

- Councillor Margaret Murley Roberts
- Councillor Dafydd Rhys Thomas

*Mr John Robert Jones' (Independent Member) term of office ended December 2025.

Further information regarding the Standards Committee is available on the Council's website. There is a written role description for the Chair of Standards Committee and Standards Committee Members.

Meetings

The Standards Committee held the following meetings:

Standards Committee	2
Dispensation Panel	2
Standards Committee Local Hearing	1
Informal Committee	2

The Council recruited a new Independent (lay) Member to Standards Committee, Mr David Davies. Four meetings of the Standards Committee -Selection Panel were held as part of this process. The Standards Committee is grateful for the contributions of Councillor Margaret Murley Roberts, Councillor Aled Morris Jones, Councillor Dylan Rees, Mrs Ann Kennedy and Dr Teleri Jones in conducting this process.

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4. Monitoring Officer Support and Arrangements

The Monitoring Officer and Deputy Monitoring Officer provide support to the Standards Committee. In addition, to the Committee meetings there are regular meetings with the Chair of the Standards Committee.

The Monitoring Officer has sufficient resources to be able to action the agreed Work Programme. If there is an increase in local hearings or Monitoring Officer responsibilities resources will need to be reviewed.

In addition to the Standards Committee and Monitoring Officer the promotion of Code of Conduct and the ethical governance framework at Anglesey County

Council is supported by a range of services including Democratic/Committee Services and Training and Development.

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5. Code of Conduct Complaints

PSOW Code of Conduct complaints summary 2025/26		
	County Council	**Town and Community Councils**
Complaints received	0*	14
No action/complaint should not be investigated	0	7 (initial outcome pending in relation to 7 as at 31 March 2026)
Investigation	0	0 (as at 31 March 2026)
Hearing	0**	0 (as at 31 March 2026)

*There is one ongoing complaint in relation to a County Council member that was first notified to the Council outside of the reporting period (8 February 2024) and the PSOW continues to investigate.

**A hearing was held in the reporting period in relation to a County Council member on 16 May 2025, in relation to a matter first notified outside of the reporting period (9 August 2023).

This represents a decrease in relation to County Council Code of Conduct complaints (4 previous year) and a significant increase in relation to Town and Community Council Code of Conduct complaints (4 previous year). The initial outcome in relation to 7 Code of Conduct complaints was outstanding at the end of the reporting period.

In accordance with the Committee's commitment to a proactive approach, the trends and any reasons for the increase in Town and Community Council Code of Conduct complaints will be explored once the PSOW has concluded any actions.

No notices from the Adjudication Panel for Wales were received.

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6. Hearings and Determinations

One hearing was held in the reporting period in relation to a County Council member on 16 May 2025.

The hearing related to a matter first notified to the Council by the PSOW on 9 August 2023.

The report and minutes in relation to hearing have been published.

There was no appeal and the actions arising from the meeting have been completed to the satisfaction of the Standards Committee.

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7. The Committee's achievements during the year

The Standards Committee's Programme of Work 2025-26, detailing the Committee's actions during the year against its aims, is available at **ENCLOSURE 1.**

Particular attention is drawn to the following matters:

Local Resolution Protocol

The focus in relation to the Local Resolution Protocol (LRP) has been the operation of the LRP in Town and Community Councils. Representatives of the Committee attended a number of sessions and Workshops hosted by Welsh Government. These sessions brought together Town and Community Council Clerks, Town and Community Council Chairs, Monitoring Officers, PSOW, Standards Committee representatives, Welsh Government Policy representatives, One Voice Wales and other sector representatives. Further sessions are planned and the Committee will continue to contribute to these developments where possible.

During the reporting period, whilst concerns regarding Members were brought to the attention of the Chair, there were no requests for the Chair to act under the provisions of the protocol. Low level concerns regarding the conduct of members were dealt with internally through political group processes.

A process for anonymised statistical reporting on matters dealt with under the LRP has been established.

Advice on training for Members and Group Leaders

The Committee receives a regular report from the Learning and Development Service in relation to Member and Group Leader training.

Mandatory training, designated by Democratic Services Committee, is monitored by the committee and reports are provided to Group Leaders as required.

Code of Conduct	35/35
Health and Safety	33/35
Equality, Diversity and Inclusion	34/35

Data Protection	33/35
Cybersecurity	35/35
Safeguarding	29/35

The Safeguarding training requirements for elected members has been reviewed in accordance with the Social Care Wales training framework standards.

Good progress has been made with the development plan for Group Leaders.

Work with Town and Community Councils

The Standards Committee has sought to engage with Town and Community Councils in relation to Code of Conduct training. Online training sessions were arranged during 2025 via One Voice Wales, and offered by the Standards Committee to all Town and Community Council members and clerks. Of the 80 spaces available for training, 66 spaces were reserved and 48 individuals attended the training. No members or clerks from 21 of the 40 Town and Community Councils on the Isle of Anglesey attended the training sessions being offered.

The Committee requested that Town and Community Councils consider making amendments to their codes of conduct, so that members are required to attend a training session on the Code of Conduct at least once in every term, and preferably within six months of each local government election.

The Standards Committee requested copies of the Town and Community Council's annual report and training plans.

Town and Community Council observation/visits has been added to the Programme of Work for 2026-27. This is part of the Standards Committee's commitment to proactive and preventative work within the framework of the statutory remit of the Committee.

The Chair and/or Vice Chair of Standards Committee attends and presents to the Town and Community Council Forum meetings.

Dispensations

Two Dispensation Panels were conducted in 2025-26. The Dispensations were granted in both cases.

A copy of the report and minutes in relation to the meeting have been published.

Communication

The Chair and/or Vice-Chair regularly attend Group Leader meetings to provide briefings , consult and seek feedback as required. The Committee is grateful to the Group Leaders for facilitating these arrangements.

A summary of the decisions taken at committee, together with links to the reports and highlighting PSOW decisions is sent to members following committee meetings. A similar summary focused on matters relevant to Town and Community Councils is sent to Chairs and Clerks following committee meetings.

Training

The Committee is very supportive of training and development to support ethical governance. This proactive approach is highlighted by the standing inclusion of a report from Training and Development at each Standards Committee. Training on the Code of Conduct is made available for new Councillors and new Independent (lay) Members

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8. Assessment of Group Leaders' Duty

The Committee has considered the extent to which the Group Leaders have discharged their duty under the Local Government and Elections (Wales) Act 2021 to take reasonable steps to promote and maintain high standards of conduct amongst members of their political group.

The Independent (lay) Standards Committee members met individually with each of the Group Leaders in June 2026. Group Leaders were each requested to complete a form in advance to assist in the preparation of the meeting covering key areas including

- Personal Commitment
- Encouraging Members
- Working with the Standards Committee and other Group Leaders, and
- Training

The Standards Committee would like to thank the Group Leaders for their cooperation and readiness to discuss issues during these meetings, and in general, during the year.

Having reflected on the information available for the reporting period, the Committee is satisfied that Group Leaders have fulfilled their responsibilities and have demonstrated an appropriate level of commitment to promoting high standards of behaviour and compliance with the Member's Code of Conduct with their respective groups.

The key common themes arising from the Group Leaders meetings are summarised below

Positive

- The Committee was encouraged by the positive reflections from some Group Leaders on the value of the coaching (1:1) sessions and how the principles could be applies within their leadership roles.
- It was clear to the Committee that Group Leaders, through a variety of ways, are committed to creating a supportive environment within their group.
- Overall relationships between Group Leaders are cordial and professional.
- Overall Group Leaders have a positive working relationship with the Standards Committee.
- Group Leaders recognised the need to provide additional guidance and support to members in respect of maintaining compliance with the Code of Conduct before the Local Elections in May 2027.

Improvement

- Some Group Leaders were asked to pursue the completion of outstanding mandatory training courses with their members. Group Leaders assistance with this matter is appreciated and it is recognised that members have an individual responsibility to ensure that they have completed their mandatory training.

Action for the Standards Committee

- Group Leaders raised that the Local Resolution Protocol requires further promotion. The Standards Committee will add this to its work plan and action.

Group Leaders are encouraged to continue to have regular contact with their members in order to promote and maintain high standards of conduct, to undertake any training offered in relation to their role as Group Leader, and to positively engage with the Standards Committee.

The Committee is committed to working constructively with Group Leaders to support ongoing development and maintaining high standards across the Council.

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9. Priorities for the Coming Year

The Standards Committee's proposed Work Programme for 2026-2027 is at **ENCLOSURE 2**.

The Committee will, of course, prioritise its work and direct resources to ensure that it continues to meet its statutory requirements and shall continue to support members of the Council and Town and Community Councils in complying with the requirements under their Code of Conduct.

Standards Committee's Proposed Work Programme for 2025/2026

No	Items	Action/Aim	Progress
1	The Standards Committee's Annual Report to full Council	• The Committee to begin consideration of and work on the next Annual Report ahead of its formal meeting in June 2026. • The Committee to develop its annual report for 2025/2026 (and proposed work plan for 2026/2027) at the end of the 2025/2026 term. • This includes working with Group Leaders in relation to their reporting responsibilities under the Local Government and Elections (Wales) Act 2021 and the process to be followed between Group Leaders and the Standards Committee	• Completed • Reported to full Council 25/092025 • Copy sent to PSOW
2	Execution of Local Resolution Protocol for County Councillors and Town and Community Councillors	• As and when required / in accordance with the Chair's discretion	• No call during 2025/26
3	Offer and Provision of training to leaders of political groups. Need to decide: • Who will deliver training • Involvement of the Standards Committee Members • Involve Senior Officers?	• These arrangements must be made at the start of each administration and training take place within 6 months of the election and be reviewed at least annually. • •The Standards Committee will encourage Group Leaders to undertake any training developed under the umbrella of the National Standards Committee Forum and/or via WLGA. • Locally, the Standards Committee will continue to work with the Training section (HR) to arrange 1-1 Training for the Group Leaders to support with their statutory group leader roles on matters that are considered relevant for Group Leaders locally.	• Completed • Offered and taken up • Regular reports to Standards Committee on progress
4	Communication with political group leaders including in relation to group leaders' duties in relation to their members' conduct	• Chair and Vice Chair to report at Group Leaders' meetings following every formal meeting of the Standards Committee. • Further reporting / communication to be made as required. • Any work required as part of the Standards Committee's duty to	• Completed

		assess the group leaders' discharge of their statutory duties.	
5	Communication with IOACC / Town and Community Council Members	• Following the formal meetings of the Committee. Agree how best to communicate key messages.	• Briefing notes are sent to IOACC members and Town and Community Councils following formal Standards Committee meetings
6	Meetings	• Meet the statutory requirements to hold one formal meeting annually. It has been usual practice for two formal meetings to be held. • Informal meetings may also be arranged, as required.	• Completed as detailed in Annual Report
7	Complaints reporting – Quarterly Update Reports	• Reports will be included on the Committee's formal Agenda. • The report to the Standards Committee discusses any particular trend in poor behaviour. Need to continue to review this and ensure that the process preserves and respects (any of) the PSOW's requirements of confidentiality relating to these matters.	• Completed
8	Training for SC Members	• Encourage all Standards Committee Members to complete all mandatory training. • Arrange any further training required, in consultation with the HR Training Manager.	• Completed and ongoing
9	Chair Training – Challenging Conduct	• For the Chair / Vice-Chair to attend training being arranged via the HR Training Manager on dealing with challenging conduct by members and/or public.	• Ongoing
10	How to Complain	• Consideration to be given as to how to publicise how to complain against Members once it has been settled what the process will be for 'low-level complaints' following the Welsh Government's consultation into the Penn Review.	• This has been added to the work programme for 26/27
11	Dispensations	• As and when applications arise	• Completed when required – as detailed in Annual Report.
12	Members Annual Reports	• Standards Committee to continue to encourage the practice of completing Annual Reports and work with the Head of Democratic Services in this matter, whilst appreciating that whether they decide to complete an	• Information included in briefing note to members

		annual report is a matter for each individual Councillor.	
13	Town and Community Council	• Chair and/or Vice Chair to attend regular Forum Meetings to present matters of interest from the Standards Committee to the Town and Community Councils.	• Completed and ongoing
14	National Standards Committee Forum	• For the Standards Committee Chair to attend Forum meetings and provide feedback to Standards Committee Members.	• Completed
15	Case reporting by the PSOW and the APW. Provide links for Standards Committee members.	• To provide reports at each formal Standards Committee meeting signposting the cases published by the PSOW and APW.	• Completed
16	Penn report / WG consultation on ethical matters	• Penn report published. WG Consultation ended 23.06.2023. • Responses to the Consultation published by WG in November 2023. • Further work needed when Welsh Government's response to the Consultation is published. No timetable currently known.	• No Governmental timetable for further action. • No further information received
17	Annual Discussions for the Standards Committee members.	• The Chair will meet with the Members and report any outputs that need to be arranged to the Monitoring Officer. • The Chair will have a discussion with the Monitoring Officer.	• ongoing
18	Observation of the Council and its Committee meetings from time to time.	• The Standards Committee Members will attend meetings of the County Council or its Committees for observation if required, and, if appropriate will also provide feedback to the relevant Chair.	• Ongoing item
19	Support the Democratic Services Committee's work as it encourages County Council members' wellbeing.	• Assist the Democratic Services Committee as it leads on this work.	• The Head of Democracy presents a report to each Standards Committee
20	Gifts and Hospitality Register – increase the registration value to £25	• Following a discussion at a national level in the National Standards Committee Forum for Wales to standardise the level at which gifts and hospitality must be registered at all-Wales authorities, it was agreed in principle by this Council in September 2023 that the proposed level of £25 would be applied in this authority,	• Due to capacity this has not been completed within the reporting period but will be part of the work programme for 26/27

		rather than the current £20 limit. However, a change to the Council's Constitution is required before the level can be applied. A recommendation was made that the next appropriate report to be presented to the Executive / full Council include this recommendation. No such opportunities have arisen as yet. This remains the intention of the Committee.	
21	Access to information about the Standards Committee on the County Council	• This matter was included on the Committee's work programme for 2023/2024 and 2024/2025 but, due to other work commitments, was not actioned. • The website is being developed extensively, and it would be timely for steps to be taken to ensure there is easy access to information about the Standards Committee on the Council's website.	• Current information is up to date. Added to work programme for 26/27 to review.
23	Respond to requests made in relation to the investigations being conducted by Public Services Ombudsman for Wales as a result of complaints against County Councillors / Community Councillors.	• 1 case has been referred by the PSOW to the Standards Committee for consideration. The Hearing will be arranged during the 2025/2026 reporting period. • The PSOW is currently investigating complaints in relation to 1 County Councillor and 1 Community Councillor. • Take any necessary action in relation to these matters and any others that may arise during the year.	• Hearing completed – as detailed in Annual Report.
24	Matters arising from discussions with Group Leaders in preparing the Standard Committee's Annual Report to the full Council.	• Outcome of meetings: Matters to be actioned: • General correspondence in relation to the 2024/2025 process to be sent to Group Leaders (if required). • Amend form to be completed by Group Leaders to aid completion • Review training offer	• Completed

Standards Committee's Proposed Work Programme for 2026/2027

No	Items	Outputs	Actions
STANDING AGENDA ITEMS			
1.	Meetings	▪ Meet the statutory requirements – hold at least 1 meeting per year ▪ Hold sufficient formal meetings as required for the business of the Committee (anticipated to be 2 in accordance with usual practice) ▪ Informal meetings may also be arranged, as required	
2.	Complaints reporting – Quarterly Update Reports	▪ Report to Standards Committee ▪ Analysis of trends (to the extent that this can be done while maintaining PSOW and DPA confidentiality requirements)	
3.	PSOW Case Reporting (all Wales)	▪ Quarterly report to Standards Committee	
4.	APW Case Reporting (all Wales)	▪ Quarterly report to Standards Committee	
5.	Dispensation	▪ Quarterly report to Standards Committee	
6.	The Standards Committee's Annual Report to full Council	▪ Standards Committee Annual Report for 2025/2026 ▪ Group Leader meetings in relation to their reporting responsibilities under the Local Government and Elections (Wales) Act 2021 and the process to be followed between Group Leaders and the Standards Committee ▪ Report to Standards Committee ▪ Report to Full Council ▪ Copy sent to PSOW	
7.	Members Annual Reports	▪ To encourage the practice of completing Annual Reports ▪ To support the Head of Democratic Services	
8.	Annual Discussions for the Standards Committee members.	▪ The Chair will meet with the Members and report any outputs that need to be arranged to the Monitoring Officer. ▪ The Chair will have a discussion with the Monitoring Officer.	
		▪	

TRAINING			
9.	Monitor and review the offer and provision of training to leaders of political groups.	▪ These arrangements must be made at the start of each administration and training take place within 6 months of the election and be reviewed at least annually.	
10.	Training for SC Members	▪ Encourage all Standards Committee Members to complete all mandatory training. ▪ Arrange any further training required, in consultation with the HR Training Manager.	
11.	Chair Training – Challenging Conduct	▪ For the Chair / Vice-Chair to attend training being arranged via the HR Training Manager on dealing with challenging conduct by members and/or public.	
COMMUNICATION AND INFORMATION SHARING			
12.	How to Complain	▪ Committee to review public information on 'how to complain'	
13.	Communication with political group leaders including in relation to group leaders' duties in relation to their members' conduct	▪ Chair to meet with Group Leaders after each Standards Committee meeting and at other times as required	
14.	Communication with IOACC / Town and Community Council Members	▪ Summary to be circulated following each Standards Committee	
FORUMS			
15.	Town and Community Council	▪ Chair and/or Vice Chair to attend Forum Meetings to present matters of interest from the Standards Committee to the Town and Community Councils.	
16.	National Standards Committee Forum	▪ Chair to attend Forum meetings and provide feedback to Standards Committee Members.	
AS AND WHEN REQUIRED			
17.	Respond to requests made in relation to the investigations being conducted by Public Services Ombudsman for Wales as a result of	▪ Take any necessary action in relation to PSOW matter as they arise during the year	

	complaints against County Councillors / Community Councillors.		
18.	Dispensation Panels	▪ As and when applications arise	
19.	Execution of Local Resolution Protocol for County Councillors and Town and Community Councillors	▪ As and when required / in accordance with the Chair's discretion	
20.	Observation of the Council and its Committee meetings from time to time.	▪ Attendance at meetings of the County Council or its Committees for observation to support the remit and aim to promote the highest standards of behaviour ▪ Feedback, where appropriate to be provided to the Chair of the Committee ▪ Anonymised report to Standards Committee	
PLANNED WORK			
21.	Penn report / WG consultation on ethical matters	▪ Monitor and follow up as required	
22.	Observation of Town and Community Council meetings from time to time	▪ Attendance at meetings of Town and Community Council for observation to support the remit and aim to promote the highest standards of behaviour ▪ Feedback to be provided to the Chair and/or Clerk where appropriate ▪ Anonymised report to Standards Committee	
23.	Support the Democratic Services Committee's work as it encourages County Council members' wellbeing.	▪ To support the Democratic Services Committee	
24.	Gifts and Hospitality Register – increase the registration value to £25	▪ Report to Executive (consultation) ▪ Report to Council	
25.	Review Independent Member recruitment forms and guidance	▪ Review Independent Member recruitment forms and guidance to reflect legislative changes in relation to the qualification criteria	

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Isle of Anglesey County Council

Report to:	Council
Dates:	24/09/2026
Subject:	Amendment to the Constitution – To Clarify the Wording of the Terms of Reference of the Governance and Audit Committee
Portfolio holder(s):	Councillor Robin Williams
Head of service / director:	Lynn Ball, Director of Function (Council Business)/Monitoring Officer
Report author:	Lisa Lord – Interim Legal Services Manager/Deputy Monitoring Officer
Local members:	All

A – Recommendation(s) and reasons

Recommendations

Executive (Delegated Decision)

For the Executive to express a view on the proposed amendment to the Constitution changing the term of office for lay members of the Governance and Audit Committee (GAC).

Council

For Council to approve the proposed amendment to the Constitution changing the term of office for lay members of the GAC.

Reasons

- The GAC has undertaken a review of its terms of reference to ensure compliance with relevant legislation and regulations.
- The GAC's terms of reference include the term of appointment for its lay members. In order to ensure compliance with the Local Government and Elections (Wales) Act 2001 and Statutory Guidance it is recommended that a change is made to the terms of reference to clearly state the intended position in relation to mid-term appointments.
- Against this background, the amendment sought is to paragraph 3.4.8.2.2 of the Constitution:

  "The Committee will consist of one third of lay members; eight elected members and four lay members, recruited through a public recruitment exercise. Elected members will be politically balanced and will not be members of the Executive, but the Finance

Portfolio Holder is required, as far as possible, to attend all meetings of the Committee. The Chair must be a lay member and the Deputy Chair will not be a member of the Executive or an assistant to its Executive. ~~*The lay members will serve for a fixed term to coincide with the length of the Council, i.e. five years, and will serve a maximum of two terms.*~~ The lay members are automatically appointed for a period of two consecutive five-year terms. *Members, including the lay members, are subject to the Council's Code of Conduct and will declare any interests. The lay members will have equal status to that of the elected members in terms of access to staff and information, for the purposes of the Governance and Audit Committee."*

- This amendment clarifies the position in relation to mid-term appointments and maximises the potential time that a lay member may serve within the limits of the Statutory Guidance.

- This amendment will help to ensure that the GAC has sufficient lay members to comply with statutory requirements in relation to the composition of the GAC and should result in a small reduction in the costs of recruitment of lay members by maximising appointments, training, experience and contribution. The same arrangements already apply to lay members of the Standards Committee.

B – What other options did you consider and why did you reject them and/or opt for this opinion?

No change. This was rejected due to ambiguity and the current inconsistency over the length of term a lay member may serve if recruited mid-term.

C – Why is this a decision for the Executive?

This is not an Executive decision, and the decision will be made by full Council. However under paragraph 2.15.2.1 of the Constitution there is a requirement to provide the Executive with an opportunity to comment on any proposed changes to the Constitution.

Ch – Is this decision consistent with policy approved by the full Council?

Changes to the Constitution (not falling within 3.5.3.6.6 and 3.4.12.6.3) require approval of full Council

D – Is this decision within budget approved by the Council?

There are no budgetary impacts.

Dd – Assessment of potential impacts (if relevant)

1. How does this decision affect our long-term needs as an island?

The proposed change supports efficient decision making ensuring that the GAC has sufficient lay members.

2. Is this a decision that is anticipated to prevent future costs/dependencies on the Council? If so, how?

Not to any significant extent but there should be a small reduction in costs in relation to the recruitment costs for lay members and associated training as terms of office should increase.

3. Have we collaborated with other organisations to come to this decision? If so, with whom?

No

4. Have the citizens of Anglesey played a part in drafting this way forward, including those directly affected by the decision? Explain how.

No

5. Note any potential impact this decision would have on the protected groups under the Equality Act 2010.

No impact

6. If this is a strategic decision, note any potential impacts the decision would have on those experiencing socio-economic disadvantage.

N/A

7. Please note any potential effects that this decision would have on opportunities for people to use Welsh and not treat the language less favourably than English.

No impact

E – Who did you consult with and what were their comments?

1. Chief Executive / Leadership Team (mandatory)	Considered on 18/08/2026
2. Finance / 151 Officer	A member of the Leadership Team
3. Legal / Monitoring Officer (mandatory)	Co-author of the report and member of the Leadership Team
4. HR	N/A
5. Property	N/A
6. IT	N/A

Mae'r ddogfen hon ar gael yn Gymraeg
This document is available in Welsh
CC-20878/907676 (914307)

7. Procurement	N/A
8. Scrutiny	N/A
9. Local members	Consultation with the GAC took place on 14/05/2026

F – Appendices

Ff – Background papers (contact the report author for more information)

Mae’r ddogfen hon ar gael yn Gymraeg
This document is available in Welsh
CC-20878/907676 (914307)

Isle of Anglesey County Council	
Report to:	**Full Council**
Date:	**24 September 2026**
Subject:	**Annual Director's Report on the Effectiveness of Social Services 2025/26**
Subject/ Title:	**To present the Annual Director of Social Service's Report on the effectiveness of Social Services 2025/26 to members of the Full Council, as required under the Social Care and Wellbeing (Wales) Act 2014.**
Portfolio Holder(s):	Councillor Dyfed Wyn Jones- Children & Families Services Councillor Neville Evans – Adult Services
Head of Service / Director:	Fôn Roberts, Director of Social Services & Head of Children and Families Services
Report Author: Tel: E-mail:	Emma Edwards, Business Manager 01248 751887 Emmaedwards@ynysmon.gov.uk

1. Background

This paper presents the Annual Director of Social Service's Report on the effectiveness of Social Services 2025/26 to members of the Full Council, as required under the Social Care and Wellbeing (Wales) Act 2014.

Please note that the report is a statutory requirement for the Director of Social Services, and therefore it is a mandatory requirement.

The purpose of the report is to promote awareness and accountability for the performance and progress made over the past year in delivering Social Services within Anglesey County Council, as well as including areas identified for improvement for the forthcoming year.

2. Subject Matter

A copy of the 2025/26 Annual Director of Social Services Report, will be published on the Council Web Site as an interactive document.

Once again we have prepared a short video to highlight some of our achievements during the year, as an introduction. The video will be shared with members during the meeting and shared on the Council Web site thereafter.

3. Recommendations

It is recommended that:

- Members of Council to accept the report as a true reflection of our Social Services delivery over the past 12 months (2025/26).

4. Appendices:

Copy of Report - See document.
Video introduction – will be shared with members during the meeting.

Previous reports can be found on the Council Website.

CYNGOR SIR
YNYS MÔN
ISLE OF ANGLESEY
COUNTY COUNCIL



Annual Directors Report

on the effectiveness of Social Services

2025-26

anglesey.gov.wales

Anglesey County Council | angleseycouncil | angleseycouncil | cyngormon

MÔN SY'N WYBODUS AM DRAWMA TRAUMA INFORMED ANGLESEY

Ynys Môn Oed-Gyfeillgar Age Friendly Anglesey



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Please click the below link to listen to Fon Roberts, Director of Social Services and Head of Children and Families Services, welcome.

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Context Section

WHO WE HELPED & SUPPORTED (2025/26)

(*) previous year

7,184
ADULT CONTACT (5180*)

5,186
Contact **CHILDREN & THEIR FAMILIES** (5,354 *)

1,660
Adults receiving information, **ADVICE & ASSISTANCE** (1,190*)

1,483
Adults receiving **CARE & SUPPORT PLAN** by 31st March (1,438 in 24/25)

480
with a **CARE & SUPPORT PLAN** at the end of the year (403 in 24/25)

216
INDIVIDUAL LOOKED AFTER CHILDREN (197 in 24/25)

211
INDIVIDUAL CHILDREN on the **CHILD PROTECTION REGISTER** (169 in 24/25)
101 at year end (74 in 24/25), 102 average no of children on register throughout the year (67 in 24/25)

1,568
NEW ASSESSMENTS completed for **ADULTS** during the year (1,793 in 24/25)

400
CARERS ASSESSED during the year (418 in 24/25)



WHO WE HELPED & SUPPORTED (2025/26)

(*) previous year

565 **CHILDREN REGISTERED** with **FLYING START** at the end of the year (642 in 24/25)

166 **FAMILIES** accessed our **FLYING START** childcare during the year. (176 in 24/25)

245 attended our **OLDER PEOPLES FORUM** (in one of the 11 local or Island wide) over the year (250 in 24/25)

FOSTERING REVIEWS

27 **FOSTERING ASSESSMENTS** (9 Form F, 18 Connected Persons)

28 **TO PANEL** (15 independent, 13 internal)

16 **FOSTERING REVIEW BY AGENCY DECISION MAKERS**

71 **GENERAL FOSTER CARERS** in 40 Homes (compared to 59 in 34 homes in 24/25)



984 received a **CARE & SUPPORT PLAN** (1,173 in 24/25)

74 **YOUNG CARERS SUPPORTED** by **ACTION FOR CHILDREN** on 31st of March (94 in 2024/25)

3,996 **CHILDREN ATTENDED** our **YOUTH CLUBS** during the year (94 in 2024/25)



676 **YOUNG PEOPLE** are registered to one of our **15 YOUTH CLUBS** across the Island (700 in 15 Clubs in 24/25)

345 **ACCREDITATIONS** received by **YOUNG PEOPLE** - ranging from **AGORED** to **DUKE OF EDINBURGH AWARDS** (179 in 24/25)

YOUTH SERVICES TEAM have had over **19,000** contacts young people during the year (over 17,600 in 24/25)

About our **SOCIAL SERVICES** (2025/26)

Social Services **TOTAL BUDGET**

£59,485,000

(£53,206,281 in 24/25)

ADULT

Services Budget is

£42,285,000

(£38,789,694 in 24/25)

CHILDREN & FAMILIES

Service Budget is

£17,200,000

(£14,416,587 in 24/25)

WE EMPLOY

648

people across both Services

(690 in 24/25, 717 in 23/24)

83%

of our employees speak Welsh

(L3 or above)

(83% in 24/25)



Leadership & Culture

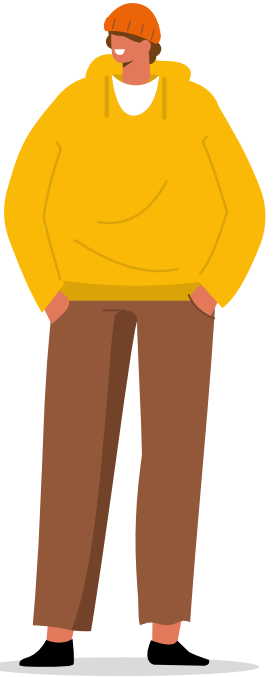
The council's vision is to create an Ynys Môn that is healthy and prosperous where people can thrive.

Collaboration is key to realising our vision. We will be a respectful council that is considerate of others, we will collaborate honestly and we are committed to high standards of behaviour and integrity to present the island and its communities in the best light possible.

To realise this vision, we will need to continue modernising and transforming our services and our way of working. An integral part of modernising will be listening to what our residents, service users and businesses think – and being ready to act.

You will read references throughout this report linking our progress against the **six Council Strategic Objectives,** as set out in our **Council Plan 2023-28** Council Plan 2023 to 2028.

By aligning our services and achievements we can help ensure that the Council succeeds in its vision.





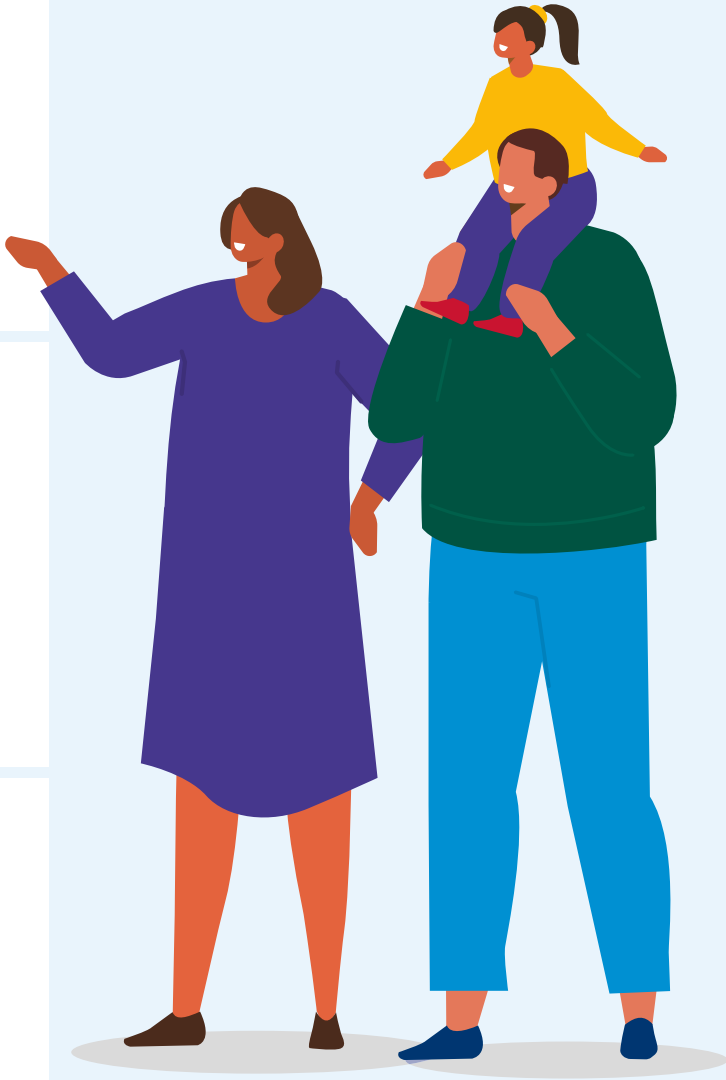
Our six strategic objectives

Welsh Language

Increasing opportunities to learn and use the language.

Social Care & Wellbeing

Providing the right support at the right time.



Education

Ensuring an effective provision for today and for future generations.

Housing

Ensuring that everyone has the right to call somewhere home.

Economy

Promoting opportunities to develop the island's economy.

Climate Change

Responding to the crisis, tackling change and working towards becoming a net zero organisation by 2030.

Respect

Honesty

Collaborate

Champion the Council and the Island

As a Service, **Social care & Wellbeing** continues to be our main aim – putting the individual central to everything we do working with individuals, families and carers, communities and other professionals to ensure improved outcomes for all. Despite challenging external factors we continue to strive towards excellence based on the following values:

Ynys Môn Social Services are **committed to partnership working on a local, sub regional, regional and national basis.** This has been recognised as a strength in recent external inspection reports and it continues to be an area for us to build on. Further examples can be found throughout this report.

The North Wales Social Services Improvement Collaborative (NWSSIC) and the **North Wales Regional Partnership Board (NWRPB)** continue to ensure **governance arrangements.** This partnership ethos can be further evidenced through the collaboration of the Council's Social Services with BCUHB via the **Integrated Delivery Board (IDB**). The purpose of the IDB continues to be ensuring that the health and care needs of the people of the Ynys Môn will be better served by the improved integration of services between health and local authority services. More information can be found, including access to the yearly **North Wales Regional Partnership Report 2024/25** by visiting the website below:
https://northwalescollaborative.wales/regional-partnership-board/

The Council's **Corporate Planning and Performance Management Framework** (see diagram below) is embedded into its annual governance arrangements This framework has been adopted to ensure a continuous improvement mind-set is embedded within the work of the Council's services and the expectations of the recent **Local Government & Elections Act (Wales) 2021** are met.

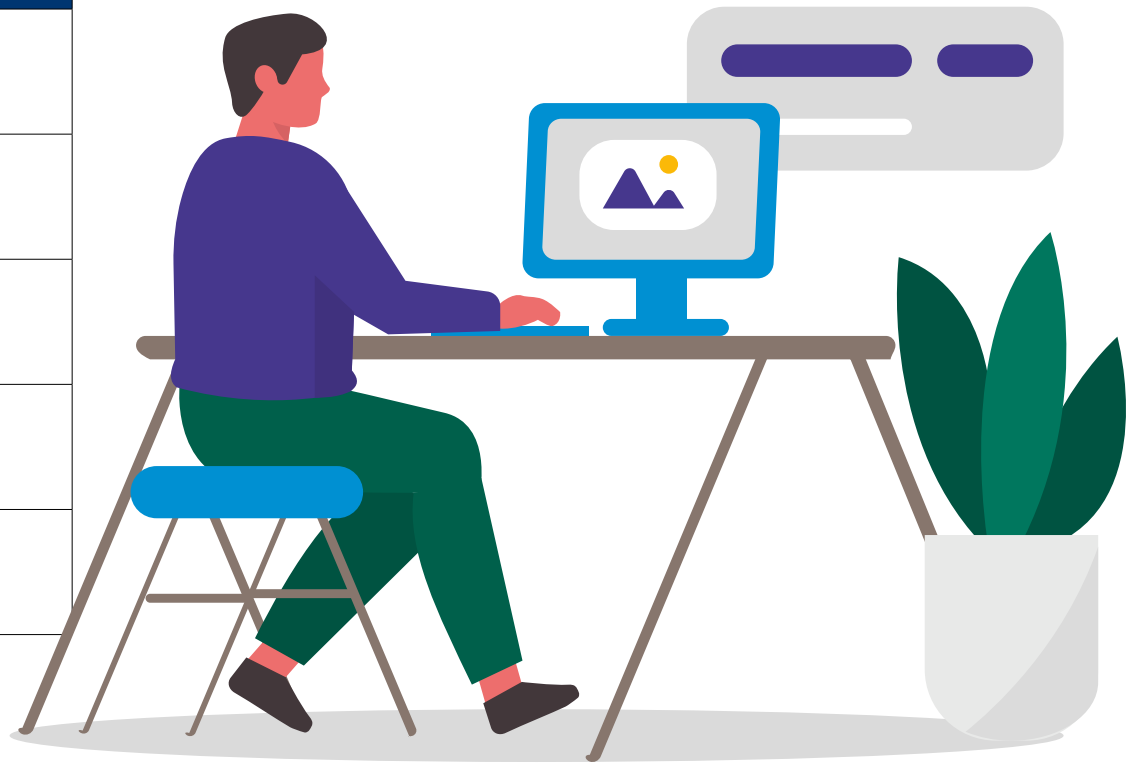
Service Review findings

As part of the **Council's performance management framework arrangements**, Adult Services and the Children & Families Service **completed a detailed Service Self-Assessment against key themes including Service Planning & Performance, Financial Planning, Workforce Planning and Governance**.

The self-assessments were reviewed and challenged through the Council's Service Review process, drawing evidence including performance, financial, workforce, risks, audits and procurement & contract management information to provide an overall assessment of service effectiveness and identify opportunities for continuous improvement.

The reviews concluded that both services are operating at Level 3 – Integrated and Effective overall, with particularly strong arrangements in relation to Service Planning and Performance, where both services achieved Level 4 – Optimising and Leading. This indicates a strong performance culture and effective use of performance information to support service delivery and improvement. Both services were also assessed as Level 3 for Financial Planning, Workforce Planning and Governance.

Theme	Adult Services	Children & Families Service
Overall assessment	Level 3 – Integrated and Effective	Level 3 – Integrated and Effective
Service Planning & Performance	Level 4 – Optimising and Leading	Level 4 – Optimising and Leading
Financial Planning	Level 3 – Integrated and Effective	Level 3 – Integrated and Effective
Workforce Planning	Level 3 – Integrated and Effective	Level 3 – Integrated and Effective
Governance	Level 3 – Integrated and Effective	Level 3 – Integrated and Effective





Corporate Scorecard

The Level 4 assessment for Service Planning and Performance is supported by the Corporate Scorecard, **where 90% of the relevant Adult Services and Children & Families indicators were Green against target at year-end.** Strong performance was evident across key areas including Direct Payments, adult safeguarding, carers' assessments, child protection visits and pathway planning.

The only relevant Scorecard indicator not to achieve target related to the percentage of children re-referred within 12 months, which increased during the year and was rated Red at year-end. The service has reviewed the small number of cases involved and introduced measures to strengthen oversight and understanding of the factors contributing to repeat referrals.





Tim Rheoli Corfforaethol
Corporate Management Team

CYNGOR SIR
YNYS MÔN
ISLE OF ANGLESEY
COUNTY COUNCIL



Dylan J. Williams
Prif Weithredwr
Chief Executive



Rhys H Hughes
Dirprwy Brif Weithredwr
Deputy Chief Executive



Fôn Roberts
Cyfarwyddwr Gwasanaethau Cymdeithasol
Director of Social Services



Aaron C. Evans
Cyfarwyddwr Addysg, Sgiliau a Phobl Ifanc
Director of Education, Skills & Young People



Lynn Ball
Cyfarwyddwr Swyddogaeth: Busnes y Cyngor / Swyddog Monitro
Director of Function: Council Business / Monitoring Officer



Marc Jones
Cyfarwyddwr Swyddogaeth: Adnoddau / Swyddog 151
Director of Function: Resources / 151 Officer



Arwel Owen
Pennaeth Gwasanaeth: Oedolion
Head of Service: Adults



Huw Ynyr
Pennaeth Gwasanaeth: Digidol, Perfformiad a Moderneiddio
Head of Service: Digital, Performance and Modernisation



Huw Percy
Pennaeth Gwasanaeth: Priffyrdd, Gwastraff ac Eiddo
Head of Service: Highways, Waste & Property



Christian Branch
Pennaeth Gwasanaeth: Rheoleiddio a Economaidd
Head of Service: Regulation and Economic



Eurig Williams
Pennaeth Gwasanaeth: Adnoddau Dynol, Cyfathrebu a Phrofiad Cwsmer
Head of Service: Human Resources, Communications and Customer Experience



Ned Michael
Pennaeth Gwasanaeth: Gwasanaethau Tai
Head of Service: Housing Services

Workforce

The Council's vision is to create an ***"Ynys Môn that is healthy and prosperous where people can thrive."*** The relevant strategic objective within the Council Plan is "Social Care and Wellbeing – ***"providing the right support at the right time"***, and our Workforce Strategy sets out how we as a service will ensure that we have a highly skilled, professional and consistent workforce across both Adults Services and the Children and Families Service to help achieve this objective.

Both Adults and Children & Families Services have regular workforce planning meetings together with our corporate human resources colleagues and development team, where we discuss training, development, recruitment, and skills gaps. Both Services have been supported through numerous restructuring processes to ensure staffing structures are robust and are able to deliver on business needs. Turnover within Adult Services last year was at 12% with retention rates of 88% and Children and Families Services turnover figures were at 15% and retention rates of 85% respectively. The Council average for the same period was turnover at 8% and average retention rates at 91%.

In line with national trends, recruitment challenges continue within the sector. Work is ongoing to identify critical posts and to prepare for succession planning. Partnership working continues with officers attending events with Môn CF, DWP, We Care Wales, Bangor University and our secondary schools. Steps to Care placement programme with Coleg Llandrillo-Menai continues to develop year on year.

The Denu Talent Work Placement Scheme last year focused specifically on roles within care and there are many positive examples of individuals successfully gaining further employment within the Council. One example of the Denu Talent success is that for one of our Catrefi Clyd venues. Following a summer work placement, the individual securing a full-time position with the service.

Over the past two years we have worked with colleagues to explore new and innovative solutions to alleviate the current recruitment challenges in the area of Provider Services. This has concluded in our "**Denu Talent**" work placement offer which has been successful in attracting 12 local young people to express an interest in pursuing a career in this field.

The second year of the initiative saw positive development, as the scheme expanded from Grwp Llandrillo Menai (GLLM) students who were studying Health and Social Care courses to also include local school Sixth Form students. **This is a clear sign of strengthening the local talent pathway and raising early awareness of career opportunities within the profession and with the Council**.

Currently, 8 of the 12 young people who have taken up this offer are now employed by the Council, with the other 4 having returned to education, but with a new and positive view of the Council as an employer of choice and the range of career opportunities available.

We worked closely with Bangor University, Wrexham University and the Open University to recognise the needs of the students and provide a wealth of different experiences to assess and prepare them for the world of work. 16 students completed the placements successfully and one student withdrew and applied for another post within the council.

Out of the 11 students in their final year, nine were successful in gaining social work posts with the local authority. 5 out of the 9 were internal trainees and part of the 'grown your own' scheme. This scheme continues to be very popular and supports those already in social care roles to develop further.

We have four trainees due to qualify in the Summer of 2026 and appointed one further trainee who will start the programme in September 2026.

The Master of Arts (MA) Social Work Programme at Bangor University has seen a reduction in the number of students applying - the decline has been significantly over the last few years with a direct impact on the programme's future viability. As a partnership we responded by working closely with Social Care Wales and Gwynedd Council and agreed to offer retainers for students. This creative approach proved very popular and we witnessed an influx of new application. Following interviews, we offered two retainers for those starting the programme in September 2025. This shows how we must adapt and continue to be innovative in the way we offer our services to safeguard our future workforce.

To support and assess the students we had further social workers completing the practice educator programme. This programme provides valuable knowledge and skills to manage and supervise the placement which can lead to social workers applying for senior practitioner roles.

We have seen an increase in the number of newly qualified social workers. A total of 9 social workers registered with the **Consolidation Programme** (Consolidation programme for newly qualified... | Social Care Wales) with 4 successfully completing during the year, and a further 4 due to submit in July 2026.

Two of our Social Workers successfully completed the **Applied Mental Health Practitioner Award (AMHP)** in December 2025. This will assist in supporting the skill gap in this specialist area which was identified as a service risk previously.



We have continued to sponsor individuals on the BA Occupational Therapy course at Wrexham University. One of our employees qualified at the beginning of 2025 and was appointed as an Occupational Therapist within the Community Resource Team shortly thereafter. We currently have a sponsored employee due to qualify in 2028 and another in 2029.

We continue to work in partnership regionally to secure further places on the programme for in-house trainees to encourage staff development and enhance other's understanding of the role. We recognised that these opportunities are attractive to a variety of individuals due to the support and assistance offered by the council.

Throughout the year we have continued to arrange further Trauma Informed training in accordance with our commitment to become a Trauma Informed Island. The Virtual Reality Training programme has gone from strength to strength with over a 1000 training and collaboration opportunities with our partners in educational and the police force. The work has been recognised by Social Care Wales and we have reached the short list and been invited to the 2026 Accolades awards ceremony.

MÔN SY'N WYBODUS AM DRAWMA

TRAUMA INFORMED ANGLESEY

Our **Departmental Workforce Strategy** can be found via the below link: https://www.Ynys Môn.gov.wales/documents/Docs-en/Jobs/Social-Workforce-Development/Social-Services-Workforce-Strategy-2023-2028.pdf?nocache=1

We are planning to review our Workforce Plan in the autumn of 2026.



Financial Resources

As in previous years, we have faced significant financial pressures in 2025/26.

At the end of the year, our Children and Families Services reported an overspend of £1,333k, whilst our Adult Services reported an underspend of £(872k).

The Looked after Children service has overspent by £1,624k. This is a demand led service and whilst we continue to develop our Cartrefi Clyd provision we will always need to access more specialist provision. The average weekly cost of out of county placement has increased from £5,891.00 in 2024-25 to £6,550.00 in 2025-26, despite some significant packages being renegotiated during the year.

We have been proactively considering all our service area costs and our budget in making savings where possible. We are grateful to the Executive for agreeing to increase the Children and Families budget to £18,670k for 2026/27 in order to meet current demand.

Adult Services Management and Support was overspent by £92k at year end, repairs and maintenance overspent by £38k and staffing cots overspent by £36k due to ongoing work on mosaic, where it was decided that grants would be allocated to reserve to fund future costs due to the significant underspends within adult services

Older People Underspent by £1,157k of which Residential care for Older People has underspent by (£753k) by year end, and Nursing care for Older People has underspent by (£332k) by year end. These are demand led services, and work is continuously being undertaken to monitor expenditure. £372k relates to windfall income relating to services provided in prior years.

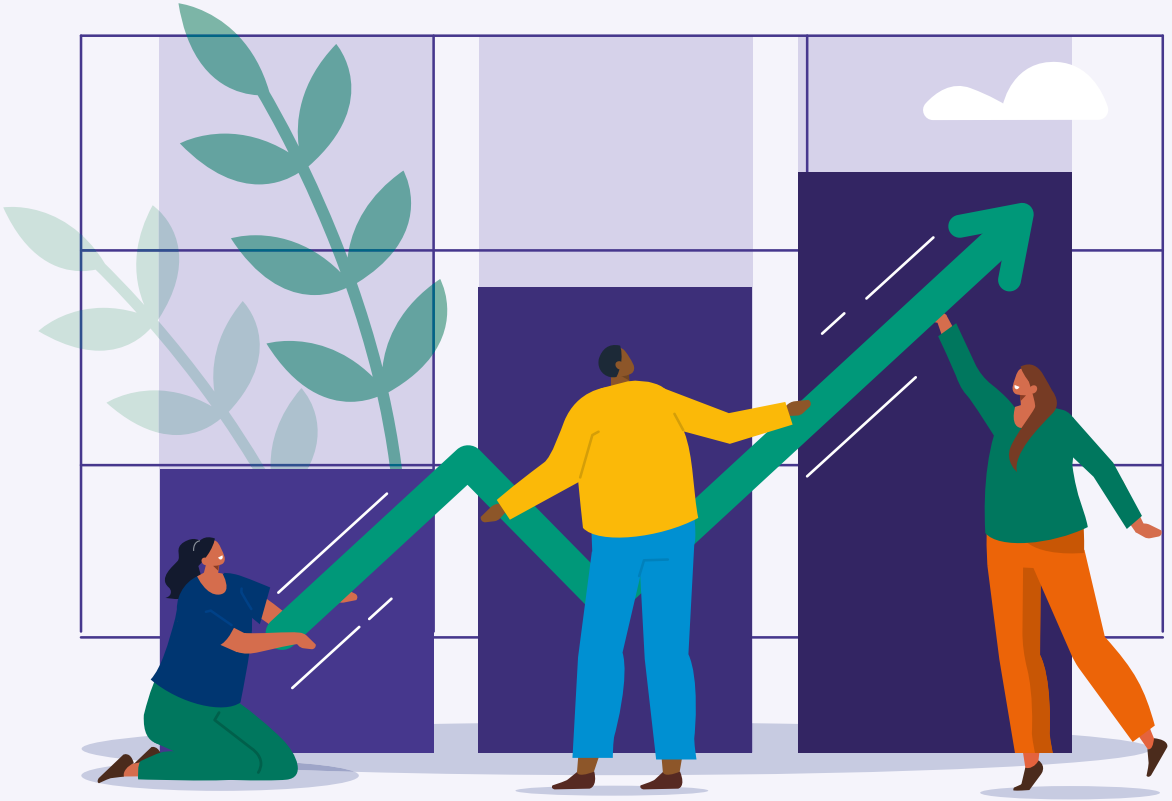
Physical Disability – overspent £679k at year end, £593k of which related to residential care after applying £(521k) from the Social Care Workforce Grant. Without the Social Care Workforce grant, residential care would have overspent by £1,114k Learning Disabilities - overspent by £125k by year end.

Mental Health – Underspent by £191k by year end. £117k related to staffing underspends, which are deemed one off Provider unit – Underspent by £420k mainly due to vacant posts and over achieved income.

Adult services had one off grant income of £414k offset against core expenditure from the pathways of care funding, this was due to lateness of the grant offer and the time taken to fill vacant posts, this coupled with income windfall of £541k masks the financial pressures that continue to face this sector.

We have undertaken a Zero-based budgeting exercise in the early stages of 2026-27, with the aim of harmonising the budgets as much as possible. It is hoped this should result in the actual spend being closer aligned to the budget moving forward.

SERVICES	Budget £000	Actual £000	Variance £000
CHILDREN and FAMILIES SERVICES	*17,220*	*18,553*	*1,333*
ADULT SERVICES			
OLDER PEOPLE	*16,114*	*14,957*	*(1,157)*
PHYSICAL DISABILITIES	*3,765*	*4,444*	*679*
LEARNING DISABILITIES	*11,414*	*11,539*	*125*
MENTAL HEALTH	*3,484*	*3,293*	*(191)*
SUPPORT SERVICES	*1,051*	*1,143*	*92*
PROVIDER UNIT (MÔN CARE/ OTHER SERVICES)	*6,457*	*6,037*	*(420)*
TOTAL	***42,285***	***41,413***	**(872)**



Performance Assessment Section

Within this section we will provide an overview of our performance under the four **Quality Standards** headings of **People, Prevention, Partnership and Integration, and Wellbeing.** We will evaluate our performance over the past twelve months by addressing the ***eight quality standards*** under these four sections for both children's and adult's services.

Children and Families Services

People

Quality Standards:

- *"All people are equal partners who have **choice, voice and control** over their lives and are able to achieve **what matters** to them"*
- *"Effective **leadership** is evident at all levels with a highly skilled well qualified and supported **workforce** working towards a shared vision".*

Maethu Cymru Mon

During the year we received a Care Inspector Wales (CIW) Inspection - more information can be found under the inspection & Reviews section.

The Child Placement Team continues to work in collaboration with Maethu Cymru alongside the other twenty-one Welsh local authorities in respect of the recruitment and retention of foster carers. During the year we have processed nine prospective new foster carers. We continue to work with Foster Cymru to focus on recruiting Foster carers for teenagers, Amser Ni (Short breaks), Welsh speakers and Unaccompanied asylum-seeking children (UASC).

During 2025-26, the Fostering Team has continued to provide a range of activities and events to support foster carers, children and young people. As part of Foster Care Fortnight 2025, they organised wellbeing and craft activities for foster carers, alongside fun events and days out for children and young people.

Throughout the year, fostering families have enjoyed trips to Chester Zoo and Anglesey Sea Zoo, as well as seasonal celebrations including Pancake, Halloween and Christmas parties. The team also celebrated the dedication of foster carers at a special recognition event held at Tre-Ysgawen Hall and continued to support the Pioneer Foster Carers' School Uniform Shop.

The team remains committed to raising awareness of fostering and recruiting more foster carers. They regularly attend local community events and engagement activities, promoting fostering opportunities and encouraging more people to make a difference to the lives of local children and families.

Highlights during the year (captured in the photographs below) was once again holding our famous 'Bake Off' – where the competition is fierce to win the coveted title!

We are proud of a team in taking on the 'Anglesey Abseil' challenge - Climbing the Column – Conquering the 115 steps to the top before Abseil back down – descending the 35-metre monument! The fund raising raised £1356.12 for the Ty Gobaith Children's Hospice charity.

1. Staff and Foster cares celebrating the dedication of foster carers at a special recognition event.

2. Picture board of the highlights of the yearly 'Bake Off Challenge' organised by the Fostering Team.

3. Picture of Foster carers and volunteers assisting the Pioneer Foster Carers' School Uniform Shop.

4. Anglesey Fostering Team pictured at the foot of the famous Anglesey Column after the successful abseil challenge.









To find the latest information with regard to our Fostering Service, along with news and updates, see https://facebook.com/maethumon

Fostering Wellbeing is an innovative programme, funded by Welsh Government and delivered by The Fostering Network. The programme recognises that to improving outcome for children and young people, multi-agency working through a partnership framework across social services, health and education is essential. Fostering Wellbeing has been designed specifically for professionals working with Care Expereinced Children and young people. https://www.thefosteringnetwork.org.uk/locations/wales/fostering-wellbeing/

The **Corporate Parenting Panel**, chaired by the Chief Executive has continued to strengthen during 2025-26. Elected members continue to develop their knowledge and experience of the issues faced by looked after children and care leavers. This enables elected members to challenge officers effectively.

Of significance, is the strengthening of the **'voice of the child'.** We have young people who attend our Corporate Parenting Panel sharing their experiences of being in the care of the Local Authority. Our panel members are also invited to attend our numerous activities where they can meet our Care Experienced Children in less formal surroundings.

Representatives attend the Panel from Maethu Cymru Mon, Virtual School officer, Leaving Care Service, Health Service, and the 'forward work plan' is agreed by the panel to ensure effective scrutiny of performance moving forward.

Discharge of Care Orders – the Service has used a Welsh Government Grant to safely reduce the number of children subject to care orders and placed with parents. This resulted in a further reduction of nine children being in public care over during the year (20 in 2024/25).

Direct Payments is a crucial support mechanism to allow both the child and the family to both achieve a better quality of life. A common theme with Direct Payments within our Childrens and Families Service is the **provision of Respite for parents** for them to allocate time to their other children due to the higher demands one child might have due to their needs / disability. Direct Payments allows the family and recipient to have a choice of providers which can be tailer to their needs such as Language and lifestyle and allows them to stay within their communities. **As of March 2025, we had 253 (198 previous year) adults and 48 (42 previous year) children open to Direct Payments.**

The **Active Offer (of a supporting Advocacy)** is an important option for a Child going in to care or being open to Child Protection, as it can be a stressful and anxious time for a child especially if they have already suffered trauma. Having an independent person to listen and act on the best interest of a child will give them more confidence to express their wishes and feelings than talking to a Social Worker or Care Provider. While making sure that the Child receives the rights they are entitled too.

In the 2025/26 Financial Year a total of 32 Active Offer Referrals were made which is higher than last year's 17. A total of 189 Children were eligible for an Active offer by either becoming Looked After or going on the Child Protection Register which shows that 83.07% of the children declined to meet their Advocate. 20 children accepted the Active Offer of Independent Professional Advocacy support during this year. We continue to promote and encourage this active offer.

Prevention

Quality Standards:

- *"The need for care and support is minimised and the escalation of need is **prevented** whilst ensuring that the best **outcomes** for people are achieved"*
- *"**Resilience within communities** is promoted and people are supported to fulfil their potential by actively supporting people who need care and/or support including **carers** to learn develop and participate in society"*

During the year, a total of **4882 referrals to our Children & Family Service** were received compared to 4886 in 2024/25 which is a negligible decrease – outing that the increase last year(20%) is now becoming the trend (compared to 4059 in 2023/24). Of the referrals that were received the Police continue to provide the most referrals with 42.96% followed by the health sector who accounted for 13.29% of the total referrals.

Children's Assessments - there has been a decrease in the number completed, from 598 in the 2024/25 to 416 this year. This is due to previously including "What Matter's" Conversations in the total. The percentage completed within the 42 Days was 74.04%. Of the Children that had an Assessment, 57 would be progressed to a Care Plan following the Assessment while 93 had no eligible needs to be met. The majority (266) would have their needs met by other means with Services such as Team Around the Family (TAF), Resilient Families or CAMHS to name a few

Furthermore 111 **Young Carers Assessments** were completed within the year by Action for Children on behalf of the Authority. Of the 111, 67's needs were met with a Plan while 44 had their Needs met by other means.





Virtual Reality (VR) Professional Development – We have continued to invest in our VR training packages, which now includes 24 headsets. These vary from our original trauma informed training scenarios to our new headsets which assist with employment and interview skills scenarios, educational content and experiences scenarios which allow users to visit foreign places and also Consequential thinking training headsets which helps our young people link their behaviour within our community.

We have 15 members of staff trained to deliver and support the VR initiative across the Council, with over a 1000 individuals using the headsets during the year.

As mentioned earlier in the Workforce section of this report, we are proud that Social Care Wales have recognised our innovative ways of working and learning and are honoured to have reached the short list and been invited to the Social Care Wales 2026 Accolades awards ceremony in Cardiff in June 2026.

Pictured above – Virtual Reality (VR) session with Child and Adolescent Mental Health Services (CAMHS) workers. One experienced, they agreed that they wanted to suggest the VR content with school staff, parents/carers, and social workers as part of their Early Intervention Service Consultations.

Partnership and Integration

Quality standards:

- *"Effective **partnerships** are in place to commission and fully deliver fully **integrated**, high quality sustainable outcomes for people"*
- *"People are encouraged to be involved in the design and delivery of their care and support as **equal partners**"*

MÔN SY'N WYBODUS AM DRAWMA TRAUMA INFORMED ANGLESEY

During the year Anglesey has celebrated the important and significant strides made in **becoming a trauma-informed island**. Since 2023, the county council has adopted an organisational approach to promote connections and relationships to support those struggling with adversity or trauma in their lives. This has included helping to effectively support the underlying needs of children and the community with empathy and compassion.



Picture above showcasing the support at the Trauma Informed Journey celebration.

Training has also been provided to the island's schools, children and family Services, education and community partners ensuring that the widespread impact of trauma is recognised and included in practices and policies to promote safety, empowerment, and healing.

In September 2025, we marked our Trauma Informed Journey with key partners and stakeholders, held at the Menai Science Parc, Gaerwen, to celebrate the island's trauma-informed journey to date.

One of the highlights saw Ysgol Gyfun Llangefni named as the first mainstream secondary school in the UK to receive the Trauma and Mental Health Informed School Award from TISUK (Trauma Informed Schools UK).



Pictured above representatives from Social Services and Ysgol Gyfun Llangefni awarded the Trauma and Mental Health Informed School Award from TISUK (Trauma Informed Schools UK).

Anglesey Director of Social Services, Fôn Roberts, said,

> "As a trauma-informed island, we can support children and young people and offer them the best opportunities.

> "This allows them to grow into well-rounded, robust and resilient young adults, parents, and members of their own communities."

> “Many have suffered from trauma in their lives, but our work ensures that their behaviour does not acts as a barrier to learning and living happy and successful lives.”

Children, Young People and Families portfolio holder, Councillor Dyfed Wyn Jones, added,

> “It was an honour to attend the conference at M-Sparc and share our experiences and learning about becoming a trauma-informed Anglesey. It was also pleasing to see Ysgol Gyfun Llangefni’s staff and pupils rewarded as a national trauma informed exemplar.”

Wellbeing

Quality standards:

- *“People are protected and **safeguarded** from abuse and neglect and any other types of harm”*
- *“People are supported to actively **manage their wellbeing** and make their own decisions so that they are able to achieve their full potential and **live independently** for as long as possible”*

The service continues to adhere to the Council’s Corporate Safeguarding Policy, promoting a robust safeguarding culture and emphasising collective responsibility. Safeguarding is fully embedded in daily practice, governance, workforce development, and quality assurance. The Director of Social Services holds overall accountability for Corporate Safeguarding and is supported by the Service Manager for Safeguarding and Practice Quality, who oversees operational leadership and assurance. The Director of Social Services, Head of Adult Services, and the Service Manager for Safeguarding and Practice Quality all sit on the Corporate Safeguarding Board, which convenes quarterly.

Departmental responsibilities are aligned with corporate arrangements and are represented on the Corporate Safeguarding Operational Board by the Safeguarding Manager and Provider Unit Manager. They attend regular meetings to provide advice and guidance and ensure that information is effectively disseminated to all teams within the department. Safeguarding is also a standing item at all team meetings.

Social workers and practitioners carry out safeguarding assessments in line with the Wales Safeguarding Procedures, ensuring effective protection for children, young people, and adults at risk. Safeguarding remains central to assessment, care planning, reviews, and multi-agency work.

Our safeguarding arrangements are inspected by Care Inspectorate Wales. Additionally, we represent the Local Authority at the North Wales Safeguarding Board and ensure that lessons learned from regional child and adult practice reviews are shared with the Corporate Safeguarding Board.

A training mapping exercise was completed, enrolling staff on tailored safeguarding pathways for 2026, in accordance with Social Care Wales standards. Mandatory safeguarding training is provided during induction and is refreshed every three years, ensuring that our workforce remains informed and responsive.

The 2025/26 data shows a **further increase in safeguarding activity compared with 2024/25**. The number of Initial Strategy Meetings escalated from 930 to 1,076, an increase of 16%. The number of Strategy Meetings progressing to Section 47 enquiries also increased, from 478 to 693, representing a rise of approximately 45%. This means that around 64% of Initial Strategy Meetings progressed to Section 47 enquiries in 2025/26, compared with just over half in 2024/25. **This indicates not only continued growth in safeguarding demand, but also a higher proportion of cases meeting the threshold for Section 47 enquiries.**

Furthermore there has also been an increase in the number of Section 47 enquiries progressing to Initial Child Protection Conference, rising from 131 in 2024/25 to 148 in 2025/26. This represents an increase of approximately 13%. **Although this rise is smaller than the increase seen in Section 47 enquiries overall, it demonstrates continued pressure across child protection processes.**

Further detail on registration categories, age profile, re-registration rates and duration on the Child Protection Register is monitored through the quarterly reports submitted to the North Wales Safeguarding Board. (More information can be found via: https://www.northwalessafeguardingboard.wales/

Key Performance Indicators	2024/25	2025/26
The number of Initial Strategy Meetings for children concluded during the collection year	930	1,076
The number of Strategy Meetings held during the year where the decision was to progress to Section 47 enquiries	478	693
The total number of Section 47 enquiries completed during the year that progressed to Initial Child Protection Conference	131	148

Cartrefi Clyd – During the year we have created a new post – Practice Leader Regulated services (Children) and the post has now been filled. The role will aim to support the further development and growth of our Catref Clyd Portfolio.

Whilst the three properties were full at the end of March 2026 (5 children), we are still experiencing staffing challenges and are keen to consider alternative recruitment drives. Our Disabilities respite short breaks services was also full at the end of March 2026, with a waiting list awaiting service (3).

We now have four Catrefi Clyd homes across the island. We have been busy developing a purpose build respite and short breaks services property for children with learning disabilities. The building has been completed, and we are currently in the process of CIW registration.

Furthermore we have purchased a fifth site for an additional small groups home, which will accommodate three children, in a property located in the centre of the island. RIF funding has been used to finance these developments. We are currently in the planning and development stage, with an estimated aim of opening before the end of March 2027. We are also considering options for a further sites, however building and planning challenges will depend on whether or not its cost effective long term.

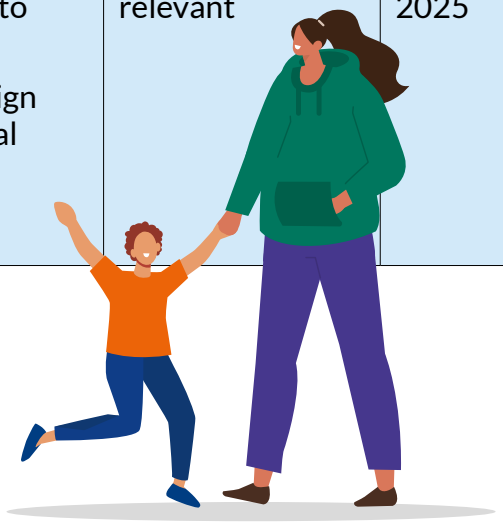


What we said we would do in 2025/26, and our Children & Families Services priority for 2026/27 are:

Area for improvement	Actions to improve	Outcomes (how will it contribute towards strategic aim Council Plan)	Progress 2025/26	By when
Connecting Care IT System **(Social Services priority)**	Manage the roll out of the new Mosaic Social Care System.	The new system will assist in supporting Social Services Staff to manage and record their work, and will assist in data sharing with other partners Outcomes as per WLGA.	System development, process mapping and form design ongoing.	Go Live 2027 TBC (ongoing from 25/26)
Increase numbers of Welsh Language Foster Carers	We have reviewed and re-launched our Foster Care package to further attract more foster carers,with an emphasis on Welsh speakers.	Ensure our children and young people have the opportunity to stay in their own community, using their language of choice, where possible.	Work continues as part of our business as usuall.	N/A
Co-Pilot AI Pilot within the Safeguarding & Business support Team	Trial the use of Co-Pilot AI in assisting in note/ minute taking during agreed meetings, with the aim of reducing/ minimising the need for admin support.	Working with corporate IT colleagues to agree on the technology and guidance. Work with DPO to ensure the pilot is managed safely with regard to data processing and sharing. Trial the Technolgy and monitor against human note taking for accuracy.	Co-Pilot Pilot completed.	N/A



Area for improvement	Actions to improve	Outcomes (how will it contribute towards strategic aim Council Plan)	Progress 2025/26	By when
Waiting Lists	The long waiting lists, especially for neurodevelopmental teams across Wales are well documented. The waiting list for some children and young people in Ynys Môn is approximately 4-5 years. This lengthy waiting can have significant impacts on children's lives, add towards the pressure and stress that families experience and, in some cases, cause family breakdowns leading for children to be placed in the care system.	Our goals will be to work with NHS partners where waiting lists are present to look at ways to improve processes to limit the wait.	New / not relevant	March 2026
Consider current demand and how to safely and within Statutory guidance meet this demand	We will conduct a review of current working practices considering current case loads, flexi demands, sickness levels etc on staff and see how we could utilise non qualified staff in some areas etc.	Internal report lead by Director will consider all options and discussion to be had with the Tim Arwain and Elected Members.	New / not relevant	September 2025
Aligning our youth support service to the new Estyn framework with focus on quality, digital and staffing resources to meet local needs.	Conducting audit of current support and provision No current data on Skills analysis of staff Quality of service - Direct Observation of activities/provision Need identified to have an IT system for youth service delivery and model	Internal Self Assessment to be completed to identify actions to improves outcomes. New IT UPSHOT System to align to our youth offer with a digital method of registering all young people	New / not relevant	September 2025



Area for improvement	Actions to improve	Outcomes (how will it contribute towards strategic aim Council Plan)	Progress 2025/26	By when
Rolling out the Welsh Government's programme to expand childcare to all 2 year old children	Appoint a programme manager and supporting staff Develop a resource to register children and track attendance, efficient invoicing for childcare sector. Monitor the quality of childcare in accordance with Welsh Government Flying Start Guidance Promote and support childcare settings to become Welsh medium/bilingual.	As an early intervention model, all children aged 2 – 3 will have the best opportunity to thrive. All childcare providers will be Welsh or bilingual, allowing all children to learn and use the Welsh language. Improve the educational attainment and achievement of children and young people, by supporting their wellbeing, together with securing wider opportunities to learn and thrive. Supporting the childcare sector economy and local businesses to grow and prosper, supporting parents/carers with childcare costs to remove childcare as a barrier to work.	New / not relevant 	April 2028
Pilot of Magic Notes AI system	Three months Pilot of Magic Notes AI – across thre specific business areasm with the aim of reducing/ minimising the need for admin support and increasing staff efficiency.	Working with both corporate IT and DPO colleagues to agree on the technology and guidance. Pilot across Senior Managers and three work areas.	Pilot was successful with a decision to roll out to all staff during 20026-27	Plan to be developed To ensure the development of templates and training all staff. March 2027

Adult's Services

The service presented it's '**Strategic Plan, Modernisation of Adult Services 2024-29'**, and this was approved by the Council's Executive with the key priority areas being:

1. **Cooperate to be an age friendly island– through preventative activities.**
2. **Transforming day services – continue with positive steps to maintain day activities in community locations.**
3. **Supported housing (learning disabilities) – to maximise and modernise 'Supported Housing' to ensure effectiveness.**
4. **Respite service (learning disabilities) – identify and develop a suitable new provision.**
5. **Extra care housing - develop extra care housing to increase opportunities for people to live independently in the community for longer.**
6. **Council residential homes– divert financial resources to affordable and cost-effective provisions that meet needs.**
7. **Develop a financially sustainable services.**



Ynys Môn Oed-Gyfeillgar
Age Friendly Anglesey



People

Quality Standards:

- *"All people are equal partners who have **choice, voice and control** over their lives and are able to achieve **what matters** to them"*
- *Effective **leadership** is evident at all levels with a highly skilled well qualified and supported **workforce** working towards a shared vision".*

Efforts continue to modernise and upgrade accommodation options for our Learning Disability group, in collaboration with our housing colleagues.

There has been an increase of nearly 83% in the use of **Direct Payments** in the last 6 years with the figure at the end of 2025/26 standing at 260 compared to 161 6 years ago. This is a very positive trend and one that we can see continuing since it supports the use of informal carers, giving the citizen the option to select a provider they trust and feel comfortable with, rather than being assigned one. With a strong Welsh-speaking population, direct payments allow users to employ Welsh-speaking carers, preserving language and cultural identity in their care provision, this supports Ynys Môn's commitment to the Welsh Language Standards.

Advocacy – The number of adults being offered an independent professional advocate has increased 7% in 2025/26 compared to 2024/25, with the total identified in 2025/26 being 148 compared to 138 in the previous year. Alongside this we saw a slight decrease in the number of formal advocates being provided, with a decrease of 9.5% compared to 2024/25; the figure being 80 during 2025/26.



Prevention

Quality Standards:

- *"The need for care and support is minimised and the escalation of need is **prevented** whilst ensuring that the best **outcomes** for people are achieved"*

- *"**Resilience within communities** is promoted and people are supported to fulfil their potential by actively supporting people who need care and/or support including **carers** to learn develop and participate in society"*

The **number of new contacts into Adults Services during 2025/26 was 4,679, an increase of 25% compared to 3,640 in 2024/25.** The increase is attributed to a number of factors: mainly due to being able to count both Secondary and Primary Referrals this year rather than just Primary referrals, an ageing population; since Ynys Môn has a higher than average proportion of older adults and this demographic is growing. We can therefore assume the number of contacts will increase over time. Awareness is another factor - people are more aware of different types of support available through Adults Services, with better signposting from GPs, hospitals and community groups.

However, in contradiction, the number of **new assessments being completed in 2025/26 decreased by 13% with 1,568 being completed compared to 1,793 in 2024/25.**

The outcomes of these assessments were as follows:

NEEDS	25/26	24/25
Needs were met with a care and support plan	984	1,173
Needs met by any other means	386	377
No eligible needs to meet	198	243

Reablement packages being completed has increased from 168 in 2024/25 to 229 in 2025/26. One reason for the increase has been the creation of a new team; "**Am Adra Môn**", which has involved Engagement Officers working in Ysbyty Gwynedd and providing patients with an initial assessment to determine needs. This has led to an increase in patient discharges and in patients using preventative services such as reablement rather than having to wait in hospital for a longer time at the risk of their health deteriorating.

The o**utcomes of the completed reablement packages for 2025/26 were as follows:**

NEEDS	25/26	24/25
Reduced the need for support	46	44
Maintained the need for the same level of support	37	31
Mitigated the need for support	134	74
Neither reduced, maintained nor mitigated the need for support	12	19

Quotes from people who have received support from our Reablement Service:

> “After my fall, I was unsure if I could live alone again. With the Re-enablement team’s help, I’m now back on my feet.”

> “The re-enablement workers didn’t just help my mum, they taught her how to help herself again.”

Pathways of Care Grant Funding has been directed to support activity which had been experiencing pressures and to try and transform and remodel service pinch points. The grant prioritizes community and preventative approaches, and to try and provide sustainable care. The progress made in relation to the development and expansion of the **Am Adra Re-enablement Team** - an initiative that is a vital role in promoting timely hospital discharges, reducing re-admissions, and supporting community-based care through collaborative and innovative approaches.

The confirmation of Am Adra Reablement Team within the wider CRT has promoted integration between health and social care, strengthening community resilience and improving client experience. The project strengthens integration between health and social care and promotes independence for individuals. It supports timely discharges and prevents re-admission. It enables the community resource teams and both organizations to be reactive and improve services.

During the third quarter of the year, we had additional capacity in the form of funded agency social workers as backfill to release two of our social workers to attend Ysbyty Gwynedd as part of the Am Adra initiative.

Having the social workers on site in Ysbyty Gwynedd has allowed us to provide immediate response and to expedite discharge for Pathway 3 patients. Our working relationship with the Health Board is strengthening since having the social workers located on site. Allowing social workers to respond quicker to confirm appropriate pathways, ensure that documents are complete and correctly to meet our requirements, thus minimizing delays due to gaps and incomplete paperwork.

Our **Re-enablement officers** provide dedicated resource, focusing on Pathway 1 and releasing people out of hospital. These coordinators have oversight of the patient’s journey and needs ahead of accessing the reablement service. Having these workers allows our social workers to focus on more acute Pathway 3 cases.

Partnership and Integration

Quality Standards:

- *"Effective partnerships are in place to commission and fully deliver fully integrated, high quality sustainable outcomes for people"*
- *"People are encouraged to be involved in the design and delivery of their care and support as equal partners"*

During the year we have provided a **range of Ageing Well sessions** across the Island (see the poster below). 287 people attended 9 Open Days **'Aging Well over the Winter'**. These were supported by a number of external agencies, such as Gofal a Thrwsio Gwynedd a Môn, Gorwel, Bangor University Legal Advice Clinic, Cyngor am Bopeth, Community Dental Service, Falls Prevention Service etc.

Our Nifty60's Programme was used in a Case Study of Age-Friendly Communities by the Welsh Government during the year. This highlights the excellent work being carried out locally, which is being showcased as good practice across Wales.







LOCATION	DATE	TIME
Canolfan Hen Ysgol Bodorgan	Friday 14 November 2025	10am - 2pm
Llanfairpwll Memorial Hall	Thursday 20 November 2025	10am - 12.30pm
Benllech Community & Ex Servicemen's Hall	Thursday 20 November 2025	2pm - 4pm
Market Hall, Holyhead (Holyhead Library)	Friday 28 November 2025	10am - 2pm
Amlwch Memorial Hall	Thursday 15 January 2026	12.30pm - 4pm
Llangoed Village Hall	Wednesday 21 January 2026	10am - 12.30pm
Hwb LlanNi, Llannerch-y-medd	Wednesday 21 January 2026	2pm - 4pm
Llangefni Town Hall	Wednesday 04 February 2026	10am - 2pm

"Age-Friendly Communities Anglesey (10th August 2025)

When we created Nifty60s back in August 2019, Ray Williams and I had no idea how successful it would become over time. The idea of reducing slips, trips and falls in older people was a just and ambitious mind set to reduce pressures on GP surgeries and A&E Departments.

Obviously the attendance numbers began growing by word of mouth in dribs and drabs over weeks and months until Covid came along and brought us to a full stop at the gym (HAWFC), however Ray did loan anybody who wanted some keep fit equipment to take home during the lockdown period. A Rowing machine in my case. Following the lockdown periods and we had a few dozen members training regularly, we organised ourselves into a Constituted Group with elected officer and a bank account, which enabled us to consider applying for grants to help us with kit and equipment in recognising the growth in numbers, which was well over 50 at this point.

It was at this time I first came in contact with Sioned Young Dev Officer at Social Services within the Isle of Anglesey Local Authority, who helped us no end with our successful grant application, where we were awarded £1,000.00 to purchase 2 pillars of Dumbbells and kettlebells.

Meeting Sioned was a "Game Changer" for Nifty60s, as she was instrumental in introducing us to Age-Friendly Communities Anglesey and the Older People's Forum. During those times of 2022/23/24/25 we began talking and presenting at Older People's Forums at M-Sparc - Gaerwen, working closely with Sioned, Ellie, Seiriol and of course Cllr Gwilym Jones the Older People's Champion within the County Council, who is not only supportive, but now also a practitioner at our Rhosneigr Outreach venue.

Sioned has opened many doors for us through the Forums Networking with many organisations across the Island and beyond eg Lisa Hother, BCUHB Dev Officer, Mr Oliver Blocker - Hip and Knee Trauma Surgeon for BCUHB, who hugely supported us with our successful Lottery bid of £288,000.00. Lisa also helped with an Open Day at Hawfc with several BCUHB departments in attendance, including their Chairman Mr Dyfed Edwards and fellow Board Members, Senedd AM Rhun Ap Iorwerth, Llinos Medi MP, who are both huge supporters, plus Anglesey County Councillors, GP surgery managers and the public seeing first hand Nifty60s in session.

Nifty60s are now involved with many organisations incl Bangor University and we look forward to much more engagement during these exciting times for Nifty60s, who's membership is now heading towards 600 across Anglesey with our 7 venues, soon to be 9 in September. 2. We now know beyond any doubt now that Nifty60s is changing peoples lives on a daily basis not only with their fitness, improved strength both physically and mentally, but also their Wellbeing, Social Life, New Friends, Positive Habit Changing and as a Lady recently told me -
" Jim, I'm now living, not surviving".

I was invited and now sit on the Older People's Council in Llangefni, which I'm very proud to do so and look forward to working together with fellow members of the OPF, the public and organisation for the betterment of all - going forward. I cannot speak any more highly of the work being done on behalf of Age-Friendly Communities Anglesey and The Older People's Forum, by Sioned, Ellie and Seiriol at the Local Authority and long May it continue.

Yours sincerely

James Lee MBE Chairman - Nifty60s Group"



Our **Age-Friendly Island** is going from strength to strength. Over the past year we have continued to work in partnership with several third sector services and organisations to expand this work. Examples of which include Intergenerational 'Dawns I Bawb' in our Local Authority Care homes, local school children visiting the Dementia Hub and Local Age Friendly Forums were held across the Island – co-produced with residents and citizens.

During 2025/26, the Local Authority further developed its mental health support offer through **Llesiant Meddwl Môn** and **Cefnogaeth Meddwl Môn**. Llesiant Meddwl Môn provides statutory social work and AMHP services, whilst Cefnogaeth Meddwl Môn delivers **Care and Support**, **Housing Support**, and **Social Inclusion** services. Together, these services provide a tiered and preventative approach, ensuring individuals receive the right level of support at the right time. By working alongside health and community partners, the services aim to promote wellbeing, independence, social connection, and positive outcomes for the people of Ynys Môn.

Dementia Actif Môn is a successful Anglesey-wide initiative that supports people living with dementia, as well as their families and carers, through structured physical, social and wellbeing activities.

The programme is funded by the Isle of Anglesey County Council and Welsh Government via the Regional Integration Funding (RIF).

The programme provides access to supervised exercise programmes designed to improve physical and mental wellbeing. Activities have been shown to (Increase strength, balance and mobility.

- Reduce the risk of falls.
- Improve confidence and self-esteem.
- Reduce anxiety and depression.
- Support cognitive function, memory and mental wellbeing.

During the year Dementia Actif Môn scheme supported 620 individuals, including people living with Dementia, residents with memory related problems and their unpaid carers/ family members.

Dementia Actif Môn offers a variety of opportunities including group exercise classes, social sessions and support activities for carers. The programme has created safe spaces where people living with dementia and their carers can meet regularly, build relationships and develop peer support networks. Evidence from the initiative highlights reduced loneliness and increased social connection.



Through additional funding from the **UK Shared Prosperity Fund**, community hubs were developed across the Island in Amlwch, Benllech, Llangefni and Llangoed. These hubs provide weekly sessions combining physical activity, arts and crafts, social interaction and access to professional advice.

Dementia Actif Môn also supports Anglesey›s wider ambition to become a **Dementia-Friendly County** by improving awareness, inclusion and community participation for people living with dementia.

From a strategic perspective, Dementia Actif Môn has:

- Increased access to preventative community-based support -290
- Improved physical, emotional and cognitive wellbeing -195
- Reduced loneliness and social isolation - 289
- Supported carers to maintain their caring role - 148
- Strengthened community resilience and dementia-friendly communities.
- Helped people remain independent and connected to their local communities for longe



Dementia Actif Môn group participating in a crafting workshop



Dementia Actif Môn group enjoying an innovative workshop

Wellbeing

Quality standards:

- *"People are protected and **safeguarded** from abuse and neglect and any other types of harm"*
- *"People are supported to actively **manage their wellbeing** and make their own decisions so that they are able to achieve their full potential and **live independently** for as long as possible"*

The total number of **safeguarding** reports has increased substantially over the past few years, with an increase of 36% from 642 reports in 2024/25 to 924 reports in 2025/26. This trend is likely to continue, possibly at a slower rate.

Reasons for the steady increase over the past four years can be linked to increase improved knowledge and public awareness within in our community to recognise signs of abuse, neglect and exploitation. Public campaigns and safeguarding training have also reduced the stigma and encouraged more people to report concerns. Post-pandemic and cost of living pressures have increase mental health issues, loneliness and social isolation, especially among older or disabled adults. These factors increase vulnerability to abuse or self-neglect, continuing more safeguarding concerns.

The number of safeguarding reports where it was necessary for enquiries to be made increased substantially in 2025/26 increasing 58% compared to 2024/25, with 505 going on to enquiry compared to 277. This is mainly due to the increase in number of reports being received but also down to the demanding nature of the cases, and due to the nature of the cases and increase in numbers; the amount of those reports requiring action has increased in 2025/26, increasing 49% from 230 in 2024/25 to 380.

We have continued to support the third sector during 2025–26 to strengthen our network of connections and improves our proactive preventative provision. By making use of the work the third sector organizations offer, reduces the pressure on the Council's core services by keeping adults independent within their communities. This also support and allows organizations to access other support and funding – including Age Cymru, Medrwn Mon, Canolfan Glanhwfa, Mencap and Action for Children.

Working in partnership with **Mencap Môn** and the **Holyhead Community Group**, the Council has supported the establishment of a community café within Holyhead Library, creating new volunteering opportunities and increasing opportunities for social interaction and community engagement.

Individuals with learning disabilities have actively participated in inclusive community events, including **Ynys Môn's Got Talent** and **Strictly Come Dancing**, providing valuable opportunities to showcase talents, build confidence, and celebrate achievement in supportive environments.















Pictures above of the Ynys Môn's Got Talent competition - Individuals with learning disabilities from across the Island actively participated in this fun inclusive community event.

Representatives from learning disability groups across Ynys Môn were welcomed to the **Council Chamber** for a Question and Answer session with the Council Leader, Councillors and Council staff. The event created a meaningful platform for open dialogue, enabling people with learning disabilities to ask questions, share their views and influence local priorities. The strong attendance and positive engagement highlighted the importance of listening to lived experience and working together to build more inclusive communities.

Investment through the **Housing with Care Fund (HCF)** has enabled the renovation of **Pen y Coed Supported Living Scheme**, creating accommodation for up to five individuals with learning disabilities to live more independently. In addition, two further properties have been purchased to expand future independent living opportunities across the island.

The department successfully secured corporate funding to establish an **Unpaid Carers Strategy and Development** Officer post. This role will focus on strengthening support for unpaid carers across Ynys Mon by driving strategic development, identifying innovative approaches to service delivery, and ensuring local provision aligns with national policy and strategic priorities.

Key areas of work include the review and refresh of Service Level Agreements (SLAs), the development of improved pathways for carers, and the implementation of a new and innovative carers assessment process in partnership with third sector providers to reduce duplication and **enhance outcomes for carers**.

In addition, the department has worked collaboratively with Cyngor Gwynedd to enhance digital support available to young carers through the development of the AIDI app. The app provides young carers with access to information, advice and guidance, alongside local discounts and opportunities to participate in activities that support their wellbeing and caring role.

Following the successful development of the **platform for young carers, there are plans to extend the application to support adult carers** during the next financial year, providing a wider range of digital resources and strengthening access to preventative support services.

This work demonstrates the department's ongoing commitment to developing sustainable, innovative, and preventative services that improve the wellbeing of unpaid carers and support them to continue in their caring roles.



Adults Services priorities for 2025/26 are:

Area for improvement	Actions to improve	Outcomes (how will it contribute towards strategic aim Council Plan)	Progress 25/26	By when
Connecting Care IT System	Manage the roll out of the new Mozaic Social Care Monitoring System.	The new system will assist in supporting Social Services Staff to manage and record their work, and will assist in data sharing with other partners (Phase 2)	Long term project covering a number of financial years. Project progressing against Project Plan, managed and governed by internal project Board, and national via WLGA.	Go Live March 2027 TBC
Age Friendly Council	To extend our Service vision across the Council to benefit all staff and the community of Ynys Môn.	To develop specific Strategic Plan which will encompass all Council services to help embed the vision	Ongoing from 25/26 due to staff/ resources, now on track to complete in 26/27.	March 2027
Extra Care Site (South of the Island)	Move from planning to project stage	Ensure high quality accommodation with support and help modernise provision	Long term project covering a number of financial years.	March 2028
Modernise Supported Living/Respite unit	Commence work on Supported Living/Respite facility to modernise provision and allow us to accommodate a wide spectrum of needs	Providing respite in a high quality environment which will promote the development of independent living skills	Long term project covering a number of financial years. Build progressing against project plan.	Penlan Building work to commence in 20 26

Area for improvement	Actions to improve	Outcomes (how will it contribute towards strategic aim Council Plan)	Progress 25/26	By when
Modernizing Day Services – Learning Disabilities	Reviewing service provision models working towards a more inclusive community-based offer. Where possible the aim will be to integrate with existing community services and resources. The service needs to build on the pilot working closely with the North Wales Together.	Partnership Board to examine best practice and look at devising a Strategy for the future in collaboration with Citizens and their families who use the service.	Long term project covering a number of financial years. Consultation and scoping work completed, and we continue to make improvements across the business area.	March 2027
Accommodation	An accommodation strategy across Learning Disability and Mental Health Services to establish effective models of care. There are limited accommodation options for individuals with complex mental health needs. All Learning Disability Supported Living Services have been reviewed to ensure right sizing of care. This has identified the need to develop and secure accommodation that will enable people to age well within their homes.	Ensure appropriate care and support is available to individuals within their local communities, within homes that are fit for the future utilising technology to support the enhancement of independence. Suitable accommodation will support in individuals coming through transition to adult services but also enable to service to look at repatriation form out of county placements.	Long term project covering a number of financial years. Build progressing against project plan.	Pen Coed - June 2026 Maes y Ffridd - July 2026





Other information section

Inspections and reviews

Care Inspectorate Wales (CIW) carried out an **Assurance Check** held in January 2026, which focused on how well Children and Families' Services are working, how safe children are, and whether families get the right help at the right time.

The CIW team concluded that children and families on the island are being well supported by a caring, skilled and committed team, with many examples of excellent practice.

The report **also highlighted strong and visible leadership, effective early-help work and nationally recognised trauma-informed practice**, while also identifying several areas for improvement that the council has already started to address.

Practitioners are described as innovative, resilient and focused on achieving the best outcomes. The report also praised the authority's **positive organisational culture**, emphasis on wellbeing, and clear commitment to reflective practice.

Key strengths:

- children's voices are strong in most records, supported by person-centred and strengths-based practice
- a high number of Welsh-speaking practitioners ensures services are delivered in the language of choice
- the authority's trauma-informed model is well established, with one secondary school achieving national trauma-informed status
- the Early Help Hub and preventative pathways are providing timely multi-agency support
- strong partnerships, including the development of Cartrefi Clyd, improve outcomes for children cared for locally

Areas for improvement:

- ensuring formal advocacy is consistently offered
- improving consistency in recording children's voices and identifying unpaid carers
- addressing delays caused by rising demand and workforce pressures
- embedding the quality assurance framework and ensuring SMART outcomes in plans

Anglesey's Director of Social Services, Fôn Roberts, welcomed the inspection report.

He said, "*We are naturally pleased that Care Inspectorate Wales recognised so many positives during its recent assurance check. The recognition of our dedicated workforce, strong leadership, our commitment to trauma-informed practices and how strongly children's voices guide our work is very welcome.*"

> "There are, of course, areas for improvement and we are already looking at these to ensure that we continue to deliver the best possible outcomes for children and families. The county council will now work to develop an action plan aligned to CIW's recommendations and continue working closely with partners to drive forward improvements."

Children, Young People and Families portfolio holder, Councillor Dyfed Jones, added, "*We're immensely proud that CIW recognises that children and families on Anglesey are well supported by our caring and committed team.*"



> “ Social care and wellbeing are a cornerstone of the Council Plan 2023 to 2028. Putting the health, wellbeing and safety of our children and young people first is key to helping them live well on Anglesey. We’ll continue to work with our partners, including Care Inspectorate Wales, to ensure our children and young people are safe and can thrive.”

Furthermore **Care Inspectorate Wales (CIW)** carried out a parallel inspection of our **Foster Wales Anglesey**, the council’s fostering service, in January 2026. The inspection found the service provides stable, supportive homes for children and young people aged 0 to 18, helping them feel safe and supported while in care.

The report highlights how children experience stability in their placements and are supported to build positive relationships with foster carers. Children also have opportunities to express their views about their care and everyday experiences, ensuring their voices help shape decisions that affect them.

At the time of the inspection, Foster Wales Anglesey had **128 foster carers across 71 households supporting 89 children,** providing a range of placements including long-term, short-term, respite and connected person fostering.

Inspectors recognised the **commitment and skill of both staff and foster carers**, noting that the fostering team benefits from staff with a diverse range of professional backgrounds and experiences.

The council’s fostering service also ensures **that children’s linguistic needs are met, with Welsh speaking staff available to support children** who wish to communicate and live through the medium of Welsh.

Strong leadership within the service was also recognised, with leaders providing clear direction, oversight and a commitment to continuous improvement.

Anglesey council’s Director of Social Services, Fôn Roberts, said “*I’m incredibly proud of our Foster Wales Anglesey team and the dedication they show every day to supporting children and young people across Anglesey. It is very encouraging to see Care Inspectorate Wales recognise that the service we provide is of the highest quality.*

> “ Foster carers play a vital role in providing safe, stable homes, and we are committed to ensuring they receive the training, guidance and ongoing support they need to carry out this incredibly important role. Our foster carers are simply amazing!”

Anglesey’s Children, Young People and Families Portfolio Holder, Councillor Dyfed Wyn Jones, added “*We are extremely pleased that this inspection recognises the dedication of our fostering team and the incredible commitment of foster carers across Anglesey.*

“We are always looking for new foster families to join our amazing team and provide a nurturing, welcoming home for local children and young people. If you would like to help children stay within our community, I encourage you to contact the fantastic Foster Wales Anglesey team for an informal chat and to learn more about fostering locally.”

Residents interested in learning more about becoming a foster carer are encouraged to contact Foster Wales Anglesey. More information can be found on the Foster Wales Anglesey website .

Gwynedd and Ynys Mon Youth Justice Service has had a stable and successful year, with good delivery and performance and relatively few changes to the workforce. The team have overseen the successful implementation of the **Regional Out of Court Resolution (OofCR) Policy**, this is a testament to the effective, strong partnership and collaboration across the four Youth Justice Services and North Wales Police. Moving forward we are aware of the National OofCR programme of work to bring greater consistency across Wales and are keen to contribute and share our learning to this important developmental work.

Through the work of the Gwynedd & Ynys Mon Youth Justice Board we have analysed details of the cohort of children known to the service, we have requested and received data reports on; Disproportionality, Additional Learning Needs (ALN) and Education Training and Employment. We have used this information to develop our strategic priorities, linked to our implementation Plan.

We welcomed some new members to our Strategic Board during the past year, and in response we received an excellent workshop presentation from our colleagues in **Youth Justice Board (YJB) Cymru** in June on Statutory Responsibilities of the Board and its members. The content was challenging and informative, again we will take the areas for improvement into our plans for 2026-27.

For 2026-27 our priorities will be:

1. HMIP findings will be consolidated into our Youth Justice Plan
2. The Strategic Board will develop a Work Programme from the YJB Cymru Oversight and Leadership intervention.
3. Continue our work to embed 'Regional Youth Out of Court Resolution Policy' with a view to including the use of Outcome 23 for Knife crime and Outcome 20/21 for Care Experienced Children
4. Maintain good and effective service delivery in the context of financial pressures, monitoring performance and ensuring resources are available to meet the needs of the children.
5. The Board will review and refresh the role and remit for the Operational Management Group.
6. We will work closely with the service and our colleagues in the wider partnership to Prioritise; Youth Violence, ETE monitoring (including exclusion practice) and ensuring that our Exploitation practice and support keep children safe.

Artificial Intelligence (AI) - As a Council we continue to consider our AI journey. Staff within Social Services readily and regularly use **CoPilot AI** software, following a pilot by the Association of Directors of Social Services (ADSS) Cymru in 2024/25. Additionally, we are embarking on a 3-month Beam Notes (previously Magic Notes) AI software pilot with our Senior Managers. The aim to improve efficiencies and make better use of staff time. The pilot is due to finish in June 2026.

Anti-Racist Wales Action Plan (ARWAP) – Implementation Programme 2025–26 – "*Turning commitment into action across local authority social care in Wales*". Directors of Social Services across Wales have signed up to embed the recommendations from Association of Directors of Social Services (ADSS) Cymru's reports on eliminating racism in recruitment, career progression and complaints handling. This next phase of work is about putting learning into practice through leadership, lived experience, and shared resources. Funded by Welsh Government, this part of the programme runs from April 2025 to March 2026 and is delivered in partnership with local authority leaders, Social Care Wales, and the WLGA. More information can be found by visiting https://www.adss.cymru/en/category/our-work.

For **Out of County Placements, 4C's** undertake monitoring on behalf of IOACC. However, there is a requirement for the Contract Team to notify 4C's of any providers they need to prioritise for additional scrutiny. This ensures a targeted approach to contract management, focusing on high-risk or underperforming providers to safeguard service users and uphold service quality.

Moreover, **all Service contracts are subject to continuous monitoring arrangements** to ensure compliance, quality, and value for money, by our Contracts & Commissioning team. Residential/Nursing and some children placements are monitored through a combination of physical site visits and desktop audits of policies and procedures to assess adherence to regulatory and contractual standards.

All of our current contracts been procured in accordance with historical contract procedure rules including the Wales procurement policy principles. All future tenders will adhere to the **new Procurement Legislation** which came into force in February 2025. This legislative change will introduce updated requirements and principles aimed at enhancing transparency, efficiency, and value for money in public sector procurement.

The Contract & Commissioning Team will ensure that all procurement activities align with the new framework, incorporating any necessary procedural adjustments to remain fully compliant with the latest statutory obligations. Relevant officers have completed a full day of training on the new Procurement Regulations, ensuring they are equipped with the necessary knowledge to implement the updated requirements effectively. This training covered key legislative changes, compliance obligations, and best practices for procurement and contract management.

As part of the Corporate Performance Framework, all Council service areas produce a yearly **Service Delivery Plan**, which sets out our intentions for the year ahead which are monitored Corporately, as well as a **Self-assessment Report**, which are scrutinised and challenged by Senior Leadership team and Selected Members. This is part of our internal analysis of progress and journey travelled. Copies of these documents can be made available on request.



Complaints and Representations

The Social Services Customer Care, Complaints & Information Manager, is responsible for the effective complaint and information management function within the service in line with statutory requirements and relevant local authority policies and procedures, and acts as the "Designated Complaints Officer" for both Adults and Children & Families Services.

The Complaints Officer is responsible for a number of key areas:

- Co-ordinating the service arrangements in order to comply with the Representations and Complaints Procedure.
- Recording complaints and positive and negative comments from service users and their representatives.
- Monitoring the response to complaints within timescales specified in regulations for dealing with complaints under Stage 1 of the procedure.
- Co-ordinating investigations by independent investigators into formal complaints under Stage 2 of the procedure.
- Co-ordinating responses by Social Services to inquiries made by the Office of the Public Services Ombudsman for Wales in relation to complaints about Social Services matters.
- Monitoring Action Plans to ensure that lessons are learnt from complaints in order to improve the quality of services.

Compliment and Complaint table for year 01/04/2025 - 31/03/2026:

	Adult Services	Adult Services	Children & Family Services	Children & Family Services	Combined	Combined
	2024 / 2025	2025 / 2026	2024 / 2025	2025 / 2026	2024 / 2025	2025 / 2026
Concern	25	27	38	28	62	55
Stage 1 Complaint	6	9	14	21	20	30
Stage 2 Complaint	0	0	1	0	1	4
Compliments	145	111	164	278	310	389

Complaint Themes:
Complaints highlighted recurring themes around communication, timeliness, consistency of practice, safeguarding, confidentiality, professional boundaries, record keeping and oversight of commissioned or partner services.

- In adult services, concerns focused on delays in communication, visit arrangements, commissioned care practice, confidentiality, consent, safeguarding consideration and carer assessment recording.
- In children and families' services, concerns focused on communication with families, timeliness of meetings and assessments, continuity of social work involvement, child protection practice, family contact and permanence processes.



Learning:
Complaints this year highlighted the importance of timely communication, clear recording of decisions and consistent application of safeguarding procedures across both internal teams and commissioned services.

- Communication should be timely, clear, proportionate and documented, particularly where sensitive issues or changes in arrangements are discussed.
- Confidentiality, consent and professional boundaries must be maintained consistently by staff, carers and commissioned services.
- Safeguarding considerations should be identified and recorded at the earliest appropriate point.
- Assessment, recording and quality assurance processes should be consistent, accurate and clearly monitored.
- Practice guidance and pathways should be strengthened where complaints have identified gaps or variation in practice.

Actions:
In response to complaints received during the year, managers have addressed individual concerns, shared learning through supervision and team meetings, and reviewed practice where wider service improvements were identified.

- Staff reminders, supervision, reflective discussions and management meetings have been used to reinforce expectations.
- Internal reviews and contract monitoring routes have been used where concerns related to conduct, care practice or commissioned provision.
- Training, refresher guidance, checklists and pathway guidance have been identified or developed to support consistent practice.
- Processes for communication, correspondence, assessment sharing, family contact, safeguarding discussions and case progression have been reviewed or strengthened.
- Quality assurance arrangements are being reinforced for key documents, plans, correspondence and recording.

Compliments Themes:
- Positive views of staff,
- Appreciation of the level of support, advice and information provided,
- Appreciation of the way workers have listened to and understood service users and families
- Professionals being impressed by the quality of work and support for service users and families.
- High quality care and kindness shown in residential homes and Môn Care.

Other sources of information

We are currently in the process **of upgrading our electronic recording system**, as part of the **All-Wales Connecting Care Project**. The project is an ambitious digital programme aimed at integrating and transforming social care services across Wales. This collaborative effort involves local authorities, the Welsh Government, Social Care Wales, the Welsh Local Government Association (WLGA), and other key stakeholders.

Work has been progressing during the year with regard to the new system design and development, despite a number of challenges. We are currently estimating a go-live date of early 2027.

For 2025/26 we received £367,155 payment from the Welsh Government via the WLGA in order to assist in funding the project. We also receive invaluable support and assistance from our colleagues in the WLGA, who are leading on the national Connecting Care Project. However, no clarification of future funding for the project has yet to be received, making future planning difficult including staff recruitment to support such a large project. Identified as a service/ departmental/ Council Risk.

Tai Môn Housing Services plays a key strategic role in supporting Social Services objectives by delivering a range of integrated housing and welfare interventions that respond to the needs of vulnerable households, including those at risk of homelessness. Indeed, preventing homelessness is a key focus by ensuring it is rare, brief and unrepeated are the key aims and objectives of the Council's **Housing Support Programme Strategy 2022-2026** Housing-Support-Programme-Strategy-2022-to-2026.pdf) .

The **Housing Support Grant** forms a core component of this offer, enabling targeted assistance to vulnerable households with an identified housing need. This includes early intervention and practical support for individuals and families at risk of homelessness, as well as those already experiencing housing instability. The service focuses on prevention, sustainment, and rapid response to ensure that households can access and maintain appropriate accommodation.

In addition, the **O'Toole Welfare Rights Team** provides vital specialist support to both families and single adults, ensuring that individuals maximise their welfare benefit entitlement. This work is critical in addressing financial vulnerability, reducing poverty, and supporting tenancy sustainment, particularly for those facing complex socio-economic challenges.

Tai Môn Housing Services also contributes to the delivery and ongoing development of **Tyddyn Mosyn Extra Care Scheme,** which will provide high-quality, purpose-built accommodation for older people with care and support needs. The scheme will promote independent living within a safe, supportive environment, combining suitable housing with on-site care provision. Through close partnership working with Social Services and health colleagues, Tyddyn Mosyn will help prevent hospital admissions, support timely discharge, and will reduce the need for residential care placements. It will play an important role in enabling residents to maintain independence, dignity, and wellbeing within their local community.

A further example of innovation and co-working with Tai Môn Housing Services is the **Cartrefi Clud** projects, which focuses on reducing the reliance on out-of-county placements for vulnerable individuals and families. Due to its demonstrated success and positive impact, the Cartrefi Clud model is currently being expanded to further strengthen local capacity and enhance preventative approaches across the region.

Through these combined approaches, Tai Môn Housing Services continues to play an essential role in promoting housing stability, safeguarding vulnerable individuals, and supporting Social Services in delivering positive, long-term outcomes for communities.

Our "**Strategic Equality Plan for 2024 to 2028"** builds on our previous plans and sets out our ambition to build a fairer society for the people of Ynys Môn. The plan explains: -

- how it contributes towards the vision of our Council Plan of creating a healthy and prosperous Ynys Môn where people can thrive
- our eight long-term equality objectives for creating a fairer Ynys Môn by advancing equality in our communities, as well as within our organisation
- our arrangements for monitoring progress towards achieving our equality objectives

The plan is published and implemented in accordance with the Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011.

Strategic Equality Plan 2024-28
Strategic Equality Plan

Annual Equality Reports
Equality and diversity

Climate Change – Council Strategic Priority
Ynys Môn County Council has identified Climate Change as a Strategic Priority in the Council Plan 2023 – 2028. Supporting the Council Plan the new Towards Net Zero Strategic Plan 2026 – 2031 has identified key priority areas and actions to decarbonise its Services with the aim of becoming a net zero organisation.

https://www.anglesey.gov.wales/documents/Docs-en/Council/Climate-change/Towards-Net-Zero-Strategic-Plan-2026-to-2031.pdf

The Towards Net Zero Plan 2026-2031 focuses on reducing the Councils emissions through decarbonising use of assets and housing, transport, its supply chain and supporting nature development and carbon capture.

During the year the council has established:

- **Ynys Môn Electric Vehicle Charging Plan 2022-2030**, which sets out the council's plans develop public charging infrastructure across the Island.
- **Fleet Transition Plan** to identify steps to replace fossil fuel vehicles with new electric vehicles.



Welsh Language Council Strategic Priority

Our Council Plan clearly identifies the Welsh language as a strategic priority, reflecting our commitment to ensuring that Welsh is protected, promoted, and used as a natural part of life across our services and communities. Building on this, our five-year Welsh Language Promotion Strategy continues to set out our priorities for increasing the use of Welsh within the Council and across Anglesey. Children, young people, and families remain central to this approach, alongside supporting the wider community to use Welsh confidently in their everyday lives.

The '**More than just words' framework** continues to underpin our approach within health and social care services. Initiatives such as Flying Start, Youth Clubs, Age Friendly Anglesey and dementia-friendly communities consistently provide valuable opportunities for some of our most vulnerable residents to use and enjoy Welsh. There remains a strong emphasis on embedding the language in service delivery, care pathways, and social interaction.

Our Head of Adults' Services and Welsh Language Manager were also pleased to represent Anglesey at the national re-launch of the refreshed framework, ensuring that the voice and experience of our communities are reflected at a national level.

Workforce Skills & the Welsh Language

During 2025–26, we have maintained a strong Welsh language skills base within Social Services:

- Around 80% of Adult Services staff speak Welsh at Level 3–5
- Around 86% of Children and Families staff speak Welsh at Level 3–5

These levels reflect staff ability across listening, reading, speaking, and writing, with Level 0 indicating no skills and Level 5 indicating confident use of Welsh. Staff continue to be supported to develop their Welsh language skills through a range of learning opportunities, including classroom-based training, informal learning, and online resources.

There has also been a continued focus on encouraging staff to use Welsh confidently in their day-to-day work, not just develop skills. Learning has been further strengthened through the development and promotion of service-specific resources, including targeted vocabulary and practical tools to support staff in care and leisure settings.

Welsh Language Policy and Standards

During the year, we updated our Welsh Language Policy to reflect the progress made in positioning Welsh as a strategic priority and a natural, normalised part of our work and services. The Policy continues to set out how we comply with the 160 Welsh Language Standards, while also supporting a shift from compliance to culture change and increased language use. Our Annual Welsh Language Report reflects on this progress and includes updated information on workforce skills across Social Services and other Council services.

New staff continue to receive an introduction to our Welsh language responsibilities as part of their induction, including the 'More than just words' framework. The e-learning module remains available to all staff, supporting ongoing awareness and understanding of delivering high-quality bilingual services.

Fforwm Iaith Ynys Môn remains an important partnership forum, bringing together over thirty public and third sector organisations to support Welsh language services locally. The Council continues to play a key leadership role in the forum's work. During the year, Social Services contributed to discussions on key challenges, including the need to increase the number of Welsh-speaking foster carers. Officers from Flying Start and youth services remain active members of the Welsh for Children and Families sub-group, supporting initiatives such as the ***OgiOgi* app,** which encourages parents to use Welsh with their children from an early age.

Overall, progress during 2025–26 reflects a continued focus on strengthening both Welsh language skills and, importantly, the confidence, expectation, and opportunity to use Welsh as a natural part of everyday service delivery and community life across Anglesey.



Annex A – Case Studies

Number	Case study
1	Maethu Mon - Successful Emergency Fostering Placement
2	Relationship Based Approach
3	Families First – Emotional Wellbeing Service (ACTION FOR CHILDREN)
4	Flying Start (Health Visiting)
5	Families First – Counselling Service (ADFERIAD)
6	Cartref Clyd + Short Breaks for Complex Needs
7	Resilient Families team (RFT) intervention.
8	"Am Adre"
9	Dementia Respite Hafan - Allotment
10	Nifty Sixties - Proud Member of Nifty60s
11	Mencap - Green Space at Llangefni Football Club
12	Direct Payments assisting wellbeing and independence
13	Relationship-based practice and sustained professional commitment
14	Play and language development support via Flying Start

Case Study 1

Maethu Mon - Successful Emergency Fostering Placement

During a scheduled visit, a child's social worker encountered an urgent situation where police were present to arrest the child's father, requiring the child to be accommodated at very short notice. This presented a significant challenge, requiring swift and coordinated action to ensure the child's safety and wellbeing.

Maethu Cymru – Môn responded immediately, initiating urgent placement searches while identifying a viable solution. Newly approved foster carers had successfully completed panel the previous week, although formal ratification by the Agency Decision Maker was still pending. Recognising the urgency, Maethu Cymru – Môn team members worked proactively to secure ADM approval ahead of the child's arrival. Within a short timeframe, a suitable placement was identified and arrangements were made for the new carers to attend the office to meet the child within the hour.

Alongside this, the team provided immediate guidance and coaching to the new foster carers, ensuring they felt supported and confident in responding to the child's needs at very short notice. Practical preparations were also coordinated efficiently a car seat and travel cot were sourced, and essential clothing and equipment were purchased, ready for the foster carers to take away with them.

This highly effective, collaborative approach ensured the child was placed quickly into a safe and nurturing environment. The child remained with the foster carers for over a week before returning home. When a further need for accommodation arose several weeks later, the same carers were available to care for the child again. This continuity of care was particularly beneficial, as the child was already familiar with the carers, their home, and their routines, helping to reduce distress and provide a sense of stability during an otherwise unsettling time.

Rehabilitation to family is now planned and scheduled to take place by the end of May. This case highlights the strength of partnership working, the ability to respond flexibly under pressure, and a shared commitment to achieving the best possible outcomes for children, even in the most challenging and time-critical circumstances.



Case Study 2

Relationship Based Approach

This case is a strong example of effective safeguarding practice with a positive outcome achieved through a coordinated, relationship based social work approach.

A newborn baby who was the fourth child of her mother was removed from her mother's care shortly after birth due to significant safeguarding concerns. Upon discharge from hospital care she was placed in the care of experienced Local Authority foster carers who provided high quality nurturing care throughout the duration of the care proceedings under a 1989 Children Act S38 Interim Care Order.

Throughout this period, the foster carers ensured the child's physical, emotional & developmental needs were consistently met. Their safe, stable & responsive care provided the child with a strong foundation for secure attachment and healthy developmental progress during her first critical year of life.

At the conclusion of proceedings, the Court made a s31 Care Order & a Placement Order, authorising the Local Authority to identify and place the child with suitably assessed & matched adopters under the Adoption & Children Act 2002. The child remained with her foster carers affording her continuity of attachment & emotional security until she was 13mths old at which point she was carefully & sensitively transitioned to her prospective adoptive placement. The adoption was formally concluded with an Adoption Order granted when the child was 20mths old, marking a successful outcome characterised by continuity, stability, and the child's best interests at the centre of all decision-making.

A key feature of good practice in this case was the continuity of professional relationships. The allocated Social Worker maintained case responsibility throughout demonstrating professional consistency and best practice in safeguarding. She worked collaboratively with the foster carers, North Wales Adoption Service, legal representatives, health professionals and other partner agencies to ensure all decisions were timely, well-informed and firmly centred on the child's welfare.

Her approach exemplified social work in action at its best, demonstrating skilled assessment, clear communication, effective partnership working and an unwavering focus on achieving permanence and security for the child reflecting the very best of social work values & practice in Wales. The Social Worker's professionalism, empathy & sustained focus on best outcomes has made a profound difference to this child's future and demonstrates a high level of competence across all professional standards.

This case highlights how coordinated, relationship-based practice and sustained professional commitment can ensure the best possible outcomes for children in care.



Case Study 3

Families First – Emotional Wellbeing Service (ACTION FOR CHILDREN)

Molly was referred to our service to help support her transition to a new placement, following the breakdown of her long-term placement. Molly was placed in care when she was three years old. Molly and her family became known to children's services due to Molly's mother's battles with addiction and her unhealthy relationships, which included domestic violence.

Molly experienced several adverse childhood experiences (ACEs), and as a result she found forming and maintaining relationships challenging. When Molly was initially referred to the service, her Social Worker, and long-term foster carer, feared that she would not engage in the support; they were skeptical that she would be able to establish a trusting relationship with a professional.

Before Molly moved to her new home, various consultation meetings were held with the long-term foster carer to help support their ability to manage healthy and honest conversations in relation to Molly moving to a new placement. A transition plan was formulated that helped Molly better understand the circumstances that led to her moving to a new foster home. The plan also highlighted the significance of endings and transitions, emphasizing how endings are equally important as welcoming young people. Molly was given the opportunity to share her own thoughts and wishes whilst formulating the plan. Molly asked if she could continue a relationship with her long-term foster carer. Molly continues to visit her previous carer once every two months. This has shown Molly the value of lasting relationships.

When direct clinical work commenced, it felt best to approach sessions in a flexible and creative way. Molly decided that she wanted her sessions to take place in the community, and she chose for them to be 'walk and talk' sessions. She was allowed to choose where sessions took place, mainly at the beach or around the coast close to her new home.

Molly was invited to think about her surroundings. This included shells on the beach and the shapes and sounds of the waves. Together we were able to use the environment to think about feelings and emotions. Movement and textures were also introduced to help offer experiences of messy play as there were gaps in her development.

Molly began to understand that she could trust the therapeutic process. She was comfortable talking about her feelings, in many ways for the first time. The concept of Intersubjectivity, the sharing of subjective states, was introduced to the sessions to help Molly feel supported to heal and grow. An intersubjective relationship helped foster trust between the therapist and Molly and, this helped to show Molly that professionals can be reliable and constant.

Molly engaged in a total of 10 sessions. During this time, Molly's attendance at school improved and she was able to forge a secure attachment with her new care giver. Therapy helped Molly feel safe to explore difficult feelings that were related to her past but also her current circumstances. A mindful and natural environment offered Molly the freedom to express herself, to be a young child again and make mistakes without consequences and judgment.

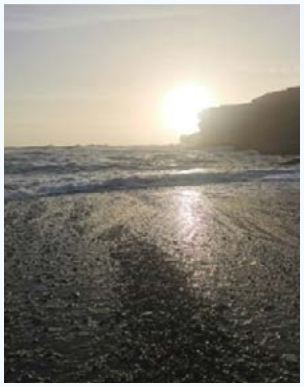
Without the support of therapy. Molly may have found forming relationships as an adult challenging. Molly's experience of the therapeutic service gave her the autonomy to make her own decisions. Molly valued and trusted the relationship she established with her therapist, and she continues to engage in walk and talk sessions with her caregiver.

Feedback:

> " Molly looks forward to her 'walk and talk' sessions every week. I can't believe how well she has engaged with you". **Foster carer.**

“ Thank you for showing me different ways of talking about my feelings”.

“ My favorite part was when we used the shells to describe how we aren’t all perfect. Some of us are a little bit spiky around the edges. I know now this is because of the things we have gone through. Like when the waves crash against the shells and change their shape- this is like when I lived at home and things were hard. It changed my shape”. **Molly**





Case Study 4

Flying Start (Health Visiting)

1st baby, pre-birth assessment undertaken due to Mum’s emotional health, and Dad was a previous perpetrator of domestic violence.

Antenatal contact – completed by Health Visitor and referred for the “Welcome to the World” package of care.

Due to Mum’s mental health and fear of leaving the house it was agreed this would be completed 1:1 in the home.

“Welcome to the World” successfully completed in the home with positive feedback. Mum reports her confidence and self-esteem increased, and she felt more prepared for motherhood.

Once baby was born, the family needed intensive health visitor visits to support Mum’s mental health.

Emotional support package of care was completed by the HV (Health Visitor) with guidance from the HV PNMH specialist.

Due to Mum living at home with her own Mum and younger siblings, she needed support with housing. This was done by the HV supporting with completion of forms and supporting with referrals.

At every health contact and assessment, it became apparent that the little boy was developmentally delayed, which again led to more intensive HV visits to monitor the development and make necessary referrals.

A sensory profile was completed to assess his needs and from this, a sleep plan was devised to support the family. Also, Mum was able to provide childcare setting with strategies to support his development.

This family has good input from the health team to support with sleep, diet and developmental needs, and additionally, Mum’s emotional health. She reports both her own and her son’s life would be completely different without the advice and support provided by the health team.

Case Study 5

Families First – Counselling Service (ADFERIAD)

A client was referred to the service, experiencing low mood and anxiety. Lack of motivation to complete tasks was a big factor, as found managing chores, work, and looking after children a lot, as well as trying to find time for herself.

The client received 8 sessions, in which we worked on making goals more achievable, prioritising tasks into more manageable chunks, and how this could help her to feel less frustrated and down with herself if she did not get around to doing everything within a specific timeframe The beliefs that things should/needed to be done had stemmed from what others may think if she didn't live up to their expectations. By working on strategies such as making goals manageable, being happy with smaller victories, considering ways to lower the emphasis placed on other people's expectations, and asking for help, the client felt she had a much healthier and manageable outlook and was better equipped to delegate tasks.

Feedback received has been positive, both from clients and the initial referrers, with the client feeling they have been able to gain something valuable from the sessions. Being able to work in both person-centred, and cognitive behavioural therapy modalities, has enabled me to tailor the sessions to each client's needs and offer a mixture of talking and coping strategies.



Case Study 6

Cartref Clyd + Short Breaks for Complex Needs

Background: Cartrefi Clyd Garreglwyd provides short-break residential care for children with learning disabilities.

Over the last 6 months Cartrefi Clyd has provided a 9 year old boy diagnosed with autism and a learning disability, a safe, structured, and nurturing environment tailored to his individual needs. During this period, the child's family experienced a significant change in their circumstances, which impacted his family life.

Staff at Cartrefi Clyd responded by maintaining consistency in his routines and reinforcing familiar boundaries. His visual timetable was adapted to reflect new arrangements, and staff ensured that his preferred activities, such as going on long walks, were included to provide comfort and predictability.

It is a credit to Cartrefi Clyd staff that, despite the disruption, he has adapted well. He continued to express his feelings using Makaton and showed signs of emotional resilience. His affectionate relationships with staff remained strong, and he was able to maintain his sleep and hygiene routines with support. Staff noted that his ability to cope with change had improved, and his wellbeing remained stable.

The support provided to the child and his family highlights the importance of consistent care, visual communication tools, and emotionally attuned support during times of family stress. It also demonstrates how small adjustments, like maintaining familiar activities and routines, can make a big difference in helping a child feel safe and secure.

What worked well or not so well? Cartrefi Clyd has been a constant and positive environment for the child. He enjoys his time there, shows no concerning behaviours (e.g. head banging), and has developed strong relationships with staff.

The child adapted well to changes, and made progress in independence skills, like showering, drying, and dressing himself.

Collaborative Multi-Agency Planning ensured that all professionals worked together to coordinate care, plan respite, and support the family.

Cartrefi Clyd were proactive in coordinating respite dates around family's appointments and commitments. The home offered flexibility and reassurance to make things work for the family.

Cartrefi Clyd dealt with challenges by maintaining consistent boundaries, which helped him feel safe and regulated. Visual aids and routines were used to reinforce learning and reduce anxiety around tasks. The child formed a strong bond with staff.

For the child success looks like:

- Consistency in care with consistent routines and boundaries.
- Developing trusting relationships with staff at Cartrefi Clyd.
- Being able to express himself in his preferred method of communication
- Making progress with independent skills.
- Emotional stability, where behaviours like head banging and aggression are reduced or managed through proactive support.
- Enjoyment and engagement
- Support for his family

Ultimately, success is about the boy thriving in a predictable, nurturing environment that adapted to his needs and celebrated his progress.

Staff at Cartrefi Clyd feel proud of the child's progress, enjoy working with him, and see him as a valued and thriving part of their home.

Lessons learned: Cartref Clyd has learned that predictable boundaries and routines helped the child feel safe and regulated. When these are in place, challenging behaviours like head banging and aggression are significantly reduced.

The team recognised that too many structured activities, especially during longer stays, can lead to emotional fatigue. They adjusted his schedule to include more downtime, especially after school and on weekends, which helped him remain settled.

The child's progress in independence and communication highlighted the importance of relationship continuity and personalised support. Staff learned that celebrating small milestones can have a big impact on confidence and connection.

Cartrefi Clyd learned the value of being responsive to family needs, especially during times of family stress. By coordinating respite dates around family appointments and offering reassurance, they strengthened trust and helped maintain stability for the child and his family.

Outcomes: Supporting the child and his family has been both challenging and deeply rewarding. Cartrefi Clyd has played a key role in creating a consistent, nurturing environment where the child feels safe and thrives. Witnessing his progress has been a powerful reminder of the impact that stability and tailored support can have on a child's life.

The support form Cartrefi Clyd has ensured that the child has had a constant and trusted space even when other parts of his life are uncertain.

Moments like the child saying a staff member's name for the first time, or adapting calmly to changes in routine, reflect the success of the team's approach. These experiences reinforce our commitment to child-centred care and highlight the importance of collaboration, flexibility, and compassion in residential settings.

Conclusion: The child's development at Cartrefi Clyd reflects the power of consistent, child-centred care in supporting emotional wellbeing, independence, and stability. Through collaborative multi-agency working, tailored routines, and a nurturing environment, the child has made significant progress in managing his emotions, building relationships, and developing life skills.

Cartrefi Clyd has adapted flexibly to his changing needs and family circumstances, ensuring that support remains responsive and compassionate. As the manager, witnessing his growth has been both professionally fulfilling and a testament to the dedication of the team. Cartrefi Clyd continues to be a safe and trusted space for the child, where he is empowered to thrive.

Case Study 7 - Resilient Families team (RFT) intervention.

The purpose of the RFT intervention is to Prevent, Reduce and Reunify:

- prevent children becoming looked after,
- or to reduce the risk of children's cases escalating to being on the child protection register, Public Law Outline (PLO), and court proceedings (and to help de-escalate those already in those stages),
- or when a child is looked after and there is a plan approved by the Independent Reviewing Officer and Review process for a child to become reunified back to their parent(s)/family.

Family story in their words:

"Resilient Families has provided valuable, intensive support to my family through consistent weekly visits and practical, responsive help with whatever we needed at the time. They took the time to understand our circumstances and offered clear information, guidance and signposting that helped us feel more stable, supported and able to move forward in a positive way.

They supported me and my partner to strengthen our relationship by enabling access to appropriate courses, including the 'one plus one' (reducing parental conflict) programme, which helped us communicate more effectively and manage disagreements in a healthier, more constructive way. This support has helped us build confidence, develop coping strategies and create a stronger foundation for our family to flourish.

We were referred to the service by a support officer, as our disagreements had become increasingly intense and we wanted to make positive changes for the wellbeing of our daughter. We were supported by compassionate, consistent workers who guided us with understanding throughout the process.

When this journey began, our daughter was on the at-risk register and subject to a PLO protection order. With the support of Resilient Families, we have transformed the foundations of our family life to ensure she receives the care and stability she deserves. As a result, she is no longer on the at-risk register and the PLO order has been lifted.

They equipped us with the tools to manage our daily lives more effectively, including improved communication skills, ways of prioritising stress and a better understanding of ACEs. We learned healthier approaches to conflict and gained the confidence to provide our daughter with a stable home environment without conflict. As adults, we were also supported to develop essential life skills that we had previously struggled with."

Case Study 8 – "Am Adre"

Am Adra received an urgent hospital discharge referral for Mr A, a man in his early 40s with complex health needs, reduced mobility, and significant self-neglect concerns. Mr A had been admitted to hospital with severe abdominal pain and infected ulcers around his stoma site, alongside a deterioration in his physical health and mobility.

Ambulance staff identified serious concerns within his living environment, including poor hygiene, unsanitary conditions, and evidence that Mr A had been unable to manage independently for some time.

Am Adra completed a What Matters assessment and took the lead in coordinating a multi-agency response involving hospital staff, occupational therapy, housing, and community health professionals. This helped reduce the stress Mr A felt from multiple service involvement and ensured a more streamlined discharge and recovery plan.

As a result of coordinated intervention, Mr A was successfully supported into suitable housing and received rehabilitation at Ysbyty Penrhos Stanley to regain strength and mobility. A reablement package of care, occupational therapy support, telecare, advocacy, and mental health support were also arranged to promote his independence, safety, and wellbeing.

Mr A expressed gratitude for the support provided, stating that although he had previously felt let down by services, he felt genuinely supported throughout this intervention and appreciated the collective efforts made to improve his situation and future outcomes.



Case Study 9

Dementia Respite Hafan - Allotment

Background – An allotment for individuals with Dementia has been created that can be used for all abilities including those in Wheelchairs. All raised beds are waist high. I was involved in raising money, in the planning of the location and working with the carpenter in explaining my vision and the desired vision. Also including staff and asking for their input and ideas. (Mr L D was involved in the progress of the allotment throughout.)

Individuals who attend Hafan were given the opportunity to engage in the planning, how big they wanted the boxes and what they wanted to plant.

What worked well or not so well? - The project went well, with individuals watching the progress from week to week and enjoying seeing everything coming together. It is a place that both men and women of all ages regardless of age or abilities can go to. They can sit and watch, they can plant, pick vegetables, get the soil ready for the next season. They take home with pride the vegetables they have grown. This gives them a purpose to their day. This has had a positive effect on their overall wellbeing, having the freedom to choose to be outside.

One challenge we found was that individuals had to go through the front door all the way to the back of the building, which could be difficult for those with poor mobility, not being able to walk far. After discussions it was agreed that we could have a back door leading to the allotment with a ramp for safety. This has had a big impact with access being available to all.

Successes- speaking to the above young gentleman with young onset Dementia the feedback I have received from him is that he looks forward to coming to Hafan and enjoys being outside in the allotment, enjoys helping and appreciates that we take on his ideas. Gentleman said he feels listened to, relaxed and happy. Feels he has a purpose to his day.

Lessons learned- Above gentleman told me that the project has given him a new lease of life after being diagnosed with Dementia at a young age. When offered a day at Hafan he was very reluctant to attend but glad that he did. Aspects that were and still are important to him are that he feels valued, respected, happy and has a purpose to get up in the morning on the day he attends.

Outcomes - Making friends, being seen as a person first not the Dementia. Feel good feeling and using skills.

Conclusion - That individuals with Dementia still have skills but they need care providers to give them the opportunity to thrive and adapt and create projects. To remember it is not about the end product but for many with Dementia, it is about being in the moment.

With the allotment there is no right or wrong way of participating. It is accessible for all abilities.

Case Study 10

Nifty Sixties - Proud Member of Nifty60s

It's difficult to fully explain the impact that Nifty60's has had, not just on my physical health but also my mental wellbeing.

Just over two years ago I was undergoing chemotherapy and radiotherapy following an operation to remove throat and mouth cancer, which was stage 4. I was so weak that I was restricted to a wheelchair for a while and, due to my inability to eat properly, my weight had reduced significantly, and my balance was very poor. My doctor put me on a NERS program which helped a little. The big difference came when I was introduced to Nifty60's group in Llanddonna.

To be with a group of people of my own age all striving to improve their health and fitness was a huge motivator for me. At my first session I used 1kg weights and body weight to exercise. The sessions are as hard as you want them to be, with no pressure to go heavier or faster. Just taking things at your own pace.

The instructors are great and vary the exercises to keep the sessions interesting. They also add humour so that you feel relaxed even when the sessions are challenging.

Over the last 18 months I have noticed the difference in myself. My balance is much better; my general strength and endurance have both improved, and I am doing things that would have been unthinkable when I started. Also, the medical professionals that still monitor me following my cancer have noticed a significant change. I have put weight back on, not fat I hasten to add. My balance has improved, and my confidence and self-esteem are high.

Nifty60s isn't just about the workouts though! Since the concept was rolled out across Anglesey, I have attended nearly all the venues and have made friends across the island. Even when I'm just out for a walk it is highly likely that I will bump into someone from the club. So, it's a community not just a club.

My confidence in myself and my newfound appreciation of the benefits of exercise for the more elderly in the community have led to my decision to study for the NVQ level 2 in Fitness instruction. At 67 I didn't think I would return to education but now my goal is to become the first person, who joined Nifty60s as a member, to gain this qualification. Hopefully it will inspire others and boost the overall membership.

Nifty60s is having an amazing impact on the lives of over 400 people over the age of 60 on Anglesey. Every person who would like to improve their physical or mental health should join the groups. From my own experience, I believe people would be amazed at what they can achieve and would see results that they never thought possible. It would be great to see this programme rolled out to other areas, and to make sure that this is a long-term provision across the Island and the Country.



Case Study 11

Mencap - Green Space at Llangefni Football Club

Project Background: Ground clearance of rough overgrown scrubland into dedicated green space complete with, shed, potting shed, polytunnel, raised beds, pagoda and firepit area with seating at the Llangefni football club.

Background summary - provide the context: In 2023 our members, carers and parents expressed an interest in creating a green space at the Llangefni Football Club which would complement the activities already held there – adaptable bike sessions, dance, drama and craft. We worked with Medrwn Mon, Menter Mon, NDA, Mon Actif, Local Authority and Keep Wales Tidy who all funded the project (KWT also did hours of work on site to finish the setting up of all structures funded by them) we also commissioned a local company to do site clearance, install new surface, erect fences and to make the ground safe. The work included support from our members, parents and carers, students from Ysgol y Bont and Cymell. We are opening the space officially on 31/10/25 and will be collecting evidence – film clips, forms, anecdotal evidence etc.

Key themes:

We feel that the project has met most if not all the Key Themes required:

- Enabling individuals to make real life choices – to be involved/or not and at what level in the space
- To forward plan with support – to become part of the design and delivery team
- To create opportunities and activities – to take part in activities within the space and the opportunity to do more
- To increase their skills base – to learn about growing, the seasons, jobs that need doing and climate change
- To boost their mental health and wellbeing – being outside in all weathers and benefiting from the climate
- To take control – to have their say, to contribute and to see results from that
- To take responsibility – if plants die, they have learnt why and what to do to keep them alive, also to continue to be involved and support others to do so

What has been learnt:

- That our members love to be outdoors
- That they are happy to work and to plant and grow
- They are learning and connecting to each other and the activity
- Growing produce, making, cooking and working together thereby reducing loneliness
- We need to be better organised for the next year regarding team building and our approach to use and the maintenance of the green space
- We need to have better conversations with individuals in terms of their interests and create a Green Space committee to move forward with planning for next year



Meeting the needs of the priority population group(s): Creating the green space has had a positive impact on our members, they have been fully involved in the planning and delivery of the project and feel connected to it. They have pride and confidence after working with Keep Wales Tidy on planting schemes and are looking forward to the next phase of delivery – planting fruit trees, making products to sell in our pop-up shop and working on an irrigation system for the space.

This has led to individuals being better off – healthier, more knowledgeable, better connected to their friends and others and looking forward to the next season.

Outcomes:

- We have supported our member with a disability to gain valuable understanding and new skill via the green space
- Promoted good health and wellbeing by being out in the fresh air
- Supported carers by giving their family members small periods of respite whilst their dependents are working in the green space
- We have provided new activities and opportunities via the green space
- Worked with partners, 3rd sector, business and community partners to develop the space
- Used the Football club and the space to its full capacity

Conclusion

The project has been very positive, bringing our members into the wider community, working with Ysgol y Bont, private businesses and social enterprises to develop the space they now call their own.

This is a model of best practice that can be shared from designing to delivery, (another similar project has been developed at the Amlwch allotments in partnership with Amlwch All Abilities) and has had a very positive impact on our members, parents and carers and everyone who has and who are interested in using the space.

We feel that the project is definitely sustainable but we need to bring our working group back together, meet regularly and plan for the different seasons. We will also be using the space for reflection and PCP planning – which means that the space will be used to full capacity now and in the future and without the support and funding from our partners – this would never have happened.

Case Study 12

Direct Payments assisting wellbeing and independence.

Mr J is an adult with a physical disability and long-term health condition who receives Direct Payments to support his daily living and community involvement. Prior to receiving support through Direct Payments, Mr J relied heavily on family members for assistance with everyday tasks and had limited opportunities to participate in activities outside his home. This often lead him feeling isolated and dependent on others.

What we did: Following a person-centred assessment, we worked closely with Mr J to identify his goals and the outcomes he wanted to achieve. He expressed a desire to become more independent, access community activities, attend medical appointments without relying on family members, and improve his overall wellbeing

A Direct Payment package was arranged, enabling Mr J to recruit a Personal Assistant who could provide flexible support tailored to his individual needs and preferences.

How we did it: The Direct Payment team provided guidance throughout the process, including:

- Explaining how Direct Payments work and the responsibilities involved.
- Supporting Mr J to understand his options for employing a personal assistant.
- Providing information on payroll and employment support services.
- Assisting with setting up the Direct Payment account and monitoring arrangements.
- Maintaining regular contact to ensure the support package continued to meet his needs and desired outcomes.

The flexibility of Direct Payments allowed Mr J to choose a personal assistant who understood his interests, routine and goals, creating a positive and trusting working relationship.

Since receiving Direct Payments, Mr J has experienced significant improvements in his independence and quality of life. He is now able to

- Attend community groups and social activities on a regular basis.
- Access health care appointments independently
- Participate in hobbies and interests that were previously difficult to access
- Maintain greater control over his daily routine and support arrangements.
- Reduce reliance on family member, improving relationships and reducing carer stress.

Mr J says he feels more confident, socially connected and in control of his life. He has developed new friendships through community activities and achieved goals that were important to him. The personalised and flexible nature of Direct Payments has enabled Mr J to receive support that works around his lifestyle rather than having to fit into a fixed service schedule.

This demonstrates how Direct Payments can empower individuals to make choices about their care and support, promoting independence, wellbeing and positive long-term outcomes.

Case Study 13

Relationship-based practice and sustained professional commitment

One of our Independent Safeguarding Reviewing Officers (ISRO) highlighted this case - represents a strong example of effective safeguarding practice with a positive outcome achieved through a co-ordinated, relationship based social work approach.

A newborn baby who was the fourth child of her mother was removed from her mother's care shortly after birth due to significant safeguarding concerns. The named father disputed paternity, declined the offer of DNA testing & did not wish to become party to the proceedings. Mother's three older children were being safely cared for by their respective carers & there was no contact between these children & their mother.

Upon the fourth child's discharge from hospital care she was placed in the care of experienced Local Authority foster carers who provided high quality nurturing care throughout the duration of the care proceedings under a 1989 Children Act S.38 Interim Care Order. Throughout this period, the foster carers ensured the child's physical, emotional & developmental needs were consistently met.

Their safe, stable & responsive care provided the child with a strong foundation for secure attachment and healthy developmental progress during her first critical year of life.

At the conclusion of proceedings, the Court made a S.31 Care Order and a Placement Order, authorising the Local Authority to identify and place the child with suitably assessed & matched adopters under the Adoption & Children Act 2002. The child remained with her foster carers affording her continuity of attachment & emotional security until she was 13 months old at which point she was carefully & sensitively transitioned to her prospective adoptive placement. The adoption was formally concluded with an Adoption Order granted when the child was 20 months old, marking a successful outcome characterised by continuity, stability, and the child's best interests at the centre of all decision-making.



A key feature of good practice in this case was the continuity of professional relationships. The allocated social worker maintained case responsibility throughout, demonstrating professional consistency and best practice in safeguarding. They worked collaboratively with the foster carers, the regional adoption service, legal representatives, health professionals and other partner agencies to ensure all decisions were timely, well-informed and firmly centred on the child's welfare. Their approach exemplified social work in action at its best, demonstrating skilled assessment, clear communication, effective partnership working and an unwavering focus on achieving permanence and security for the child, reflecting the very best of social work values and practice in Wales. The social worker's professionalism, empathy and sustained focus on best outcomes made a profound difference to this child's future and demonstrated a high level of competence across all professional standards.

It is the view of the ISRO that this case highlights how co-ordinated, relationship-based practice and sustained professional commitment can ensure the best possible outcomes for children in care.

Case Study 14

Play and language development support via Flying Start

Our Parenting Panel, received a referral to support a family with play and language development. The family have been opened to Flying Start for their older child previously and engagement had been poor.

Challenges they faced:

- Both parents struggle with their mental health and their health anxiety regarding both of their children is very bad.
- Parents explained that they felt they didn't have the confidence in letting their children explore and didn't like the idea of them playing on the floor in fear that they would ger hurt.
- Both parents struggle with leaving the house and don't like going to social activities where they would be around other people.

When we first started working with the child, he was 17 months. He was not crawling or trying to pull up to stand, and he was also very quiet, no babbling, didn't show any eye contact or engagement at the beginning.

The family were offered support - the first visit was made with the health visitor, and it was decided that sessions would not start until after the summer holidays, allowing for the child's older sister to return to school.

A discussion was had around the benefits on playing on the floor with your child and how it can aid not only their play and language development, but also their gross and fine motor skills. We introduced the family to our Play and Stay sessions (Clwb Hwyl), and support was offered in supporting them to attend.

A Play Package of Care which consisted of 7 sessions, including a Wellcomm screening at the end of the support. In addition, they attended many sessions of Clwb Hwyl and Messy play extra activities which the Flying Start team offered during the half term holidays. Both parents came to all sessions with their child. After a few sessions mum began coming to sit on the floor and engaging more in the sessions.

Mum became more comfortable around the play worker and would open up to wider issues they were having with family members, which I was able to pass onto their health visitor for her to provide additional support.

After a couple of sessions, the engagement with the child became a lot better, he would actively sit on the floor with me and play alongside me. At the end of every session, the parents were given handouts which were full of ideas of play activities that they could do with their child which would support his development.

The family's health visitor and Play Worker have recognised a difference in the family as a whole; parents are now more welcoming towards Flying Start coming into the home and will contact for support when needed.

The child is now walking and climbing confidently, and parents are taking him out to the park/activities almost every day. The parents are interacting more with their children and are showing appropriate expectations for what their children should be doing at their age.

The child's speech, language and communication development is age appropriate, he scored full marks on his Wellcomm assessment for where he should be with his age. The child is speaking in small sentences; his speech is clear and can understand what he is saying.

Parents are still actively attending flying start activities and showing a willingness to get out of the house and allow their child to interact with other children his own age. The interaction has benefitted the whole family.

Appendices

Annex B – Glossary of terms
It would be helpful to provide a glossary of terms to provide a description of services, terms or acronyms which may not be familiar to people who are not experienced of social care. These descriptions should be suitable for a lay person, who may have no prior understanding of social care.

Care Inspectorate Wales (CIW) - CIW is the social care provider regulator. They will register, inspect and take action to improve the quality and safety of services for the wellbeing of the people of Wales.

Social Care Wales (SCW) - SCW is the workforce regulator. As part of this they register and set standards for the care and support workforce and develop the workforce. SCW also has an improvement remit, by which they will share good practice, set priorities for research and provide information for the public and other organisations.

Reablement / Rehabilitation / Interim care
This short-term care is sometimes called intermediate care, or aftercare. Reablement is a type of care that helps people relearn how to do daily activities, like cooking meals and washing. It is provided by local authorities with the aim of mitigating the need for long term care and support.

Domiciliary Care / Domiciliary Support Service / Home Care - Domiciliary care, also known as "care at home", refers to a broad range of care services provided in a person's own home. It can include assistance with day-to-day living and certain health care issues for the elderly.

Residential Care Home / Nursing Home
A residential care home provides accommodation and 24-hour personal care and support to the elderly and others who may find it difficult to manage daily life at home. Both a residential care home and nursing home provide care and support 24 hours a day, however the main difference is that a nursing home is able to provide a higher level of care. Nursing homes have qualified nurses on-site around the clock to provide medical care as needed whereas residential homes help people with personal care and support them to engage in physical activity



Care Experienced Children -
Care experienced is an umbrella term which can mean children / young people who are:

- Looked after at home through a Care Order
- Looked after away from home in a residential children's house, in a foster placement or in a kinship placement (Looked After or Non-Looked After)
- Previously Care Experienced, where at some point in their lives they have had any of the above experiences. The child / young person may never have been formally looked after.

Care Leaver - In Wales, care leavers are individuals who have been in the care of the local authority for at least 13 weeks since the age of 14 and have left care on or after their 16th birthday. The support provided to care leavers is intended to be equivalent to what a child who has not been looked after might reasonably expect from their parents.

Safeguarding - Safeguarding is about protecting children and adults from abuse or neglect and educating those around them to recognise the signs and dangers.

Wales Safeguarding Procedures - They detail the essential roles and responsibilities for practitioners to ensure that they safeguard children and adults who are at risk of abuse and neglect. Provides a useful glossary of safeguarding terms: Safeguarding Wales

Performance and Improvement Framework: Measuring activity and performance data - This sets out a framework of metrics covering adults, children, and carers, which must be collected and submitted to Welsh Government together with anonymised person-level data and aggregated data on specific aspects of social care. It states local authorities should also gather their own data to understand better how the local delivery of social care is working according to local priorities.

Welsh Community Care Information System (WCCIS) - Refers to our current Social Care Electronic Recording System (Caredirector), a Welsh Government Project led by DHCW/ NWIS previously.

Connecting Care - Connecting Care is an ambitious digital programme aimed at integrating and transforming social care services across Wales. This collaborative effort involves local authorities, the Welsh Government, Social Care Wales, the Welsh Local Government Association (WLGA), and other key stakeholders.

Digital Health and Care Wales (DHCW) - Digital Health and Care Wales are a new Special Health Authority, creating the digital solutions needed to improve health and care in Wales. Digital Health and Care Wales was previously known as NHS Wales Informatics Service (NWIS).

Welsh Local Government Association (WLGA) - The Welsh Local Government Association (WLGA) represents the interests of local government and promotes local democracy in Wales. Its primary purposes are to promote better local government, to promote its reputation and to support authorities in the development of policies and priorities which will improve public services and democracy.

Catrefi Clyd - Our Small Group Homes – aimed at keeping our children and young people in their local community.

Trauma Informed Island - Ynys Môn, as a trauma-informed island, seeks to promote connections and relationships to support those struggling with adversity or trauma in their lives. It is a whole system approach with a shared language, Tools and strategies are available to look beyond behaviours, and help effectively support the underlying needs of children and the community with empathy and compassion. It understands that anyone may have experienced adversity and trauma.

Provider Unit - Responsible for Reablement, Homecare, Council Care homes and Catrerfi Clyd (part of Adult Services).

Active Offer - Offer of Advocate to all Children in Need or on the Child Protection Register.



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Committee:	Full Council
Date:	24th September 2026
Subject:	Removal of profit from the care of children who are looked after - Sufficiency plans.
Responsible Officer:	Fon Roberts, Director of Social Services & Head of Children and Families Service
Purpose of the Report:	
Author:	Emma Edwards, Business Manager

1. Background

Under Section 75A of the Social Services and Well-being (Wales) Act 2014, as introduced by the Health and Social Care (Wales) Act 2025, introduces a new section 75A and the requirement for each Local Authority to produce an Annual Sufficiency Plan.

This report is shared with elected members to inform them of the Council's responsibility and to give reassurance that the work in producing the required yearly Sufficiency Plan is underway, and that we are confident that the Plan will be concluded in line with Welsh Government timeline.

2. Key points / summary

Our Annual Sufficiency Plan should:

- promote a coherent, planned approach to securing sufficient not-for-profit accommodation for children looked after.
- ensure that local authority decision-making is grounded in evidence of need and demand, both current and projected.
- support the rebalancing of care and support provision in line with national policy direction.
- provide transparency and accountability, through publication and annual reporting, to children, families, providers, elected members and other key stakeholders

The Plan will:

- Meet the statutory requirements of the commenced sections of the 2025 Act and the supporting regulations relating to sufficiency plans .
- Provide a clear, baseline of current need, demand and provision and projections, supported by available evidence.
- Demonstrate an understanding and articulation of sufficiency pressures and risks, including workforce, education, health and market dependencies.
- Set out a credible direction of travel towards meeting the sufficiency duty over time, even where deliverables are anticipated to be achieved beyond the first year, taking relevant local circumstances into account.
- Be transparent about assumptions, data gaps and limitations, rather than asserting unwarranted certainty; and
- Reflect an iterative approach, recognising that learning from early plans will inform future improvement.
- Be underpinned by robust, proportionate and transparent evidence, enabling local and national understanding of current need, pressures and future direction.
- Use evidence to support strategic decision-making and accountability, rather than to create new or additional data burdens.
- Include current data and core data sets
- Include forecasting and demand modelling
- Be transparent about data gaps and limitations
- Contain relevant information relating to quality and Outcomes

The Plan Must:

- Be endorsed by Director of Social Services
- Include a statement setting out whether the authority considers it can meet its sufficiency duty for the relevant year
- Be subject to senior leadership sign off within the local authority, and preferably by key partners, before submission to Welsh Ministers.

Next steps

- Service will draft an Annual sufficiency Plan, by 1st December 2026 for submission to Welsh Government Ministers for consideration and approval,
- Final Plan, incorporating any feedback from Ministers, to be completed and submitted to Welsh Government by 1 February 2027

3. Appendices

https://www.gov.wales/sites/default/files/consultations/2026-07/consultation-response-removing-profit-childrens-care-sufficiency-duty.pdf

4. Recommendation

For Assurance and information purposes.

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ISLE OF ANGLESEY COUNTY COUNCIL	
Committee:	Full Council
Date:	24.09.26
Title of report:	Annual Scrutiny Report 2025 / 2026
Purpose of report:	To report on the work of the Scrutiny Committees and Panels during 2025 / 2026 and identify future work priorities
Author:	Angharad Fflur Hughes, Scrutiny and Committees Service Manager

1. Background

   The Scrutiny Committees must report annually to full Council on the work that has been undertaken during the previous civic year and the intended work programme for the following year.

2. Subject matter

   This report identifies the work undertaken by the two Scrutiny Committees and the three Panels during 2025/26, including the key achievements and the impact the work has had on decision making and service improvement. The report identifies how the chairs of both scrutiny committees led on the work of developing forward work programmes. During 2025/26 the forward work programmes were submitted to regular meetings of the Scrutiny Committee Chairs and Vice- chairs Forum and for approval at every meeting of the scrutiny committees. In November 2025, a Performance Panel Assessment was undertaken, resulting in recommendations to strengthen the Council's scrutiny arrangements. In response, a new action plan was developed to address these recommendations and this action plan is reflected in this report as part of the work programme for 2026/27.

3. Recommendation

   Full Council is requested to:

   1. Approve the Scrutiny and Overview Annual Report for 2025/26

2. Note the continued progress made in implementing our Scrutiny journey and the impact this is having on practice
3. Appoint the chair of the Corporate Scrutiny Committee as the Scrutiny Champion for the period May 2026 to May 2027

Appendix: Overview and Scrutiny Annual Report for 2025/26

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Scrutiny Annual Report 2025/2026

CYNGOR SIR YNYS MÔN
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Introduction

Scrutiny is an essential role in the decision making processes within Isle of Anglesey County Council, it holds the Executive to account for their decisions, policies and the performance of Council Services.

The role of Scrutiny is to provide constructive challenge and support improvement across services and although scrutiny cannot take decisions it can make recommendations and publish findings.

This report gives an overview of the work carried out by the two Scrutiny Committees and the three Scrutiny Panels for the last civic year, May 2025 to April 2026.

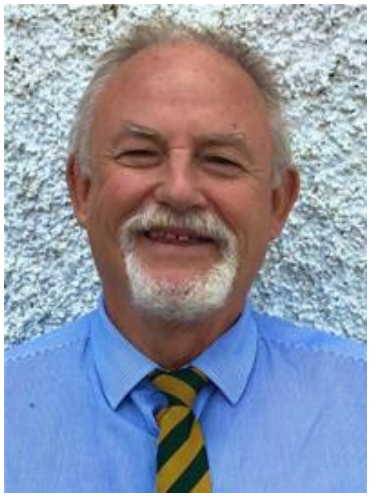
The report also outlines how members have been supported to allow them to effectively scrutinise, how other stakeholders including citizens and partnerships have been involved and what the priorities are for future work programmes.

"Performance is well scrutinised in committees and panels."
— Care Inspectorate for Wales Report January 2026



"The Council works well, there is strong scrutiny..."
The Chair of the Council - Councillor Non Dafydd
Full Council Meeting,
May 2026

Foreword from the Chair of the Corporate Scrutiny Committee



Councillor Jeff Evans, Chair, Corporate Scrutiny Committee

This is my first year as the Chair of the Corporate Scrutiny Committee, I have enjoyed the opportunity and the challenge that comes with this role and I am pleased to present this foreword for the 2025/26 Annual Scrutiny Report.

Over the past year, the Committee has continued to play an important role in supporting transparent, accountable and effective decision-making across the Council. Through constructive challenge and evidence-based scrutiny, Members have sought assurance that services are performing well, that risks are being managed, and that improvement activity is focused on delivering positive outcomes for the residents and communities of Anglesey.

During 2025/26, the Committee considered a wide range of matters linked to the Council's strategic priorities, including corporate performance, financial planning, social services, housing, governance, safeguarding, and the delivery of key corporate plans. Members have given particular attention to areas where performance required further improvement, seeking clarity on the actions being taken, the timescales for delivery and the impact on residents.

The Committee has also continued to strengthen its approach to forward work programming, ensuring that scrutiny is timely, focused and aligned with the Council Plan. This has helped Members to concentrate on the areas where scrutiny can add most value, whether by providing assurance, contributing to policy development, or making recommendations to the Executive.

Foreword from the Corporate Scrutiny Committees Chair

I would like to thank my vice chair during 25/26 Councillor Sonia Williams and congratulations to Councillor Geraint Bebb on his appointment as vice chair for 26/27 and also like to thank all Members of the Corporate Scrutiny Committee, and Resources and Social Service Panels for their commitment, preparation and thoughtful contributions throughout the year. I am also grateful to Portfolio Holders, officers, partners and invited contributors for attending meetings, presenting information and responding openly to Members' questions.

Looking ahead, effective scrutiny will remain essential as the Council continues to respond to financial pressures, increasing demand for services and the need to deliver continuous improvement. The Corporate Scrutiny Committee will continue to provide constructive challenge, support good governance and help ensure that decisions are informed by evidence, performance information and the needs of our communities.

Foreword from the Chair of the Partnership and Regeneration Scrutiny Committee



Councillor Dylan Rees, Chair, Partnership and Regeneration Scrutiny Committee

Before introducing this report, I would like to pay a special tribute to Councillor Ken Taylor, a loyal and highly respected Member of our Committee. Throughout his time with us, Councillor Taylor gave his utmost to our work, approaching his role with a deep sense of commitment, an unwavering sense of responsibility along with his warmth and good humour. His contribution will be greatly missed.

I believe that effective scrutiny is a cornerstone of the Council's corporate governance arrangements. It plays a vital role in holding decision-makers to account, providing constructive challenge, and ensuring that the views of residents and communities are reflected in the decision-making process.

I would like to thank Members of the Partnership and Regeneration Committee for their contributions and commitment to the work of the Committee which has added value in terms of fulfilling the Council Plan, maintaining standards of our public services and scrutinizing the work of our Key External Partners. The Committee has made fair, robust recommendations to the Executive on a number of key topics and service areas during this period.

Over the past 12 months, the Partnership and Regeneration Scrutiny Committee scrutinised the work of several key partners and strategic areas linked to the Council Plan 2023–2028. Key partners invited included North Wales Police and the Police and Crime Commissioner, Grŵp Llandrillo Menai and Bangor University, Betsi Cadwaladr University Health Board and the Welsh Ambulance Services University NHS Trust, as well as representatives linked to economic development and Prosperity Fund activity.

Members considered priorities, partnership working, future opportunities, risks and challenges across these areas. They also provided constructive challenge on health and emergency care, post-16 education, innovation projects, economic development programmes, the Anglesey Freeport and changes to Local Growth Funding arrangements. Concerns about funding changes and governance arrangements led to correspondence being sent to both UK and Welsh Governments seeking reconsideration and greater clarity.

Foreword from the Partnership and Regeneration Scrutiny Committees Chair

The Committee also scrutinised key strategic plans supporting the Council Plan, particularly in relation to the Welsh language and education. This included consideration of the Welsh Standards Annual Report, the Welsh in Education Strategic Plan, school improvement guidance, the Education Digital Strategic Plan and the Education Scrutiny Panel Progress Report. Overall, the scrutiny work focused on strengthening partnership accountability, supporting strategic objectives and improving outcomes for Anglesey residents.

I would like to extend my sincere thanks to the members of the Education Scrutiny Panel for their commitment, collaboration and dedicated service over the past year. Their valuable contributions, insight and constructive challenge have been critical in advancing the work of the Committee, supporting the delivery of the Council Plan and helping to maintain high-quality public services for the residents of Anglesey.

I would also like to express my gratitude to my Vice-Chair, Councillor Gwilym Owen Jones, for his continued support and valued contribution throughout my final year as Chair of the Partnership and Regeneration Scrutiny Committee. It has been a privilege to work alongside him and Committee members in strengthening the scrutiny function and promoting positive outcomes for the residents of Anglesey.

Finally I would like to take this opportunity to congratulate Councillor Sonia Williams on her election as the new Chair of the Partnerships and Regeneration Scrutiny Committee. I am fully confident that her chairing skills will ensure that the Committee continues to provide added value to the scrutiny process.

How to get involved

Participating in Scrutiny gives people the opportunity to voice their opinions and get involved in the Council's decision making processes. Participation can also support the shaping of policies and services, improves transparency and trust and promotes accountability.

These are some of the ways that scrutiny engages with the stakeholders and the public;



- Having a specific web page called "Getting involved with Scrutiny" which identifies how the public can get involved
- Having a Protocol for Public Speaking in Scrutiny Committees
- Publishing each Committee's forward work programme on the Council's website to inform the public of our forthcoming work
- Inviting key partners to contribute at public meetings in order to broaden our understanding, inform discussions in the Council and add value to our partnership working locally
- Having co-optees on our Scrutiny Committees representing the Church in Wales, Catholic Diocese and parent governors
- Questioning strategies which include questions of public interest
- Site visits to local services to observe frontline service delivery
- Ensuring transparency by webcasting our Committee meetings for public viewing
- Publicising our Committee meetings on social media in order to encourage engagement
- Having a specific Scrutiny contact point via the Council's Customer Relationship Management System which provides the public with an accessible point of contact specifically related to the democratic process



Scrutiny Behind the Scenes

The Scrutiny team sits within the Democratic Services and is a small team consisting of two officers. In October 2025 there was a change in the team due to the Scrutiny Manager retiring, this led to the Scrutiny officer undertaking additional responsibilities until a new Scrutiny Manager was appointed in February 2026.

Some of the key achievements from 2025/2026 include;

- Scrutiny structures and processes were reviewed and recommendations made from both an external consultant and a Panel Performance Assessment. An improvement plan has been put in place to respond to these recommendations, and this plan is being monitored through the chair and vice chair forum meetings.

- Work is ongoing to raise awareness of the forward work plan and scrutiny structures and processes, this work includes presentations to all leadership and management teams within the authority.

- New members and new chairs have been supported in their new roles. This support has included face to face meetings and support to identify any training needs, and arrangements made to provide any identified training needs.

- Processes for tracking and monitoring actions raised in committees and panels have been reviewed, and improvements have been made to ensure that any actions raised are tracked and completed and reported back to the relevant committee or panel.

- Training sessions on questioning strategies were made available to all scrutiny committee members.

- Pre-committee meetings are arranged prior to every committee meeting to support members with the planning and to support effective scrutiny within the committees.

- Meetings are held with the Chairs prior to the committee meetings to brief the chair on the agenda and the items to be presented and to discuss any support needed prior to and during the committee meetings.

- Officers, Chairs and Vice Chairs meet bi-monthly to review forward work plans, to communicate any relevant information and to work in partnerships to review and improve scrutiny structures and processes.

Scrutiny in Numbers

17 Committee Meetings held

Chair and Vice-Chair Forum Meetings

5

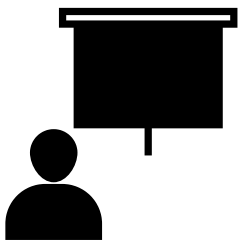


Corporate

8

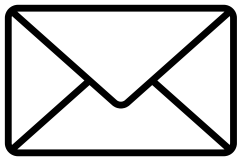
Partnership and Regeneration

9



Briefing Sessions

20



Letters sent on behalf of Committees to Uk and Welsh Government

3

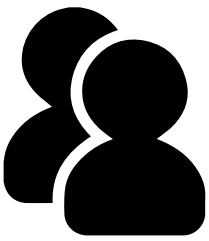
Actions raised and Actioned



Committee Attendance

Officers **84**

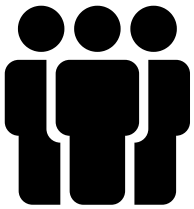
Other Members **86**



Reports Presented



External Stakeholders **18**



Scrutiny Webcasting Views in Numbers

Scrutiny Committee meetings are webcasted to support openness, accountability and public engagment in decision-making.

Webcasting enables residents and stakeholders to observe discussions, understand how decisions are reviewed and challenged, and access proceedings more conveniently, helping to strengthen transparency and trust in local governance.

The information below brings together data from the two Scrutiny Committee meetings that were webcasted during 2025–2026. It presents the relevant details in one place, providing a clear overview of the data and figures for ease of reference and review.



17 hybrid meetings held







Hours of webcasting views = 487



77 Average views per webcast meetings

Impact of Scrutiny

Scrutiny creates impact by monitoring and challenging service performance, improvement and decision making, it raises awareness of partnership working and what is working well. Scrutiny can also strengthen accountability, allows more peoples voices to be heard and ensures that the work of the Council is open and transparent to the public. Below are some specific examples of how Scrutiny has had an impact in 2025/26;

Theme	Action	Impact
Partnership Working	Following the Local Health Board's annual attendance at the Scrutiny Committee in 2024, Elected Members identified the need for more regular dialogue on local health care provision. As a result, briefing and forum-style drop-in sessions were arranged in November 2025, giving Members the opportunity to raise experiences, concerns and questions directly with Health Board representatives.	The sessions strengthened partnership working between the Authority and the Local Health Board, improved communication on local health matters, and provided a more responsive way for Members to raise issues affecting residents. Positive feedback from the sessions has led to a commitment to hold them annually, with consideration being given to introducing similar arrangements with other key partners.
Service Improvement	During school visits, Members noted inconsistencies in the transition opportunities offered across primary and secondary schools. This was recorded as an action and communicated to the Learning Service.	As a result, the Service Manager responsible for this area has begun collating information from all schools. This work will be used to introduce common transition principles, supporting greater consistency in the transition experience for learners across schools.
Strengthening Accountability	The Education and the Social Services Scrutiny Panels have worked in partnership to scrutinise Corporate Safeguarding reports before they are presented to the Scrutiny Committee. The Panels have met twice as part of this approach and have agreed to continue working in partnership.	This joint approach has strengthened accountability by enabling Members from both Panels to consider safeguarding matters collectively, share insight across service areas, and provide more robust challenge before reports are presented to the Scrutiny Committee.

Overview of Corporate Scrutiny Committee



Chair, Councillor Jeff Evans



Vice Chair, Councillor Sonia Williams













Members of the Committee; Councillors Llio Angharad Jones, Dafydd Rhys Thomas, John Ifan Jones, Arfon Wyn, Keith Roberts, Alwen Watkin, Geraint Bebb, Robert Llewelyn Jones, Jackie Lewis, Aled Morris Jones (first part of the year), Celfyn Furlong (second part of the year)






Co-opted Members of the Committee; Christina Williams, Kathryn Seeney, John Tierney, Wenda Owen

The Purpose of the Corporate Scrutiny Committee is to;

- Scrutinise the performance / delivery of all services,
- Ensure the Council achieves its corporate and service objectives
- Scrutinise the Corporate Business Plan, Annual Budget, Budget and Policy Framework, Performance Management Framework, Corporate Policies or their successor plans and policies.

Corporate Scrutiny Committee Key Achievements 2025/26

The Corporate Scrutiny Committee has provided constructive challenge, sought assurance and influenced improvement across key Council priorities during the year;

Education and Young People: Members provided robust challenge on the future of post-16 education provision and the proposal for a new secondary school building in the Holyhead area, seeking assurance on engagement, Welsh language considerations, affordability, risks, compliance with the School Organisation Code and the impact on learners and communities.

Performance Improvement: The Committee scrutinised the Corporate Scorecard and highlighted key areas requiring improvement, including swimming lesson participation, housing voids, Disabled Facilities Grants, NEET figures, school exclusions, waste recycling, fleet emissions and FOI performance.

Strategic Planning: The Committee reviewed and endorsed key strategic documents, including the Annual Delivery Document 2025/26, the Self-Assessment and Performance (Wellbeing) Report 2024/25, the Housing Revenue Account Business Plan 2026–2056 and the initial draft Revenue Budget proposals for 2026/27.

Housing: The Committee welcomed progress on housing voids and allocations, scrutinised the Housing Revenue Account Business Plan, and sought assurance on rent affordability, maintenance access, housing stock improvements, energy efficiency and the impact of new social housing developments on communities.

Net Zero Strategic Plan 2026-2031: Members scrutinised the plan, raising important questions about value for money, emissions data, renewable technology, solar panel and battery recycling, electric vehicle charging, education, and the scale of investment required to upgrade housing stock.

Regional Emergency planning Service: The Committee reviewed the Regional Emergency Planning Service Annual Report and challenged issues relating to bridge closures, Holyhead Port disruption, equality considerations in emergencies, and cyber security resilience.

Budget Challenge: Members examined the 2026/27 draft revenue budget proposals, questioning Council Tax premiums, grant funding, additional learning needs funding, inflationary pressures, reserves, service pressures, cyber security investment, public conveniences, member allowances and the potential need for a crematorium facility on the Island.

Secured follow-up and future scrutiny: The Committee requested further updates and reports, including progress on flood management schemes, annual monitoring of the Smallholdings Management Strategic Plan, and he Towards Net Zero Strategic Plan.

Overview of Partnership and Regeneration Committee



Chair, Councillor Dylan Rees



Vice Chair, Councillor Gwilym Jones












Members of the Committee; Councillors Non Dafydd, Douglas Fowlie, John Ifan Jones, Euryn Morris, Pip O'Neill, Derek Owen, Margaret Roberts, Sonia Williams, Liz Wood, Ken Taylor






Co-opted Members of the Committee; Christina Williams, Kathryn Seeney, John Tierney, Wenda Owen

The Purpose of the Partnership and Regeneration Scrutiny Committee is to;

- Ensure the interests of the citizens of the Isle of Anglesey are promoted.
- Ensure the Council's priorities and resources are most beneficially reflected, in the partnerships, joint working, collaboration and external agency arrangements.
- The remit of the Committee will extend to local, regional and national arrangements and will include (but will not be limited to) those areas in which the Council has a statutory duty such as crime and disorder matters.

Key Achievements of Partnership and Regeneration Committee 2025/2026

The Partnership and Regeneration Committee has provided constructive challenge, sought assurance and influenced improvement across key Council priorities during the year;

Economic Development: items were discussed as part of the Committee's commitment to scrutinise the work made by the department which included: Prosperity Fund Enterprise, UK Government Funded Programme and the Anglesey Freeport. Members raised concerns regarding the recent changes to the Local Growth Funding arrangements, including the impact of revisions to grants on revenue-funded posts and services on Anglesey, and the lack of clarity around the Corporate Joint Committee's future decision-making role. These concerns led to letters being sent to both the UK and Welsh Governments, requesting that the issues be reconsidered and seeking greater clarity on the implications of the proposed arrangements.

Council Plan: 2023-2028: Members scrutinised a number of key strategic plans which will enable the Local Authority to realise the 6 key strategic objectives of the Council Plan for 2023-2028:

Welsh Language: The Committee looked at the Welsh language which is one of the six strategic objectives of the Council Plan for 2023-2028 . It is an integral part of our identity, culture and heritage and we have a responsibility to ensure that it continues to develop and thrive. The areas in particular which were scrutinised by Members include the following

- Welsh Standards Annual Report: 2024/25
- Welsh in Education Strategic Plan 2024/25 - Measuring Progress.

Education: As a Council, we are committed to supporting children and young people to be: ambitious and capable learners ready to learn and play a full part in both life and work. The areas scuritinised by the committee included:

- School improvement guidance: framework for evaluation, improvement and accountability
- Education Digital Strategic Plan.
- Education Scrutiny Panel Progress Report.
- ALN and Inclusion Service

The **external partners** who have appeared before the Committee during 2025/2026 include:

North Wales Police and North Wales Police and Crime Commissioner: Members scrutinised the priorities of the North Wales Police and Crime Commissioner, along with the collaboration between the two, noting future working opportunities along with risks and challenges.

Grwp Llandrillo Menai & Bangor University: Members invited these key partners to appear before the Committee for the first time to present and be scrutinised on the work of the University and College, including their collaborative arrangements with the Council in delivering innovative projects on the Island, as well as opportunities for post-16 learning and further education.

Betsi Cadwaladr University Health Board and Welsh Ambulance University Trust: Members scrutinised progress against Audit Wales' 2024 report, Urgent and Emergency Care: Flow Out of Hospital in the North Wales Region, during a joint discussion with key partners. Members provided constructive challenge and explored key issues with a shared commitment to improving health outcomes, promoting independence, and enhancing the wellbeing of Anglesey residents.

Scrutiny Panels

There are three panels supporting the work of the Scrutiny Commitees, these panels meet less frequently than the Committees and a lot of the work carried out by the panels happens out in the community. All the members who sit on the panels must also be a member of one of the Scrutiny Committees. Each panel is supported by robust governance arrangements which ensure a clear focus, remit and work programme and there are reporting and escalation processes in place to ensure that the work of scrutiny panels is reported regularly to the two Parent Committees.

Resource Panel

The Resource Panel has 6 members and meets 6 times a year, it is responsible for scrutinising the Council budget. Having a separate panel ensures that members are given sufficient time to complete detailed scrutiny on the the Council spend.

Education Panel

The Education Panel has 8 members and meets 4 times a year, they have a 2 year forward work programme and during 2025/2026 the panel scrutinised various themes both in the committee room and by visiting a selection of primary and secondary schools. The Panel also scrutinise schools causing concern and any schools placed in Estyn Category. During the year visits were arranged to 8 schools and the following themes were scrutinised;

- Effective Transitioning between Phases
- Improving Attendance
- Curriculum for Wales - Experiences that are related to the working world

Social Services Panel

The Social Services Panel has 8 members and meets 2 times a year, they have a 2 year forward work programme and during 2025/2026 the panel scrutinised various themes both in the committee room and by visiting existing services and new provision in the community. Visits were made to services to scrutinise the following;

- Anglesey Mental Wellbeing Team
- Supported housing for individuals with mental health needs
- Community support for individuals with mental health needs
- Learning Disability Day Opportunities
- Respite services for children with disabilities

Looking Ahead - Priorities and Recommendations for 2026/ 2027

For 2026/2027 we will continue to build on the work that has been undertaken during 2025/2026 and our priorities for 2026/2027 are;

- Continue to programme work in advance by keeping the forward work programme under review at each meeting, ensuring that all relevant stakeholders are given the opportunity to suggest relevant topics for scrutiny. We will also continue to share the programme as widely as possible to raise awareness of the content.

- We will deliver the new improvement plan and ensure that recommendations are implemented including the recommendation from the Performance Panel Assessment looking at how we can ensure that the scrutiny structure effectively scrutinises economic development priorities.

- With new Members likely to join the Council following the May 2027 elections, a comprehensive induction, training and development plan will need to be established. This plan should be developed in partnership with officers, with the views and experiences of current Members playing a crucial role in ensuring that it is focused, relevant and effective in meeting its aims.

- Continue working closely with ADSO (The Association for Democratice Services) and collect and share best practices across other authorities, and also implement any findings and improvements identified as a result of the work carried out as part of the Participation working group.

- Review and update the website ensuring that all information is current and relevant and can be easily found.

- Continue to work in partnership with our stakeholders to ensure the forward work programme for briefing sessions contains sessions that are relevant and of interest to the members and the public.

- Following the drop in sessions that were held with the Health board in November 2025 and the positive feedback received from both the members and officers from the health board, we will look to expand this type of session to other partnerships.

Isle of Anglesey County Council	
Report to:	Full Council
Date:	24th September 2026
Subject:	Decision on the adoption of the proposed Visitor Levy on Anglesey
Portfolio Holder(s):	Cllr. Alun Roberts (Leisure, Tourism, Maritime and Property
Head of Service / Director:	Christian Branch Head of Regulation & Economic Development
Report Author: **Tel:** **E-mail:**	Andy Godber Visitor Economy and Coastal Areas Manager andygodber@ynysmon.llyw.cymru
Local Members:	Applicable to all Elected Members

A –Recommendation/s and reason/s

The Full Council is asked to support the following recommendations:

1. **Having considered the current uncertainties facing the tourism sector and outcome of the public consultation and impact assessments, the Council does not adopt the Visitor Levy.**
2. **The Council will monitor, review and consider evidence of the impact of the Visitor Levy in other local authorities in Wales that have chosen to adopt the Levy, and any changes to the relevant legislation**
3. **The Chief Executive, in consultation with the Leader, will write to Welsh Government requesting a review of the current legislative regime to address the issues raised in the recent consultation process. Such letter to Welsh Government to be circulated to all elected members.**

Background

The Visitor Accommodation (Register and Levy) Etc. (Wales) Act 2025 received Royal Assent on 18th October. The Act gives local authorities the power to introduce a visitor levy (the levy) charged on overnight stays in visitor accommodation in their area. The visitor levy is an additional charge to be paid when staying in visitor accommodation in Wales.

The money raised from the levy would be 'ring fenced' and be used to improve local tourism. The visitor levy could help to:

a. maintain local facilities and infrastructure
b. protect Wales's stunning landscapes
c. ensure communities continue to welcome visitors whilst preserving what makes each area special

A –Recommendation/s and reason/s

Local authorities can decide how to use any revenues raised from the visitor levy to support tourism initiatives and destination management.

The intention is that this new money could cover costs associated with hosting visitors, such as street cleaning, waste collection, preserving natural and cultural attractions as well as being used to support and improve tourism infrastructure, such as toilets, footpaths and visitor centres.

Local authorities can choose if they want to introduce the visitor levy in their area. They will make the decision after consulting with residents, businesses and visitors and assessing its impact. This means the levy will only be charged in areas where communities have decided it is right for them.

The decision making process is guided by both the consultation and by the assessments on the impacts on the economy and equality.

Summary of Equality Impact Assessment

We considered whether the visitor levy could affect people unfairly because of their age, disability, sex, race, religion or belief, sexual orientation, gender reassignment, marriage or civil partnership, pregnancy or maternity. We also considered possible effects on the Welsh language and on people who may experience socio-economic disadvantage.

What we found

- No direct negative equality impacts have been identified at this stage.
- The law includes safeguards, exemptions and refunds to reduce the risk of unfair impacts.
- Disabled visitors who need to travel with a carer may be able to claim a refund in some circumstances.
- Children and young people staying in lower-cost accommodation would be exempt from the levy. However the consultation highlighted a risk that the standard rate, to be applied across accommodation types includes a charge on children and would potentially adversely impact lower income family groups.
- Any wider impact on jobs or visitor spending is expected to be small, and may be reduced by reinvesting the money locally.
- Anglesey has a strong Welsh-speaking community and a tourism workforce with a high level of Welsh language skills. If the levy is introduced, there would be an opportunity to use some of the income to support Welsh-medium visitor services, local culture, signage, events and infrastructure in communities affected by tourism.

A –Recommendation/s and reason/s

Overall conclusion

Based on the information reviewed, introducing a visitor levy in Anglesey is not expected to cause significant negative impacts on equality, the Welsh language or socio-economic well-being. However, the Council would need to keep monitoring impacts over time and make sure that any money raised is spent in ways that benefit residents, visitors, local businesses and Welsh-speaking communities.

Summary of Economic Impact Assessment

What we found

- The overall economic impact is expected to be small.
- The modelling suggests that the levy could lead to a very small reduction in visitor demand, but this would be partly offset by local investment funded through the levy. Depending on the assumptions used, the impact could range from slightly negative to slightly positive.
- The core analysis estimates that the levy could raise upwards of £1.2-£1.5million per year for Anglesey, excluding VAT and after Welsh Government administration costs. This income would provide a stable source of funding for projects and services that support residents, visitors, businesses, and local communities.
- The estimated effect on jobs and the wider economy is limited. Under the main scenarios, the impact is equivalent to less than 0.1% of total employment on Anglesey and around -0.01% of the island's economy. These figures should be treated with caution because local visitor economy data is uncertain and different data sources produce different estimates.

Overall Conclusion

In summary, the assessment indicates that a Visitor Levy would carry minimal economic risk while creating a meaningful new income stream for investment in Anglesey's visitor economy. The final impact would depend on how the levy is implemented, how businesses respond, and how effectively the funding is used to improve the visitor experience and manage local impacts.

The Equality Impact Assessment identified a range of potential positive and negative impacts associated with the proposal. While consultation responses indicate significant concern regarding potential adverse effects, particularly on the tourism sector, these views should be considered alongside the Assessment's findings, which remain a valid appraisal of the potential impacts and opportunities that could arise from implementation.

Many factors include cumulative impact of the Levy on businesses already feeling the impact of the current economic climate, the 182 rule on self catering accommodation and the 20% VAT level. These cumulative factors are seen by respondents as

A –Recommendation/s and reason/s

outweighing the positive impacts of increased levels of investment in destination management which would come from the introduction of the Levy.

Consultation Process

A public consultation process on the proposed introduction of a Visitor Levy on Anglesey was conducted through an online survey which commenced on the 15th May 2026 (following approval from the Executive Committee and Full Council), and concluded on the 13th July 2026.

In addition, 6 face-to-face sessions were also held in:

a. Llangefni, 15th June 2026
b. Beaumaris, 17th June 2026
c. Newborough, 24th June 2026
d. Holyhead, 29th June 2026
e. Menai Bridge, 1st July 2026
f. Amlwch, 6th July 2026

One business sector specific session was also conducted in conjunction with the Welsh Revenue Authority in Llangefni on the 22nd June 2026

The Council adopted the Gunning's Principles for consultation (as advocated by the Welsh Government). These are:

- Consultation must be at a formative stage
- Sufficient information must be provided to allow intelligent consideration of response and may include an economic impact assessment
- Adequate time must be given for consideration and response
- Feedback from the consultation must be considered by decision makers.

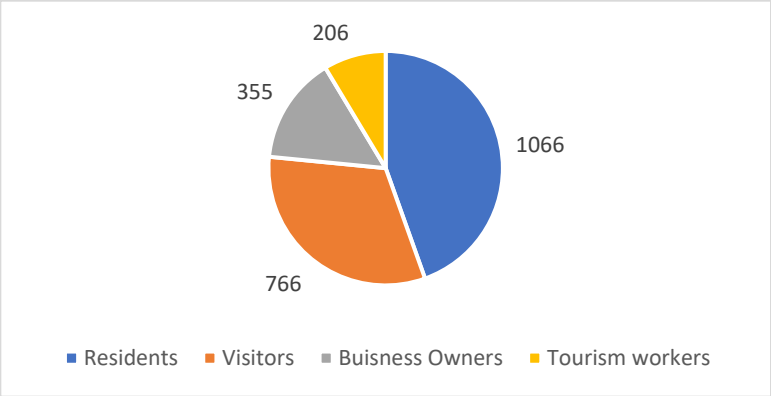
Consultation Findings

The Council received 2,098 responses to the online consolation. These responses were supplemented by feedback provided in the face-to-face sessions.

Opposition to the adoption of the Visitor Levy is strong, with 1,482 (70.8%) of all respondents opposed or tended to oppose the introduction of a visitor levy, while 525 (25.1%) supported or tended to support it.

A –Recommendation/s and reason/s

The respondent base was as follows:



(respondents could select more than one description, so cohort totals exceed the total number of responses).

Opposition to the adoption of the Levy was strongest among tourism workers, business owners/managers and visitors. Residents were more divided, but opposition still exceeded support at 58%.

Responses were spread across the Island, with concentrations in key towns and coastal communities. Around 5.1% of responses were submitted through the Welsh-language questionnaire. The consultation was self-selecting rather than statistically representative, so findings should be read as stakeholder evidence rather than a population survey.

It was clear that Destination Management requires significant additional resources to both offset impacts on communities and to enhance the offer Anglesey can provide so as to retain the positive economic impact of tourism. The >£1.5m which could be derived from Levy was however not seen as being sufficient to offset the perceived negative impacts of the Levy.

Summary of Opposition

a. Opposition centred on the perceived risk to small and seasonal businesses. and given the high percentage of self-catering accommodation on Anglesey, the 182 rule (which pertains to self-catering properties that must be available for at least 182 nights per year to qualify for business rates instead of council tax), and the 20% VAT threshold.
b. Concerns were raised over the lack of clear data to demonstrate the potential of the Levy to deliver income at a level which would enhance destination management. It was felt that the mandatory registration should be in place before a Levy be considered as this would give a clearer picture of potential revenue.
c. Administrative complexity and the reliance upon the businesses to act as ‘banker’ for the levy without financial renumeration.

A –Recommendation/s and reason/s

d. Concerns over the taxation of children and the impact on lower income families.
e. Higher costs for visitors were highlighted with a resultant reduced competitiveness against mainland or alternative destinations, and a potential reduction in length of stay and overall spend.
f. Concern was raised that additional revenue would not actually be spent on services and activities that support destination management, or the funds would not create additionality.

Summary of Support

a. The challenges facing Anglesey from the pressures of tourism are widely appreciated. There was clear support for the need for additional revenue to support destination management and the alleviation of the impacts of over tourism on sites.
b. Support centred on the principle that visitors contribute to local pressures and should make a modest contribution to maintaining public spaces, visitor infrastructure, cultural and heritage assets, environmental protection and local services.
c. Support for delivering destination management improvements which would benefit residents and visitors alike was to the fore, and agreement was seen that this should be managed in partnership with an external Visitor Levy Forum.
d. The opportunity to deliver community-based destination enhancements was recognised.

Summary of Common Ground

a. Both supporters and opponents highlighted the need for transparency, fair exemptions, low administration costs and visible local outcomes.

Conclusions of Consultation Process.

- The visitor sector is a crucial part of the Island's economy, supporting many attractions, accommodation, food and retail related businesses. The Island remains one of the most tourism dependant areas in the United Kingdom.

- It is evident that the current cumulative impact of other legislative and fiscal constraints is impacting on local support for the introduction of a Visitor Levy.

- Although there is strong recognition that destination management requires additional resources to maintain a position of strength, the impact of an additional taxation would be too great in the current economic climate.

A –Recommendation/s and reason/s
The Full Consultation Report is available in **Annex A**. **Rationale for Recommendations** The Council is seeking to adopt a proactive approach towards the findings of the consultation process. We will look to deliver the following to enhance both understanding of the practical implications of a possible future introduction of the Levy given a significant attitudinal change, and to enhance Destination Management opportunities for Anglesey irrespective of the Levy: • Undertake further assessments to determine if the income derived and ring fenced for key destination management enhancements would offset potential sector related negative impacts. • Effective introduction of the National Register of accommodation providers, and the utilisation of data to give a clearer assessment of impacts of the Visitor Levy if it was to be introduced. • Active engagement with the sector to enhance destination management and develop a collaborative model for future enhancements. • Engage with Welsh Government to clearly define the consultation findings with a view to highlighting the need to review aspects of the legislation including the taxation of children, and the reliance on the accommodation providers to administer the Levy. • Develop a clear financial model for likely gross income, administration costs and set up, nett income and ring-fenced funding arrangements. • Actively contribute to the ongoing Welsh Government consultation/review of the 182 rule. It is likely that any future decision on the adoption of the Visitor Levy would have a timescale of up to 2 years which would include the need for consultation and the stipulated 1 year notification period to the Welsh revenue Authority.

B – What other options did you consider and why did you reject them and/or opt for this option?
The Council could decide to adopt the Visitor Levy on Anglesey despite the strength of negative responses and feedback. This is not considered to be a feasible option.

C – Why is this a decision for the Full Council?
Legal advice has concluded that the decision on the potential introduction is one that needs to be made by Full Council.

Ch – Is this decision consistent with policy approved by the Full Council?
Although not specifically referenced in the Destination Management Plan nor Council Plan, the rationale of the Levy to deliver sustainable destination management is consistent with both policies.

D – Is this decision within the budget approved by the Council?
The consultation process, including the preparation of economic and equality impact assessments has cost circa £15,000. Regulation and Economic Development Service funding has been utilised.

Dd – Assessing the potential impact (if relevant):		
1	How does this decision impact on our long term needs as an Island?	Delivery of the Destination Management Plan and transitioning the Anglesey tourism product to one which is more sustainable and well managed requires additional resourcing. The introduction of the Visitor Levy would have provided upwards of £1.5m of ring fenced revenue for Destination Management, and help alleviate impacts on communities as well as developing the destination offer Anglesey can provide This decision not to adopt the Levy leaves the challenges of Destination Management without additional resources to deliver, and requires further investigation to determine if the revenue which is clearly required to deliver enhanced destination management through the Levy offsets negative impacts sufficiently.
2	Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how?	No – the recommendation to not currently adopt the Levy leaves Destination Management as a non-statutory activity requiring support from ever more challenging core public funds and competitive external grants.
3	Have we been working collaboratively with other organisations to come to this	We have collaborated with the Gwynedd Council, Conwy County Council and the Welsh Revenue Authority.

Dd – Assessing the potential impact (if relevant):		
	decision? If so, please advise whom.	
4	Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how.	The public have had an opportunity to provide feedback through the consultation process and workshops.
5	Note any potential impact that this decision would have on the groups protected under the Equality Act 2010.	A full Equality Impact Assessment has been prepared (**Annex B**). In summary it concludes: Introducing a visitor levy in Anglesey is not expected to result in significant adverse equality, Welsh language, or socio-economic impacts, provided statutory safeguards are applied and revenue is reinvested in line with the Act. Future decisions on spending priorities and monitoring will be critical in maximising benefits and mitigating any emerging impacts—particularly for: • Young workers • Disabled visitors • Welsh-speaking communities
6	If this is a strategic decision, note any potential impact that the decision would have on those experiencing socio-economic disadvantage.	A full Economic Impact Assessment has been prepared (**Annex C**). In Summary it concludes: A Visitor Levy on Anglesey is likely to present minimal economic risk, generate reliable and meaningful local revenue, and offer potential long-term benefits if funds are invested effectively. Overall findings are consistent with the Welsh Government's national appraisal, suggesting only marginal economic impacts alongside a significant new funding stream for destination improvements.

Dd – Assessing the potential impact (if relevant):		
7	Note any potential impact that this decision would have on opportunities for people to use the Welsh language and on treating the Welsh language no less favourably than the English language.	An evaluation of potential impacts on the Welsh Language has been included within the Equality Impact Assessment (**Annex B**) In Summary it concludes: Anglesey is a stronghold of the Welsh language, with 69% of residents able to speak Welsh compared with 25% across Wales, while around 51% of tourism workers have Welsh language skills. The visitor levy could have a positive impact on the language if revenues are invested in Welsh-medium visitor experiences, cultural events, bilingual interpretation and signage, and infrastructure within Welsh-speaking communities. Although there is potential for minor negative effects, such as a small reduction in visitor spending, these are expected to be limited. Overall, the levy has the potential to support and strengthen the Welsh language, provided investment is targeted effectively.

E – Who did you consult?		What did they say?
1	Chief Executive / Senior Leadership Team (SLT) (mandatory)	Support Recommendations
2	Finance / Section 151 (mandatory)	
3	Legal / Monitoring Officer (mandatory)	
4	Human Resources (HR)	NA
5	Property	NA
6	Information Communication Technology (ICT)	NA
7	Procurement	NA
8	Scrutiny	Support Recommendations
9	Local Members	Yes – Members Briefing 3rd September 2026

F - Appendices:
Annex A – Consultation Report Annex B – Equality Impact assessment Annex C – Economic Impact Assessment

Ff - Background papers (please contact the author of the Report for any further information):
Full Council Report 12th May 2026 – Public Consultation on the proposed Visitor Levy

Ynys Môn
THE ISLE OF
Anglesey

VISITOR LEVY CONSULTATION

FINAL REPORT

Combined quantitative and qualitative evidence

Prepared for Isle of Anglesey County Council

Aqua Marketing and Rhos Consultancy

August 2026

Mae'r ddogfen hon ar gael yn Gymraeg /
This document is available in Welsh

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COUNTY COUNCIL

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Visitor Levy Consultation - Final Report

This report sets out the findings of an 8 week consultation process conducted between the 15th of May 2026 and the 13th of July 2026.

It forms the basis for informed decision making by Full Council over the adoption of the Visitor Levy on Anglesey.

Contents and report scope

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This final report integrates the final survey dataset, written representations, community drop-in evidence, the accommodation-provider meeting and a review of publicly searchable promotion by Isle of Anglesey County Council and Visit Anglesey.

1. Executive summary

1.1 Evidence base and headline result

The final bilingual survey contains 2,098 records: 1,991 English-route and 107 Welsh-route records. It is supplemented by six community drop-ins, a sector meeting attended by 17 accommodation providers, 13 named written stakeholder positions, geographic analysis and a review of consultation promotion and communications. The evidence streams serve different purposes: the survey provides the clearest numerical account of submitted views; events and the sector meeting provide local and operational depth; and written submissions add organisational, technical and specialist perspectives.

Among 2,092 valid answers to the main stance question, 1,482 (70.8%) opposed or tended to oppose the levy, 525 (25.1%) supported or tended to support it and 85 (4.1%) were neutral or unsure. Strong opposition was the largest single response category. The consultation was self-selecting rather than a representative poll, so these figures describe the balance of views submitted rather than a population-weighted referendum.

Headline finding	Result / interpretation
Residents	57.8% opposed; 38.1% supported. More divided than businesses or visitors, but opposition remained the largest position.
Businesses	83.1% opposed. Collector confidence and operational readiness are major implementation issues.
Visitors	84.2% opposed. Stated behavioural sensitivity is substantial but should not be treated as a forecast.
Governance	1,890 respondents rated clear governance important or very important.
Investment	Public conveniences and cleanliness were the leading reinvestment priority.
Overall	Opposition to immediate introduction was the majority position within the consultation, while a minority of respondents and several stakeholders supported or conditionally supported the principle of a visitor levy.

1.3 Findings by respondent cohort

The strength of opposition varied materially by relationship with Ynys Môn. Residents were the largest cohort and were clearly divided, with almost two in five valid resident responses supportive. Businesses and visitors, by contrast, were overwhelmingly opposed. This distinction is important because businesses would undertake much of the collection and customer communication, while visitors would pay the charge.

Visitor respondents also identified possible behavioural responses. A total of 454 said the levy would significantly affect their decision to visit, 475 stated that they would stay for a shorter period and 508 said they might stay outside Ynys Môn. These are stated intentions under a hypothetical future charge. They identify areas of potential behavioural risk, but they do not establish how many visitors would actually change behaviour or the resulting effect on nights or expenditure.

1.4 Business and accommodation-sector findings

Business respondents raised a range of concerns relating to the timing of implementation. Respondents considered the levy alongside seasonality, the 182-day letting rule, VAT, wages and National Insurance, energy and operating costs, narrow margins and wider regulatory change. The proposal was therefore judged cumulatively rather than as an isolated charge.

The accommodation-provider meeting added detailed implementation concerns: registration, penalties, enforcement, guest records, exemptions, refunds, infants and disability claims, VAT, platform commission, transaction charges and booking-system changes. Participants considered that these burdens could fall disproportionately on micro-businesses, self-catering operators, agency-dependent providers and businesses using multiple platforms. They also identified tested workflows, worked examples, accessible support and clarity of responsibilities as important implementation considerations.

1.5 Fairness, affordability and competitiveness

Fairness concerns included the distinction between overnight and day visitors, cumulative costs for families and groups, longer stays, lower-cost accommodation, motorhomes and informal overnight stays. Businesses also questioned whether a locally applied charge could affect competitiveness relative to neighbouring areas or other destinations. The report does not assume that the levy alone determines destination choice; total price, quality, availability, visitor loyalty and the visibility of improvements also matter.

1.6 Reinvestment priorities and potential benefits

Opposition to the levy did not mean that respondents saw no destination-management need. Public conveniences and cleanliness were the leading priorities, followed by transport, parking and access, support for local businesses, paths and promenades, the natural environment and community facilities. These are practical, visible interventions that can benefit residents and visitors.

1.7 Governance, trust and local accountability

Governance was one of the strongest areas of convergence across otherwise different positions. Respondents wanted representation for accommodation providers, tourism businesses, residents and community groups, together with clear decision-making rules, conflict arrangements, financial reporting and independent scrutiny. Mistrust focused on whether income would be ring-fenced, whether it could substitute for existing budgets, how much would be deducted for administration and whether places generating visitor pressure would see a fair return.

Issue raised	Arrangements identified in the evidence
Representative governance	Respondents and stakeholders identified representative governance, including the possible role of a Destination Anglesey Partnership or equivalent, with clarity on membership and remit.
Additionality	Respondents associated confidence with ring-fencing, additionality and clarity about baseline expenditure.
Transparency	Respondents called for transparency about gross income, deductions, net investment, geographic allocation and outcomes.
Local accountability	The evidence records both island-wide priorities and demand for visible place-based benefit.
Evaluation	Baseline indicators and independent monitoring were identified as relevant to understanding economic, operational, environmental and geographic effects.

1.8 Geographic, event and stakeholder evidence

Ynys Môn is a coherent island destination, but pressures and priorities differ between places. Interim work identified strong resident responses in West and North Anglesey and business concentrations around Holyhead / Trearddur Bay, Beaumaris / Menai Bridge, Amlwch / Cemaes and Benllech / Moelfre. Event evidence reflected local differences: Beaumaris emphasised local return and visitor assets; Holyhead discussed campervan infrastructure and sustainable tourism; Amlwch feared being overlooked; and Menai Bridge highlighted year-round events.

The six community drop-ins recorded only 23 attendances in total, including no attendance at Llangefni. Their value is qualitative rather than representative. The accommodation-provider meeting drew 17 providers but participants still questioned whether enough of the sector had been reached and asked for stronger engagement with caravan parks and wider accommodation networks.

Thirteen named written stakeholder positions were received: nine opposed, three supportive and one mixed or conditional. Opposing submissions emphasised competitiveness, price-sensitive domestic tourism, administration, VAT, platform costs, overnight versus day visitors, campervan displacement and confidence in allocation. Supportive academic and environmental evidence focused on infrastructure, environmental quality, improved data, local accountability and evaluation. Across positions, governance, business readiness, additionality and monitoring repeatedly emerged as common requirements.

1.9 Promotion, communications and reach

The communications activity was repeated, bilingual and multi-channel. It included a dedicated consultation page, launch material, an earlier statement that no local decision had been made, Council and Visit Anglesey social-media activity, local community-group sharing and direct email contact with approximately 40 accommodation providers for the sector meeting. The limitation is that the available records do not provide a complete audit of digital reach or conversion. Low event attendance and sector feedback show that visibility did not necessarily translate into broad participation.

1.10 Integrated interpretation: principle, timing and readiness

The evidence records two distinct strands of opinion. A majority of respondents opposed introduction of the levy, while some respondents and stakeholders supported or conditionally supported the principle and identified potential benefits associated with additional investment, improved tourism data, environmental management, local accountability and visible additional spending.

The consultation also records substantial opposition, particularly among businesses and visitors. Prospective collectors raised administrative and tax concerns; business pressures were described as cumulative; respondents expressed limited confidence in how income might be used; event participation was limited; and detailed governance arrangements had not been established at the time of consultation. These findings describe both the balance of submitted opinion and the implementation issues raised by participants.

1.11 Sensitivity and final executive conclusion

The survey was self-selecting; cohorts overlap; valid totals vary by question; visitor behaviour is stated intention rather than observed outcome; event attendance was low; written submissions vary in mandate; and stakeholder forecasts remain attributable unless independently verified. These limitations do not remove the significance of the findings, but

mean the report should be used as a record of submitted views, reasons and readiness issues rather than a representative referendum or precise forecast.

2. Consultation methodology and reach

The consultation was designed as a mixed-method evidence-gathering exercise, combining an online bilingual survey with community drop-in sessions, direct engagement with accommodation providers and the consideration of written submissions from businesses, representative organisations, public bodies and other stakeholders. This approach was intended to capture both the numerical balance of opinion and the more detailed reasoning, practical experience and local context underlying those views.

The online survey provided the principal quantitative evidence base. It enabled respondents to express their overall position on the possible introduction of a Visitor Levy, identify the factors influencing their views and comment on potential economic, social, environmental and operational effects. It also allowed findings to be examined across different respondent cohorts, including residents, businesses, accommodation providers and visitors. Where sufficient information was available, the analysis considered differences according to respondent characteristics, business type, geographic location and relationship with the visitor economy.

The survey was available in Welsh and English and was promoted as an open consultation rather than a statistically representative opinion poll. Participation was voluntary, and respondents chose whether to engage. The resulting figures therefore provide a clear account of the balance of views submitted through the consultation, but they should not be interpreted as a population-weighted estimate of opinion across the whole of Anglesey. People with particularly strong views, whether supportive or opposed, may have been more likely to respond.

The quantitative results are nevertheless an important component of the evidence. They provide a consistent basis for comparing the overall balance of support and opposition and for identifying differences between groups. They also show the relative prominence of issues such as affordability, business viability, administrative requirements, visitor behaviour, the use of revenue, governance and local reinvestment. Percentages are generally based on valid responses to each question, and totals may vary because some questions were optional, routed to particular groups or allowed respondents to select more than one answer.

The survey evidence was complemented by a programme of community drop-in sessions held in Llangefni, Beaumaris, Newborough, Holyhead, Menai Bridge and Amlwch. These sessions were intended to give residents, businesses and local stakeholders an opportunity to discuss the proposal in person, seek clarification and raise issues that might not be fully captured through a structured questionnaire. Attendance varied considerably between locations, with no attendees recorded at the Llangefni session and stronger participation in Beaumaris, Holyhead and Amlwch.

The drop-ins generated useful place-based evidence. Participants discussed the different ways in which tourism affects individual communities and the importance of ensuring that any income raised is visibly reinvested in the places experiencing visitor pressures. Issues included the upkeep of public conveniences, parking, traffic, illegal or informal overnight camping, community facilities, seasonal services and the maintenance of visitor infrastructure. Participants also raised concerns that smaller or less prominent areas could be overlooked if

spending decisions were made only at an island-wide level.

The community sessions revealed a mixture of supportive, opposing and conditional views. In Holyhead, for example, discussion included potential investment in campervan facilities, sustainable tourism and mitigating the effects of visitor pressure. In Beaumaris and Amlwch, concerns were more strongly focused on the effect on small businesses, visitor spending, seasonality and whether revenue raised locally would return to the area. These discussions demonstrate that attitudes were not determined solely by whether an area received high visitor numbers. Views were also shaped by local economic dependence, existing infrastructure pressures and confidence in future spending arrangements.

A separate sector-specific meeting organised by the Council was held for accommodation providers, with the Welsh Revenue Authority also present to explain registration, collection and compliance arrangements. This provided a focused opportunity to examine the practical implications for businesses that would be responsible for collecting and administering the levy. The meeting generated detailed evidence on booking systems, record keeping, exemptions, refunds, VAT, card charges, enforcement and the additional staff time that could be required.

The accommodation-provider evidence was particularly important because the financial liability would fall on the visitor, while much of the operational responsibility would rest with the accommodation business. Participants highlighted the need to record guest numbers and nights, distinguish between different categories of visitor, manage exemptions and refunds and reconcile levy payments with booking and accounting systems. For larger operators, these changes might require software adaptation and revised procedures. For smaller and micro businesses, the same requirements could fall directly on an owner-manager with limited administrative capacity.

Providers also raised concerns about the interaction between the levy and taxable turnover, particularly for businesses close to the VAT registration threshold. The existing 182-day letting requirement, rising employment and operating costs, seasonality and wider economic uncertainty were frequently cited as part of the context in which a further administrative obligation would be introduced. Participants questioned whether levy income would outweigh any reduction in bookings, length of stay or visitor spending and emphasised that impacts would extend beyond accommodation businesses to shops, cafés, attractions, transport providers and local supply chains.

Written submissions added a further layer of evidence. These included contributions from tourism and business organisations, individual accommodation providers, community bodies, environmental interests and academic researchers. The submissions varied in length, purpose and evidential basis. Some presented formal organisational positions, while others provided local examples, economic estimates or technical observations on governance and implementation.

A substantial proportion of the written evidence opposed implementation in the current economic climate. Recurring concerns included competitiveness, the cumulative cost of holidays, reduced visitor demand, shorter stays, lower expenditure in local businesses, business viability and the fairness of applying the charge to overnight visitors while day visitors and some informal overnight users would not contribute in the same way. Several submissions also emphasised Anglesey's reliance on domestic, family and short-break markets and its potential exposure to competition from neighbouring destinations that may not introduce a levy.

Other written responses supported the principle of a visitor contribution or considered that the levy could be justified if accompanied by strong safeguards. Supportive evidence referred to the cost of maintaining infrastructure, services and environmental assets used by visitors and residents, as well as the opportunity to generate additional funding for destination management. Academic evidence highlighted the international prevalence of visitor levies and suggested that long-term success would depend less on the existence of the charge itself than on the quality of governance, transparency and reinvestment.

Across the different evidence channels, governance emerged as a central issue. Respondents sought clarity on how priorities would be selected, how businesses and communities would be represented and how expenditure would be reported. There was strong interest in ring-fencing, local influence, published accounts, measurable outcomes and assurance that levy income would be additional to existing Council budgets rather than used to replace them.

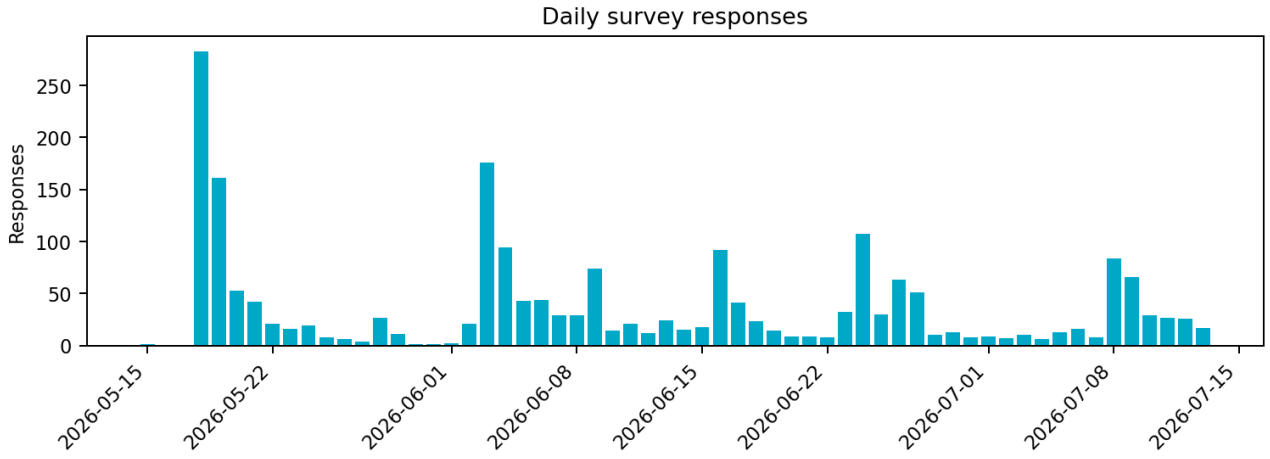
This concern was closely linked to wider levels of trust in the public sector. Some respondents expressed doubt that revenue would be spent transparently or returned to the communities generating it. Others questioned whether administrative costs would absorb too great a share of the income. These views do not necessarily reflect the eventual design of any scheme, but they are material to its perceived legitimacy and acceptability. Respondents associated greater confidence with early engagement, clear governance arrangements, transparent reporting and visible evidence of local benefit.

The evidence streams should be interpreted together rather than in isolation. The survey provides the clearest numerical indication of the balance and intensity of submitted views. The events explain how concerns and opportunities differ between communities, while the accommodation-provider meeting identifies practical implementation issues. Written submissions provide organisational perspectives, technical arguments and more developed reasoning.

Contributors may have participated through more than one channel, and attendance figures, survey responses and written submissions should not therefore be added together to produce a unique participant total. Event attendance was also uneven, and written submissions cannot be treated as equivalent to individual survey responses. Each channel serves a different analytical purpose.

Taken together, the methodology produced a broad and substantive body of evidence. It records significant opposition to implementation in the present climate, particularly among accommodation and tourism businesses, while also recording support and conditional support for the underlying principle of a visitor contribution. Some respondents recognised the need for additional tourism investment but did not consider the current economic, administrative or institutional conditions suitable for introducing the levy.

The consultation therefore provides evidence not only on views about the levy, but also on the issues respondents associated with confidence in any potential implementation. These included business readiness, VAT and administrative concerns, engagement with the accommodation sector, enforcement, transparent governance, local representation, reinvestment and trust between the Council, communities and the visitor economy.



Channel	Volume	Interpretation
Survey	2,098 records	Self-selecting quantitative base
Community drop-ins	Six locations	Place-based qualitative evidence
Accommodation-provider meeting	17 providers	Collector and operational evidence
Written positions	13 named stakeholders	Organisational evidence

3. Response profile and overall position

This section describes the composition of the consultation response and the limits that must be applied when interpreting the headline findings. The combined dataset contains approximately 2,098 survey records. Respondents could identify more than one relationship with Ynys Môn—for example, a resident could also own a tourism business, work in the sector or visit other parts of the island. The cohort figures therefore record selections rather than four mutually exclusive groups.

Cohort	Selections	Share of all records	Interpretation
Residents	1,066	50.8%	Largest group; people living permanently or mainly on the island.
Visitors	766	36.5%	Day and staying visitors; substantial evidence on stated visitor attitudes.
Business-related	463	22.1%	Owners, managers and people working in tourism or other island businesses.
Community / voluntary	45	2.1%	Smaller group, but potentially important organisational and place-based evidence.

Percentages use valid responses to each question. Cohorts overlap and multiple-response totals can exceed 100%.

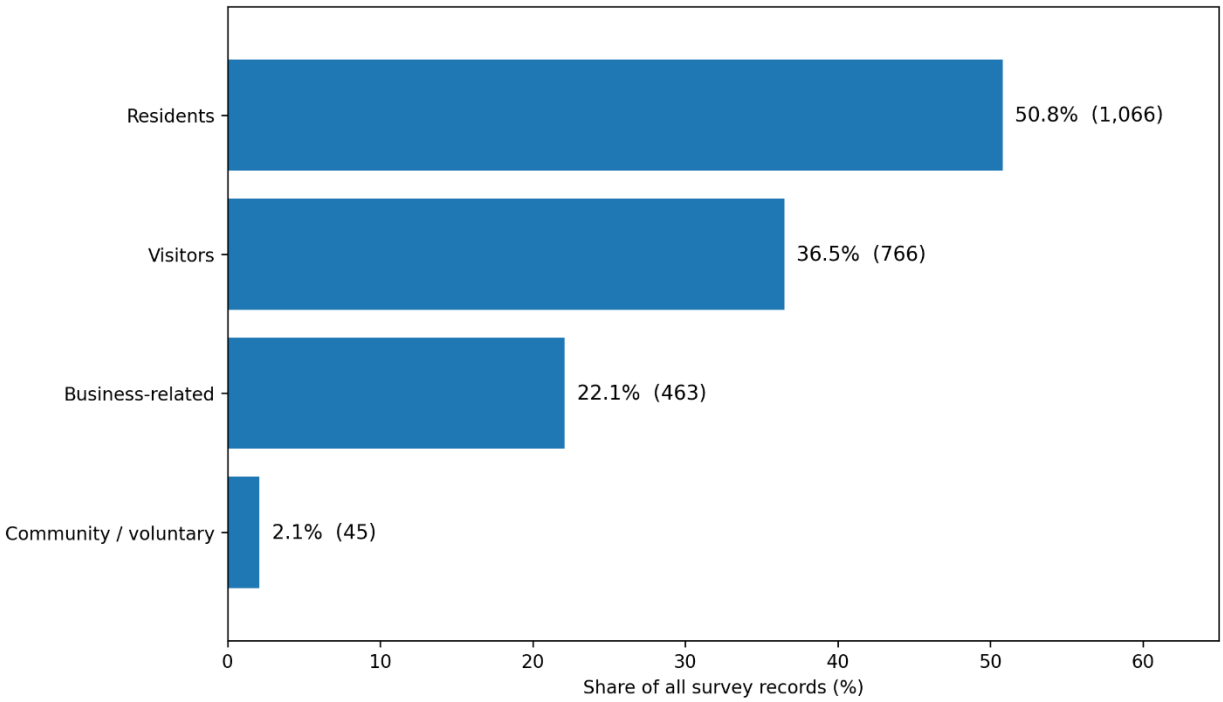


Figure 3.1. Respondent relationships as a share of all survey records.

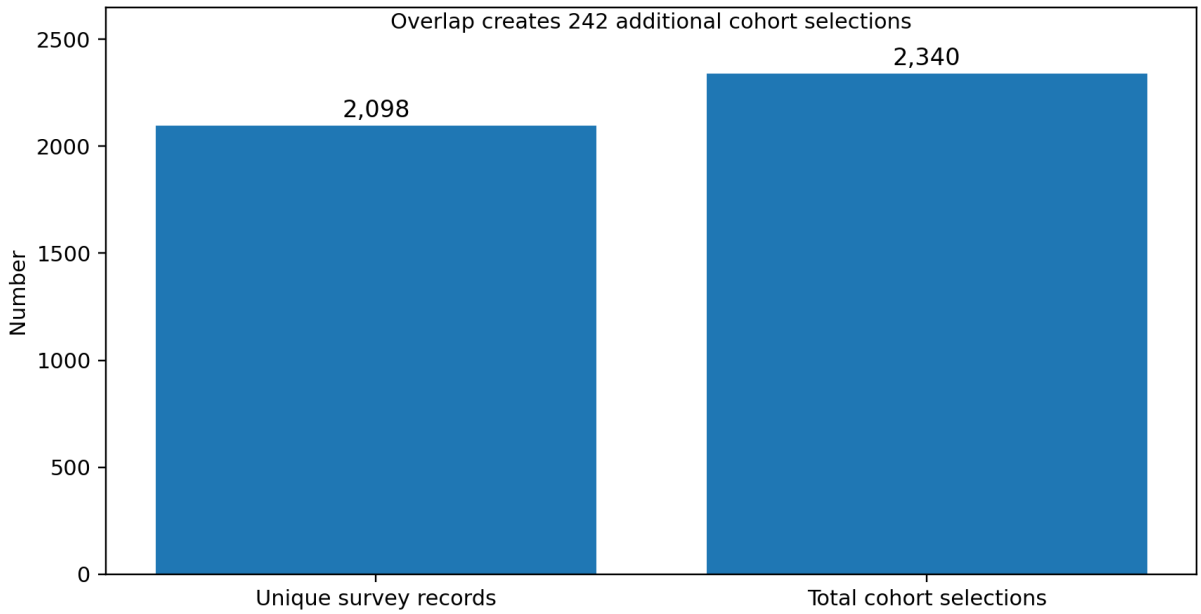


Figure 3.2. Survey records compared with total selections across the four principal cohorts.

3.1 Scale and composition of participation

Residents formed the largest cohort, with 1,066 selections, equivalent to just over half of all records. This provides a substantial body of resident evidence on community impact, local services, fairness and the use of any future income. Visitors were the second-largest group, with 766 selections or 36.5% of records. Their responses provide useful evidence on affordability, value, destination choice and stated behavioural responses, although they do not demonstrate that the sample mirrors the full visitor population by origin, trip type, accommodation or spending.

Business-related respondents accounted for 463 selections, or 22.1% of records. This is a material share of the evidence base and gives the business analysis considerable depth. The category is broader than accommodation providers: it includes owners, managers and people working in tourism or other businesses whose activity may be directly or indirectly linked to the visitor economy. It should therefore be treated as a business relationship, not as a census of enterprises.

Community and voluntary respondents accounted for 45 selections, or 2.1%. The cohort is small numerically, but its evidence may include organisational experience, knowledge of specific communities and views on local services, wellbeing and the geographic distribution of benefit. Its contribution should therefore be considered qualitatively as well as numerically.

3.2 Overlap between cohorts

The four cohorts account for 2,340 selections compared with 2,098 survey records. The difference of 242 selections confirms that a substantial number of respondents identified with more than one relationship. On average, the four listed categories generated around 1.12 selections per record. This does not mean that every respondent selected more than one category; it shows that overlap was sufficiently common to affect interpretation.

A resident who operates self-catering accommodation may appear in both the resident and business-related findings. A person employed in tourism may also have responded as a resident, while a second-home owner or frequent visitor may hold several connections with the island. Cohort findings therefore describe views associated with each selected relationship

rather than the opinions of four completely separate populations. The counts must not be added together to calculate the number of people.

3.3 How the evidence should be interpreted

Feature	What the data supports	What it does not establish
Large resident response	A substantial record of resident views and concerns.	A population-weighted estimate for all island residents.
Substantial visitor response	Analysis of stated visitor attitudes and intended reactions.	A forecast of actual visitor numbers, nights or expenditure.
Material business response	Detailed evidence on perceived economic and administrative effects.	A complete census of island businesses.
Overlapping categories	Comparison of views linked to different relationships.	Four mutually exclusive groups.
Self-selecting consultation	A transparent record of views submitted.	A referendum result or representative opinion poll.

3.4 Overall position and polarisation

The response was strongly polarised. Submitted views did not cluster around a single moderate position; instead, the evidence contained firmly expressed support and firmly expressed opposition. This indicates that the proposal was understood not simply as a minor administrative measure, but as an issue connected to taxation, fairness, affordability, local services, the visitor economy and confidence in the use of public income.

The reasons behind similar headline answers were not necessarily the same. Opposition could reflect concern about business viability, cumulative holiday costs, family affordability, administrative burden, the principle of charging overnight visitors or confidence in public expenditure. Support could reflect pressure on infrastructure, a belief that visitors should contribute, environmental management needs or the prospect of additional local investment. Qualitative evidence is therefore essential to explain the meaning behind the numerical positions.

The participant profile also helps explain expected differences between cohorts. Residents were more likely to consider community impact, services and local fairness; visitors were more likely to consider trip cost, value and destination choice; and business-related respondents were more likely to focus on demand, competitiveness, margins, administration and collection. These are analytical tendencies rather than rigid divisions, particularly because the categories overlap.

3.5 Statistical and democratic limitations

The findings are a clear and valuable record of submitted views, but they are not a population-weighted referendum result. Participation was voluntary, and people with stronger views, greater awareness or a direct personal or commercial interest may have been more likely to respond. Without a probability-based sampling design and weighting, the data cannot establish the exact balance of opinion across the whole resident population, business base or visitor market.

This does not reduce the relevance of the consultation. Its purpose is to identify views, concerns, evidence and potential consequences that decision-makers should consider. The scale of resident, visitor and business participation provides a broad evidence base, while open comments, written submissions and engagement activity can reveal matters that would not be

captured by a simple opinion poll. The correct interpretation is therefore evidential rather than electoral.

3.6 Key messages

- The consultation engaged the three principal relationships most directly affected by a visitor levy: residents, visitors and businesses.
- Residents were the largest cohort, but visitors and business-related respondents also formed substantial parts of the evidence base.
- The four reported categories overlap significantly and must not be treated as separate populations or added together.
- The business-related category is broad and extends beyond registered accommodation providers.
- Community and voluntary participation was smaller but may provide distinct organisational and place-based evidence.
- Strong polarisation means that headline percentages must be read alongside the reasons given in qualitative responses.
- The findings record submitted views; they are not a representative referendum or a direct forecast of future behaviour.

3.7 Concluding interpretation

Taken together, the profile indicates a large and diverse evidence base, with particularly strong participation by residents and substantial input from visitors and people connected to business. This enables meaningful comparison of how the proposal was viewed through different social and economic relationships with Ynys Môn.

At the same time, the overlapping categories and self-selecting nature of participation require caution. Cohort shares describe the composition of the submitted evidence, not the demographic composition of the island or its visitor economy. The results should be used to understand the strength, range and reasoning of the views received, while avoiding claims that they provide a statistically representative mandate.

The sections that follow should retain this distinction: headline percentages show the scale and direction of opinion; cohort comparisons identify differences in perspective; and qualitative evidence explains the concerns, conditions and expected effects underlying the submitted positions.

4. Findings by respondent cohort

This section compares the balance of support, neutrality and opposition among the four principal respondent cohorts. The comparison is based on valid answers to the relevant closed question within each cohort. Because respondents could identify with more than one relationship, the cohorts are not mutually exclusive. The figures describe the distribution of views associated with each relationship rather than four separate populations.

Cohort	Valid	Support	Neutral	Oppose
Residents	1,064	38.1%	4.1%	57.8%
Businesses	462	12.1%	4.8%	83.1%
Visitors	764	11.6%	4.2%	84.2%
Community / voluntary	44	45.5%	2.3%	52.3%

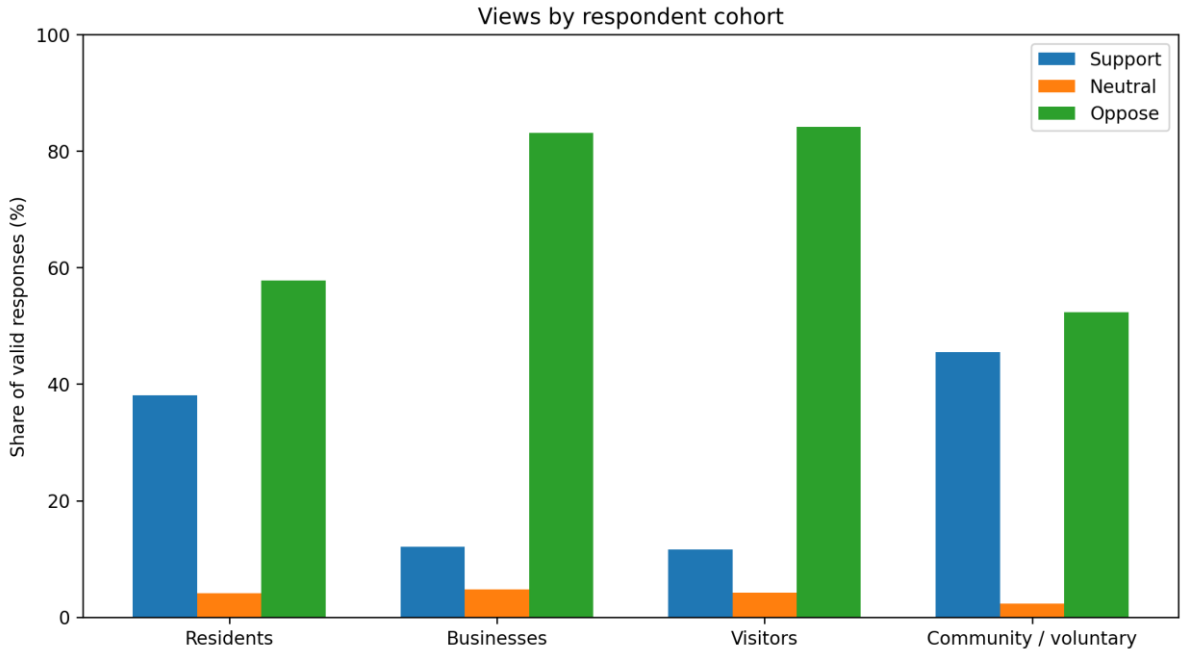


Figure 4.1. Support, neutrality and opposition by respondent cohort.

4.1 Headline comparison

The results show a consistent tendency against the levy, but the strength of that tendency varied markedly. Residents were divided: 38.1% supported the levy and 57.8% opposed it, a 19.7 percentage-point gap. This is a clear leaning against the proposal, but it is considerably less pronounced than the position among businesses and visitors.

Business respondents were overwhelmingly opposed. Opposition stood at 83.1%, compared with 12.1% support and 4.8% neutral. Visitor respondents recorded the highest opposition level at 84.2%, with 11.6% support and 4.2% neutral. The close similarity between the business and visitor results indicates strong resistance among both those expected to collect the levy and those expected to pay it. Community and voluntary respondents were more evenly divided. Support stood at 45.5%, opposition at 52.3% and neutrality at 2.3%. The cohort was small, but its near-even split shows that organisational and community perspectives were not uniformly aligned with the much stronger opposition found among businesses and visitor

4.2 Approximate response counts

The percentages can also be expressed as approximate numbers of valid answers. These figures are derived from the published percentages and rounded to the nearest whole response. They may therefore differ by one response from the underlying unrounded data.

Cohort	Valid	Approx. support	Approx. neutral	Approx. oppose
Residents	1,064	405	44	615
Businesses	462	56	22	384
Visitors	764	89	32	643
Community / voluntary	44	20	1	23

The resident cohort contained approximately 405 supportive and 615 opposing responses. The business cohort contained around 56 supportive and 384 opposing responses, while the visitor cohort contained around 89 supportive and 643 opposing responses. The community and voluntary cohort was approximately 20 supportive, one neutral and 23 opposing.

4.3 Net opposition and strength of difference

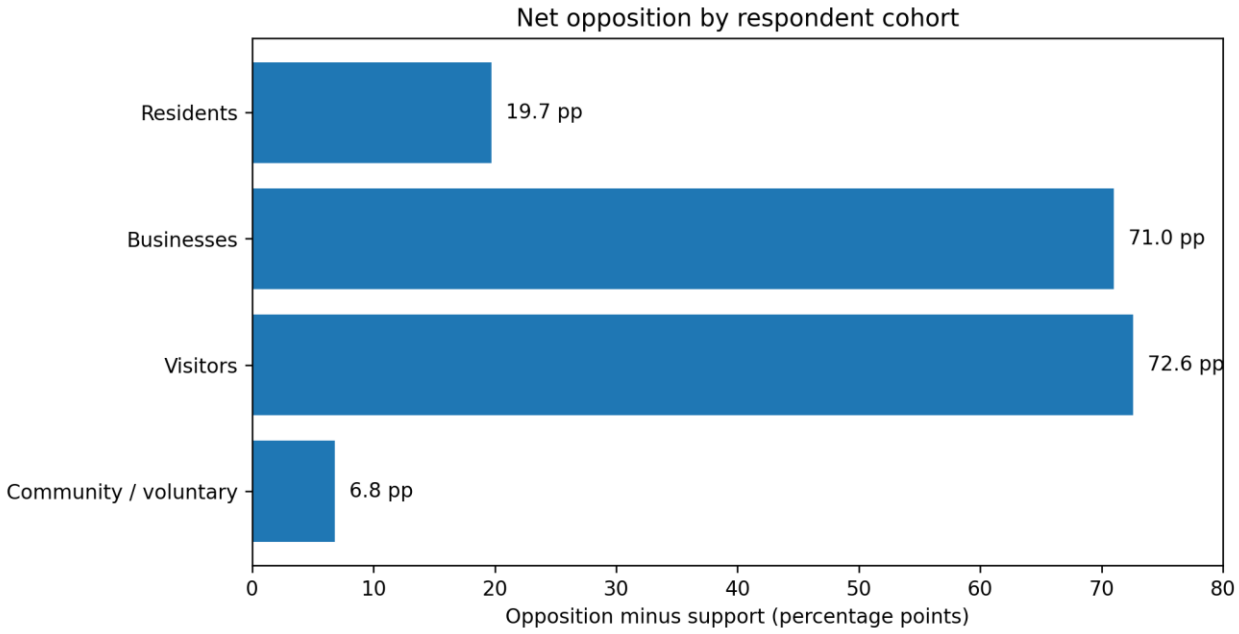


Figure 4.2. Percentage-point difference between opposition and support.

Cohort	Opposition minus support	Interpretation
Residents	19.7 percentage points	Clear net opposition
Businesses	71.0 percentage points	Very strong net opposition
Visitors	72.6 percentage points	Very strong net opposition
Community / voluntary	6.8 percentage points	Closely divided; slight net opposition

The net-opposition measure makes the contrast between cohorts especially clear. It does not replace the full distribution, because it does not show neutrality, but it demonstrates that the business and visitor positions were not simply negative: they were strongly and consistently negative. The resident position was more mixed, while the community and voluntary cohort was close to evenly divided.

4.4 Interpretation of the resident position

Resident opinion cannot accurately be described as uniformly opposed. Nearly two in five valid resident responses supported the levy, while a clear majority opposed it. This suggests that the principle of raising additional income from visitors had some resident appeal, but concerns about fairness, effectiveness, economic impact or the use of income remained sufficiently strong to produce an overall negative balance.

The neutral share was only 4.1%, so most residents selected a definite position. Detailed qualitative analysis is therefore needed to distinguish principled support or opposition from conditional views linked to exemptions, spending priorities, governance or the detailed design of the scheme.

4.5 Interpretation of the business position

More than four in five valid business responses opposed the levy, and only around one in eight supported it. The low neutral share shows that the position was strongly formed rather than uncertain. The submitted evidence therefore indicates low confidence among many accommodation providers and affected businesses who participated.

This has practical significance because businesses would be central to collection, record keeping, customer explanation and compliance. A scheme may be legally implementable without high collector support, but low confidence increases the need for clear guidance, proportionate systems, early engagement, accessible support and visible evidence that income is additional and used effectively. It is also important to separate objections to the principle from objections to timing, rate, administration or proposed expenditure.

4.6 Interpretation of the visitor position

Visitor opposition was marginally higher than business opposition. This does not establish that visitors would stop coming to Ynys Môn or reduce their length of stay: the finding records stated opinion, not observed future behaviour. It does, however, show that the levy was poorly received by the visitor respondents who participated.

4.7 Interpretation of the community and voluntary position

The community and voluntary cohort was the smallest, with 44 valid responses, so small percentage changes represent only a few answers. Its result should therefore be interpreted cautiously. Nevertheless, the near-even split is analytically useful because it differs from the much stronger opposition among businesses and visitors.

Community and voluntary organisations may assess the levy through a broader set of considerations, including local infrastructure, environmental pressures, community benefit, access to services and the geographic distribution of income. The result suggests that some organisations saw a credible benefit, while others remained concerned about economic effects, fairness or delivery.

4.8 Cross-cohort interpretation

Taken together, the findings show that opposition was strongest among the two cohorts most directly connected to payment and collection. Residents were less strongly opposed and retained a sizeable supportive minority. Community and voluntary responses were almost balanced. This pattern suggests that the perceived costs and operational effects of the levy were especially important to businesses and visitors, while residents and organisations gave relatively greater weight to potential community and service benefits.

Cohort	Dominant concern identified	Assurances associated with confidence
Residents	Fairness, additionality and local benefit	Transparent spending, geographic balance and measurable outcomes
Businesses	Viability, competitiveness and administration	Simple systems, clear duties, support and evidence on economic impact
Visitors	Affordability, value and destination choice	Clear explanation, visible benefit and proportionate charging
Community / voluntary	Distribution of benefit and community priorities	Meaningful participation in priorities and review

4.9 Limitations

The cohort findings are based on valid submitted responses and are not population-weighted estimates. Because categories overlap, the valid counts cannot be added together to produce a unique respondent total. The percentages describe the balance of views within each selected relationship. They should not be interpreted as a referendum result or as a precise prediction of future business or visitor behaviour.

The small community and voluntary sample requires particular caution, and the approximate response counts are derived from rounded percentages. The strength of the evidence lies in the consistency and scale of the patterns received, especially the marked opposition among businesses and visitors, rather than in an assumption that the sample represents every person or organisation in the relevant population.

4.10 Concluding assessment

The cohort findings show that opposition was not evenly distributed. Residents leaned against the levy but remained materially divided. Businesses and visitors were overwhelmingly opposed, while community and voluntary respondents were almost evenly split. The contrast is important because the groups most directly connected to collection and payment expressed the strongest resistance.

5. Resident findings

A total of 1,066 respondents identified as residents of Ynys Môn. Of these, 1,064 provided a valid answer to the headline stance question, representing a response rate of approximately 99.8% within the resident cohort. The very small difference between the number identifying as residents and the number answering the stance question indicates that almost all resident participants expressed a clear view on the proposal.

Measure	Number	Share
Residents identifying with the cohort	1,066	100.0% of resident records
Valid stance answers	1,064	99.8% of resident records
Support	405	38.1% of valid answers
Neutral	44	4.1% of valid answers
Oppose	615	57.8% of valid answers

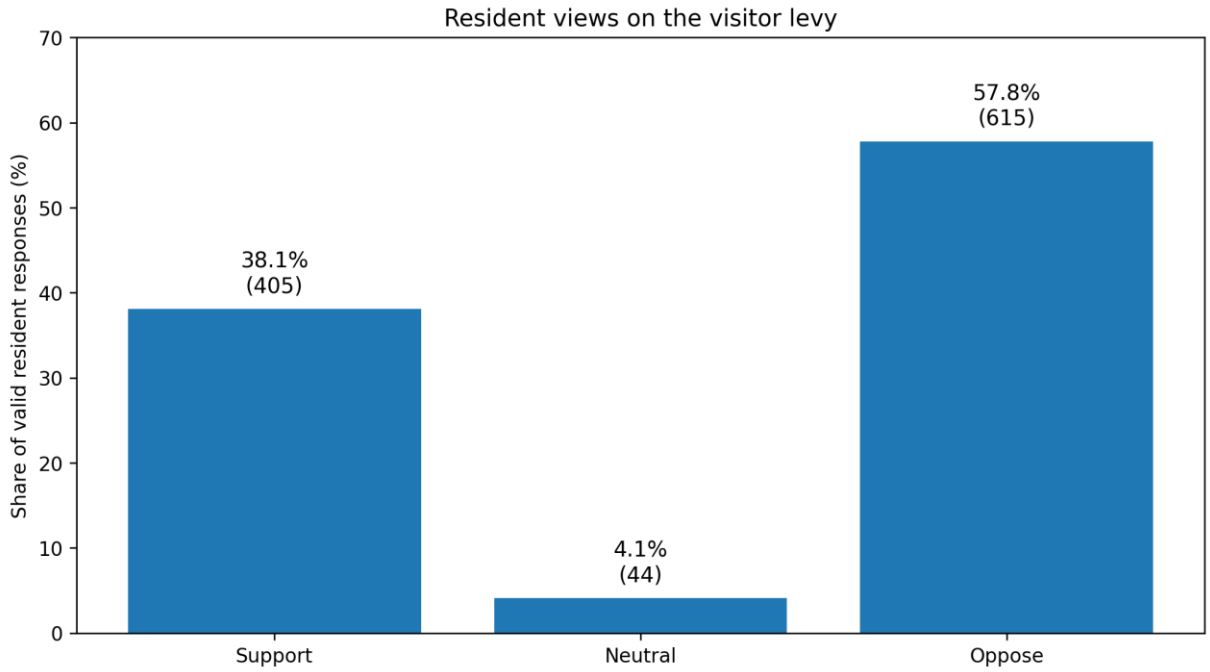


Figure 5.1. Distribution of valid resident views.

5.1 Overall resident position

Resident opinion leaned against the levy but was not uniformly hostile. Opposition accounted for 615 valid responses (57.8%), while 405 residents (38.1%) supported the proposal. A further 44 responses, equivalent to 4.1%, were neutral. Opposition therefore exceeded support by 210 responses and by 19.7 percentage points.

The result is best described as a divided resident position with a clear negative balance. A majority opposed the levy, but the supportive minority was substantial: almost two in five valid resident responses favoured the principle or saw potential value in a visitor contribution. This distinguishes the resident cohort from the much stronger opposition recorded among business and visitor respondents.

The low neutral share is also important. Most residents who answered selected either support or opposition rather than remaining undecided. The resident debate was therefore not

characterised by widespread uncertainty; it was a genuine division between competing views of fairness, local need, economic risk and confidence in implementation.

5.2 Balance between support and opposition

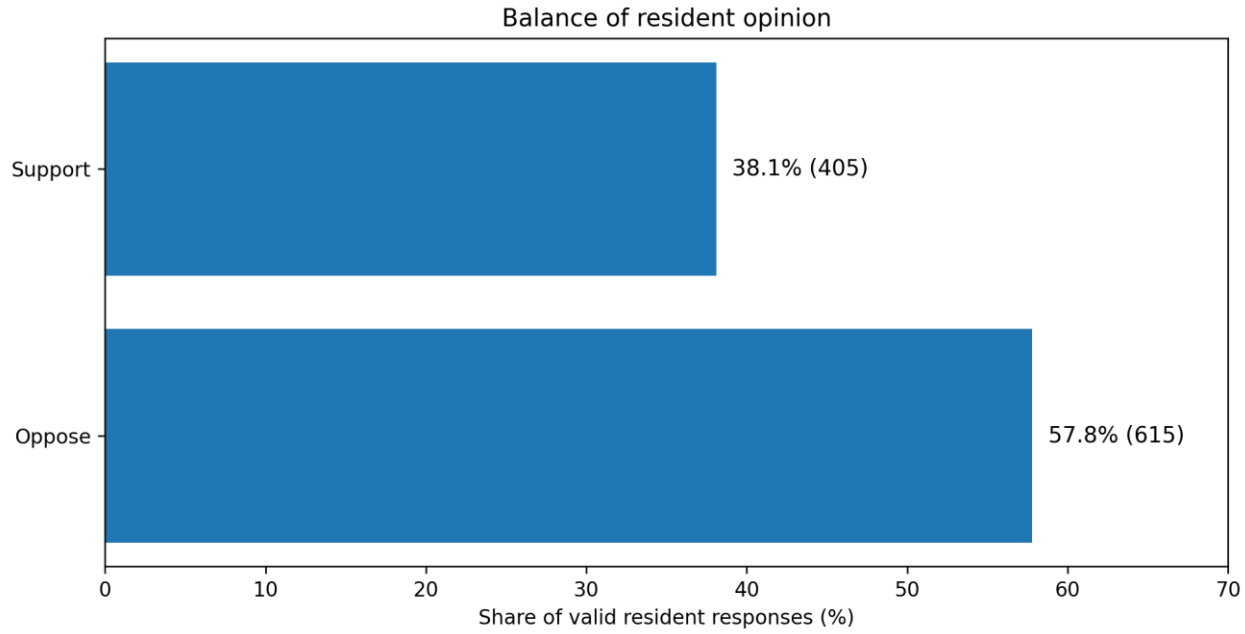


Figure 5.2. Resident support and opposition, showing the percentage-point gap.

The 19.7 percentage-point gap confirms that opposition was the dominant resident position, but it was not overwhelming. The size of the supportive minority means that the resident evidence cannot be reduced to a simple rejection of the principle. Instead, it points to a contested judgement about whether the potential benefits of additional investment would outweigh the risks and whether the Council could demonstrate fair, transparent and additional use of the income.

The distinction between principle and implementation is particularly relevant. Some residents may have supported the idea that visitors contribute more directly to the costs associated with tourism, while still expressing conditions concerning governance, local allocation or protection of lower-income groups. Conversely, some opposition may have reflected the proposed mechanism, timing or expected economic effects rather than rejection of every form of visitor contribution.

5.3 Themes associated with resident support

Supportive resident evidence identified visible pressures and investment needs across the island. The matters raised included public conveniences, cleanliness, transport, access, paths, environmental management and community facilities. These themes suggest that support was linked to the expectation that additional income would address practical, observable issues affecting both residents and visitors.

Area of need identified	How it relates to resident support	Evidence residents would expect
Public conveniences and cleanliness	Improved visitor infrastructure and day-to-day environmental quality.	Visible maintenance, cleanliness standards and published local outputs.
Transport and access	Better movement around the island and access to destinations and services.	Specific funded measures, locations and progress reporting.
Paths and environmental management	Protection of landscapes and management of visitor pressure.	Clear environmental projects and measurable outcomes.
Community facilities	Investment capable of benefiting residents as well as visitors.	Demonstrable local benefit and additional provision.
Wider destination management	A contribution from visitors towards pressures associated with tourism.	A transparent link between levy income and tourism-related need.

The source text does not quantify how many residents mentioned each of these themes, so they should be presented as recurrent areas of concern rather than ranked priorities. Their significance lies in showing the type of visible public benefit that made the principle more acceptable to at least part of the resident cohort.

5.4 Themes associated with resident opposition

Resident opposition focused on four broad concerns: livelihoods, visitor affordability, fairness and confidence in how the Council would allocate income. These concerns reflect both direct economic anxieties and wider questions about legitimacy.

Concern	Resident perspective	Implication for interpretation
Livelihoods	Concern that reduced demand or spending could affect jobs and local businesses.	Opposition may reflect perceived community-wide economic risk, not only business self-interest.
Visitor affordability	Concern that additional cost could affect families and lower-income visitors.	Residents may weigh destination access and social fairness alongside revenue generation.
Fairness	Questions about who pays, who benefits and whether burdens are proportionate.	Scheme design, exemptions and allocation principles would influence acceptability.
Confidence in allocation	Doubt that income would remain additional, transparent or locally visible.	Trust in governance is central to the resident response.

The concern about livelihoods indicates that resident opposition was not necessarily detached from the visitor economy. Residents may be employees, business owners, family members of people working in tourism or members of communities that depend on visitor expenditure. The overlap between resident and business relationships means that economic concerns should not be treated as belonging exclusively to the business cohort.

Affordability and fairness also broaden the interpretation. Some residents may have opposed a levy because of its potential effect on lower-income visitors, families or people making non-leisure stays. Others may have questioned whether overnight visitors would be charged while day visitors also create pressure. The supplied summary does not disaggregate these

arguments further, so the report should avoid assigning precise weight to individual reasons without the underlying qualitative coding.

Confidence in allocation is a recurring governance issue. Opposition linked to mistrust does not necessarily mean that residents saw no need for investment. It means that some were unconvinced that levy income would be protected, distributed fairly, spent additionally or translated into visible outcomes. This distinction is important when considering whether opposition might be reduced through stronger governance and reporting arrangements.

5.5 Conditions residents associated with acceptability

Theme identified	Interpretive significance	Examples discussed in the evidence
Visible local improvements rather than substitution for existing budgets	Residents associated confidence with additional benefit rather than replacement of core expenditure.	Published baseline budgets, named additional projects and before-and-after reporting.
Clear island-wide principles with identifiable local benefit	Respondents linked island-wide consistency with visible benefit in communities experiencing pressure.	Allocation criteria, geographic reporting and a project map.
Independent or multi-stakeholder scrutiny	Broader oversight may strengthen confidence and challenge allocation decisions.	An advisory or scrutiny group with published membership and minutes.
Published gross income, deductions, net investment and outcomes	Residents want clarity on collection costs and the amount reaching projects.	Annual accounts, administrative-cost disclosure and outcome reporting.
Protection against disproportionate effects on small businesses and lower-income visitors	Acceptability depends partly on proportionality and mitigation.	Simple administration, guidance, monitoring and evidence of distributional effects.

5.6 Governance, additionality and local benefit

The conditions identified by residents centre on three linked concepts: additionality, accountability and locality. Additionality means that levy income is used for activity that would not otherwise be funded, rather than substituting for existing budgets. Accountability means that income, deductions, decisions and outcomes are published and open to scrutiny. Locality means that residents can identify how the island-wide scheme produces benefits in places affected by visitor pressure.

These expectations are mutually reinforcing. A published total alone would not demonstrate additionality, while a list of projects without information on deductions would not show how much income reached delivery. Similarly, an island-wide strategy without local reporting may not reassure communities that benefits are fairly distributed. The resident evidence therefore implies a need for a complete audit trail from gross income through administration and allocation to visible outputs and outcomes.

5.7 Limitations

The resident findings are based on submitted consultation responses and are not a population-weighted estimate of all residents of Ynys Môn. Respondents self-selected, and resident status could overlap with business, visitor or community relationships. The stance figures accurately describe the valid answers received within the resident cohort, but they should not be presented as a referendum result.

The thematic interpretation is based on the summary supplied. It identifies the issues associated with support, opposition and acceptability, but it does not provide a quantified frequency for each theme. The report should therefore avoid ranking the themes or claiming that every supporter or opponent held the same reasons.

5.8 Concluding assessment

Resident evidence shows a clear but not overwhelming balance against the levy. The majority opposed, while a substantial minority supported the principle and connected it to visible needs in public conveniences, cleanliness, transport, access, paths, environmental management and community facilities.

The divide was shaped by both expected benefits and perceived risks. Support was linked to additional and visible local investment. Opposition was linked to livelihoods, affordability, fairness and confidence in Council allocation. The conditions associated with acceptability therefore focused on transparent additionality, local benefit, scrutiny, full financial reporting and protection against disproportionate effects.

The resident position should consequently be described as contested rather than uniformly negative. It provides a clear indication of the assurances and governance arrangements that residents would expect if the proposal were developed further.

6. Business and accommodation-sector findings

The business-related cohort contained 463 respondents. Of these, 462 provided a valid answer to the headline stance question, equivalent to approximately 99.8% of the cohort. The category includes owners, managers and people working in tourism or other island businesses. It should therefore be interpreted as a business relationship rather than as a count of separate registered enterprises.

Measure	Number	Share
Business-related respondents	463	100.0% of cohort records
Valid stance answers	462	99.8% of cohort records
Support	56	12.1% of valid answers
Neutral	22	4.8% of valid answers
Oppose	384	83.1% of valid answers

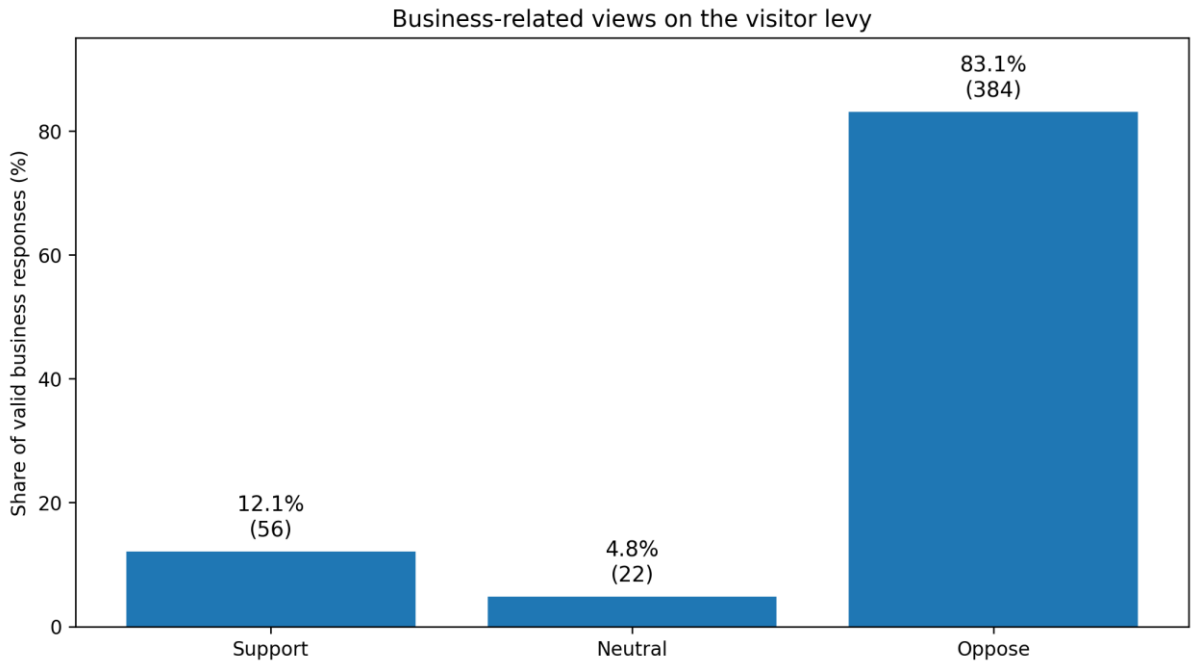


Figure 6.1. Distribution of valid business-related views.

6.1 Overall business position

Business-related opinion was overwhelmingly opposed to the levy. A total of 384 valid responses (83.1%) opposed the proposal, compared with 56 (12.1%) that supported it and 22 (4.8%) that were neutral. Opposition exceeded support by 328 responses and by 71.0 percentage points.

The result is substantially more negative than the resident position and is very similar to the visitor result. The low neutral share shows that most business-related respondents had reached a definite view. The submitted evidence therefore indicates a major confidence challenge among those likely to experience the levy through collection, customer communication, changes in demand or wider effects on the visitor economy.

The finding should not be interpreted as a statistically representative census of every island business. It is, however, a clear record of the views submitted by a substantial business-related cohort and provides strong evidence about perceived operational and economic risks.

6.2 Concern about potential business impact

Among respondents routed to the business-impact question, 127 described themselves as very concerned and 36 as somewhat concerned. The total number routed to the question and the numbers selecting any other response categories were not included in the supplied summary. Percentages have therefore not been calculated for this measure.

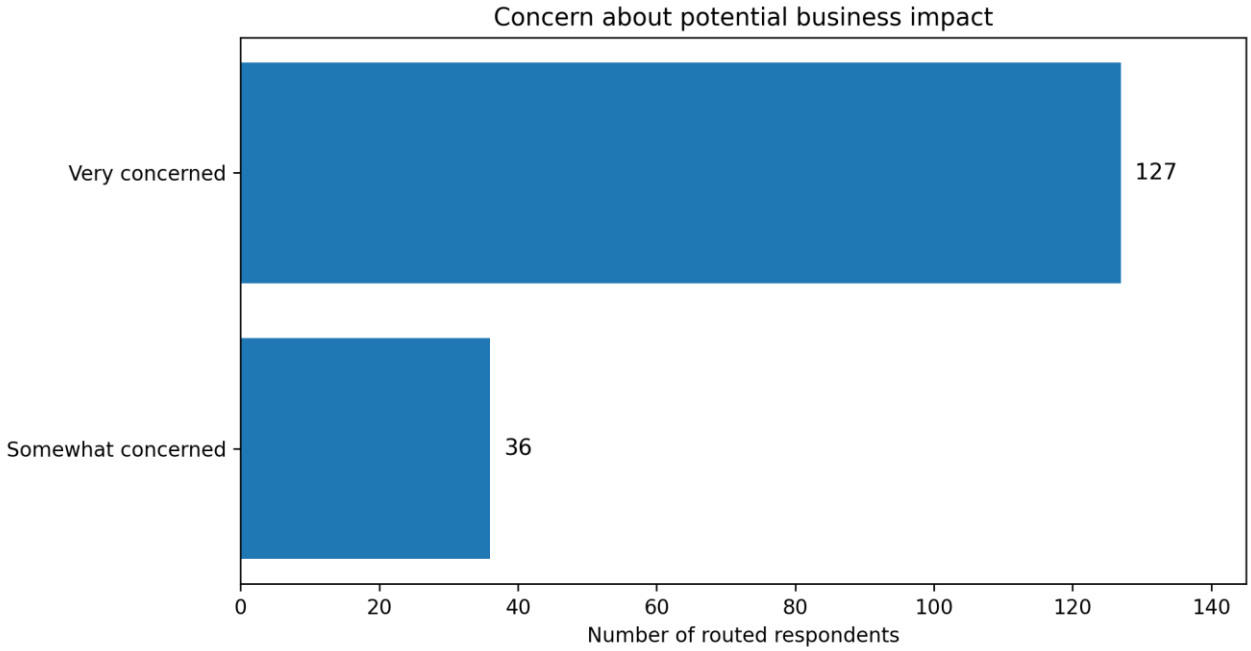


Figure 6.2. Numbers reporting that they were very or somewhat concerned about business impact.

The difference between the two reported categories is notable: more than three times as many routed respondents selected 'very concerned' as 'somewhat concerned'. This indicates that, among those represented in the supplied figures, concern was often expressed at a high level rather than as a marginal or limited reservation.

6.3 Perceived economic and operational risks

Risk area	Business concern	Potential mechanism
Bookings	The levy could affect whether visitors book or choose another destination.	Change in conversion rates, cancellations or destination substitution.
Length of stay	Visitors may reduce the number of nights booked.	Lower occupancy and reduced accommodation income.
Visitor spending	The additional charge may reduce discretionary expenditure.	Lower spending in hospitality, retail, attractions and local services.
Margins	Businesses may absorb some cost or face higher transaction and administration costs.	Reduced net margin, particularly where profitability is already limited.
Staffing	Weaker demand or additional administration may affect staffing decisions.	Reduced hours, delayed recruitment or diversion of staff time.
Supply chain	Effects on accommodation and visitor spending may pass to local suppliers.	Lower demand for food, laundry, maintenance, transport and professional services.

These risks are interconnected rather than independent. A reduction in bookings can affect occupancy, length of stay, secondary spending, staffing and purchases from local suppliers.

Similarly, even where demand remains stable, the administrative cost of collection could reduce margins or redirect staff time away from customer service and business development.

The supplied summary records perceived risks rather than measured future effects. It does not establish that each outcome would occur or quantify its scale. The findings identify the areas that businesses expected to be affected and the matters they associated with monitoring if a scheme were introduced.

6.4 Administrative burden

Providers described administration as a chain of connected tasks rather than a single payment transaction. The burden would begin before collection, through changes to booking and accounting systems, and continue through guest assessment, payment, reconciliation, record keeping and returns. Complexity could increase where bookings are changed, refunded, discounted or made through third-party platforms.

Stage	Tasks identified by providers	Potential source of burden
System preparation	Adapt booking, property-management and accounting systems.	Set-up cost, software changes, testing and staff training.
Liability assessment	Identify liable guests and nights and apply exemptions.	Need for accurate rules, evidence and consistent treatment.
Customer communication	Explain the charge before booking, at payment and during the stay.	Queries, disputes, reputational pressure and multilingual information.
Collection and reconciliation	Collect payments and reconcile them with bookings and accounts.	Separate transactions, timing differences and error correction.
Booking changes	Manage cancellations, refunds, amendments and free nights.	Recalculation and interaction with booking terms.
Third-party costs	Handle card charges, agency arrangements and platform charges.	Uncertainty over commission, fees and who processes the levy.
Records and returns	Maintain records and complete periodic returns.	Recurring staff time, compliance risk and retention requirements.

Micro-businesses and self-catering operators felt particularly exposed because many have limited administrative capacity, no dedicated finance team and a high reliance on the owner's time. A requirement that may be manageable for a larger hotel with integrated systems can have a different proportional effect on a single-property operator.

Businesses using agencies or several booking platforms also identified additional complexity. Bookings, payments, refunds and customer information may be handled across different systems or organisations. The evidence indicates that clarity would be needed over responsibility, data transfer, platform treatment, reconciliation and the handling of bookings made before an implementation date.

6.5 Administrative issues identified by businesses

Administrative issue	Issue reflected in the evidence	Examples discussed in the evidence
Simple and stable rules	Reduce ambiguity over liability, nights and exemptions.	Concise guidance, worked examples and advance notice of changes.
Compatible digital systems	Avoid repeated manual entry and reconciliation.	Standard interfaces, export functions and testing with common platforms.
Clear treatment of refunds and amendments	Prevent inconsistent calculations and disputes.	Published scenarios covering cancellations, free nights and partial refunds.
Accessible support	Help small providers resolve questions quickly.	Named support channel, training, FAQs and early implementation assistance.
Proportionate records and returns	Limit recurring compliance cost.	Only necessary data, sensible reporting frequency and clear retention periods.
Monitoring of provider cost	Identify whether burden is disproportionate.	Business surveys, time-cost assessment and review after implementation.

Administrative simplification would not remove objections to the principle or economic timing of the levy, but it would directly address one of the most frequently described practical concerns. Early testing with different business models would be essential because burden is unlikely to be distributed evenly.

6.6 VAT and cumulative pressure

Seventy-four business respondents believed that levy collection could take them above the VAT registration threshold, while a further 73 were unsure. Together, these figures show that 147 respondents either anticipated a threshold risk or lacked confidence about the VAT implications. The supplied summary does not state the number who answered the VAT question or the number who believed there would be no effect, so percentages have not been calculated.

Reported VAT position	Number	Interpretation
Believed levy collection could take the business above the threshold	74	Indicates a perceived direct tax-status risk.
Unsure whether it could affect the threshold	73	Indicates uncertainty and a need for authoritative guidance.
Combined believed risk or uncertainty	147	Shows the scale of concern represented in the supplied figures; not a percentage without the valid-question denominator.

The VAT concern should be reported as a respondent perception unless confirmed through the relevant tax rules and individual business circumstances. The consultation evidence demonstrates uncertainty and perceived exposure; it does not establish that all 74 businesses would in fact become liable to register.

6.7 Cumulative trading pressures

Event evidence linked the levy to seasonality, the 182-day letting rule, wage and National Insurance pressure and existing VAT obligations. Respondents described these matters

cumulatively. Their concern was not necessarily that the levy alone would make a viable business unviable, but that it would be introduced alongside other regulatory, taxation and operating pressures.

Pressure identified	How it was connected to the levy	Potential cumulative effect
Seasonality	Income is concentrated in part of the year while many costs continue throughout the year.	Less capacity to absorb additional administration or weaker demand.
182-day letting rule	Respondents linked eligibility and tax treatment to occupancy requirements.	Pressure to secure sufficient bookings alongside concern about demand.
Wage and National Insurance costs	Employment costs were already increasing.	Reduced flexibility over staffing and opening periods.
Existing VAT obligations	Some businesses already manage VAT or were concerned about crossing the threshold.	Additional complexity, uncertainty and potential price effects.
General operating costs	Margins were described as being affected by several pressures at once.	The levy may be judged as part of a wider cost burden rather than in isolation.

6.8 Limitations and concluding assessment

The business findings are based on submitted consultation responses and are not a census or population-weighted estimate of all island businesses. The business category may overlap with resident and other respondent relationships. The supplied data also do not provide complete denominators for the impact-concern and VAT questions, so those figures are reported as counts rather than percentages.

Within those limits, the evidence is clear. Business-related respondents recorded overwhelming opposition and described both economic risk and a detailed administrative workload. Concern was linked to bookings, length of stay, visitor spending, margins, staffing and the local supply chain, while micro-businesses and multi-platform operators anticipated disproportionate complexity.
VAT uncertainty and the cumulative effect of seasonality, the 182-day rule, wage, National Insurance and existing tax pressures strengthened the negative position.

7. Visitor findings

A total of 766 respondents identified as visitors. Of these, 764 provided a valid answer to the headline stance question, equivalent to approximately 99.7% of the visitor cohort. The very small difference between the number identifying as visitors and the number answering the stance question indicates that almost all visitor participants expressed a definite view on the proposal.

Measure	Number	Share
Visitors identifying with the cohort	766	100.0% of visitor records
Valid stance answers	764	99.7% of visitor records
Support	89	11.6% of valid answers
Neutral	32	4.2% of valid answers
Oppose	643	84.2% of valid answers

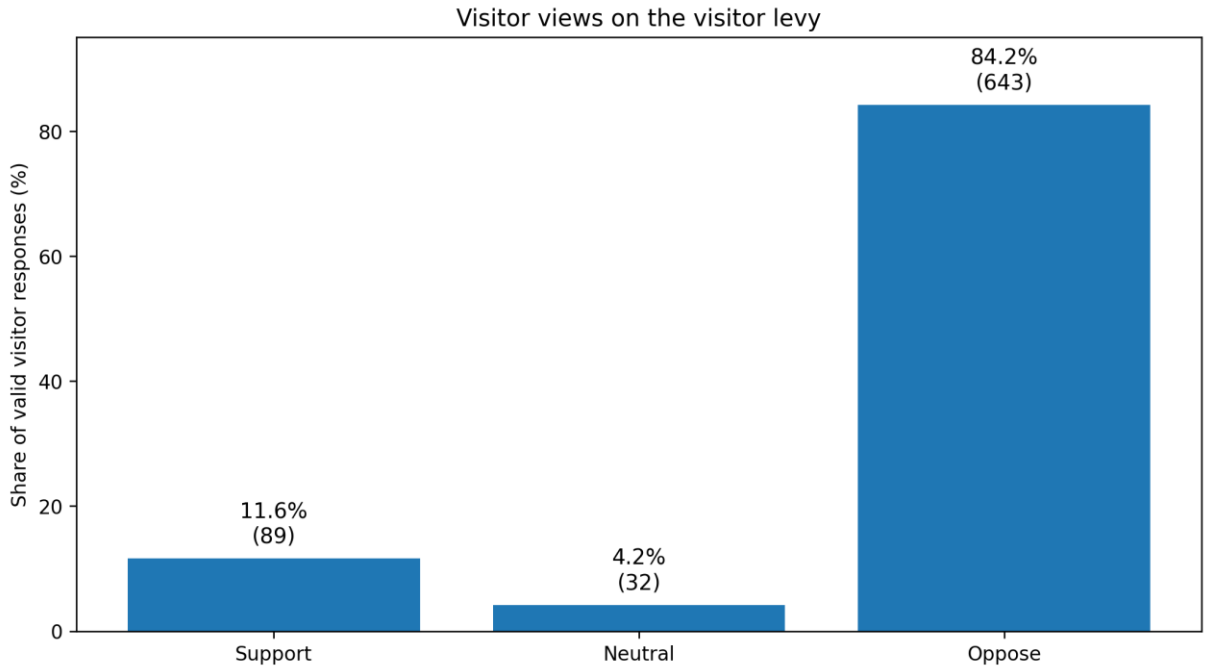


Figure 7.1. Distribution of valid visitor views.

7.1 Overall visitor position

Visitor opinion was overwhelmingly opposed to the levy. A total of 643 valid responses (84.2%) opposed the proposal, compared with 89 (11.6%) that supported it and 32 (4.2%) that were neutral. Opposition exceeded support by 554 responses and by 72.6 percentage points.

This was the highest opposition rate among the four principal cohorts, although it was very close to the business-related result. The low neutral share indicates that most visitor respondents had formed a clear position. The submitted evidence therefore shows that the proposal was poorly received by the visitors who participated in the consultation.

The result should not be treated as a forecast of visitor behaviour or as a population-weighted estimate of all visitors to Ynys Môn. It is nevertheless a strong record of stated opinion and provides important evidence about perceived cost, value and destination-choice risks.

7.2 Stated effect on the decision to visit

Within the visitor cohort, 454 respondents said that the levy would significantly affect their decision to visit and 139 said that it would affect the decision slightly. The supplied summary does not provide the valid denominator for this question or the number selecting any remaining categories. These figures are therefore presented as counts rather than percentages.

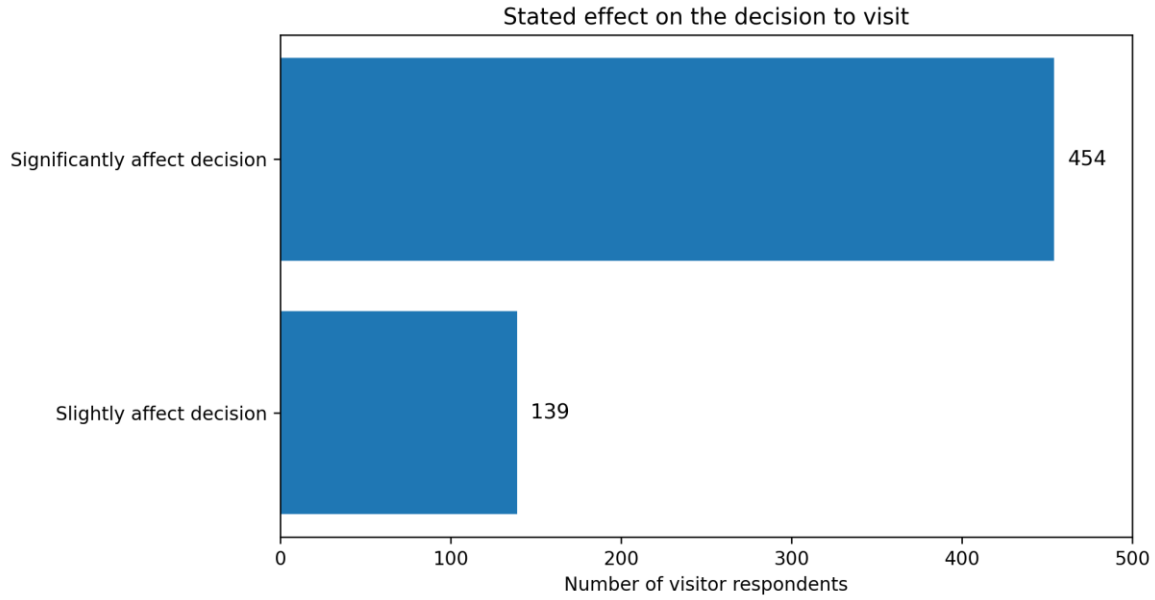


Figure 7.2. Reported effect of the levy on the decision to visit.

More than three times as many respondents reported a significant effect as a slight effect. This indicates that the levy was not generally described as a marginal consideration by those included in the supplied figures. For many respondents, the stated concern was strong enough to influence the choice of whether to visit at all.

Care is required when interpreting this finding. A statement that a charge would affect a decision does not establish that the respondent would cancel a trip, choose another destination or alter expenditure in practice. Actual behaviour is shaped by the total trip cost, destination attachment, available alternatives, timing, accommodation choice and the visibility of any improvements funded by the levy.

7.3 Stated potential behavioural responses

A total of 475 visitors stated that they would stay for a shorter period, while 508 said that they might stay outside Ynys Môn. These figures describe stated intentions in response to a consultation question. The valid denominators and any alternative response categories were not included in the supplied summary, so percentages have not been calculated.

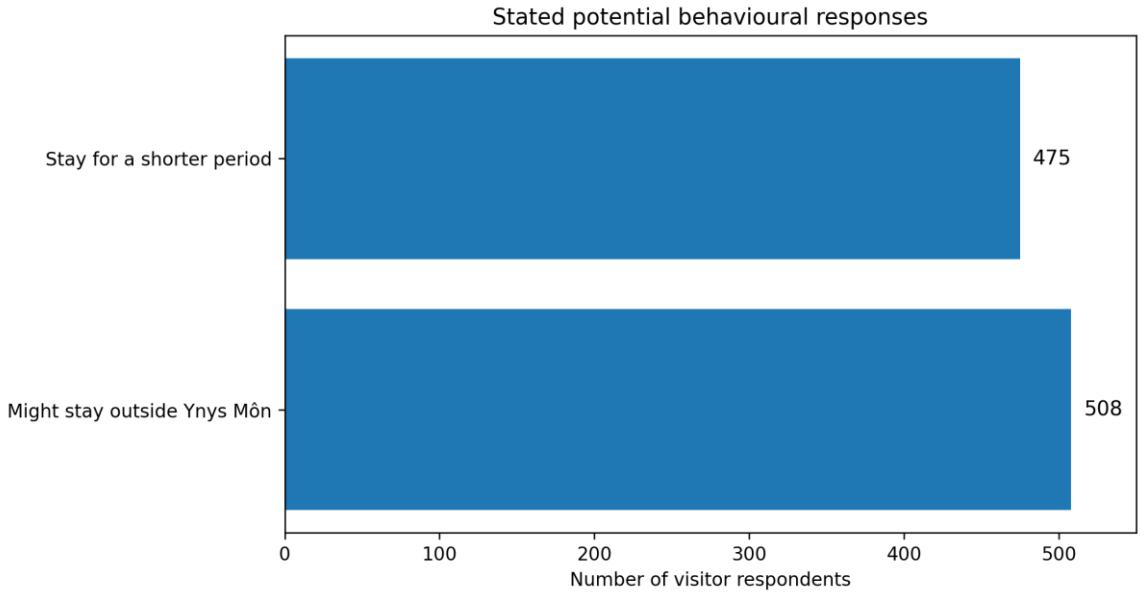


Figure 7.3. Stated potential changes to length and location of stay.

7.4 Interpretation of the stated intentions

The two reported behavioural responses point to different potential effects. A shorter stay could reduce accommodation income and secondary spending while leaving the visitor within Ynys Môn. Staying outside the island could shift accommodation spending to another local authority area while the visitor still makes day trips to island attractions, roads and public facilities.

Stated response	Potential effect if realised	Potential indicators identified
Shorter stay	Fewer occupied nights and potentially lower food, retail, attraction and transport spending.	Average length of stay, occupied nights, booking value and visitor spending.
Stay outside Ynys Môn	Accommodation income may move outside the island while visitor pressure may continue through day visits.	Accommodation geography, day-trip activity, parking, traffic and attraction use.
Decision significantly affected	Potential destination substitution or cancellation.	Booking conversion, cancellations, repeat visits and comparative destination performance.
Decision slightly affected	The levy may be absorbed but could alter spending or accommodation choice.	Visitor budgets, accommodation mix and discretionary expenditure.

These mechanisms are plausible but not proven by the consultation. The evidence identifies the types of behavioural response that visitors anticipated. It does not establish the number who would act on those intentions, the duration of any effect or the net impact after allowing for wider market conditions.

7.5 Affordability concerns

Affordability concerns focused particularly on families, groups, longer stays and lower-cost accommodation. In each case, a per-person or per-night charge may represent a larger absolute addition to the total booking cost or a larger proportion of the accommodation price.

Visitor circumstance	Why the levy may feel more significant	Potential consideration
Families	Several liable people can multiply the nightly cost across the stay.	Clear family cost examples and monitoring of distributional effects.
Groups	The charge can accumulate across a larger number of guests.	Transparent booking information before commitment.
Longer stays	A nightly charge grows with the duration of the visit.	Assessment of whether longer stays face a disproportionate total increase.
Lower-cost accommodation	A fixed charge forms a larger percentage of the room or pitch price.	Consideration of proportionality across accommodation types.
Lower-income visitors	Less discretionary budget may be available to absorb an additional charge.	Monitoring of accessibility and changes in visitor mix.

The concern is therefore not limited to the headline rate in isolation. Visitors may assess the cumulative amount across all people and nights and compare it with the cost and perceived value of the accommodation. The same charge may be seen as minor in a high-value short break but material in a low-cost family or group stay.

7.6 Supportive visitor perspectives

Supportive visitors were more likely to describe the charge as modest where it funded visible improvements. This suggests that acceptability was linked to the relationship between cost and perceived benefit rather than to the charge alone.

Condition associated with support	Interpretive significance	Evidence visitors would expect
Visible improvements	Visitors can connect the charge with a better destination experience.	Named projects, signage and published progress.
Clear purpose	The charge is easier to understand where its use is specific.	Simple explanation at booking and payment.
Additional investment	Support may weaken if the levy appears to replace existing budgets.	Separate reporting of baseline and levy-funded expenditure.
Reasonable charge	Visitors compare the levy with the total trip cost and destination value.	Transparent examples and ongoing review of the rate.
Environmental and visitor infrastructure benefit	Visitors may accept contribution where pressures are observable.	Evidence of improvements to cleanliness, paths, access and facilities.

7.7 Communication and the visitor proposition

The visitor findings indicate a preference for communication that goes beyond stating that a levy applies. Comments identified the importance of clear information on the amount, who is liable, the nights or stays covered, exemptions, how payment is collected and what the income would fund. Some respondents also indicated that information provided before booking would

be preferable to first encountering it at arrival or departure.

The destination proposition would also matter. Where visitors perceive Ynys Môn as offering distinctive value and can see well-maintained public conveniences, clean places, accessible paths, good transport information and environmental management, a modest charge may be easier to understand. Where benefits are unclear or existing services are perceived as inadequate, the same charge may reinforce dissatisfaction.

Communication stage	Information identified by respondents	Issue reflected in the evidence
Before booking	Rate, liability, exemptions and total estimated levy cost.	Avoid surprise and allow informed comparison.
At booking	How the charge will be collected and treated if the booking changes.	Reduce disputes and uncertainty.
Before arrival	Reminder, purpose and links to funded improvements.	Reinforce transparency and value.
During the stay	Visible information on projects and local benefit.	Connect contribution to the visitor experience.
After implementation	Published income, deductions, spending and outcomes.	Demonstrate credibility and support evaluation.

7.8 Limitations

The visitor results are based on self-selected consultation responses and are not a population-weighted estimate of all visitors to Ynys Môn. The visitor cohort may also overlap with resident, business or community relationships. The valid stance figures accurately describe the submitted answers received within the cohort, but they should not be treated as a referendum result.
The stated behaviour questions measure intentions under a hypothetical future charge. Intentions can overstate or understate actual behaviour, and the supplied summary does not provide denominators for the decision, shorter-stay or outside-island questions. Those figures are therefore reported as counts and should be used as risk indicators rather than forecasts.

7.9 Concluding assessment

Visitor evidence recorded overwhelming opposition to the levy. The scale of the negative stance was reinforced by high numbers reporting that the charge would affect the decision to visit, shorten the stay or encourage accommodation outside Ynys Môn.

The concerns were not evenly distributed. Families, groups, longer stays and lower-cost accommodation were identified as particularly sensitive to cumulative cost. At the same time, the supportive visitor evidence indicates that some respondents considered a modest charge acceptable where it produced visible and additional improvements.

The findings therefore identify both a material behavioural risk and the conditions under which acceptability might improve.

8. Factors influencing views

The consultation evidence indicates that views on the proposed visitor levy were influenced by a combination of economic, practical, ethical and institutional considerations. The dominant influences identified in the supplied summary were the tourism sector, local businesses, fairness and administration. Respondents were therefore considering more than the amount of a nightly charge. Their answers also reflected the timing of introduction, the competitiveness of Ynys Môn, confidence in public-sector decision-making and the capacity of businesses to collect and administer the levy.

These factors were closely connected. A respondent concerned about business competitiveness might also question the fairness of charging overnight visitors, the timing of introduction during difficult trading conditions and whether the Council could demonstrate additional and transparent use of the income. The factors should therefore be understood as an interacting framework rather than as separate and independent themes.

Influencing factor	Core question raised by respondents	Principal groups affected
Tourism-sector impact	Would the levy change demand, bookings, length of stay or visitor spending?	Visitors, accommodation providers, attractions, hospitality and suppliers.
Local-business impact	Could the proposal affect margins, staffing, cashflow and business viability?	Tourism businesses and businesses dependent on visitor expenditure.
Fairness	Who should pay, who creates pressure and who should benefit from the income?	Visitors, residents, businesses and communities.
Administration	How much work, cost and compliance risk would collection create?	Accommodation providers, agencies, platforms and the Council.
Timing reflected in the evidence	Is this an appropriate point in the economic and regulatory cycle to introduce the charge?	Businesses, employees, visitors and local communities.
Competitiveness	Could Ynys Môn become less attractive relative to other destinations?	The island visitor economy and connected supply chains.
Public-sector trust	Would income be additional, transparent and spent as promised?	All respondent groups.
Business capacity	Can small and seasonal operators absorb the systems and staff time required?	Micro-businesses, self-catering providers and multi-platform operators.

8.1 The debate extended beyond the nightly charge

The headline charge was only one element of the debate. Respondents considered the total effect across the number of people and nights in a booking, the relationship between the charge and accommodation price, and the possibility that visitors might change where, when or for how long they stayed. Businesses also considered the indirect costs of system changes, staff time, payment handling, customer queries, refunds, record keeping and returns.

This wider framing helps explain why respondents could regard a relatively modest individual charge as significant. The perceived effect depended on the scale of the booking, the type of accommodation, the duration of stay, the margin available to the business and the level of trust that the income would generate a visible additional benefit.

8.2 Tourism-sector and local-business influences

The tourism sector was a dominant influence because the proposal was understood through its potential effects on the visitor economy as a whole. The concerns recorded in Sections 6 and 7 included bookings, length of stay, destination choice, visitor spending, margins, staffing and supply-chain effects. Respondents therefore considered both direct effects on accommodation and wider effects on hospitality, retail, attractions, transport and local services.

Potential pathway	Immediate effect considered	Possible wider consequence
Visitor faces a higher total trip cost	Reconsiders destination, length of stay or accommodation type.	Change in bookings, occupied nights or visitor mix.
Accommodation provider administers collection	Additional systems, staff time and compliance tasks.	Reduced margin or diversion of capacity from customer service.
Visitor reduces discretionary spending	Less spending on food, retail, attractions or activities.	Lower income for businesses beyond the accommodation sector.
Business faces weaker or more uncertain demand	Adjusts staffing, opening periods or investment.	Effects on employment and local suppliers.
Accommodation shifts outside Ynys Môn	Island loses some overnight spending but may retain day visits.	Visitor pressure may continue without equivalent accommodation income.

The significance of these pathways is that they describe a connected local economy. Respondents did not necessarily separate the interests of accommodation providers from those of other businesses or residents employed in tourism. Concerns about local business were therefore often expressed as concerns about livelihoods, community resilience and the distribution of economic effects.

8.3 Fairness as a central influence

Fairness operated at several levels. Some respondents considered it fair that visitors make a direct contribution towards services and environmental pressures associated with tourism. Others questioned whether overnight visitors should bear the charge when day visitors also use roads, parking, public conveniences, paths and public spaces. Affordability concerns also raised questions about whether a fixed charge would affect families, groups, longer stays and lower-cost accommodation more heavily.

Dimension of fairness	Supportive interpretation	Critical interpretation
Contribution to local costs	Visitors should contribute towards pressures and facilities they use.	Visitors already contribute through accommodation and wider spending.
Treatment of visitor types	Overnight stays provide a practical collection point.	Day visitors may create pressure without paying the levy.
Ability to pay	The charge may be modest relative to the total cost of many trips.	A fixed charge may weigh more heavily on lower-cost, family or longer stays.
Geographic benefit	Island-wide income can support strategic destination management.	Communities may not see a clear return where the income is spent elsewhere.
Business burden	Collection is part of implementing a lawful local scheme.	Unpaid administration may fall disproportionately on small providers.

These competing interpretations show that respondents considered fairness in relation to more than the rate alone. Concerns also covered liability, exemptions, local allocation, business

burden and the visibility of benefit. Respondents associated perceived fairness with clarity about who pays, why that group is liable and how resulting benefits would be distributed.

8.4 Administration and business capacity

Administration was a dominant practical influence because providers anticipated a chain of recurring tasks. These included adapting systems, identifying liable guests and nights, applying exemptions, explaining the charge, reconciling payments, managing amendments and refunds, maintaining records and completing returns. Respondents assessed the proposal partly through the amount of staff time, technical change and compliance risk that these tasks might create.

Business capacity shaped how the same requirement was perceived. A larger operator may have dedicated booking, finance and management systems, while a micro-business or single-property self-catering provider may rely on the owner's time and several third-party platforms. The consultation evidence therefore indicates that administrative burden would not be evenly distributed.

Business characteristic		Why capacity may be constrained	Potential effect on views
Micro-business		Limited staff and no specialist finance or compliance function.	A small recurring task may feel disproportionately burdensome.
Seasonal operator		Income and staff capacity vary significantly through the year.	Implementation timing and return periods become more important.
Self-catering provider		Owner may manage bookings, cleaning, maintenance and accounts personally.	Concern about added complexity and unpaid time.
Agency-dependent business		Booking and payment processes may be shared with a third party.	Uncertainty over responsibility, data and reconciliation.
Multi-platform operator		Bookings, fees, refunds and customer communication occur across different systems.	Greater risk of inconsistency and manual adjustment.
Larger hotel or group		Higher volume of transactions and exemptions to process.	Systems may be stronger, but total transaction workload is larger.

8.5 Timing and cumulative pressure

Timing was influential because respondents considered the levy alongside wider economic and regulatory conditions. The business evidence linked the proposal to seasonality, the 182-day letting rule, wage and National Insurance costs, existing VAT obligations and general operating pressure. The proposal was therefore assessed as one further element within a cumulative burden.

This cumulative perspective is important. A respondent may not believe that the levy alone would materially change business viability, but may still oppose its introduction because

margins, staffing or demand are already under pressure. Timing also affects confidence: a measure introduced during perceived weakness may be judged differently from the same measure introduced after stronger trading or after systems and guidance have been tested.

Timing consideration	Question raised	Evidence that would be relevant
Current demand conditions	Are bookings and visitor spending sufficiently resilient?	Occupancy, average daily rate, stay length and spending trends.
Business-cost environment	Can businesses absorb administration and transaction costs?	Margins, employment costs and provider time-cost evidence.
Regulatory change	Are operators already adapting to other rules?	Implementation calendars and cumulative compliance assessment.
System readiness	Are booking platforms and Council processes ready?	Pilot testing, technical guidance and support arrangements.
Visitor communication	Will the charge be understood before booking?	Published materials, booking-path testing and visitor feedback.

8.6 Competitiveness and destination choice

Competitiveness influenced views because respondents compared Ynys Môn with other destinations and considered whether visitors could avoid the charge by staying elsewhere, shortening a trip or choosing a different location. This concern was especially prominent in the visitor and business evidence, where stated intentions included shorter stays and accommodation outside the island.

Competitiveness is not determined by the levy alone. It depends on total price, quality, distinctiveness, availability, visitor loyalty and the visibility of improvements. A modest charge may have little effect for some trips but be more significant where accommodation is lower-cost, several people are travelling or the stay is long. Respondents therefore considered both the headline rate and the wider value proposition of Ynys Môn.

8.7 Public-sector trust and confidence in expenditure

Trust in the Council and wider public sector was a major influence because the potential benefit depended on how income would be collected, deducted, allocated and reported. Some respondents supported the principle of a visitor contribution but wanted evidence that income would be additional, transparently managed and directed towards visible local improvements.

Where trust was low, respondents were concerned that the levy might substitute for existing budgets, be absorbed by administration or be spent without clear local benefit. This means that governance was not a secondary issue: it affected the perceived fairness, value and legitimacy of the proposal itself.

Trust-related theme	Why it influences views	Examples discussed in the evidence
Additionality	Respondents want new investment rather than replacement of existing budgets.	Published baseline expenditure and separately identified levy-funded projects.
Transparency	People want to see gross income, deductions and net investment.	Annual accounts and clear financial reporting.
Local visibility	Residents and visitors expect identifiable outcomes.	Project maps, signage and place-based reporting.
Scrutiny	Independent or multi-stakeholder oversight may increase confidence.	Published membership, decisions and minutes.
Evaluation	Respondents want to know whether the levy achieves its aims.	Monitoring of economic, visitor, environmental and service outcomes.

8.8 Overall interpretation

The factors influencing views show that the consultation debate was multidimensional. Respondents were not simply choosing whether they liked or disliked a nightly charge. They were assessing a package of expected effects: economic risk, visitor affordability, fairness, administrative work, competitive position, timing and trust in delivery.

The factors also help explain the differences between cohorts. Businesses gave greater weight to administration, capacity, margins and competitiveness. Visitors focused more on total trip cost, value and destination choice. Residents considered livelihoods, fairness, public services and local benefit, while community and voluntary respondents were more evenly divided between potential community gain and concerns about implementation.

8.9 Implications and limitations

Interpretive significance	Reason
Communication alone would not resolve all opposition.	Some concerns related to principle, fairness or economic judgement rather than lack of information.
Respondents linked administrative design with legitimacy.	Burden and capacity were central to business views.
Support was frequently associated with visible additional benefit.	Support was often conditional on transparent and local improvements.
Timing was a recurring consideration in the evidence.	Respondents assessed the levy alongside cumulative business and regulatory pressures.
Respondents identified factors beyond income raised as relevant to monitoring.	Competitiveness, stay length, spending, administration and distributional effects were all relevant.

The supplied summary does not provide quantified frequencies for each influencing factor. The themes should therefore not be presented as a numerical ranking or used to claim that a specified percentage of respondents held each concern. The tables in this section organise the qualitative influences described in the source material and show how they relate to the cohort findings.

Overall, the evidence indicates that acceptability would depend on the complete design and delivery proposition rather than on the nightly rate alone. Respondents considered who pays,

who administers, who benefits, when the scheme is introduced and whether the Council can demonstrate transparent and effective use of the income.

9. Potential outcomes and reinvestment priorities

The consultation evidence identified two related but distinct areas of concern. The first concerned the potential outcomes of introducing a visitor levy, including the effectiveness of expenditure, pressure on small or seasonal businesses, administrative burden and the effect on the perception of Ynys Môn as a destination. The second concerned the areas in which respondents believed additional income could be reinvested if a levy were introduced.

The most frequently selected concern was that levy income might not be used effectively. This was followed by pressure on small or seasonal businesses, administrative burden and destination perception. The ordering indicates that economic concern and institutional confidence were closely linked. Respondents were not only considering whether a levy could raise income, but whether the income would reach visible priorities, whether the costs of collection would be proportionate and whether the wider economic effects could be managed.

Concern identified	Underlying question	Potential consequence
Funds may not be used effectively	Would income be additional, transparent and directed towards clear priorities?	Low confidence, weak legitimacy and reduced public acceptance.
Pressure on small or seasonal businesses	Could the charge or its administration affect viability, margins or trading resilience?	Disproportionate effects on operators with limited capacity or short trading seasons.
Administrative burden	Would collection, exemptions, refunds, records and returns create excessive work?	Higher operating costs, compliance risk and diversion of staff time.
Destination perception	Could the levy affect how visitors view the cost and value of Ynys Môn?	Reduced competitiveness, shorter stays or accommodation displacement.

9.1 Interrelationship between economic concern and institutional confidence

Economic concern and confidence in public-sector delivery were not separate issues. Respondents who feared pressure on businesses also questioned whether the resulting income would be used effectively enough to justify that pressure. Equally, respondents who supported investment in public facilities often made that support conditional on transparent, additional and locally visible expenditure.

This relationship is important because a scheme may be judged not only by the amount raised but by the complete balance of costs, risks and benefits. If the administrative or economic burden is visible while the resulting benefit is delayed, diffuse or poorly explained, confidence may remain low even where total income is substantial.

9.2 Concern that funds might not be used effectively

The leading concern related to the effectiveness of expenditure. This reflects a broader question about whether levy income would translate into additional and measurable improvements. Respondents were likely to assess effectiveness through the visibility of projects, the transparency of financial reporting, the geographic distribution of spending and the extent to which funded activity produced outcomes rather than simply absorbing

administrative cost.

Aspect of effective use	Evidence respondents would expect	Risk if unclear
Additionality	A clear distinction between existing Council budgets and new levy-funded expenditure.	Perception that the levy replaces rather than adds to current provision.
Transparency	Published gross income, deductions, net investment and project expenditure.	Concern that too much income is lost to administration.
Prioritisation	Clear criteria linking projects to visitor pressure, community need and strategic outcomes.	Spending may appear arbitrary or politically driven.
Local visibility	Identifiable improvements in places affected by visitor activity.	Communities may not recognise a benefit from the levy.
Outcome reporting	Evidence of improved facilities, access, environmental quality or visitor management.	Outputs may be listed without demonstrating practical impact.
Scrutiny	Independent or multi-stakeholder oversight of allocation and performance.	Weak trust in decision-making and delivery.

The concern about effectiveness does not necessarily imply opposition to all public expenditure. It indicates that the case for a levy depends heavily on governance and evidence. Respondents may accept the need for investment while remaining doubtful that a new income stream will be protected, targeted and reported in a way that demonstrates additional value.

9.3 Pressure on small and seasonal businesses

The second leading concern related to pressure on small or seasonal businesses. These operators may have limited staffing, variable income across the year and less capacity to absorb new administrative or transaction costs. The concern therefore covered both the possible effect of the charge on demand and the direct burden of collection.

Business characteristic	Potential source of pressure	Possible effect
Micro-business	Limited staff and reliance on owner time.	A small recurring task may have a disproportionate cost.
Seasonal operation	Income is concentrated within a limited trading period.	Less flexibility to absorb lower demand or additional fixed work.
Self-catering provider	Bookings, accounts and property management may be undertaken by one person.	Administrative complexity may reduce time available for core operations.
Lower-margin business	Limited capacity to absorb charges, fees or weaker visitor spending.	Pressure on viability, staffing or investment.
Agency or platform-dependent operator	Collection and reconciliation may involve several systems.	Greater uncertainty over responsibility, refunds and data.

The evidence indicates that the perceived administrative effect differed between business models. Respondents raised proportionality and the manageability of systems across different provider types as implementation issues.

9.4 Administrative burden and destination perception

Administrative burden remained a major concern because providers anticipated a recurring chain of tasks, including identifying liability, applying exemptions, explaining the charge, collecting and reconciling payments, handling cancellations and refunds, maintaining records and completing returns. The cost of these tasks includes both direct expenditure and the opportunity cost of staff time.

Destination perception concerned the possibility that the levy could alter how visitors assess the cost and value of Ynys Môn. The concern was not limited to the amount charged. It also included how the levy would be communicated, whether visitors could see funded improvements and whether nearby or competing destinations appeared more attractive.

Issue	Negative pathway considered	Mitigating evidence or action
Administrative complexity	Providers face manual work, errors and compliance risk.	Simple rules, compatible systems, training and accessible support.
Unexpected charge	Visitors encounter the levy late in the booking process.	Clear pre-booking information and total-cost examples.
Weak value proposition	Visitors see an added cost without a visible benefit.	Named projects, visible improvements and published outcomes.
Competitive comparison	Visitors compare Ynys Môn unfavourably with alternatives.	Monitoring of price, bookings, stay length and destination performance.
Negative narrative	The levy becomes associated with poor services or mistrust.	Consistent explanation, transparent governance and credible delivery.

9.5 Reinvestment priorities

The leading reinvestment priority was public conveniences and cleanliness. This was followed by transport, parking and access; support for local businesses; paths and promenades; the natural environment; and community facilities. These priorities were practical, visible and closely connected to the experience of residents and visitors.

Priority area	Type of intervention implied	Potential benefit
Public conveniences and cleanliness	Maintenance, improvement, cleaning and provision in high-use locations.	Improved visitor experience, public health and environmental quality.
Transport, parking and access	Public transport information, parking management, accessibility and movement improvements.	Reduced congestion, better access and more sustainable travel.
Support for local businesses	Business support, destination initiatives or activity strengthening local supply and spending.	Greater local economic retention and resilience.
Paths and promenades	Maintenance, accessibility, signage and surface improvements.	Safer access, active travel and improved visitor movement.
Natural environment	Conservation, visitor management, litter control and habitat protection.	Protection of environmental assets and reduced visitor pressure.
Community facilities	Investment in facilities serving residents and visitors.	Wider community benefit and stronger local infrastructure.

The priorities share two characteristics. First, they concern services and infrastructure that can be observed directly. Second, many would benefit both residents and visitors. This dual benefit may help explain why they featured prominently even among respondents who did not support the levy itself.

9.6 Priority selection did not necessarily indicate support

Selecting a reinvestment priority did not necessarily indicate support for the levy. A respondent could oppose the proposal on economic, fairness or administrative grounds while still identifying how income should be used if the Council decided to proceed. Priority questions therefore capture conditional preferences rather than an endorsement of the charging mechanism.

This distinction is essential when presenting the findings. The reinvestment priorities show where respondents saw need or potential value. They should not be combined with the stance results to imply that people selecting a project category supported the levy. The two types of question measure different things: one records opinion on the proposal, while the other identifies preferred use of hypothetical income.

Possible respondent position	Stance on levy	Approach to priority selection
Supportive and conditional	Supports the principle if income funds visible improvements.	Selects priorities that demonstrate value and additionality.
Opposed but pragmatic	Opposes the charge or its timing.	Still identifies the least objectionable or most useful use of income.
Concerned about governance	May be open to the principle but lacks confidence in delivery.	Selects priorities while demanding scrutiny and transparent reporting.
Economically concerned	Opposes due to business or affordability effects.	Identifies priorities but considers benefits insufficient to outweigh costs.

9.7 Issues associated with prioritisation and reporting

The consultation evidence linked reinvestment with both strategic consistency and visible local benefit. Respondents and stakeholders identified clear eligibility criteria, an explanation of how expenditure relates to visitor pressure or community need, and transparent reporting from gross income through to outcomes as relevant considerations.

Stage	Issue reflected in the evidence	Information respondents associated with transparency
Income collection	Accurate statement of gross receipts.	Total collected by reporting period.
Deductions	Transparent treatment of administration and collection costs.	Itemised deductions and percentage of gross income.
Allocation	Clear criteria and geographic rationale.	Decision framework, funded projects and locations.
Delivery	Defined outputs, timescales and responsible bodies.	Project summaries and progress updates.
Outcomes	Evidence of practical and measurable benefit.	Service, environmental, economic and visitor indicators.
Review	Independent or multi-stakeholder scrutiny.	Published evaluation, recommendations and responses.

9.8 Implications and limitations

The evidence indicates that implementation would be judged as much by the quality of reinvestment and reporting as by the rate charged. Visible improvements to public conveniences, cleanliness, transport, access, paths, the environment and community facilities could demonstrate benefit, but only where respondents were confident that the expenditure was additional, proportionate and effectively delivered.

The supplied summary does not provide counts or percentages for the individual concerns or priorities. They should therefore be reported in the stated order but not presented through invented numerical charts or interpreted as precise differences in scale. The findings identify relative prominence and thematic direction, not quantified margins between categories.

Overall, the section shows that potential outcomes and reinvestment priorities were inseparable from trust. Concern about business pressure and administration was intensified where confidence in expenditure was weak. Conversely, support or conditional acceptance was more likely where respondents could envisage practical, visible and locally relevant improvements.

10. Governance, trust and confidence

Governance emerged as one of the clearest cross-cutting issues in the consultation. A total of 1,720 respondents rated clear governance arrangements as very important and a further 170 rated them important. The supplied summary does not provide the exact counts for the remaining response categories, so the chart is presented as the authoritative visual record of the full distribution.

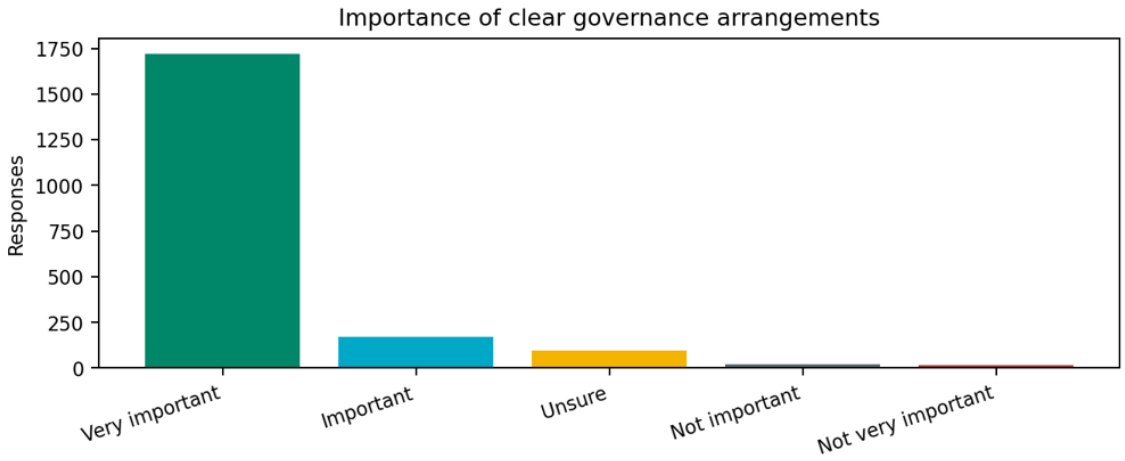


Figure 10.1. Importance attached to clear governance arrangements.

10.1 Headline interpretation

The result indicates that governance was not a secondary procedural concern. It was central to how respondents assessed the legitimacy, fairness and likely effectiveness of a visitor levy. The strong concentration in the 'very important' category shows that respondents wanted clarity before implementation rather than assurances developed after collection had begun.
Strong representation was requested for accommodation providers, tourism businesses, residents and community groups.. Accommodation providers would collect the charge; tourism businesses would experience wider market effects; residents would judge local benefit and fairness; and community organisations could contribute place-based knowledge and scrutiny.

Stakeholder group	Reason for representation	Contribution to governance
Accommodation providers	Would undertake collection and customer communication.	Operational knowledge of bookings, exemptions, refunds, platforms and returns.
Tourism businesses	May experience wider effects on spending, demand and destination reputation.	Evidence on competitiveness, supply chains, staffing and visitor behaviour.
Residents	Would assess local benefit, additionality and geographic fairness.	Community priorities, service pressures and public accountability.
Community and voluntary groups	May represent specific places, interests and affected communities.	Place-based insight, inclusion and independent challenge.
Local authority	Would hold statutory and financial responsibilities.	Legal compliance, administration, financial control and delivery.
Independent expertise	Can strengthen scrutiny and evaluation.	Objective monitoring, audit and assessment of outcomes.

10.2 Mistrust of the public sector

Mistrust was evident in concern that funds would not be used effectively, uncertainty about ring-fencing and comments questioning whether levy income would replace existing budgets. This concern should not be reduced to simple resistance to taxation. It is better understood as a relationship and legitimacy issue.

Respondents were assessing whether the Council could make and keep visible commitments. The central questions were whether income would remain additional, whether administrative deductions would be proportionate, whether communities would see identifiable benefit and whether decision-making would be open to meaningful scrutiny.

Expression of mistrust	Underlying concern	Factors respondents associated with greater confidence
Funds may not be used effectively	Income may not translate into practical or measurable outcomes.	Published priorities, delivery plans and outcome reporting.
Uncertainty about ring-fencing	Revenue may be absorbed into general budgets.	Formal ring-fencing statement and separate accounting.
Concern about budget substitution	Existing expenditure may be reduced once levy income is available.	Published baseline budgets and an additionality test.
Concern about administrative costs	Too much income may be retained for collection and management.	Full disclosure of gross income, deductions and net investment.
Concern about geographic fairness	Some communities may bear pressure but receive limited benefit.	Transparent allocation criteria and geographic reporting.
Concern about political discretion	Decisions may be viewed as insufficiently independent or consistent.	Multi-stakeholder oversight, conflicts rules and published decisions.

Respondents associated trust with repeated evidence rather than a single statement of intent, including open dialogue, clear rules, accessible records, visible delivery and responsiveness where monitoring identifies problems.

10.3 Ring-fencing and additionality

Ring-fencing and additionality are related but different. Ring-fencing concerns whether the income is legally or administratively kept for specified purposes. Additionality concerns whether the funded activity is genuinely additional to what would otherwise have been provided. A scheme may be ring-fenced but still attract criticism if existing budgets are reduced in response.

Principle	Meaning	Evidence respondents associated with the principle
Ring-fencing	Levy income is restricted to defined purposes or activities.	Separate account, approved eligible uses and audited expenditure.
Additionality	Levy-funded activity is above the baseline that would otherwise have been delivered.	Published baseline budgets and a formal additionality statement.
Transparency	The public can follow income from collection to outcome.	Gross receipts, deductions, allocations, projects and results.
Consistency	Rules are applied predictably across years and projects.	Published criteria, decision records and review procedures.

10.4 Destination Anglesey Partnership or equivalent

The consultation evidence included support for reestablishing a Destination Anglesey Partnership, or an equivalent body, as a forum for representation, advice and scrutiny. Respondents and stakeholders also raised the importance of clarity about the legal authority and role of any such partnership. Functions discussed included advice, priority-setting input, performance review and scrutiny, while formal statutory and financial decisions would remain matters for the Council. The evidence indicates that ambiguity over whether a body was advisory or decision-making could affect confidence.

Governance feature	Issue reflected in the evidence	Arrangement described in the evidence
Terms of reference	Define remit, authority, responsibilities and limits.	Published before appointments and reviewed periodically.
Balanced membership	Ensure affected interests are represented.	Accommodation, tourism, residents, community, Council and independent voices.
Appointment process	Demonstrate openness and legitimacy.	Published criteria, transparent selection and fixed terms.
Voting arrangements	Clarify how recommendations or decisions are made.	Defined quorum, voting rights and treatment of abstentions.
Conflicts of interest	Protect integrity where members may benefit from funding.	Declarations, withdrawal rules and published registers.
Public reporting	Allow stakeholders to understand discussion and outcomes.	Agendas, minutes, recommendations and Council responses.
Review and renewal	Prevent arrangements becoming static or unrepresentative.	Periodic effectiveness and membership review.

10.5 Financial transparency and annual reporting

Respondents associated transparent annual reporting with a complete and intelligible account of any levy. Concerns were raised that publishing only the value of funded projects would not show how much was collected, what was deducted or how allocations were made.

Reporting component	Information to publish	Interpretive significance
Gross income	Total levy receipts for the reporting period.	Shows the overall scale of the income stream.
Administrative costs	Collection, staffing, systems, support and enforcement costs.	Allows assessment of efficiency and proportionality.
Net investment	Amount remaining after deductions.	Shows how much reaches delivery.
Geographic allocation	Where projects and spending are located.	Demonstrates local visibility and fairness.
Thematic allocation	Spending by priority such as conveniences, transport or environment.	Shows alignment with consultation priorities.
Outputs	Facilities improved, services delivered and projects completed.	Provides a direct record of activity.
Outcomes	Changes in service quality, visitor management, environment or local economy.	Demonstrates whether spending achieved its purpose.

Respondents associated transparency with information that is accessible as well as technically

complete. Suggestions included a concise public summary supported by detailed accounts and datasets for audiences requiring further information.

10.6 Independent monitoring and review

Independent monitoring and review were identified in the evidence as possible means of assessing a scheme against stated objectives rather than only against the amount of income raised. Suggestions included external evaluation, audit, academic or professional review, or a formally independent scrutiny function.

Area for independent review	Key question	Possible indicator
Financial management	Are receipts, deductions and allocations accurate and transparent?	Audit findings, cost ratio and reporting completeness.
Administrative burden	Is collection proportionate across different provider types?	Provider time, system costs, error rates and support requests.
Visitor behaviour	Has the levy affected destination choice, stay length or spending?	Bookings, occupied nights, visitor surveys and spending evidence.
Business effects	Are small or seasonal firms experiencing disproportionate pressure?	Margins, closures, staffing, investment and confidence.
Geographic fairness	Are benefits distributed in a transparent and defensible way?	Spend and outputs by area and visitor-pressure profile.
Public outcomes	Are funded projects producing visible improvements?	Service, environmental, access and community indicators.
Public confidence	Has trust in governance and expenditure improved?	Stakeholder feedback, awareness and confidence measures.

10.7 Governance arrangements identified through the consultation

Governance arrangement discussed	Issue reflected in the evidence	Timing reflected in the evidence
Destination Anglesey Partnership or equivalent.	Respondents and stakeholders associated this with representative oversight and structured dialogue.	Participants associated this with the period before implementation.
Terms of reference, membership, voting and conflicts rules.	These were associated with clarity on authority and accountability.	The evidence associated this information with arrangements before collection.
Formal additionality and ring-fencing statement.	Respondents associated this with protection of income and avoidance of perceived budget substitution.	The evidence associated this with the period before any first levy year.
Annual accounts, administrative costs, geographic allocation and outcomes.	Respondents linked these items to a clearer audit trail from income to benefit.	Annual reporting and, where relevant, interim updates were discussed.
Independent monitoring and review.	Stakeholders associated monitoring with assessment of effectiveness, proportionality and unintended effects.	Baseline information and subsequent review were identified as relevant.

10.8 Implications and limitations

The findings indicate that governance was closely connected to respondents' perceptions of legitimacy and delivery. The strength of the response shows that participants placed importance on clear and published governance arrangements, with representation extending beyond the Council itself.

The supplied text provides exact counts for the 'very important' and 'important' categories but not for the remaining categories shown in the chart. Those categories have therefore not been converted into figures in the narrative or tables. The consultation also identifies requested governance features but does not determine the final statutory or legal form of any partnership.

10.9 Concluding assessment

Governance and trust were central to the consultation response. Respondents wanted strong representation for accommodation providers, tourism businesses, residents and community organisations, alongside transparent rules and independent scrutiny.

Mistrust focused on whether revenue would be ring-fenced, whether it would replace existing budgets and whether funds would be used effectively. These concerns are best understood as questions of relationship, legitimacy and evidence rather than simply opposition to taxation. Across the consultation evidence, confidence in governance was associated with clarity over membership and authority, additionality, publication of the financial position and independent review. Respondents also linked confidence to whether such arrangements were visible, sustained and supported by demonstrable outcomes.

11. Geographic considerations

Ynys Môn functions as a coherent island destination, but the consultation evidence indicates that visitor pressures, economic exposure and local priorities are not uniform across the island. Interim geographic work identified strong resident responses from West and North Anglesey. Business-related concentrations were identified in Holyhead / Trearddur Bay, Beaumaris / Menai Bridge, Amlwch / Cemaes and Benllech / Moelfre.

The significance of these differences is analytical as well as practical. A single island-wide policy framework may be appropriate for legal, financial and strategic purposes, but the lived experience of visitor pressure and the expectations of benefit are likely to vary between communities. This means that place-based interpretation is needed alongside island-wide coordination.

11.1 Overview of the geographic pattern

Geographic pattern	Interim evidence	Interpretation
Strong resident response areas	West and North Anglesey	These areas appear to have engaged particularly strongly with the consultation and may reflect communities where local issues and visitor pressure are salient.
Business concentration 1	Holyhead / Trearddur Bay	A significant visitor gateway and tourism area with operational and infrastructure concerns.
Business concentration 2	Beaumaris / Menai Bridge	Important visitor-facing settlements with strong tourism presence and event activity.
Business concentration 3	Amlwch / Cemaes	North-eastern coastal area where businesses were concerned about recognition and local return.
Business concentration 4	Benllech / Moelfre	A coastal visitor area where accommodation and tourism activity create a notable local cluster.

The resident-response geography indicates that the consultation did not emerge evenly from all parts of the island. Stronger participation from West and North Anglesey suggests that certain communities may have been especially motivated to comment on visitor impacts, local services, economic effects or the possible use of levy income.

11.2 Business concentrations and operational exposure

The identified business clusters illustrate where the visitor economy is likely to have had particular visibility within the consultation response. These concentrations should not be treated as exhaustive coverage of every tourism-related business on the island. They indicate places where business engagement or exposure was sufficiently notable to shape the geographic picture.

Cluster	Why it matters in the consultation context	Possible issues likely to influence views
Holyhead / Trearddur Bay	Major gateway and coastal tourism area, with relevance to transport, motorhome provision and sustainable tourism management.	Gateway pressure, accommodation activity, transport interfaces, campervan infrastructure and destination management.
Beaumaris / Menai Bridge	High-profile visitor settlements where heritage, events and local visitor economy performance are important.	Local asset ownership, year-round activity, community benefit and place presentation.
Amlwch / Cemaes	Northern coastal area with active tourism and sensitivity to perceived under-recognition.	Fair share of funding, visibility of benefit and local economic resilience.
Benllech / Moelfre	Popular coastal visitor zone where accommodation and visitor movement are likely to be significant.	Seasonal demand, local infrastructure, transport and environmental management.

These clusters also help explain why island-wide averages cannot fully describe local experience. A business in a busy coastal tourism area may judge the levy very differently from one in a less visitor-intensive location, while a community that experiences strong seasonal pressure may place greater weight on visible local reinvestment.

11.3 Event evidence and place-based priorities

The event evidence adds important geographic nuance. Bangor University argued for governance that combines local accountability with island-wide coordination. This is consistent with the issues raised in the local events: Beaumaris sought a return to locally owned visitor assets; Holyhead discussed campervan infrastructure and sustainable tourism; Amlwch feared being overlooked; and Menai Bridge emphasised the importance of year-round events.

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Place	Issue raised	Interpretive significance
Beaumaris	Desire for a return to locally owned visitor assets.	The evidence links local confidence with influence over priorities and visible local return.
Holyhead	Discussion of campervan infrastructure and sustainable tourism.	The discussion illustrates the importance participants attached to gateway and motorhome pressures.
Amlwch	Fear of being overlooked.	The evidence records concern about geographic fairness, including for places outside the best-known visitor centres.
Menai Bridge	Emphasis on year-round events.	The evidence records interest in season extension and local economic activity beyond peak periods.
Bangor University perspective	Need for local accountability with island-wide coordination.	This perspective emphasised local accountability alongside island-wide coordination.

Together, these place-based comments show that geography shapes not only where visitor pressure occurs but also how communities define benefit. For some places the priority is physical infrastructure, for others it is stronger local control, year-round activity or reassurance that their area will not be overshadowed by larger or better-known visitor centres.

11.4 Island-wide coordination and local accountability

The argument for combining island-wide coordination with local accountability reflects the structure of the island visitor economy. Some matters, such as transport, island-wide data, major environmental programmes and strategic infrastructure, are more effective at a whole-island scale. Other matters, such as visible improvements in communities experiencing seasonal pressure, require a place-based approach.

Potential funding approach identified in the evidence	Issue reflected in the evidence	Geographic rationale
Island-wide strategic fund	Transport, data, major infrastructure and environmental programmes.	Supports needs that are systemic, cross-boundary or too large for a single community allocation.
Place-based allocation	Visible benefit in communities experiencing visitor pressure.	Ensures that localities can identify practical outcomes where pressure is felt most directly.
Challenge / innovation fund	Community, cultural, event and sustainability projects.	Allows local initiative, experimentation and smaller-scale place-led responses.
Evaluation reserve	Monitoring, mitigation and independent review.	Supports island-wide learning while allowing emerging geographic impacts to be identified and addressed.

11.5 Funding approaches reflected in the evidence

The evidence included both island-wide and place-based approaches to potential expenditure. Island-wide investment was associated with larger transport, environmental and infrastructure programmes, while place-based allocation was associated with the visible local benefit that many respondents linked to fairness and acceptability.

Community, cultural, event and sustainability projects were also identified as possible forms of locally-led expenditure. This is relevant to places such as Menai Bridge, where year-round events were emphasised, and to other communities where respondents raised local visitor-management or economic priorities.

The evidence also identified monitoring and independent review as relevant to understanding geographic effects over time, including whether funding distribution, visitor pressure or economic effects were uneven.

11.6 Practical implications for allocation and reporting

Issue	Issue reflected in the evidence	Evidence associated with greater confidence
Geographic fairness	Communities will want to understand how allocations between places are determined.	Clear criteria based on pressure, need, strategic value and deliverability.
Visibility of benefit	Localities will expect to see outcomes in their own area.	Project maps, local summaries and signage on completed investment.
Balance between island and place	Too much centralisation may weaken local legitimacy; too much fragmentation may weaken strategy.	Published allocation framework showing which kinds of investment sit at each level.
Recognition of overlooked places	Areas such as Amlwch may fear missing out.	Transparent geographic reporting and periodic review of spatial distribution.
Support for seasonal and year-round needs	Different areas may prioritise peak-pressure management or season extension.	Flexible funds able to address both infrastructure and economic development objectives.
Independent challenge	Spatial decisions may be contested.	Multi-stakeholder scrutiny and evaluation of geographic outcomes.

11.7 Limitations and concluding assessment

The maps in this section are schematic and interpretive. They illustrate the geographic clusters and place-based issues identified in the supplied interim work and event evidence; they are not GIS outputs or postcode-density maps. The section therefore supports qualitative interpretation rather than precise spatial measurement.

Within those limits, the evidence presents Ynys Môn as a coherent destination while also showing that pressures, priorities and expectations of benefit differ between communities. The consultation highlights stronger resident engagement in West and North Anglesey, notable business concentrations in key visitor settlements and distinct place-based concerns emerging through the events.

The geographic evidence identifies both island-wide considerations and demand for visible local accountability. It does not establish a single preferred allocation model, but it shows that respondents distinguished between whole-island needs and place-specific priorities.

12. Community drop-in evidence

Six community drop-in sessions were arranged by the Council across Ynys Môn between 15 June and 6 July 2026. Their stated purpose was to provide opportunities for residents in different parts of the island to participate in person. The sessions were advertised through Visit Anglesey and Isle of Anglesey County Council social-media channels and through local community groups, including Friends of Beaumaris, Caru Amlwch and Grŵp Cymuned Llangefni.

Recorded attendance was low and uneven. Across the six community sessions there were 23 recorded attendances, an average of 3.8 per session. Beaumaris recorded the highest attendance at seven, Holyhead and Amlwch each recorded six, Newborough and Menai Bridge each recorded two, and no-one attended the Llangefni session. These figures are best interpreted as evidence about the reach and character of the in-person engagement rather than as a measure of wider public opinion.

Location	Date	Recorded attendance
Llangefni Town Hall	15 June 2026	0
Beaumaris – Canolfan Beaumaris	17 June 2026	7
Newborough – Pritchard Jones Institute	24 June 2026	2
Holyhead – Market Hall Library	29 June 2026	6
Menai Bridge – Menai Heritage Trust	1 July 2026	2
Amlwch – Memorial Hall	6 July 2026	6

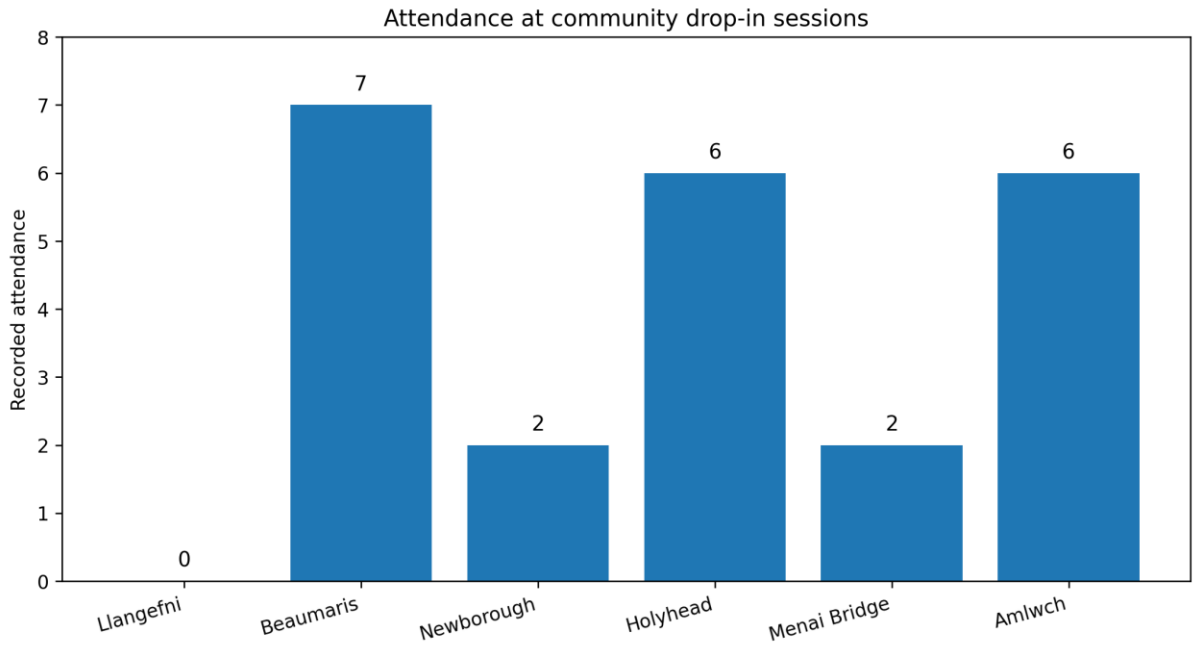


Figure 12.1. Recorded attendance at the six community drop-in sessions.

12.1 How the drop-in evidence should be interpreted

The drop-ins provide qualitative depth rather than prevalence. The level of attendance means that the views expressed at an individual session cannot be treated as representative of the settlement in which it took place. In particular, a six- or seven-person session may reveal issues

that matter locally, but it cannot establish the proportion of residents or businesses in that area who hold the same view.

The zero attendance at Llangefni is also evidence in its own right. It indicates that an advertised in-person opportunity did not generate participation on that date. This should be considered alongside the much larger online-survey response rather than interpreted as evidence that people in Llangefni had no interest in the subject.

12.2 Beaumaris: local return, business pressure and mixed perspectives

Beaumaris recorded seven attendees, the highest of the six community drop-ins. Those recorded as attending included representatives of Beaumaris Town Council and Beaumaris Chamber of Trade, a travel agent and holiday-cottage provider, a self-catering provider and a representative connected to UK Events.

The discussion was predominantly concern-led. Beaumaris Town Council emphasised that the area is a major visitor destination and could generate substantial levy income. It wanted to see investment returned to the town, particularly because local bodies are responsible for visitor-facing assets including the Canolfan, public conveniences, the Gaol, Courthouse and tourism information centre. This provides a clear example of the place-based accountability issue identified elsewhere in the consultation.

Economic concerns included the fact that day visitors would not pay, the cumulative cost for families staying overnight, possible reductions in high-street spending, the 182-day letting rule, seasonality, weak winter footfall, VAT-threshold concerns and additional administration. Attendees also raised the risk that some visitors could reconsider a trip to the area.

The session was not uniformly opposed. The representative associated with UK Events and NCASS highlighted the potential for a levy to unlock funding for the sector and to support locally driven events. The Beaumaris evidence is therefore best described as strongly concern-led but with a clear conditional argument in favour of reinvestment where local benefits are visible.

12.3 Newborough and the limits of the recorded evidence

The Newborough session recorded two attendees. The source overview confirms the venue, date and attendance but does not provide a substantive record of the discussion. It would therefore be inappropriate to assign a stance, identify dominant themes or infer local priorities for Newborough from this source alone.

This gap is important methodologically. Where the consultation record is thin, the final report should say so rather than filling the gap from wider island evidence. Newborough can be included in the attendance analysis, but detailed thematic interpretation should be based only on evidence that was actually recorded.

12.4 Holyhead: information, principle and sustainable tourism

Holyhead recorded six attendees, including local residents, a holiday-home owner and cruise tour guide, and a self-catering accommodation provider. The session involved substantial discussion of how the levy might be designed and implemented, suggesting that information and practical clarification were important components of the engagement.

The source records that participants were generally supportive of the principle and considered that local areas could benefit from investment. One practical example was additional camper-

Aire provision. Participants also discussed the opportunity to mitigate negative effects of over-tourism and promote more sustainable tourism, with Trearddur Bay used as an example.

12.5 Menai Bridge: conditional discussion and year-round tourism

The Menai Bridge session recorded two attendees, identified as visitors and directors of a Holiday Cottages business. The discussion covered the tourism sector on Ynys Môn more broadly as well as the levy proposal itself.
The evidence was mixed and conditional. Seasonality was identified as an important challenge, and events were seen as one means of supporting the sector throughout the year. The potential for levy investment in events, nature tourism, sustainability and marketing was discussed positively.

At the same time, attendees raised concern about whether levy receipts would count towards VAT-taxable turnover, together with additional bank and card charges and administration fees. The session therefore illustrates how a respondent can recognise potential benefits while remaining concerned about the practical tax and transaction consequences.

12.6 Amlwch: opposition, fairness and fear of being overlooked

Amlwch recorded six attendees, the majority of whom were self-catering accommodation providers. The source records a general feeling of opposition among most participants. Reasons included additional administrative burden, uncertainty about the fair use of revenue and the continuing challenge created by the 182-day letting rule.

The discussion also linked the levy to wider financial pressures, including National Insurance and existing operating costs. Local service concerns included the difficulty of keeping public conveniences open outside the main season and concern about illegal overnight campers who were perceived as neither being adequately policed nor contributing to the local economy.

Importantly, attendees also recognised the opportunity for local investment and the significance of North Anglesey as a tourism destination. A specific fear was that Amlwch could be overlooked when funding and investment decisions were made. This connects directly with the wider geographic finding that local accountability and visible place-based benefit matter alongside island-wide coordination.

Session	Recorded character of discussion	Principal issues supported by the source
Beaumaris	Predominantly concern-led, with some conditional support for investment	Local return; day visitors; family cost; high-street spending; 182-day rule; seasonality; VAT; administration; events.
Newborough	Insufficient recorded detail to classify	Attendance recorded, but no substantive thematic notes in the source overview.
Holyhead	Generally supportive of the principle	Need for information; local investment; camper-Aires; sustainable tourism; mitigation of over-tourism.
Menai Bridge	Mixed and conditional	Seasonality; year-round events; VAT treatment; card/bank charges; administration; nature tourism; sustainability; marketing.
Amlwch	Mainly opposed, with recognition of possible local investment	Administration; fairness of spending; 182-day rule; financial pressure; toilets; illegal campers; concern about being overlooked.

12.7 Cross-cutting themes from the drop-ins

Although attendance was small, a number of themes recurred across the recorded sessions. The Council's own overview identifies local reinvestment, business impacts, administrative burden, VAT and the 182-day rule, seasonality and the need to ensure that tourism revenue benefits local communities as the most consistent themes.

Cross-cutting theme	How it appeared in the sessions	Relationship to wider consultation findings
Local reinvestment and geographic fairness	Beaumaris wanted locally generated income returned to visitor assets; Amlwch feared being overlooked.	Reinforces the importance of place-based allocation and transparent geographic reporting.
Business pressure and seasonality	Beaumaris, Menai Bridge and Amlwch discussed winter footfall, seasonal demand and cumulative costs.	Consistent with strong business opposition and concern about viability and competitiveness.
VAT and the 182-day rule	Raised particularly in Beaumaris, Menai Bridge and Amlwch.	Shows that the levy was considered alongside existing tax and regulatory pressures.
Administrative burden	Providers raised guest-night management, transactions, charges and additional work.	Aligns with the detailed business evidence on collection and compliance capacity.
Visitor deterrence and spending	Beaumaris raised risk of fewer visits and reduced high-street spending.	Consistent with visitor statements about destination choice and shorter stays.
Public conveniences and campervan infrastructure	Amlwch discussed keeping toilets open; Holyhead identified Camper-Aire investment.	Demonstrates the practical, visible nature of preferred reinvestment.
Events, sustainability and nature tourism	Positive opportunities discussed in Beaumaris, Holyhead and Menai Bridge.	Shows that some participants saw potential value where income supported visible destination improvements.

12.8 Reach, participation and methodological significance

The low attendance does not make the drop-ins irrelevant, but it changes the weight that should be attached to them. Their principal value lies in explaining why participants held particular views, identifying practical issues that closed survey questions may not capture, and revealing local differences in emphasis. They should not be used to estimate the prevalence of support or opposition across the island.

The uneven attendance also provides information about engagement reach. One session attracted no attendees, two attracted only two people, and the largest attracted seven. This suggests that in-person drop-ins were a relatively small component of the overall consultation and that the survey and other forms of engagement carried much greater numerical reach.

The accommodation-provider meeting held at Llangefni Town Hall on 22 June was a separate exercise and is not included in the six community drop-in attendance figures. Keeping the two forms of engagement distinct prevents the community attendance profile from being artificially inflated.

12.9 Implications for interpretation and future engagement

Issue	Evidence from the drop-ins	Interpretive significance
Low and uneven participation	23 recorded attendances across six sessions, including one session with none.	Treat findings as qualitative evidence and avoid prevalence claims.
Local variation	Sessions differed in emphasis and stance.	Retain place-based analysis rather than collapsing all event evidence into one island-wide position.
Need for practical information	Holyhead discussion included extensive clarification of design and implementation.	Participants asked for worked examples, clear rules and implementation scenarios.
Need for visible local benefit	Strongly evident in Beaumaris and Amlwch.	Participants linked confidence with clarity about geographic allocation and local reinvestment.
Business confidence	VAT, 182-day rule, seasonality and administration recurred.	Provider comments placed the levy within a wider context of cumulative pressures.
Positive opportunities	Events, sustainability, nature tourism and campervan infrastructure were identified.	Participants referred to concrete projects and measurable outcomes when discussing potential benefits.

12.10 Concluding assessment

The community drop-ins provide a small but useful qualitative strand within the wider consultation. Attendance was too low and uneven for the sessions to support claims about the prevalence of opinion, but the discussions add important depth to the survey evidence.

The sessions show that opposition and support were often conditional and place-specific. Beaumaris and Amlwch were principally concerned about economic risk, fairness and local return; Holyhead was more supportive of the principle and focused on sustainable tourism and infrastructure; Menai Bridge combined concern about VAT and transaction costs with interest in events and other investment opportunities. The Newborough source records attendance but does not contain enough detail for thematic classification.

Across the recorded sessions, the most consistent message was that any levy would be judged through its local and practical consequences: whether businesses could administer it, whether visitors would alter behaviour, whether existing financial pressures were recognised, and whether communities could see transparent and additional reinvestment in the places where visitor pressure is experienced.

13. Accommodation-provider meeting

A sector-specific meeting for accommodation providers was held at Llangefni Town Hall on 22 June 2026. The meeting was intended to provide an opportunity for accommodation businesses to discuss the visitor levy proposal in greater detail. It was promoted through Visit Anglesey and Isle of Anglesey County Council corporate social-media channels, and approximately 40 Anglesey-based accommodation providers were contacted directly by email.

Seventeen accommodation providers attended, together with a representative of the evenue Authority (WRA). The session included an Isle of Anglesey County Council presentation on the consultation and an information presentation from the WRA on registration and the operation of the visitor levy. The meeting therefore provided a more technical and sector-focused strand of evidence than the general community drop-ins.

Meeting feature	Recorded information	Interpretive significance
Date and venue	Llangefni Town Hall, 22 June 2026	Dedicated sector session held separately from the community drop-ins.
Direct outreach	Approximately 40 Anglesey-based accommodation providers emailed	Shows targeted contact in addition to public social-media promotion.
Attendance	17 accommodation providers	Provides substantive qualitative sector evidence, but is not a census of the island accommodation sector.
Technical input	Welsh Revenue Authority representative attended	Allowed questions on registration, compliance and levy operation to be discussed directly.
Presentations	IoACC consultation overview and WRA registration / visitor levy information	Combined local consultation context with national technical information.

13.1 Reach and representativeness of sector engagement

A prominent issue raised by attendees was whether the consultation had reached enough accommodation providers. Participants felt that turnout was lower than expected and requested greater engagement with caravan parks and the wider accommodation sector. Suggestions included the use of a comprehensive business directory and direct letters to residential and business properties.

This concern is important in interpreting the meeting itself. The 17 attendees provide detailed evidence from businesses that chose to participate, but the session cannot be treated as representative of every accommodation type or business model on the island. The request for wider caravan-park and accommodation-network engagement indicates that some participants believed important parts of the sector remained under-represented.

The sector therefore linked consultation legitimacy with reach. The issue was not simply whether businesses had an opportunity to respond, but whether the Council could demonstrate that different accommodation models had been actively reached and that industry feedback would be reflected in the design and timing of any future scheme.

13.2 Administration and compliance

Administration and compliance formed a substantial part of the discussion. Questions covered registration, penalties, enforcement, guest records, levy calculation, exemptions, refunds and the treatment of different guest categories. These concerns closely mirror the wider business evidence, but the sector meeting adds more detail about the practical chain of tasks that providers expected to manage.

Administrative issue	Concern raised at the meeting	Operational significance
Registration	Questions about the requirement to register and consequences of non-compliance.	Businesses need clarity over who must register, when and through which system.
Penalties	Questions about penalties for failure to register or comply; initial penalties were understood to start at £100.	Providers were concerned about the proportionality and practical effect of the compliance regime.
Enforcement	Concern about how effectively the levy could be enforced.	Uneven enforcement could create perceived unfairness between compliant and non-compliant operators.
Guest records	Additional responsibility for recording guest stays.	Creates recurring record-keeping and data-management requirements.
Levy calculation	Need to calculate and charge the levy accurately.	Requires booking-system adaptation and clear treatment of liable nights and guests.
Exemptions	Questions about exempt categories and how providers establish eligibility.	Ambiguity could lead to inconsistent treatment and customer disputes.
Refunds	Additional administration where payments need to be reversed or adjusted.	Requires clear processes linked to cancellations, amendments and eligibility.
Infants and guest categories	Particular concern about recording infants and other categories.	Adds detail to booking records and increases the need for clear definitions.
Disability claims	Concern that disability exemptions might require retrospective claims rather than automatic exemption.	Could create additional administrative steps for guests and providers.

The discussion shows that providers viewed administration as a workflow rather than a single transaction. Registration, booking-system changes, guest classification, collection, adjustment and reporting all interact. The burden is therefore likely to depend on the volume and complexity of bookings as well as the scale of the business.

13.3 Enforcement and perceived fairness

Attendees compared the proposed compliance framework with existing difficulties in policing illegal overnight campervan stays. This comparison reflected a fairness concern: regulated accommodation providers anticipated new registration, record-keeping and collection duties while questioning whether informal or illegal overnight activity would be subject to equivalent enforcement.

The concern is significant because compliance legitimacy depends partly on consistency. Businesses may be less willing to accept additional administrative obligations if they perceive

that other forms of overnight accommodation can avoid equivalent requirements. The source does not establish the scale of illegal campervan activity or the effectiveness of current enforcement, so these points should remain attributed to attendee concern.

13.4 Economic and strategic issues

Participants questioned whether the revenue generated by a visitor levy would exceed the potential economic losses associated with its introduction. The discussion therefore focused not only on gross levy income but on the net economic position after allowing for possible changes in visitor behaviour and the additional costs borne by businesses.

Economic issue	Concern raised	Potential pathway if realised
Bookings	Higher visitor costs could reduce the number of bookings.	Lower occupancy and accommodation income.
Length of stay	Visitors could shorten their stays.	Fewer occupied nights and reduced secondary spending.
Visitor spending	Visitors may have less discretionary expenditure for local businesses.	Reduced income for hospitality, retail, attractions and services.
Secondary businesses	Tourism-dependent businesses beyond accommodation could be affected.	Economic effects could extend through the local supply chain.
Contractors and business travel	Workers in the area might stay outside Ynys Môn if the levy applies locally.	Accommodation spending could be displaced outside the island.
Wylfa-related demand	Wylfa was cited as an example of possible contractor accommodation displacement.	Future project-related stays may be sensitive to differences between local authority areas.

The Wylfa example broadens the discussion beyond leisure tourism. Accommodation on Ynys Môn may also serve contractors, workers and other non-leisure stays. Attendees were concerned that where alternative accommodation is available outside the island, a locally applied charge could influence where those stays are booked.

These concerns are stated risks rather than forecasts. The meeting did not provide measured estimates of booking loss, stay reduction or contractor displacement. Their value is in identifying the economic pathways that providers believed should be tested before implementation.

13.5 VAT, taxable turnover and the 182-day rule

The meeting also raised the interaction between the levy and VAT. Attendees argued that comparisons with European visitor levies are not straightforward because the tax treatment and VAT arrangements may differ. The interaction between levy collection, VAT and taxable turnover was described as a significant concern.

The 182-day rule was also highlighted as an existing pressure affecting many businesses. This reinforces a recurring theme in the wider consultation: providers considered the levy cumulatively alongside other taxation, regulatory and trading pressures rather than as a stand-alone charge.

Design issue	Sector concern	Why clarification matters
VAT treatment	Uncertainty over interaction between levy receipts and taxable turnover.	Businesses requested authoritative worked examples on pricing and threshold implications.
European comparisons	Attendees considered direct comparisons potentially misleading where tax systems differ.	Attendees argued that benchmarking should distinguish rate design from wider tax treatment.
182-day rule	Identified as a significant existing business pressure.	Timing and cumulative regulatory burden influence confidence in any additional scheme.

13.6 Destination Anglesey Partnership and governance

Participants suggested that the Destination Anglesey Partnership (DAP) should be reestablished. The proposed purpose was not simply advisory engagement after implementation; attendees wanted a representative structure capable of helping to guide decisions on levy spending and implementation from the outset.

This aligns with the wider consultation evidence on governance and additionality. For accommodation providers, governance is directly connected to business confidence: if businesses are required to collect the charge and explain it to customers, they want confidence that the income is transparently managed, that spending decisions reflect destination needs and that the sector has a meaningful voice.

Governance themes emerging from the meeting	Issue reflected in the evidence	Practical implication
Participants proposed DAP before implementation	Participants sought a representative forum before collection.	The proposal linked governance arrangements to implementation readiness.
Accommodation-sector representation	Participants wanted collector experience to inform discussion of design and spending.	Participants called for representation across different accommodation models, including under-represented parts of the sector.
Input to implementation	Participants used implementation discussion to identify practical problems with systems and processes.	Participants identified provider working groups and tested booking / refund / exemption scenarios as possible approaches.
Input to spending	Participants linked discussion of levy income with destination priorities and local economic need.	Participants called for transparent allocation principles and publication of partnership recommendations.
Transparent relationship with Council	Participants raised the importance of clarity about the boundary between advice and statutory decision-making.	Participants associated confidence with public terms of reference, reporting and Council responses.

13.7 Key messages from the sector meeting

Key message	Evidence from the meeting	Interpretive significance
Potential visitor deterrence	Providers feared higher costs could reduce bookings and shorten stays.	The meeting identified economic impact as an issue for assessment and monitoring rather than assumption.
Increased costs and administration	Providers described registration, system, record and exemption responsibilities.	Collector burden is a central implementation issue.
Uncertainty around enforcement	Questions about penalties and comparison with illegal overnight campervans.	Perceived consistency and fairness will affect compliance confidence.
Economic losses could exceed levy income	Participants questioned the net economic case after behavioural effects.	Gross revenue alone is not sufficient for appraisal.
Consultation must be thorough and representative	Attendees requested greater reach into caravan parks and accommodation networks.	Attendees called for broader engagement across business types.
Participants proposed governance arrangements before implementation	DAP was proposed before introduction.	Institutional readiness is linked directly to sector confidence.

13.8 Limitations and concluding assessment

The meeting provides detailed qualitative evidence from 17 accommodation providers, but it should not be treated as a statistically representative sample of all providers on Ynys Môn. The source does not provide a breakdown of attendees by accommodation type, geography or business size. It also records concerns and questions rather than independently verified forecasts of economic impact or enforcement performance.

Within those limits, the meeting is important because it captures the perspective of prospective collectors in a setting designed specifically for technical discussion. The evidence demonstrates concern about consultation reach, administrative workload, enforcement, VAT, the 182-day rule, visitor deterrence and the wider economic consequences of reduced stays or spending.

The most consistent message from providers was a preference for readiness to precede implementation. The issues they linked to readiness included broader sector engagement, clearer administrative and tax guidance, enforcement arrangements, economic monitoring and a Destination Anglesey Partnership or equivalent governance structure.

Source: Isle of Anglesey County Council, Sector Specific Meeting - Accommodation Providers, 22 June 2026.

14. Written stakeholder representations

The consultation was supplemented by 13 named written stakeholder positions. These submissions came from tourism and hospitality bodies, accommodation businesses, a town council, a campaign organisation, an environmental charity, an academic institution and a national park authority. They varied substantially in length, purpose, mandate and evidential approach, but together provide a distinct organisational perspective alongside the survey, community drop-ins and accommodation-provider meeting.

Nine named organisations were recorded as opposed, three as supportive and one as mixed or conditional. The written evidence was therefore predominantly negative in numerical terms, particularly among organised tourism, accommodation and business interests. However, the submissions also contain areas of convergence across opposing, supportive and conditional positions, especially around governance, transparency, business readiness, local accountability and the need for monitoring.

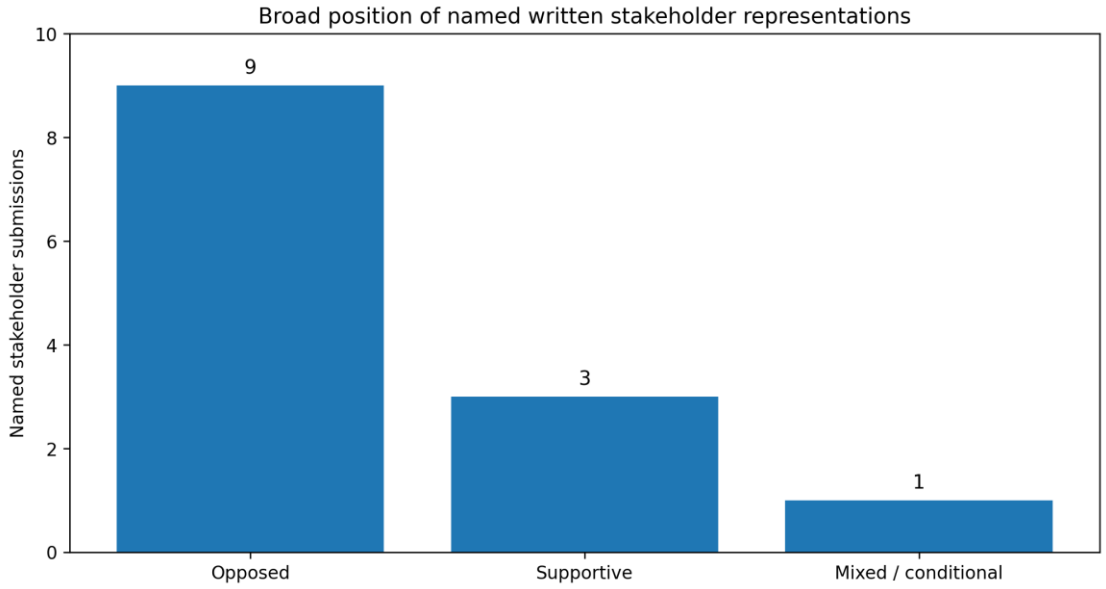


Figure 14.1. Broad position of the 13 named written stakeholder representations.

14.1 How the written evidence should be interpreted

The 13 submissions are not equivalent to 13 individual survey responses. Some organisations represent substantial memberships or sectors; others express a civic, environmental, academic or business perspective. The number of organisations in each position therefore describes the balance of named submissions received, not the number of people represented by those submissions.

The written record is especially useful for understanding technical arguments, organisational priorities and the evidence that stakeholders wanted the Council to consider. It should not be used to convert organisational claims into verified forecasts unless those claims have been independently checked.

14.2 Opposing submissions: competitiveness, timing and economic risk

Opposing submissions placed strong emphasis on competitiveness and current trading conditions. A town's chamber of trade argued that Anglesey is a rural island destination competing with neighbouring and comparable areas, with particular reliance on price-sensitive family and short-break tourism. It also linked the potential effect of fewer overnight visitors to

local businesses and visitor-related income streams.

North Wales Tourism characterised the levy as economically risky, competitively damaging, poorly targeted towards higher-value overnight visitors and administratively burdensome, particularly for small and medium-sized enterprises. The submission also identified low confidence in governance and reinvestment as part of the sector's opposition.

PASC UK similarly focused on price sensitivity, domestic family tourism, seasonality, the 182-day rule and the cumulative impact of recent regulatory and cost pressures. It argued that a fixed per-person charge can represent a greater proportion of the cost of lower-priced accommodation and longer family stays, and that local variation between authorities could influence where visitors choose to stay.

Opposing theme	How it appeared in written evidence	Interpretive significance
Competitiveness	Concern that Ynys Môn could become more expensive relative to neighbouring or alternative destinations.	Stakeholders saw destination choice as a comparative decision rather than a response to the levy in isolation.
Current trading conditions	Submissions referred to cost pressures, weak confidence, seasonality and narrow margins.	Timing was treated as central to whether businesses could absorb additional change.
Price-sensitive domestic tourism	Family, touring, self-catering and short-break markets were highlighted.	Opposition was linked particularly to visitor groups thought to be sensitive to total trip cost.
Overnight versus day visitors	Concern that overnight guests would pay while day visitors could continue to use local infrastructure without the charge.	Fairness and targeting were significant components of the case against.
Wider visitor-economy effect	Reduced stays or spending were linked to shops, hospitality, attractions and suppliers.	Stakeholders framed risk as a supply-chain issue rather than an accommodation-only issue.

14.3 Administration, VAT and transaction structures

Administration was one of the strongest areas of overlap between the written evidence and the accommodation-provider meeting. PASC UK highlighted quarterly returns, the capacity of micro-businesses and the interaction between lower occupancy and the 182-day threshold. Other submissions raised platform commission, card or transaction charges, software costs, VAT treatment and responsibility for collection.

A representation from a prominent self catering company provides the clearest conditional example. It was not opposed to the levy in principle, but argued that agents and property owners should not become the parties effectively paying the charge because commission, VAT and technology charges are applied to the enlarged transaction value. Its concern was therefore with collection architecture and tax treatment rather than rejection of the principle itself.

Operational issue	Concern in the written record	What stakeholders sought
Platform / agency commission	Commission may be charged on the levy-inclusive booking value.	A collection structure that does not financially penalise agents or owners.
VAT and taxable turnover	Levy treatment could affect VAT liability or increase the effective cost.	Authoritative clarification and worked examples.
Transaction charges	Card, banking and software fees may rise with a larger transaction value.	A system that minimises unrecovered collection costs.
Micro-business capacity	Small operators may have limited systems and administrative support.	Simple procedures, clear guidance and proportionate returns.
182-day interaction	Small reductions in occupancy may affect eligibility for business-rate treatment.	Consideration of cumulative effects rather than the levy in isolation.

14.4 Campervans, touring accommodation and displacement concerns

HARPA's submission concentrated particularly on holiday parks, campsites, touring caravans, motorhomes and campervans. It argued that these forms of accommodation may be relatively price-sensitive and expressed concern that visitors could respond by shortening stays, choosing another destination or using unauthorised overnight locations.

HARPA also linked campervan displacement to public-space and environmental management. The submission described a risk of increased use of lay-bys, public car parks and other unsuitable locations, with possible litter, waste, environmental and enforcement consequences. These are stakeholder-identified risks and should be reported as such rather than as measured outcomes.

The written evidence therefore illustrates a recurring tension within the consultation: regulated providers may be asked to undertake formal collection and compliance while some informal or unauthorised stays are perceived as harder to control. This concern contributes to both the fairness and enforcement debate.

14.5 Supportive evidence: destination management and environmental quality

The clearest supportive case came from environmental, academic and destination-management perspectives. Eryri National Park Authority strongly supported the principle of a visitor levy, pointing to pressures on infrastructure, congestion, parking, paths, ranger services, biodiversity, litter, fly-camping and other visitor-management demands. It viewed additional income as a potential means of strengthening destination management.

Keep Wales Tidy's evidence emphasised the relationship between environmental quality and the visitor experience. Its response highlighted litter, cleanliness, public conveniences, parks, infrastructure and community activity as areas where additional income could support both visitors and local communities. It also highlighted the role of volunteer and community groups in maintaining public spaces.

These supportive submissions did not simply argue for revenue generation. They linked support to visible environmental and infrastructure outcomes and to the quality of the destination. Their case therefore aligns with the wider consultation finding that practical, observable improvements are central to acceptability.

Supportive perspective	Principal emphasis	Potential value identified
Eryri National Park Authority	Infrastructure, visitor pressure, environmental impacts and sustainable destination management.	Additional resources to manage visitor pressures and improve destination services.
Keep Wales Tidy	Litter, local environmental quality, public conveniences, parks and community activity.	Visible improvement in environmental quality for residents and visitors.
Bangor University	Governance, evidence, local accountability, better data and formal evaluation.	A levy designed around transparent institutions and stronger destination evidence.

14.6 Bangor University: governance, data and evaluation

Bangor University academics supported the principle of introducing a visitor levy on Ynys Môn but placed considerable emphasis on how it would be governed. Their written evidence argued that international experience suggests long-term legitimacy depends heavily on the way revenue is allocated, reinvested and scrutinised.

They highlighted the composition and role of any advisory or decision-making forum, meaningful involvement of communities and tourism businesses, transparency in expenditure, and formal monitoring and public reporting. They also argued for governance that combines local accountability with island-wide strategic coordination, recognising that visitor pressure and local priorities vary across places.

A further positive identified by the academics was the improved data that could arise from the accommodation register and levy returns. More detailed information on overnight stays, accommodation types, seasonality and spatial patterns could strengthen destination management. They recommended a formal programme of monitoring and evaluation from the outset.

14.7 Areas of convergence across positions

Despite the marked difference in overall stance, several themes converged across opposing, supportive and conditional submissions. Governance was the clearest. Business bodies wanted representation and reassurance about how money would be used; Bangor University emphasised transparent and place-sensitive governance; and a prominent self-catering provider wanted a collection method that protected intermediaries and owners.

Area of convergence	Opposing / conditional perspective	Supportive perspective
Governance	Concern about allocation, representation and trust.	Transparent institutions are necessary for legitimacy and effectiveness.
Additionality	Fear that income may replace existing expenditure.	Support is stronger where income produces identifiable additional benefit.
Business readiness	Opposing and conditional submissions identified unresolved concerns about systems, VAT, commission and administrative capacity.	Operational readiness is necessary for credible implementation.
Local accountability	Communities and businesses want visible return and influence.	Place-sensitive governance can improve legitimacy and effectiveness.
Monitoring	Opposing and conditional submissions called for monitoring of economic and operational risks.	Formal evaluation can test impacts and improve future decision-making.
Timing reflected in the evidence	Many opposing bodies argued current conditions were unsuitable.	Even supportive evidence emphasised design and governance before effective implementation.

14.8 Status and limitations of stakeholder evidence

Formal submissions frequently cited external research, industry surveys, economic estimates and comparisons with other destinations. These claims remain attributable stakeholder evidence unless independently verified within the report. They should not automatically be presented as Council findings or as settled forecasts of visitor behaviour.
The positions table also simplifies more nuanced submissions. 'Opposed' does not mean that an organisation rejected every possible use of levy income, while 'supportive' does not mean unconditional endorsement of any design. A response from a prominent self-catering company was explicitly mixed or conditional, and several opposing submissions nevertheless argued for strong representation and strict accounting if implementation proceeded.

14.9 Concluding assessment

The written stakeholder evidence was predominantly opposed in numerical terms, with nine of the 13 named positions recorded against the proposal. The organised business case focused on competitiveness, price-sensitive domestic tourism, current trading conditions, administration, VAT, platform costs, campervan displacement and confidence in allocation.

The supportive case was more strongly associated with destination management, environmental quality, infrastructure, improved data, local accountability and evaluation. The conditional evidence demonstrated that acceptance of the principle could coexist with substantial concern about who bears the practical and financial cost of collection.

The most important cross-position finding is therefore not unanimity on the levy itself, but convergence around the conditions for credible decision-making: transparent governance, meaningful representation, additionality, operational readiness, place-sensitive investment, monitoring and careful consideration of timing.

Source: analysis of named written stakeholder representations supplied to the Isle of Anglesey visitor levy consultation, including the compiled stakeholder response binder.

15. Promotion and communications review

The consultation was supported by a programme of public information and promotional activity across Council, destination, social-media and community channels. The Council published a dedicated consultation page, a launch news item and an earlier announcement making clear that no decision had been taken on whether Ynys Môn would introduce the visitor levy. The consultation also appeared through the Council's Have Your Say and residents-facing pages.

The available records indicate repeated bilingual promotion through Visit Anglesey and the Council's corporate social-media presence. This included promotion of the general consultation, the six community drop-in sessions and the sector-specific accommodation-provider meeting.

The communications activity should therefore be characterised as repeated, bilingual and multi-channel. However, visibility is not the same as reach, reach is not the same as engagement, and engagement is not the same as representative participation. The low attendance at several community sessions and concerns raised by accommodation providers show that the existence of multiple promotional channels did not automatically translate into broad in-person participation across all audiences.

Communication channel	Recorded activity	Audience / purpose
Dedicated consultation webpage	Central information page explaining the proposal and consultation route.	Provide an authoritative source and direct users to the survey.
Launch news item	Public announcement of the consultation.	Generate awareness at the start of the consultation period.
Prior 'no decision made' communication	Earlier announcement clarifying that the local decision had not been taken.	Help frame the exercise as consultation rather than notification of a predetermined outcome.
Have Your Say / residents pages	Consultation signposting through Council participation and resident-facing pages.	Reach residents and people already using Council information channels.
Visit Anglesey channels	Repeated bilingual promotion and event publicity.	Reach visitors, tourism businesses and destination audiences.
Council corporate social media	Repeated posts promoting the consultation and events.	Broad public awareness and digital signposting.
Local community groups	Sharing through Community Groups	Extend promotion into place-based community networks.
Direct sector email	Approximately 40 Anglesey accommodation providers contacted for the sector meeting.	Target businesses likely to act as levy collectors.

15.1 Bilingual and multi-channel delivery

The use of both Council and destination channels was appropriate to the breadth of the intended audience. A visitor levy affects not only residents but also accommodation providers, tourism businesses, visitors, community organisations and wider local interests. A single corporate channel would therefore have been unlikely to reach all relevant groups.
Bilingual promotion also matters in an Ynys Môn context. Repetition across Welsh- and English-language channels increases the likelihood that people encounter information in their

preferred language and supports the principle that participation should be accessible in either language.

15.2 Communication of an undecided policy position

A particularly important element of the communication record was the statement that no decision had yet been made. This is significant because a statutory or formal consultation needs to distinguish between explaining a proposal and presenting an outcome as already settled. The communication framing therefore formed part of the legitimacy of the exercise.

The distinction is also relevant to the content of the questionnaire and events. Respondents were being asked not only whether they supported or opposed the principle, but also about implementation, administration, governance and possible use of income. Clear communication that the local decision remained open was necessary if those questions were to be understood as contributing to a future decision rather than simply refining an inevitable scheme.

Communication objective	Why it mattered	Evidence of delivery
Explain that no local decision had been made	Reduce the risk that consultation was perceived as predetermined.	Prior announcement and consultation messaging explicitly framed the decision as open.
Explain the proposal	Participants needed enough information to form a view.	Dedicated webpage, launch material and consultation information.
Signpost the bilingual survey	The survey was the principal quantitative response route.	Council, Visit Anglesey and social-media promotion.
Promote in-person opportunities	Events allowed questions and qualitative discussion.	Posts and local-group sharing for drop-ins and sector meeting.
Reach prospective collectors	Accommodation providers face direct administrative responsibilities.	Direct email to approximately 40 providers and a dedicated sector meeting.

15.3 Community-level promotion

The event overview records that community drop-ins were promoted through Visit Anglesey and Isle of Anglesey County Council social-media channels and were also shared into local groups. This is useful evidence of an attempt to move beyond central communications and into existing community networks.

Local-group sharing can improve geographic relevance because people may be more likely to notice information distributed through a familiar place-based network than through a county-wide corporate account.

However, the attendance pattern shows that local sharing did not produce consistent turnout. Beaumaris attracted seven attendees, Amlwch six and Holyhead six, while Newborough and Menai Bridge attracted two each and Llangefni recorded none. The communications review should therefore distinguish promotional activity from demonstrable participation.

15.4 Sector-specific outreach

The sector-specific accommodation-provider meeting was advertised through Visit Anglesey and Council corporate channels and approximately 40 Anglesey-based providers were emailed directly. Seventeen accommodation providers attended. Direct contact therefore produced a substantially larger attendance than most of the general drop-ins, but participants

nevertheless felt that the consultation had not reached enough of the accommodation sector.

Attendees specifically requested greater engagement with caravan parks and wider accommodation networks. They suggested a more comprehensive business directory and direct letters or other forms of targeted communication. This feedback is especially important because accommodation providers are not simply one stakeholder group among many: they would be responsible for collection and much of the customer-facing administration if a levy were introduced.

15.5 Visibility, reach and participation are different measures

The consultation demonstrates why communications performance should be considered through several distinct measures. Publication confirms that information existed; distribution indicates that it was placed into relevant channels; reach concerns how many intended recipients were exposed to it; engagement concerns whether people clicked, read, attended or otherwise interacted; and participation concerns whether they ultimately provided evidence.

Stage	What it measures	What the available evidence can show
Publication	Whether information was made publicly available.	Clearly evidenced through Council pages, news items and event material.
Distribution	Whether content was circulated through multiple channels.	Clearly evidenced through Visit Anglesey, Council social media, local groups and direct email.
Reach	How many people or businesses actually saw the content.	Not fully quantified in the supplied evidence because impression, email-delivery and audience-reach metrics are not provided.
Engagement	Whether people interacted with the content or attended events.	Partly evidenced through event attendance, but digital interaction metrics are not supplied.
Participation	Whether audiences submitted survey or qualitative evidence.	Demonstrated by the overall consultation response, but channel-specific conversion cannot be calculated from the supplied records.
Representativeness	Whether participation reflects the wider population or sector.	Cannot be assumed from open, self-selecting promotion and participation.

This distinction avoids two opposite errors. It would be wrong to conclude that promotion was absent simply because event attendance was low; the source material demonstrates repeated promotion. It would be equally wrong to conclude that communications successfully reached all parts of the sector simply because information was published in several places. The accommodation-provider feedback shows that some intended audiences still perceived a gap.

15.6 What low in-person attendance indicates

The six community drop-ins recorded 23 attendances in total, with one session attracting no attendees. In-person engagement was therefore a relatively small strand of a much wider consultation. Low attendance does not invalidate the events, because their value lies primarily

in qualitative discussion, but it is relevant to the assessment of communications reach.

Several explanations are possible - timing, venue, awareness, preference for online participation, lack of interest in attending a public session, or reliance on other response routes - but the supplied evidence does not allow those explanations to be ranked. The defensible conclusion is simply that repeated promotion did not produce broad or even attendance across the six community sessions.

15.7 Separation of consultation questions

The consultation evidence shows that respondents could hold different positions on four distinct questions: the principle of introducing a levy; the timing of any introduction; the practical administration of collection; and the use and governance of income. This distinction is relevant when interpreting conditional or mixed responses.

For example, one holiday business stated that it was not opposed in principle but raised significant concerns about VAT, commission and transaction structures. Some participants at community events opposed introduction while still identifying useful investment priorities. These examples demonstrate that views on principle, timing, administration and spending were not always identical.

15.8 Gaps and engagement approaches identified in the evidence

The evidence highlighted gaps in systematic targeted outreach. Social-media promotion can support awareness but does not demonstrate coverage of a business population. A verified business directory was identified as one possible means of understanding accommodation providers by type and geography, checking contact information and identifying under-represented sectors.

Approach referenced in the evidence	Issue reflected in the evidence		Evidence or metric discussed
Verified accommodation and tourism business directory	A defined contact universe rather than reliance primarily on open social media.		Number of businesses by type and area; valid email/postal contacts; proportion contacted.
Direct letters and emails	Direct contact with identified providers.		Delivery / bounce rates, opens where available, follow-up contacts and responses.
Trade-body and network distribution	Use of trusted sector intermediaries to reach members.		Bodies contacted, membership reach, circulation dates and feedback received.
Caravan-park and holiday-park outreach	Additional contact with a sector identified as insufficiently reached.		Number of parks contacted, meetings held and submissions received.
Local community networks	Place-based dissemination beyond central corporate channels.		Groups contacted by area and dates of circulation.

Published digital reach metrics	Distinction between publication, exposure and engagement.		Impressions, clicks, video views, survey click-through and event registrations where available.
Reminder schedule	Repeated communication beyond launch publicity.		Dates and channels of repeated messages across the consultation period.
Accessible offline routes	Availability of non-digital participation routes.		Locations carrying printed material, copies distributed and paper responses returned.

15.9 Communications evidence themes

The communications evidence distinguishes between intended audiences and channels, distribution and reach, and participation. These measures provide different information about the extent to which consultation activity reached resident, business and accommodation audiences.

15.10 Limitations and concluding assessment

The communications review is limited by the records available. The evidence confirms publication through several Council and destination channels, local-group sharing and direct contact with approximately 40 accommodation providers. It does not provide a complete dataset of social-media impressions, unique users reached, email open rates, click-through rates or the proportion of survey responses generated by each channel.

Within those limits, the activity was demonstrably repeated, bilingual and multi-channel. It included central webpages, news material, social media, destination channels, local networks, event promotion and some direct sector contact. The principal weakness was not an absence of promotional activity but the inability to demonstrate broad and even reach across all intended audiences, particularly through in-person engagement.

The communications evidence identified a verified business directory, direct letters or emails, trade-body distribution, place-based community networks and reach metrics as possible ways of evidencing sector contact. Participants also associated clearer separation of principle, timing, administration and spending with more precise engagement.

*Source basis: Isle of Anglesey consultation communication records described in the draft report, Communi*ty

16. Integrated interpretation: principle, timing and readiness

The evidence gathered through the survey, community drop-ins, the accommodation-provider meeting and written stakeholder representations points to a distinction between the principle of a visitor contribution and the readiness to implement a local levy at the present time. The consultation did not produce a single, uniform view. A substantial minority supported the levy, while opposition was the majority position overall and was particularly strong among businesses and visitors.

An integrated reading of the evidence is not limited to a simple binary conclusion. Respondents could recognise destination-management needs, identify practical investment priorities and support stronger local governance, while at the same time questioning the timing, economic effect, administrative burden and institutional readiness of implementation.

Dimension	Evidence supporting the principle	Evidence constraining implementation now
Overall public position	A substantial minority supported the levy; resident support was materially higher than business or visitor support.	Overall opposition was 70.8%, with 83.1% business opposition and 84.2% visitor opposition.
Destination needs	Respondents identified visible needs in public conveniences, cleanliness, transport, access, paths, environmental management and community facilities.	Concern remained that any benefits might be outweighed by economic or administrative costs.
Use of income	Respondents identified clear reinvestment priorities and linked them to transparency.	Risk that funds would not be used effectively was the most frequently selected negative concern.
Governance	Supportive evidence emphasised representation, ring-fencing, additionality and scrutiny.	Detailed governance arrangements and a Destination Anglesey Partnership or equivalent were not yet in place.
Business operation	Some stakeholders were open to the principle if collection was fair and proportionate.	Collectors raised systems, records, exemptions, refunds, VAT and enforcement concerns.
Evidence and learning	Academic evidence identified benefits from better data, monitoring and local accountability.	Stakeholders argued that timing and readiness should be tested before implementation.

16.1 Evidence supporting the principle

The case supporting the principle rests on more than the proportion of respondents who selected a supportive answer. Across the consultation, respondents from different positions repeatedly identified genuine pressures associated with managing a successful visitor destination. Even respondents who opposed introduction often identified practical areas where additional investment could be useful if a levy were introduced.

This distinction matters. Opposition to implementation does not mean that respondents believed no destination-management need exists. The consultation instead shows substantial agreement that public conveniences, cleanliness, access, transport, paths, environmental quality and local facilities matter to both visitors and residents.

16.2 A substantial minority supported the principle

Support was not the majority position overall, but it was sufficiently substantial to remain a meaningful part of the evidence. Resident opinion was notably more divided than the business or visitor results, with 38.1% of valid resident responses supportive compared with 12.1% among businesses and 11.6% among visitors.

This pattern indicates that acceptance varied according to relationship with the visitor economy. Residents were more likely than businesses or visitors to see a possible case for contribution towards local services and infrastructure, while prospective collectors and visitors were more likely to focus on direct cost, competitiveness and behavioural effects.

16.3 Investment priorities identified across positions

Respondents identified clear and practical reinvestment priorities. Public conveniences and cleanliness were the leading priority, followed by transport, parking and access, support for local businesses, paths and promenades, the natural environment and community facilities. These are visible forms of expenditure that can be linked directly to the visitor experience and to pressures experienced by local communities.

The presence of clear priorities does not itself imply support for the levy. It provides evidence about the types of expenditure respondents identified if income were raised, including areas that were mentioned by both supportive and opposing respondents.

Supportive and conditional evidence	Interpretive significance
Substantial minority support	Shows that opposition was not uniform across all respondents.
More divided resident opinion	Shows that local benefit and contribution arguments were present within part of the resident cohort.
Practical destination-management needs	Respondents identified substantive destination-management needs and potential areas for investment.
Clear spending priorities	Shows the types of transparent and visible expenditure respondents identified.
Academic support for better data	The accommodation register and levy returns could improve understanding of seasonality and spatial visitor patterns.
Environmental support	Supportive organisations linked the levy to public realm, environmental quality and visitor-management pressures.
Strong demand for governance	Shows areas of convergence around representation, transparency and scrutiny.

16.4 Governance as a recurring area of convergence

Governance is one of the strongest areas of convergence in the evidence. Respondents who supported the levy wanted transparent allocation and visible outcomes; respondents who opposed it often argued that, if it proceeded, accommodation providers and local communities must be represented and expenditure must be clearly ring-fenced.

This shared concern shows that the consultation debate extended beyond whether a levy should exist to questions about the institutions, safeguards and commitments respondents associated with confidence in its collection and use.

16.5 Evidence associated with opposition to implementation

The principal constraint is the scale of current opposition. Overall opposition was 70.8%. Among business respondents it rose to 83.1%, and among visitors to 84.2%. These figures indicate that the groups most directly involved in collection and payment were the least supportive cohorts.

The consultation did not record broad support for immediate implementation. This is reinforced by the qualitative evidence, where business and accommodation providers repeatedly raised operational, economic and compliance concerns.

Issue raised	Evidence from the consultation	Interpretive significance
Collector systems	Concerns about booking systems, guest records, exemptions, refunds and returns.	Providers linked confidence with clarity and testing of collection processes.
VAT and transaction treatment	Uncertainty around taxable turnover, commission and card/platform charges.	Stakeholders identified a perceived risk that unresolved treatment could transfer cost from visitors to agents or owners.
Enforcement	Questions about registration, penalties and consistency, including comparisons with illegal overnight campervan stays.	Participants linked perceived uneven enforcement with fairness and compliance confidence.
Business conditions	Seasonality, labour costs, VAT, the 182-day rule and other operating pressures were repeatedly cited.	The evidence shows that timing was judged cumulatively, not only against the levy rate.
Use of income	Risk of ineffective spending was the leading negative concern.	Respondents linked confidence with additionality, ring-fencing and visible outcomes.
Sector reach	Event attendance was low and accommodation providers questioned whether enough of the sector had been reached.	The evidence records uncertainty about how far engagement reflected different business types.
Governance	A representative Destination Anglesey Partnership or equivalent was not yet established.	Stakeholders repeatedly linked legitimacy with governance arrangements.

16.6 Operational readiness and collector confidence

Prospective collectors occupy a distinctive position because implementation would depend on their ability to identify liability, collect the charge, manage exemptions and refunds, keep records and complete returns. Strong opposition among businesses is therefore not only a political issue; it is also an operational risk.

The accommodation-provider meeting added detail to this concern. Providers questioned registration, penalties, enforcement, guest categories, exemptions and refunds, while written submissions raised commission, VAT and software or transaction costs. Participants associated greater confidence with tested workflows and authoritative guidance rather than high-level descriptions alone.

16.7 Timing and cumulative business pressure

Timing was repeatedly presented as an independent issue from principle. Businesses described the levy alongside seasonality, wages and National Insurance costs, VAT, the 182-day rule, energy and operating costs and wider regulatory change. This means that some opposition may relate specifically to the current economic and regulatory environment rather than to permanent rejection of any visitor contribution.

That distinction is relevant to interpretation because some respondents separated their view of the underlying principle from their view of timing, readiness and current confidence. The conclusion about the current climate is derived primarily from the consultation evidence: businesses and stakeholders described seasonality, employment and operating costs, VAT, the 182-day rule and wider regulatory pressure as cumulative constraints. This report is not a standalone economic conditions assessment and does not independently establish whether those conditions have materially changed; that would require separate objective tourism, trading and cost evidence.

16.8 Acceptance, trust and operational readiness

Taken together, the evidence records limited acceptance, trust and operational confidence among several of the groups most directly affected by implementation. In this report, 'social licence' is used descriptively to refer to stakeholder acceptance, trust and confidence; it is not a statutory test.

Three recurring elements were confidence in fairness, confidence in the administrative burden on businesses, and confidence that income would be additional, transparent and visibly reinvested. The consultation indicates that confidence in these areas was limited across a number of directly affected groups.

Readiness condition	Current evidence	Arrangements identified in the evidence
Representative governance	Strong demand for representation, but detailed arrangements not yet established.	Respondents and stakeholders identified representative governance, including a Destination Anglesey Partnership or equivalent, with clarity on membership, powers and conflicts.
Ring-fencing and additionality	Mistrust about substitution for existing budgets remains material.	Respondents associated confidence with clarity on ring-fencing, baseline expenditure and transparent annual reporting.
Business administration	Significant concern about systems, records, exemptions, refunds and returns.	Providers raised the importance of workable processes, guidance, support and clarity on compliance.
VAT / platform clarity	Repeated uncertainty over taxable turnover, commission and transaction structures.	Stakeholders sought clarity and worked examples on VAT and platform treatment.
Economic monitoring	Strong concern about bookings, stay length and spending.	Monitoring and baseline indicators were identified as relevant to assessing economic effects.
Sector engagement	Accommodation providers questioned consultation reach.	Accommodation providers called for broader sector reach, including trade-body and accommodation-network engagement.
Local allocation	Strong demand for visible place-based benefit.	Respondents raised the importance of transparency about island-wide and local allocation.

16.9 Issues identified through the consultation

The consultation identified a number of matters that wouldrequire greater clarity on if the Levy where to be adopted.. These included governance, administrative processes, VAT and platform issues, sector reach, spending and additionality principles, and baseline information for monitoring.

The report records these matters as issues raised through the consultation rather than as a prescribed programme of action. Their significance lies in showing the areas in which respondents and stakeholders expressed uncertainty, concern or conditional support.

16.10 Integrated evidence summary

The integrated evidence is mixed. A majority opposed the levy, while a substantial minority and several supportive or conditional stakeholders identified destination-management needs and potential benefits relating to data, infrastructure, environmental quality and local accountability.

The evidence records substantial opposition, low collector confidence, cumulative business pressures, concern about the effective use of revenue, limited in-person

engagement and governance arrangements that were not yet fully developed at the time of consultation.
The consultation does not determine the Council's future policy position. It identifies the issues, evidence gaps and areas of concern that were raised by respondents and stakeholders and that may be relevant to any future consideration.

Source basis: integrated synthesis of Sections 4-15 of the Anglesey Visitor Levy consultation analysis.

17. Sensitivity and limitations

The consultation provides a substantial body of evidence on submitted views, the reasons underlying those views and the practical issues that respondents and stakeholders considered important. It should, however, be interpreted within the limitations of an open public consultation. The survey was self-selecting rather than based on a statistically representative sample, and the findings therefore describe the people and organisations who chose to participate rather than the wider population of Ynys Môn, its complete business base or the visitor market as a whole.

The respondent cohorts also overlap. Individuals could identify with more than one relationship to the island, for example as a resident, business owner, worker or visitor. Cohort totals therefore cannot be added together to create a unique population total, and valid denominators vary between questions because not every respondent answered every item. Percentages should consequently be read against the stated valid-response base for each question.

Limitation	Implication for interpretation
Self-selecting survey	The results establish the balance of submitted views, not a population-weighted estimate of opinion across Ynys Môn.
Overlapping cohorts	Resident, business and visitor findings may include some of the same respondents.
Variable valid totals	Question-level percentages use different denominators where items were skipped or routing applied.
Stated visitor behaviour	Intentions about visiting, stay length or accommodation location are not observed future behaviour.
Low event attendance	Drop-ins provide qualitative depth but cannot establish the prevalence of local opinion.
Written representations	Organisations differ in membership, mandate, evidential method and degree of representation.
External forecasts and claims	Stakeholder figures remain attributable unless independently verified.
Communications evidence	The review is based on searchable public records and supplied material, not complete reach and conversion analytics.

17.1 Behavioural and economic sensitivity

Particular care is required when interpreting stated visitor behaviour. Many visitor respondents said the levy could affect whether they visited, how long they stayed or where they booked accommodation, but these responses were hypothetical and collected before implementation. They identify perceived behavioural risk and are useful for monitoring and scenario planning, but they are not forecasts of the number of visits, nights or pounds of

expenditure that would actually be lost.

The same principle applies to economic forecasts contained in written stakeholder submissions. Several organisations cited modelling, survey evidence and comparisons with other destinations, while supportive stakeholders drew on international experience and environmental or destination-management evidence. Unless separately verified, such figures should remain clearly attributed to the organisation that supplied them. The report can record the strength and recurrence of these arguments without treating contested estimates as established fact.

17.2 Qualitative evidence and consultation events

The community drop-ins and accommodation-provider meeting add important explanatory evidence because they show how participants linked the levy to business conditions, governance, local investment, administration and visitor behaviour. Their value lies in depth rather than representativeness. Attendance at the six community drop-ins was low and uneven, including one session with no attendees, so individual sessions should not be interpreted as reliable measures of opinion within the host settlement.

Written submissions should similarly be understood according to their source. A response from a trade body, town council, academic institution, environmental organisation or individual business may carry specialist or representative value, but these submissions are not directly comparable in scale or mandate. They are therefore used to identify arguments, conditions, evidence and areas of convergence rather than being given artificial statistical weight.

17.3 Communications review

The communications review confirms repeated bilingual promotion through Council, Visit Anglesey, community and direct business channels, but the available evidence does not provide a complete audit of reach. It does not include comprehensive social-media impression data, unique-user figures, email open rates, click-through rates or a full channel-by-channel record of how respondents entered the consultation. The review can therefore assess the presence and variety of promotional activity, and compare this with recorded participation and sector feedback, but cannot calculate precise communications reach or conversion.

17.4 Overall interpretation

These limitations do not remove the significance of the findings. The consultation provides a clear record of the balance of submitted views and, through the qualitative evidence, the reasons behind support, opposition and conditional positions. The strength of opposition among business and visitor respondents, the more divided resident response, repeated concerns about administration and trust, and convergence around governance and visible reinvestment remain important findings.

The limitations should also be considered cumulatively. No single issue invalidates the consultation, but several affect the degree of certainty that can be attached to particular conclusions. The closed survey questions provide the strongest evidence on the balance of submitted opinion; qualitative comments explain the reasoning behind those positions; events and stakeholder submissions add operational and specialist detail; and the communications review helps assess how the consultation was promoted. The evidential weight of each stream therefore differs, and the report has deliberately avoided treating qualitative frequency, stakeholder mandate and numerical survey responses as interchangeable.

For decision-making purposes, the most robust findings are those that recur across more than one evidence stream. Examples include concern about administration and business capacity,

mistrust over how revenue would be allocated, demand for clear governance and local representation, and the identification of practical reinvestment priorities. Where survey findings, event evidence and written representations point in the same direction, confidence in the existence of the issue is stronger, even though the consultation still cannot quantify its future economic effect with precision.

They do, however, define how the report should be used. It is best understood as an evidence-based record of consultation responses, stakeholder reasoning, operational concerns and readiness issues. It should not be treated as a representative referendum on the island population, a precise prediction of future visitor behaviour or a definitive economic impact assessment. The consultation itself does not provide updated economic data, tested administrative arrangements or evidence of the actual effects of implementation.

18. Final conclusions

The consultation generated a substantial and varied evidence base, led by a large bilingual survey and supplemented by community drop-ins, a dedicated accommodation-provider meeting, written stakeholder representations, geographic analysis and a review of promotion and communications.

Taken together, these sources provide a detailed record of the balance of submitted views, the reasons behind those views and the practical conditions that respondents and stakeholders considered important to any future local decision.

The clearest headline finding is that the consultation was opposition-led. Overall opposition was 70.8% among valid responses, rising to 83.1% among businesses and 84.2% among visitors. Resident opinion was more divided, with 57.8% opposed and 38.1% supportive. The strength of opposition among businesses, accommodation providers and visitors is particularly significant because these groups would be most directly affected by collection, payment and possible changes in visitor behaviour.

Final finding	What the evidence shows	Overall interpretation
Overall public position	A clear majority opposed immediate introduction.	Opposition was the majority submitted position.
Resident position	Residents were substantially more divided than businesses or visitors.	Resident opinion was more divided than business or visitor opinion, although opposition remained the largest position.
Business and collector confidence	Strong opposition and detailed concerns about systems, VAT, administration, compliance and enforcement.	Business respondents raised substantial operational and administrative concerns.
Visitor response	Strong opposition and substantial stated sensitivity around destination choice, stay length and accommodation location.	Visitor respondents reported substantial stated behavioural sensitivity; these responses are not forecasts.
Governance and trust	Clear governance, additionality, ring-fencing, representation and scrutiny were recurrent concerns.	Governance and trust were recurring cross-cutting themes.

Reinvestment priorities	Respondents identified practical and visible priorities for any future income.	Respondents identified practical and visible priorities for hypothetical future income.
Stakeholder evidence	Tourism interests were predominantly opposed; academic and environmental stakeholders identified a supportive or conditional case.	Stakeholder positions differed, with areas of convergence around governance, operational issues and accountability.

18.1 Evidence associated with opposition to immediate implementation

The case against immediate implementation is cumulative. It does not rest on one concern or one respondent group. Businesses described a difficult operating environment shaped by seasonality, labour costs, VAT, the 182-day rule, energy and other operating pressures. Accommodation providers added practical concerns about registration, guest records, exemptions, refunds, booking systems, penalties, enforcement and the treatment of transactions through agencies and platforms.

Visitors also recorded strong opposition and many stated that a levy could influence whether they visited, how long they stayed or where they booked accommodation. These responses cannot be converted directly into forecasts of lost visits or expenditure, but they identify a material perceived risk relevant to any future monitoring or assessment.

Trust is an equally important constraint. The most frequently selected negative concern was that funds might not be used effectively. Respondents questioned ring-fencing, additionality, administrative deductions, geographic fairness and the possibility that levy income could replace existing expenditure rather than generate visible new benefit. This means the challenge is not simply one of explaining the charge. It is also a question of whether the institutions managing the income are considered credible.

18.2 Evidence associated with support and conditional support

A substantial minority supported the levy, resident opinion was more balanced than business or visitor opinion, and respondents across viewpoints repeatedly identified destination-management needs. These findings describe the supportive and conditional strand of evidence alongside the majority opposition recorded overall.

Public conveniences and cleanliness were the leading reinvestment priority, followed by transport, parking and access, support for local businesses, paths and promenades, the natural environment and community facilities. These priorities are practical, visible and closely connected to the everyday experience of residents and visitors. Their identification does not imply endorsement of the levy, but it demonstrates that respondents could envisage areas where additional visitor-related investment might be beneficial.

Supportive and conditional stakeholder submissions highlighted potential benefits including better tourism data, stronger local accountability and formal evaluation. Environmental stakeholders identified pressures on infrastructure, public spaces, litter, biodiversity and other aspects of destination quality. Conditional business evidence showed that some organisations were open to the principle provided that owners and

intermediaries were not financially penalised by commission, VAT or transaction structures.

18.3 Governance, transparency and local accountability

Governance is the clearest area in which opposing, supportive and conditional views converge. Respondents wanted meaningful representation from accommodation providers, tourism businesses, residents and community groups. They also wanted clear rules for decision-making, conflicts of interest, reporting and scrutiny. A Destination Anglesey Partnership, or an equivalent body, was identified by some participants and stakeholders as one possible governance structure.

Respondents and stakeholders associated confidence in ring-fencing and additionality with published baseline destination-related expenditure, separate accounting of levy income, visibility of administrative costs and reporting that connects gross income, deductions, geographic allocation, funded projects and outcomes.
The geographic evidence indicates that respondents considered accountability at both island-wide and local levels. Ynys Môn is a coherent destination, but visitor pressure and local priorities differ between places. The consultation recorded demand for both strategic island-wide consideration and visible place-based benefit.

18.4 Timing, readiness and social licence

The consultation indicates that timing and principle are not the same question. Some respondents opposed the levy because they considered the current economic environment unsuitable, while others were open to the principle but wanted clearer governance, administrative design or spending arrangements first. “The consultation indicates that respondents distinguished between the principle of a visitor levy, the timing of its introduction and the practical arrangements associated with implementation. The evidence records limited acceptance and operational confidence among several directly affected groups at the time of the consultation.”.

For present purposes, social licence is used descriptively to refer to acceptance, trust and willingness to cooperate among affected groups; it is not a statutory test. Participants linked workable implementation to businesses understanding the rules, having confidence in collection systems and being able to explain to customers how income would be used.

19. Overall evidence conclusion

The consultation recorded a clear majority against introduction of the visitor levy among those who responded, with opposition particularly pronounced among businesses, accommodation providers and visitors. It also identified concerns about timing, cumulative business pressure, administration, VAT, enforcement, competitiveness, fairness and confidence in how revenue would be governed and spent.

Alongside this majority opposition, a substantial minority of respondents and several supportive or conditional stakeholders identified potential benefits associated with additional investment, destination management, environmental quality, improved data and local accountability. Respondents also identified practical priorities for hypothetical future income.

There was considerable convergence around governance and transparency despite differences in overall position. Respondents across different viewpoints raised the importance of additionality, representation, visible local benefit, clear financial reporting and monitoring. The consultation also identified unresolved operational questions for accommodation providers.

The evidence does not determine whether the Council should introduce, defer or reject a visitor levy. That is a policy decision for the Council. This report provides an evidence base on the balance of submitted views, the reasons for those views and the practical considerations identified through the consultation.

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1 Introduction

1.1 This Equality Impact Assessment (EQIA) considers the potential equality impacts related to Isle of Anglesey County Council imposing a visitor levy. This document provides information to the Isle of Anglesey County Council to support their consideration of imposing a visitor levy with regard to its Public Sector Equality Duty (PSED).

Overview of the Visitor Levy

1.2 The Visitor Accommodation (Register and Levy) Etc. (Wales) Act 2025 (the '2025 Act') gives councils in Wales the choice to introduce a charge on overnight stays. Known as a 'visitor levy', councils can choose to introduce the levy in their area from April 2027.

1.3 The levy is chargeable at two separate rates:

- Campsite pitches and shared rooms (hostels and dormitories): 75p per person, per night
- All other types of visitor accommodation: £1.30 per person, per night

1.4 There are exemptions[1]; Visitors will not pay the visitor levy if they are:

- under 18 years of age and staying on a campsite pitch or in shared rooms (such as a hostel or a dormitories)
- staying for more than 31 nights in a single booking
- in emergency or temporary housing arranged by the local council

1.5 The funds from the levy will be reinvested for the purposes of destination management and improvement in the area. Section 44 of the 2025 Act stipulates that councils must use the proceeds of the levy for:

- mitigating the impact of visitors;
- maintaining and promoting use of the Welsh language;
- promoting and supporting the sustainable economic growth of tourism and other kinds of travel;
- providing, maintaining and improving infrastructure, facilities and services for use by visitors (whether or not they are also for use by local people).

Purpose of this Equality Impact Assessment

1.6 In considering whether to impose a visitor levy, Isle of Anglesey County Council is required to consider potential equality effects that may relate to the protected characteristics under the

[1] The visitor levy: a small contribution for a lasting legacy. Available here

2010 Equality Act (the '2010 Act').[2] The purpose of this EQIA is to provide information to assist the council in its role as the local authority when discharging its PSED.

1.7 **Section 2** of this report provides context by setting out the legislative context and explains the methodology applied in this EQIA, considering both disproportionate and differential effects.

1.8 The Welsh Government has already conducted an EQIA of imposing a visitor levy across Wales.[3] **Section 3** summarises the findings of this EQIA.

1.9 **Section 4** looks at the effect of imposing a visitor levy in Anglesey and the potential ways in which these effects may interact with protected characteristics.

1.10 A separate Economic Impact Assessment has been conducted – this is cross-referenced where relevant in this EQIA.

[2] The Equality Act 2010.
[3] Welsh Government, 2025. Visitor Accommodation (Register and Levy) Etc. (Wales) Act 2025: Equality Impact Assessment here

2 Legislative Context

2.1 The 2010 Act forms the basis of anti-discrimination law in Great Britain. Section 4 of the 2010 Act defines various protected characteristics which are covered by the Act:

- Age;
- Disability;
- Gender reassignment;
- Marriage and civil partnership;
- Pregnancy and maternity;
- Race;
- Religion and belief;
- Sex
- Sexual orientation

2.2 The 2010 Act requires authorities to have due regard to equality considerations when exercising their functions. This Public Sector Equality Duty (PSED) requires public authorities to have due regard to the need to:

- Eliminate discrimination, harassment, victimisation and any other that is prohibited by or under this Act:
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- Foster good relations between persons who share a relevant protected characteristic and those that do not share it.

2.3 The need to advance equality of opportunity includes the need to (as set out in Section 149 (3) of the 2010 Act):

- Remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;
- Take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low

3 Methodology

Approach

3.1 All interventions will have a range of impacts, with potentially both positive and negative impacts.

3.2 Everyone affected by an intervention will have some protected characteristics as defined by the 2010 Act, and there will be varying degrees of intersectionality (such as age, race and sex), and people will not all be equally affected. That does not however, necessarily constitute an equality effect.

3.3 To identify which effects are relevant to equality considerations, equality assessments distinguish equality effects as those that have either a disproportionate or differential effect upon persons who share a relevant protected characteristic compared to persons who do not share it, as explained below:

- **Disproportionate**: there may be a disproportionate equality effect where people with a particular protected characteristic make up a greater proportion of those affected than in the wider population.
- **Differential**: there may be a differential equality effect where people with a protected characteristic are affected differentially to the general population as a result of vulnerabilities or restrictions they face because of that protected characteristic.

3.4 The scale and significance of such impacts cannot always be quantified. Therefore, the consideration of equality effects includes a descriptive analysis of the potential impacts and identifying whether such impacts are adverse or beneficial.

3.5 Equality effects are complex and impacts are difficult to accurately and comprehensively predict. People's protected characteristics are personal and not always known, and not all of the people who will live near, work in or visit the area in future are already there today. For this reason, the EQIA can only consider effects that can reasonably be foreseen.

3.6 Any decision taken by a public body may involve a need to consider and balance a range of both positive and negative effects of different types. There may be reasonable mitigation measures that can eliminate or reduce some disproportionate or differential equality effects, but some impacts may not always be avoidable.

Scope of Assessment

3.7 The main objective of an EQIA is to provide IACC with information, with regard to their impact on the protected characteristics identified in the 2010 Equality Act, to inform their decision making.

3.8 There are three broad groups of people who may be affected by the visitor levy:

- Those who are (or may be in the future) employed in tourism jobs (or related sectors) whose employment may be affected by the introduction of the levy – this equally applies to business owners who may be affected.

- Those who live in the area who may be affected by the introduction of the levy – through change in visitor numbers and / or who benefit from the investment of the levy spending

- Visitors (or others who are staying overnight) who are required to pay the levy

3.9 Within these groups there will be people with different protected characteristics and there will be varying degrees of intersectionality.

3.10 The starting point for the assessment is the Welsh Government all-Wales level EQIA[4] (WG EQIA), including the assessment, consultation / engagement and mitigation. We then consider whether there are any Anglesey specific characteristics that may alter the findings of the WGIA and lead to disproportionate or differential effects.

[4] Welsh Government, 2025. Visitor Accommodation (Register and Levy) Etc. (Wales) Act 2025: Equality Impact Assessment here

4 Summary of the Welsh Government national level EQIA

4.1 The WG EQIA draws on a range of statistical data and figures on all protected characteristics and engagement with stakeholders including charities, disability groups and faith organisations to identify and (where possible) mitigate potential negative equality impacts.

4.2 The WG EQIA states that:

> ***'The overall aim of the levy is to generate additional revenue for local authorities that choose to use a levy and it is not expected there are "direct" impacts on those with protected characteristics.'***

4.3 The assessment identified that a visitor levy will affect local authorities, visitors, local residents and businesses where a levy is implemented, either directly or indirectly. A 'direct impact' of the visitor levy was defined as any potential impact of having to pay or charging the levy. An 'indirect impact' was defined as potential impacts due to the existence of a levy.

4.4 The WG EQIA acknowledges that existing research on the impacts of introducing a visitor levy on protected characteristics is limited so uses qualitative information and some data to make inferences as to potential "indirect" impacts. The same caveats apply to the local assessment.

Overall position on refunds and exemptions

4.5 From the formal consultation, those in favour of applying exemptions to certain groups typically did so on the basis that:

4.5.1 exemptions should be applied to promote fairness and equality of outcome by supporting groups with protected characteristics, and

4.5.2 that certain groups should not be classified as visitors and therefore, should not be imposed upon a levy.

4.6 Those who disagreed with applying exemptions, did so on the basis that exemptions could introduce complexities, increase administrative burden for tax authorities and visitor accommodation providers, and could be unfair since all visitors benefit from the visitor services and infrastructure.

4.7 Ultimately, Welsh Government is clear that there needs to be a clear policy basis for a reduced rate or exemption based on protected characteristics. The approach is therefore to minimise the use of exemption but use a lower levy rate.

4.8 To ensure a level of progressivity is met and those on lower incomes are not dissuaded or unable to meet the extra costs associated with the levy, there are two rates set out in the Bill a lower rate for hostels and campsites and a higher rate for all other visitor accommodation.

4.9 The Welsh Ministers can assess and revise the visitor levy rates that are set in legislation should adverse impacts materialise.

4.10 Exemptions are made for the following groups and situations:

- Overnight stays at a gypsy and traveller site
- Home office arranged stays as part of their statutory obligations.
- Local authority arranged emergency stays in visitor accommodation as part of their duties under the Housing Act (Wales) 2014.
- Ministry of Justice arranged stays as part of their statutory obligations.
- Those under the age of 18 are not included in the calculable charge for lower-rated stays.

4.11 Similarly, refunds are available in cases where it is not possible to provide an exemption, such as:

- Stays related to temporary emergency housing arranged by charitable organisations in visitor accommodation on behalf of homeless people including those fleeing domestic abuse and asylum seekers.
- Disabled persons in receipt of a qualifying disability benefit who has paid visitor levy whilst staying in visitor accommodation and who are accompanied by a carer.
- Stays where there is a risk to the health, safety or welfare if an individual stayed at their sole or main residence (for example stays arranged by charities for vulnerable persons or where fire, flood or other disaster has rendered a property uninhabitable or where emergency services have advised not to stay at the property for such reasons).

4.12 As part of the consultation process, Welsh government officials engaged with policy teams in Welsh Government and the third sector to gain a better understanding of the lived experiences of vulnerable groups requiring visitor accommodation.

4.13 As a result of this engagement, the following actions were undertaken with respect to exemptions and refunds:

- Exemptions:
  - Making clear in the 2025 Act, the types of stays in visitor accommodation not subject to a visitor levy to ensure policy aims are realised
  - Ability to introduce new, modify or remove exemptions should there be emerging evidence of any disproportionate impact.
- Refunds – ability to add to the list of scenarios in which a refund may apply, should emerging evidence suggest so.

Protected characteristics

4.14 Table 4-1 below summarises the impact on each protected characteristic and measures to mitigate the impacts in the WG EQIA.

Table 4-1: Impact on protected characteristics – WG EQIA

Protected characteristic	Potential Impact	Mitigation
Age	No direct negative or positive impacts. Some secondary impacts identified for children and young people. The ability to pay a levy may affect those with lower incomes, e.g. younger or lower people differently.	Under 18s are excluded from the levy for lower-rated stays.
Disability	It could be construed as indirect discrimination to apply a visitor levy to carers accompanying a disabled person requiring care as part of their visit. This is because disabled persons requiring a carer would potentially face additional costs due to the levy applying to the carer, should those additional costs be incurred by the disabled person.	Refund mechanism for persons in receipt of a disability benefit who are accompanied by a person providing care, support or assistance.
Gender reassignment	No direct negative impact.	Stays in private hospitals (e.g. as part of a person's gender reassignment process) are exempt from a levy.
Marriage and civil partnership	No direct negative impact	
Pregnancy and maternity	No direct negative impact.	
Race	No direct negative impact	Gypsy, Roma and Travellers sites provided by a local authority or registered social landlord are exempt from a levy. Exemptions / refunds are available for vulnerable groups, e.g. asylum seekers and those fleeing domestic abuse
Religion and belief	No direct negative impact. The levy may affect affordability for religious tourism but free accommodation is exempt.	The Welsh Revenue Authority (WRA) will offer non-digital processes to accommodate those whose faith may restrict digital engagement.

Protected characteristic	Potential Impact	Mitigation
		Free accommodation exempt from a levy and stays in lower rated accommodation have a lower levy charge. Revenue generated from the levy could be used for the preservation and maintenance of religious sites.
Sex	No direct negative impact.	
Sexual orientation	No direct negative impact.	

4.15 As a result of the stakeholder engagement, additional mitigation measures that will be implemented include:

- Local authorities publishing a report on the amount of revenue generated and how the revenue has been / will be used for the purposes of destination and improvement in the local area where it is spent (reflected in Section 45 of the 2025 Act)
- Welsh Ministers carrying out a review of the operation and effect of the 2025 Act and publishing a review on a 5-year cycle (reflected in Section 63 of the 2025 Act)
- Monitoring the use of data such as Visit Wales surveys, the Tourism Barometer and engagement with local authorities and businesses.
- WRA monitoring and reviewing the effectiveness of levy administration through engagement with local authorities and businesses and reporting on the amount of revenues collected.

4.16 The findings of this national level assessment and the mitigation measures are considered below where appropriate.

5 Local equality impact assessment

5.1 The following section provides baseline data on the demographics of the local population and visitors with respect to the protected characteristics as defined by the 2010 Act where available data exists. It also provides a comparison against baseline demographic data for Wales with respect to the protected characteristics.

5.2 Consultation with stakeholders is forecast to commence in early 2026. Comments through the consultation process will inform the next stage of the EQIA (as appropriate).

5.3 Mitigation measures and recommendations set out within the EQIA draw upon those presented in the WG EQIA already conducted by the Welsh Government of imposing a levy across Wales and those mentioned in the 2025 Act.

Protected Characteristics

Age

5.4 The potential impact with respect to age is considered for:

- Visitors
- Local population in terms of employment

Visitors

5.5 The WG EQIA noted that 'It may be that those at ages typically associated with lower incomes (for instance, younger people), are less able to afford the extra cost of visitor accommodation'.

5.6 Those under the age of 18 staying in lower rated stays are not required to pay the levy for lower rated stays. This will help mitigate any potential negative effects on young people as they may be more likely to stay in lower rated visitor accommodation (although the WG EQIA notes that there is no data to confirm this assertion).

5.7 The WG EQIA also notes that extra costs might not discourage those earning less to go on holiday, but it might alter behaviour in other ways, such as staying for a shorter period or spending less.

5.8 The WG EQIA does not specifically consider the potential impact on older people.

5.9

5.10 While interpreting the table, it should be noted that:

- The Anglesey visitor age profile is from 2019, whereas the all-Wales visitor age profile is from 2024 – this is due to availability of Anglesey level data.
- The Anglesey visitor age profile is across both day and overnight visitors whereas the all-Wales visitor age profile is for domestic overnight visitors

5.11 Table 5-1 below shows the age distribution of visitors to Anglesey and Wales. There appears to be a smaller proportion of younger visitors to Anglesey than to Wales and a larger population of older people (although the data is not like for like).

5.12 While interpreting the table, it should be noted that:

- The Anglesey visitor age profile is from 2019, whereas the all-Wales visitor age profile is from 2024 – this is due to availability of Anglesey level data.
- The Anglesey visitor age profile is across both day and overnight visitors whereas the all-Wales visitor age profile is for domestic overnight visitors

Table 5-1: Age profile of visitors

	16 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+
Anglesey (% of visitors)[5]	16	14	15	20	18	17
Wales (% of trips)[6]	20	27	19	13	13*	7*

Note: where a figure is followed with a single asterisk, the base size is below 100 and the figure should be treated as indicative.

5.13 The extent to which there is likely to be a differential impact on young people is (in part) mitigated by the exemption for under-18s from the lower band of the Levy. There does not appear to be a disproportionate impact (as the data suggests there are fewer young Welsh visitors to Anglesey than Wales as a whole).

5.14 There higher proportion of older visitors to Anglesey could lead to disproportionate impact as a result adverse impact of the increase in the cost of the trip. On the other hand, the WG EQIA also notes the following benefits, which is relevant to visitors and residents (emphasis added):

5.14.1 'The additional revenue could also indirectly benefit older and younger residents by improving the overall quality of life in the community, should the funds be used to enhance infrastructure, making the destination more accessible for more people'.

5.14.2 'The funds could also support cultural preservation efforts, which could help to protect and promote local heritage and traditions, benefiting older people who may have a deeper connection to these cultural elements12, and conversely younger people by maintaining or creating new facilities for younger generations to use'.

Employment

5.15 The WG EQIA notes that those employed in tourism often have jobs that are more insecure, i.e. part-time working or spending less time working for the same employer. Additionally, those employed in tourism are generally younger.

5.16 The WG EQIA also draws on the national level economic impact assessment and notes the impact of a visitor levy on employment as being between +100 FTE jobs to around -400 FTE jobs.

[5] Wales Visitor Survey 2019 for Isle of Anglesey County Council
[6] Domestic GB tourism statistics (overnight trips): annual report 2024. Available here

The range arises due to the uncertainty in the extent to which a downturn in demand for tourism services will be offset by expenditure of visitor levy revenues.

5.17 The equivalent number for Anglesey is between -31 and +7 FTE jobs (refer to the Economic Impact Assessment for more data). Any loss of jobs could be felt disproportionately by young people.

5.18 The WG EQIA noted that 38% of tourism workers were aged between 16-29 in 2022 across Wales. More recent data shows that over the period Oct 2024 – Sept 2025, 25% of Welsh residents worked in the Distribution, hotels and restaurants sector were aged between 16-24.[7] This compares to 27% in Anglesey. There are particularly high proportion of people ages 16-19 (15%) working in the sector in Anglesey, compared to the Welsh average (10%).

Table 5-2: Employment by age (Distribution, hotels and restaurants) – resident (Oct 2024 – Sept 2025) [8]

Age group	Anglesey		Wales	
16 – 19	900	15%	23,700	10%
20 – 24	700	12%	35,300	15%
25 – 49	2,200	37%	104,800	45%
50+	2,100	36%	67,000	29%
Total	**5,900**	**100%**	**230,800**	**100%**

5.19 While there could be a disproportionate effect (due to higher likelihood of young people being employed in the tourism sector), the magnitude of any negative effect is likely to be very small – there are is a maximum reduction of 31 jobs, equivalent to loss of -0.17% of employment in Anglesey, and that is a worst case scenario. There could also be a positive effect (estimated of up to 7 jobs).

5.20 The WG EQIA also notes that 'should the additional revenue raised stimulate improvements to the local infrastructure and services, this could see an increase in visitors to the area, spurring more employment opportunities in the tourism sector'.

Age overall

5.21 WG concludes there are 'nil' potential direct impacts with regard to Age once mitigation (including the under-18 exemption for lower bound accommodation) is taken into account. It is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA.

[7] Office for National Statistics. Annual Population Survey
[8] *Ibid*

5.22 There are possible impacts related to a higher proportion of older visitors to Anglesey, and a young workforce, but any impacts of the levy are likely to be small – and will to some extent be offset by the spending of the levy.

5.23 A further assessment of the likely impact on younger or older people could be carried out once further information is available on how the fund will be spent.

Sex

5.24 The potential impact with respect to sex is considered for:

- Visitors
- Local population in terms of employment

Visitors

5.25 Provisions in the 2025 Act apply to all visitors staying in overnight visitor accommodation that is not their usual place of residence, and do not make any distinction based on sex.

5.26 The WG EQIA notes that studies have reported men being more amenable to paying a visitor levy - this may be due to the interaction of gender and income, where women have lower incomes on average than men

5.27 Table 5-3 below shows that there are similar proportions of female and male visitors visiting Anglesey and Wales whole (although the data is not like for like) and in both cases there is a larger proportion of female visitors. While interpreting the table above, there are a few points to note:

- The Anglesey visitor sex profile is from 2019, whereas the all-Wales visitor sex profile is from 2024.
- The Anglesey visitor sex profile is across both day and overnight visitors whereas the all-Wales visitor sex profile is for domestic overnight visitors.

Table 5-3: Visitor distribution by sex

	Anglesey[9]	Wales[10]
Female	60%	59%
Male	40%	40%
All persons	**100%**	**100%**

NB that percentages may not sum to 100% due to rounding

5.28 The WG EQIA also notes that surveys suggest that:

- A majority (58%) of respondents agreed that tourists should contribute towards the costs of maintaining and investing in the destinations they stay in. Very few (13%) disagreed

[9] Wales Visitor Survey 2019 for Isle of Anglesey County Council
[10] Domestic GB tourism statistics (overnight trips): annual report 2024. Available here

- There was agreement that tourists should contribute to maintaining and investing in destinations and this correlates strongly with social grade and 'financial means'

5.29 WG concludes there are 'nil' potential direct impacts with regard to Sex. There are no Anglesey specific characteristics that would change the findings of the WG EQIA.

Employment

5.30 In terms of employment, The WG EQIA also notes that across Europe, the share of women in the tourism workforce is also often higher. However, Table 5-4 below shows that the employment in Distribution, Hotels and Restaurants is roughly evenly split between men and women in both Anglesey and Wales.

Table 5-4: Employment by sex (Distribution, Hotels and Restaurants)[11]

	Anglesey	Wales
Female	3,085 (50%)	132,116 (49%)
Male	3,062 (50%)	137,360 (51%)
All persons	**6,147 (100%)**	**269,476 (100%)**

5.31 It is not anticipated that there would be a disproportionate or differential impact in Anglesey as a result of the levy on females (or males) working in the tourist sector.

Marriage and Civil Partnership

5.32 Provisions in the 2025 Act are not expected to have any impact on marriage and civil partnership characteristic. Overnight visitor accommodation for weddings / civil partnership ceremonies will be subject to a levy.

5.33 WG concludes there are 'nil' potential direct impacts with regard to Marriage and Civil Partnership. It is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA.

Gender Reassignment

5.34 Provisions of the 2025 Act apply to all visitors staying in overnight visitor accommodation that is not their usual place of residence, do not make distinction based on gender reassignment.

5.35 However, consideration in the 2025 Act is given to those requiring medical treatment for gender reassignment process and hospital stays do not get charged a levy.

5.36 WG concludes there are 'nil' potential direct impacts with regard to Gender reassignment. It is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA.

[11] Office for National Statistics. Census 2021

Sexual Orientation

5.37 Provisions in the 2025 Act apply to all visitors staying in overnight visitor accommodation that is not their usual place of residence, do not make distinction based on sexual orientation.

Visitors

5.38 Evidence suggests that 10% of trips taken to Wales were undertaken by LGBTQ+ visitors from January to December 2024.[12] The WG EQIA notes that there is no evidence to suggest that visitors with this sexual orientation characteristics would be disadvantaged through the provisions of the 2025 Act. The equivalent data for Anglesey is presently unavailable.

Employment

5.39 In terms of employment, the table below show that:

- There are slightly lower proportions of bisexual and gay or lesbian workers employed in the distribution, hotels and restaurants sector in Anglesey (3%) compared to Wales (4%)
- There are slightly higher proportions of bisexual and gay or lesbian workers employed in the distribution, hotels and restaurants sector (3%) than the average across all sectors in Anglesey (2%) – that is the same pattern as in Wales (4% compared to 3%).

Table 5-5: Employment of residents by Sexual Orientation[13]

		Straight or Heterosexual	Gay or Lesbian	Bisexual	All other sexual orientations	Not answered	TOTAL
Distribution, hotels and restaurants	Anglesey	90%	2%	1%	0%	7%	100%
	Wales	90%	2%	2%	0%	6%	100%
All sectors	Anglesey	92%	1%	1%	0%	6%	100%
	Wales	91%	2%	1%	0%	5%	100%

Sexual Orientation – overall

5.40 WG concludes there are 'nil' potential direct impacts with regard to Sexual Orientation. It is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA

Race

5.41 Provisions in the 2025 Act apply to all visitors staying in overnight visitor accommodation that is not their usual place of residence, do not make distinction based on race.

[12] Domestic GB tourism statistics (overnight trips): annual report 2024. Available here
[13] Office for National Statistics. Census 2021

5.42 As the WG EQIA notes, the impact of visitor levies on race can vary depending on specific contexts and implementation approaches, and where the revenue raised is spent. Proactive measures can be taken to ensure that the benefits of tourism are distributed more equitably among all segments of the population, with community engagement and inclusive decision-making processes being crucial to address potential negative impacts on minority ethnic groups.

5.43 As set out in Section 5, there is a refund mechanism that allows for refunds where groups are be housed in visitor accommodation temporarily and this is paid for by a supporting charity, in emergency situations

Visitors

5.44 Table 5-6 below shows the ethnicity profile of domestic Wales overnight tourism in 2024 and the ethnicity profile of visitors to Anglesey.

Table 5-6: Ethnicity profile of visitor trips and visitors

Ethnicity of respondent	Wales (% of trips)[14]	Anglesey (% of visitors)[15]
White	80%	99%
Mixed / Multiple ethnic groups	3%**	
Asian / Asian British	6%*	
Black / African / Caribbean / Black British	7%*	
Chinese	0%**	2%
Arab	0%**	
Other ethnic group	0%**	
Prefer not to say / Don't know / Unspecified	3%**	
Total	**100%**	**100%**

Note: where a figure is followed with a single asterisk, the base size is below 100 and the figure should be treated as indicative. Where a figure is followed with a double asterisk, the base size is below 30 and users are advised to not use this estimate.

Note: percentages may not sum to 100% due to rounding

5.45 While interpreting the table above, there are a few points to note:

- The Anglesey visitor ethnicity profile is from 2019, whereas the all-Wales visitor ethnicity profile is from 2024.
- The Anglesey visitor ethnicity profile is across both day and overnight visitors whereas the all-Wales visitor sex profile is for domestic overnight visitors
- Because the Anglesey and Welsh visitor ethnicity profiles are derived from different data sources, the categories are different.

[14] Domestic GB tourism statistics (overnight trips): annual report 2024. Available here
[15] Wales Visitor Survey 2019 for Isle of Anglesey County Council

5.46 None the less this suggests that the is a lower proportion of visitors to Anglesey who are from an ethnic minority group, compared to the Wales average.

Employment

5.47 In terms of employment, the table below show that:

- There are lower proportions of people who are from an ethnic minority group employed in the distribution, hotels and restaurants sector in Anglesey (5%) compared to Wales (12%)
- There are slightly higher proportions of people who are from an ethnic minority group employed in the distribution, hotels and restaurants sector (5%) than the average across all sectors in Anglesey (4%) – this means a change in employment levels could affect his group (albeit any change is likely to be small).

Table 5-7: Employment of residents by ethnicity[16]

		Asian, Asian British or Asian Welsh	Black, Black British, Black Welsh, Caribbean or African	Mixed or Multiple ethnic groups	White: English, Welsh, Scottish, Northern Irish or British	White: Irish	White: Gypsy or Irish Traveller, Roma or Other White	Other ethnic group	Total
Distribution, hotels and restaurants	Anglesey	2%	0%	1%	95%	0%	2%	0%	100%
	Wales	4%	1%	1%	88%	0%	5%	1%	100%
Total	Anglesey	1%	0%	1%	96%	1%	2%	0%	100%
	Wales	3%	1%	1%	91%	0%	4%	1%	100%

Gypsy Roma and Traveller sites

5.48 The WG EQIA notes that Gypsy, Roma and Travellers lifestyle is inherently transient and involves movement across local authority boundaries.

5.49 The WG EQIA mentions that a discussion between Welsh Government officials and Tros Gynnal Plant Cymru highlighted that if the designated permanent and transient sites were exempt from paying a levy then there would unlikely be a significant impact on Gypsy Roma Travellers.

5.50 Furthermore, Gypsy, Roma and Traveller sites that are provided by a local authority or registered social landlord are exempted from a levy. There are no registered sites in Anglesey.

[16] Office for National Statistics. Census 2021

5.51 The WG EQIA notes that Gypsy Roma Travellers use a number of public and private sites across Wales, including seasonal sites, land suitable for negotiated stopping, mainstream holiday sites for seasonal travel. Members of the Gypsy Roma Traveller community who use visitor accommodation other than for their main of usual place of residence would be subject to the levy.

5.52 The Act provides Welsh Ministers with powers to create new national exemptions should there be evidence of negative impact on any particular group.

Asylum seekers and refugees

5.53 The WG EQIA notes that given asylum seekers will have limited or no recourse to funds, application of a levy could have a negative impact. However, the 2025 Act allows accommodation for asylum seekers arranged by local authorities to be exempt from paying a levy. There is also a refund mechanism to allow charities to recoup the costs from the levy for any eligible stays.

5.54 In September 2025, there were 3,331 asylum seekers in Wales in receipt of Home Office support that were housed in Contingency Accommodation (hotel), Initial Accommodation, Dispersal Accommodation (longer term accommodation) or receiving subsistence only.[17]

5.55 Similarly, in September 2025, 30 asylum seekers in Anglesey in receipt of Home Office support that were housed in Dispersal accommodation.[18]

5.56 The WG EQIA notes that there are difficulties in identifying how many refugees there are in Wales and its entirety as there is lack of data on where refugees settle. Nevertheless, latest evidence suggests that that there were 11 cases of resettlement in Wales in Q2 of 2025 (in Denbighshire, Flintshire, Wrexham, Carmarthenshire and Powys).[19]

5.57 Again, the 2025 Act provides Welsh Ministers with powers to create new national exemptions should there be evidence of negative impact of any particular group.

Violence against Women, Domestic Abuse and Sexual Violence (VAWDASV)

5.58 The WG EQIA sets out the engagement that Welsh Government has undertaken with service providers and survivors to understand the lived experience more fully and understand the levels of these types of scenarios.

5.59 Exemptions and mechanisms for refund have been included in the Act and guidance will be prepared with referred other application process (with regard to the disclosure of personal details).

Race – overall conclusion

[17] Home Office. Immigration system statistics data tables. Available here
[18] Home Office. Immigration system statistics data tables. Available here
[19] Home Office. Immigration system statistics data tables. Available here

5.60 WG concludes there are 'nil' potential direct impacts with regard to Race. It is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA.

5.61 Visitors to Anglesey and employees in the distribution, hotels and restaurants sector are more likely to be white, than the average across Wales.

5.62 As noted by the WG EQIA, proactive measures can be taken to ensure the benefits of tourism, including the spending of the fund, are distributed more equitably among all segments of the population.

Welsh Language

5.63 The Wellbeing of Future Generations Act states that Welsh public bodies must carry out sustainable development to improve the country's economic, social, environmental and cultural wellbeing. One Wellbeing Goal for achieving this is to create a society that promotes and protects the Welsh language. In accordance with this, this EqIA considers the potential impact of the Visitor Levy on the prevalence of the Welsh language in Anglesey.

5.64 The 2021 Census identifies the prevalence of skills in the Welsh language across Wales. The proportion of residents who have some skill in Welsh (reading, writing, speaking or understanding spoken Welsh) is significantly higher in Anglesey (69%) than across North Wales (39%) and Wales (25%).

5.65 Additionally, the proportion of Anglesey residents who can speak, read and write Welsh (45%) is almost double the average for North Wales (24%) and over three times the regional average (14%).

5.66 This is also identified by the Welsh Language Impact Assessment (WLIA) undertaken by Welsh Government for the Act – it shows that there is a high prevalence (47.7%) of Welsh speakers in the population aged 16 years and over living on the Isle of Anglesey and working in the accommodation and food services industry.

5.67 The WLIA notes that the visitor levy could potentially impact the Welsh language if it were introduced in areas where relatively high proportions of Welsh-speakers work in the accommodation and food services industry. It notes that there could be positive impacts resulting from:

- A boost to the local economy through the spending of the levy leading to an increase in employment in the tourism sector – the Economic Impact Assessment suggested there could be between -31 and +7 jobs so this is likely to be relatively small impact .

- Positive impact in terms of exposure to Welsh language

- Use the revenue from the levy to promote and support the Welsh language or to fund initiatives that improve the infrastructure and services in areas which currently have (or until recent decades have had) a relatively high percentage of Welsh-speakers. This could promote the visibility, vitality, and viability of the Welsh language, as well as increase the awareness and appreciation of visitors and residents alike.

5.68 It also notes some potential negative impact:

5.68.1 The potential negative economic impact of the levy – although as above, there are anticipated to be a maximum of a loss of -31 jobs in a worst case scenario) and so this impact is likely to be relatively minimal.

5.68.2 The potential impact on overnight trips that aim to support the Welsh language and Welsh-medium education. This could have education and cultural impacts However, under 18s will not have to pay the levy when staying in hostel style accommodation or on campsite pitches. Reliefs are applied to overnight stays that are supplied by education providers as part of the supply of a course of study offered to pupils or students.

5.69 Overall, there is strong prevalence of Welsh speakers in Anglesey, including in the tourism sector. A visitor levy in Anglesey could have both positive and negative impacts on the Welsh language. There could be small negative impacts associated with a reduction in visitor spending, or there could be a small increase as a result of the employment supported through spending of the levy. Similarly there could be positive impacts associated with the outcome of the spending of the levy – that will depend on the how the fund is spent (which will be developed including feedback through consultation).

Religion and Belief

5.70 The WG EQIA estimated that there were 174,456 domestic tourists that "visited a cathedral, church, abbey or other religious building" in 2023.

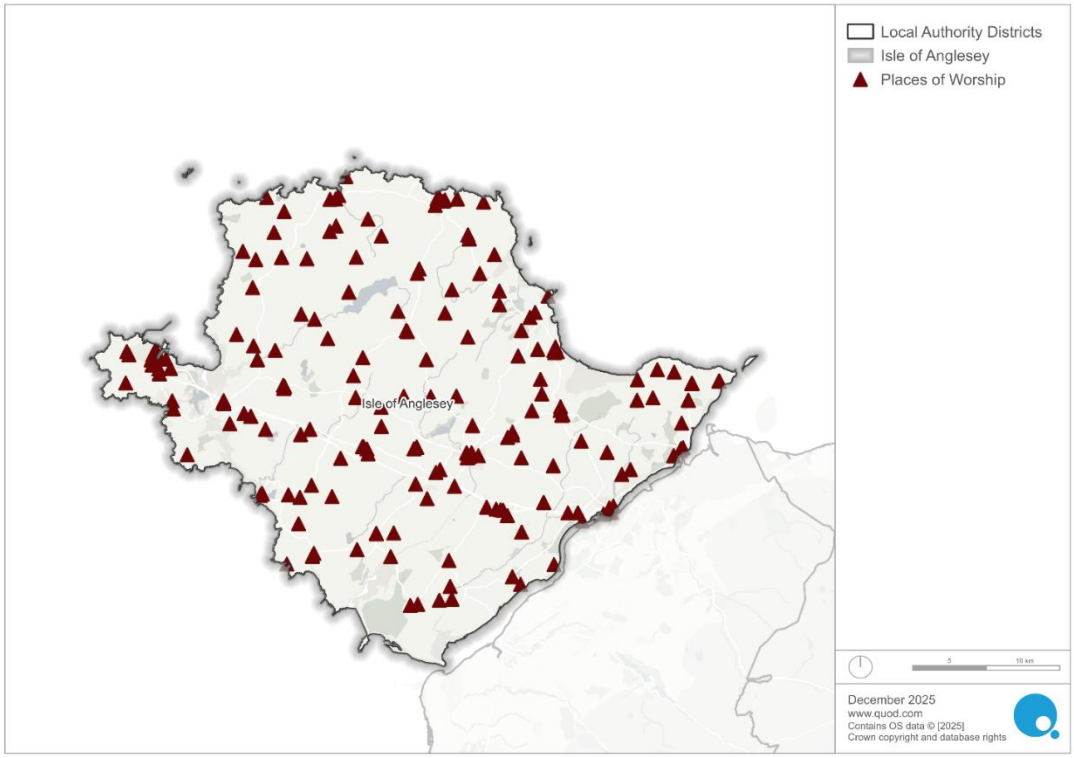
5.71 The WG EQIA notes that there is no direct correlation between visitor levies and religion, belief or non-belief. It also notes that tourism-related policies or taxes might interact with an individuals' freedom to practice religion, depending on the nature of the visit. Introducing a visitor levy might affect the affordability of visiting such places, potentially influencing the number of pilgrims or tourists visiting religious sites due to the levy increasing the cost of stay for visitors staying overnight in visitor accommodation.

5.72 In undertaking the national level assessment, Welsh Government officials met with the Inter-faith Council for Wales in 2023 and also received a response to a further request for feedback in June 2024 via their representation in the Third Sector Partnership Group.

5.73 The levy would not apply to accommodation that was free of charge. However, the levy will apply to stays in lower rated overnight visitor accommodation (an issue raised through engagement as faith groups often arrange camping trips), although the lower rate may mitigate potential negative impacts.

5.74 The equivalent data for number of tourists visiting a religious building in Anglesey is presently unavailable. However, Figure 5-1 shows there are 212 places of worship in Anglesey. Note that mapping of the places of worship is indicative and may not always be complete and there is no clear legal definition of places of worship.

Figure 5-1: Places of worship in Anglesey



5.75 There may be an adverse impact on those who do not engage with digital processes as part of their faith. To mitigate any potential impact there will be a non-digital service when required.

5.76 WG concludes there are 'nil' potential direct impacts with regard to Religion and Belief. It is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA.

Disability

5.77 Provisions in the 2025 Act apply to all visitors staying in overnight visitor accommodation that is not their usual place of residence and do not make any distinction based on disability.

Population

5.78 There were about 24,250 people who were disabled under the Equality Act in Anglesey accounting for 20.7% of the total population – this is lower than the Welsh average of 21.6%.[20]

Visitors

5.79 The WG EQIA identified that according to historic evidence, there may be some scenarios where disabled people may face higher costs for staying in visitor accommodation and identified some barriers and challenges for disabled people including:

[20] Census 2021

- Environmental barriers: The UK Disability Survey research report 2021 showed that 57% of disabled people reported being unable to go on holiday due to accessibility issues, i.e. access into public buildings.
- There is a lack of information and awareness about the availability and quantity of accessible tourism facilities and services, and the rights and entitlements of disabled people as tourists. Information on accessible destinations is a key factor in increasing tourism opportunities among disabled individuals.
- Booking a holiday may lead to extra costs due to a lack of availability of accessible and affordable accommodation and transport options, especially in rural and remote areas, and during peak seasons. In a recent survey by Leonard Chesire Disability, published in Enable Magazine, 8 in 10 disabled people said they faced barriers and difficulties staying at UK hotels and resorts. Over 70% flagged issues finding accessible rooms. Costs of accessible accommodation are also a common barrier to taking a break for around 6 in 10 survey respondents, with accessible rooms often seen as more expensive.

5.80 The WG EQIA noted a number of other challenges including

- Limited choices and opportunities for disabled people and those with impairments - that can affect their quality and satisfaction with their tourism experiences.
- Lack of accessibility for some disabled people in campsites and hostels leading to further strain on travel budgets – this is mitigated to some extent by the lower rate in the legislation
- Additional cost and or limited options for people who need a carer, specialist equipment or guide dog

5.81 Recognising that there is an overall lack of data and evidence, Welsh Government officials met with representatives from Disability Wales, Autistic UK and the Fair Treatment for the Women of Wales in formulating the WG EQIA.

5.82 The WG EQIA identified that it could be construed as indirect discrimination to apply a visitor levy to carers accompanying a disabled person requiring care as part of their visit.

5.83 WG EQIA considers a number of options for refunds for both disabled people and carers. Ultimately, the option including in the Act was to issue refunds for disabled people in receipt of a qualifying disability benefit who has paid a visitor levy while staying in a visitor accommodation and accompanied by a person providing care. The WG EQIA acknowledges (in part because it does not include carers) that this option does 'not fully eliminating the risks of indirect discrimination, it was perceived to be a proportionate response which balances the need to address the indirect discrimination but also ensure the integrity and efficiency of the tax system'.

5.84 In terms of tourism activity, 31% of all trips to Wales include somebody who is disabled or has an impairment. Additionally, 20% of all overnight trips taken to Wales from January to December 2024 were by those taking care of people with medical conditions.[21] Some of these trips relate to says with friends and family in their own homes rather than visitor accommodation and it does

[21] Domestic GB tourism statistics (overnight trips): annual report 2024. Available here

not mean that these visitors were accompanying the person they care for rather that they simply have this type of caring responsibility. The equivalent data for Anglesey is presently unavailable.

Employers and employment

5.85 The WG EQIA also notes the WRA will collect and manage levy. For accommodation providers, it is anticipated that the day-to-day operation of the levy will have minimal impact on business owners who have visual and / or hearing impairments due to the multiple ways a person can interact with the WRA – digital system for filing and remitting returns to the WRA alongside the provision of a telephone and paper service, where necessary.

5.86 Additionally, the WG EQIA notes that disabled workers are more likely to end up in insecure work than non-disabled workers. Of the workers working in tourism in Wales, 18% are disabled – a similar proportion to the average across all industries.[22]

5.87 The equivalent data for Anglesey is presently unavailable.

Disability overall

5.88 The WG EQIA identified that it could be construed as indirect discrimination to apply a visitor levy to carers accompanying a disabled person requiring care as part of their visit but that the option (not including an exemption) was a proportionate response.

5.89 Once mitigation (including refund for person in receipt of a disability benefit) is included, no other impacts were identified and it is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA.

5.90 Proactive measures can be taken to ensure the benefits of tourism, including the spending of the fund, are distributed more equitably among all segments of the population – this could include measures to improving accessibility for disabled people to tourist sites.

Pregnancy and maternity

5.91 Provisions in the 2025 Act apply to all visitors staying in overnight visitor accommodation that is not their usual place of residence, do not make distinction based on pregnancy and maternity.

5.92 The ONS does not provide statistics on the number of people who are pregnant. Therefore, this baseline analysis considered live birth data[23] as a proxy. The latest available data from 2024 indicate the general fertility rate[24] is higher (48.6) in Anglesey than the average for Wales (45.7).

5.93 WG concludes there are 'nil' potential direct impacts with regard to Pregnancy and maternity. While there is a higher fertility rate in Anglesey, It is not anticipated that this would change the finding of 'nil' impact.

[22] Welsh Government. Welsh tourism sector business and labour market statistics. Available here
[23] Office for National Statistics, 2024. Live Births.
[24] Office for National Statistics, 2021. Census.

Deprivation

5.94 While deprivation is not classified as a protected characteristic under the 2010 Act, it is considered due to its intersecting nature with different protected characteristics.

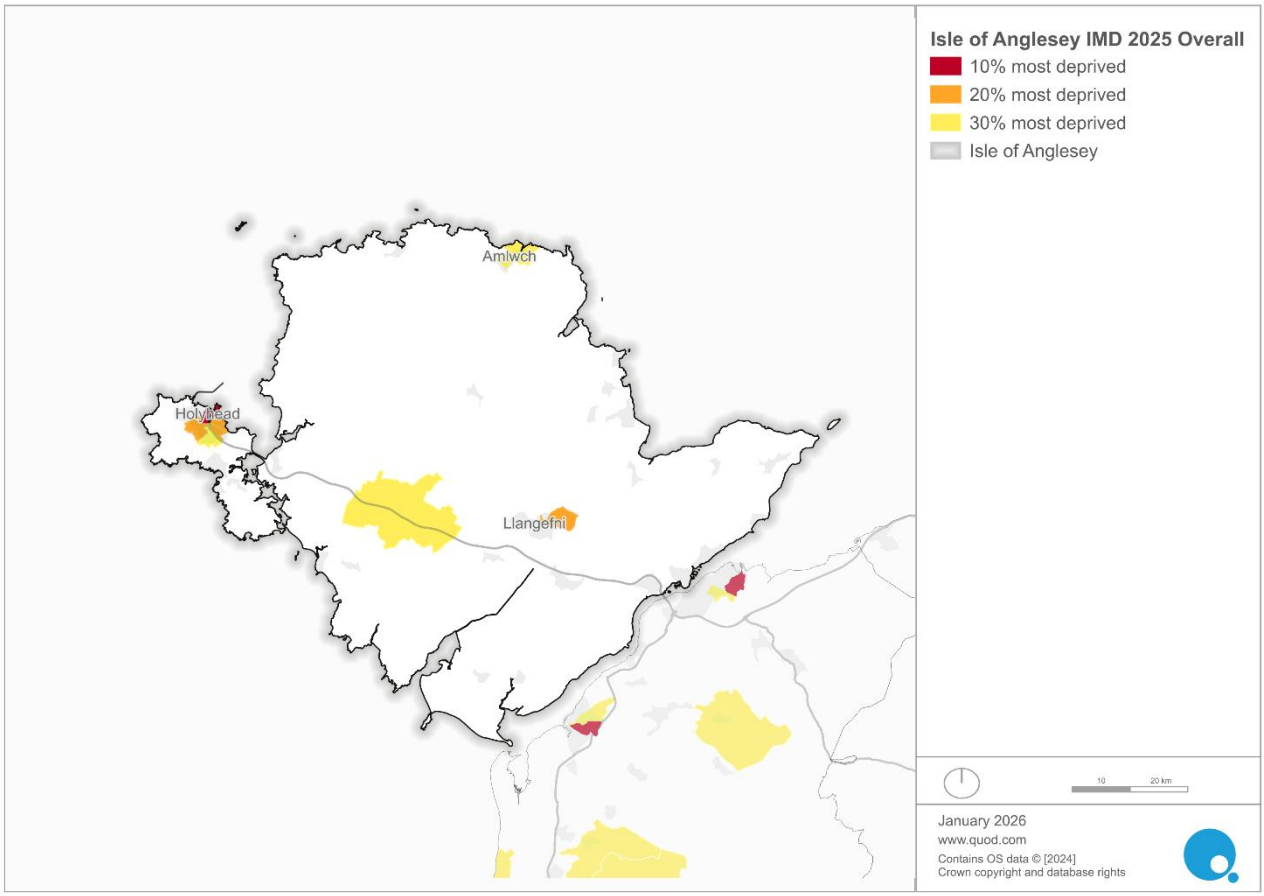
5.95 The Welsh Government's Index of Multiple Deprivation (2025) combines indicators including a range of social, economic, and housing factors, to yield a deprivation score for all areas across Wales (Lower Layer Super Output Areas [LSOAs]). There are eight domains of deprivation that are investigated:

- Income
- Employment
- Health
- Education
- Access to services
- Housing
- Community safety
- Physical environment

5.96 All areas are ranked relative to one another according to their level of deprivation. Figure 5-2 below shows the relative levels of deprivation in Anglesey – areas shown in red are within the 10% most deprived, areas in orange are within the 10% - 20% most deprived areas and areas in yellow are within the 20% - 30% most deprived.

5.97 As shown in Figure 5-2, there are some areas in Anglesey that are within the 10% - 20% and 20% - 30% most deprived areas in Wales and a small area that falls amongst the top 10% most deprived areas.

Figure 5-2: IMD map for Anglesey



5.98 The use funds from the levy will be reinvested for the purposes of destination management and improvement in the area, including providing, maintaining and improving infrastructure, facilities and services for use by visitors (whether or not they are also for use by local people), and mitigating the impact of visitors. Depending on the use of the fund, it could reduce deprivation (or indicators of deprivation) as a result of investment.

Summary of impact on groups who share a protected characteristic

5.99 Table 5-8 below summarises the findings of the equality impact assessment against protected characteristics.

Table 5-8: Summary of impacts

Protected characteristic	Potential impacts	Potential mitigation where required
Age	WG concludes there are 'nil' potential direct impacts with regard to Age once mitigation (including the under-18 exemption for lower bound accommodation) is taken into account. It is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA. There are possible impacts related to a higher proportion of older visitors to Anglesey, and a young workforce, but any impacts of the levy are likely to be small – and will to some extent be offset by the spending of the levy.	Under 18s are excluded from the levy for lower-rated stays Future use of the levy
Disability	The WG EQIA identified that it could be construed as indirect discrimination to apply a visitor levy to carers accompanying a disabled person requiring care as part of their visit but that the option (not including an exemption) was a proportionate response. Once mitigation (including refund for person in receipt of a disability benefit) is included, no other impacts were identified and it is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA.	Refund mechanism for persons in receipt of a disability benefit who are accompanied by a person providing care, support or assistance. Future use of the levy
Gender reassignment	WG concludes there are 'nil' potential direct impacts with regard to Gender reassignment. It is not anticipated that there would be any Anglesey	Stays in private hospitals (e.g. as part of a person's gender reassignment process) are exempt from a levy.

Protected characteristic	Potential impacts	Potential mitigation where required
	specific characteristics that would change the findings of the WG EQIA.	
Marriage and civil partnership	WG concludes there are 'nil' potential direct impacts with regard to Marriage and Civil Partnership. It is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA.	No potential impacts identified
Pregnancy and maternity	WG concludes there are 'nil' potential direct impacts with regard to Pregnancy and maternity. While there is a higher fertility rate in Anglesey, It is not anticipated that this would change the finding of 'nil' impact.	No potential impacts identified
Race	WG concludes there are 'nil' potential direct impacts with regard to Race. It is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA. Visitors to Anglesey and employees in the distribution, hotels and restaurants sector are more likely to be white, than the average across Wales.	Gypsy, Roma and Travellers sites provided by a local authority or registered social landlord are exempt from a levy. Exemptions / refunds are available for vulnerable groups, e.g. asylum seekers and those fleeing domestic abuse Future use of the levy
Religion and belief	WG concludes there are 'nil' potential direct impacts with regard to Religion and Belief. It is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA.	The Welsh Revenue Authority (WRA) will offer non-digital processes to accommodate those whose faith may restrict digital engagement. Free accommodation exempt from a levy and stays in lower rated accommodation have a lower levy charge. Future use of the levy
Sex		No potential impacts identified

Protected characteristic	Potential impacts	Potential mitigation where required
	WG concludes there are 'nil' potential direct impacts with regard to Sex. There are no Anglesey specific characteristics that would change the findings of the WG EQIA. It is not anticipated that there would be a disproportionate or differential impact in Anglesey as a result of the levy on females (or males) working in the tourist sector.	
Sexual orientation	WG concludes there are 'nil' potential direct impacts with regard to Sexual Orientation. It is not anticipated that there would be any Anglesey specific characteristics that would change the findings of the WG EQIA	No potential impacts identified

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Economic Impact Assessment of the Visitor Levy

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1 Executive Summary

1.1 The Visitor Accommodation (Register and Levy) Etc. (Wales) Act 2025 (the 'Act') gives councils in Wales the choice to introduce a charge on overnight stays. Known as a 'visitor levy', councils can choose to introduce the levy in their area from April 2027.

1.2 The Isle of Anglesey County Council is considering introducing a visitor levy – this Economic Assessment seeks to determine the potential economic impact of doing so.

1.3 There have been a number of studies to support the Welsh Government's decision to implement the Act. This report reviews these reports to determine the applicability of applying the same approach at a more local level.

1.4 The evidence base on the economic impact of visitor levies is relatively immature and so even the national assessment is heavily caveated and relies on wide ranges – there are further complications with a local assessment as a result of gaps in data and an even more immature evidence base on the local impact of visitor levies (as opposed to national). The key caveats relevant to the local level assessment are:

- There are significant uncertainties in the elasticities of demand – this is the case at a Welsh level and is even more acute when applied at an Anglesey level.
- At a national level, the majority of visitor spending can reasonably be expected to be captured in Wales. That is not the case at a smaller area – for example, some spending of someone who visits Anglesey may be in Gwynedd (and vice versa).
- Similarly, the spending of the levy will also have a higher level of leakage as some businesses who benefit from contracts through the spending of the levy may not be based in Anglesey.
- The national level assessment (necessarily) assumed that the levy will be imposed across all of Wales – at an Anglesey level, there will be different impacts if one local authority implements the charge, but its neighbouring authorities do not, compared to if all neighbouring authorities implement the charge.

1.5 Therefore, the Anglesey level assessment is appropriately caveated, and should be read in the context of relatively limited evidence base, particularly at the local level.

1.6 Nonetheless, we are confident that the impact on the Anglesey will be relatively small in terms of both the impact on employment and GVA. We have applied a broadly similar approach to the Welsh Government analysis to establish bookends for the likely range of these impacts.

1.7 The analysis is generally conservative (pessimistic) in terms of the approach to assessing the impact on the economy. It assumes the Anglesey suffers all the loss of visitor spending, when in reality some of the spending will be lost from outside of Anglesey. It also assumes that Anglesey businesses gain only half of the spending from the levy (as it assumed that 50% of the visitor levy spending will be spent in businesses outside of Anglesey), while also assuming that Anglesey businesses do not benefit from contracts that result from the spending of visitor levies from other local authorities.

1.8 Even with these conservative assumptions (i.e. assumptions that could overestimate any negative impact) it is estimated that the levy could result in:

- A change in employment of between -31 and +7 FTE jobs. This is between a loss of -0.17% or an increase of 0.04% of employment in Anglesey.
- A change in annual GVA could be between -£2.1m and +£0.09m. This is equivalent to between a loss of -0.14% and an increase of 0.01% of Anglesey's economy.

1.9 This range from a relatively small negative impact to a relatively small positive impact reflect the findings of the Welsh Government Appraisal which also concluded a small negative to small positive impact at a national scale.

2 Introduction

An overview of the Visitor Levy

2.1 The Visitor Accommodation (Register and Levy) Etc. (Wales) Act 2025 (the 'Act') gives councils in Wales the choice to introduce a charge on overnight stays. Known as a 'visitor levy', councils can choose to introduce the levy in their area from April 2027.

2.2 The levy is chargeable at two separate rates:

- Campsite pitches and shared rooms (hostels and dormitories): 75p per person, per night
- All other types of visitor accommodation: £1.30 per person, per night

2.3 There are exemptions[1]; Visitors will not pay the visitor levy if they are:

- under 18 years of age and staying on a campsite pitch or in shared rooms (such as a hostel or a dormitories)
- staying for more than 31 nights in a single booking
- in emergency or temporary housing arranged by the local council

2.4 The funds from the levy will be reinvested for the purposes of destination management and improvement in the area. Section 44 of the Act stipulates that councils must use the proceeds of the levy for:

- mitigating the impact of visitors;
- maintaining and promoting use of the Welsh language;
- promoting and supporting the sustainable economic growth of tourism and other kinds of travel;
- providing, maintaining and improving infrastructure, facilities and services for use by visitors (whether or not they are also for use by local people).

The purpose of this report

2.5 The Isle of Anglesey is seeking to determine the potential economic impact of introducing a visitor levy.

2.6 The starting point is to review the work undertaken by Welsh Government to understand the economic impacts of the Act at a national level, and the extent to which the approach could be applicable at a more local level.

[1] http://gov.wales/visitor-levy-small-contribution-lasting-legacy

2.7 The evidence base on the economic impact of visitor levies is relatively immature and so even the national assessment is heavily caveated and relies on wide ranges.

2.8 These limitations would be even more pronounced at local level. The key caveats relevant to the local level assessment are:

- There is uncertainty over how much of the levy is passed to consumers (modelled only as 0% or 100%)
- There are significant uncertainties in the elasticities of demand – this is the case at a Welsh level and is even more acute when applied at an Anglesey level.
- At a national level, the majority of visitor spending can reasonably be expected to be captured in Wales. That is not the case at a smaller area – for example, some spending of someone who visits Anglesey may be in Gwynedd (and vice versa).
- Similarly, the spending of the levy will also have a higher level of leakage as some businesses who benefit from contracts through the spending of the levy may not be based in Anglesey.
- The national level assessment (necessarily) assumed that the levy will be imposed across all of Wales – at an Anglesey level, there will be different impacts if one local authority implements the charge, but its neighbouring authorities do not, compared to if all neighbouring authorities implement the charge.

2.9 The local (Anglesey) level assessment is therefore appropriately caveated and should be read in the context of relatively limited evidence base, particularly at the local level.

2.10 The remainder of the report covers:

- A review of the work undertaken by the Welsh Government to understand the economic impact of the Act (Section 3)
- A wider literature review to understand the extent to which evidence exists that would allow for the Wales wide approach to be undertaken at a smaller geographical scale (Section 4)
- Caveated Anglesey level economic impact assessment (Section 5)
- Cross checking with the Welsh Government Analysis, accounting for the relative importance of tourism to Anglesey (Section 6)
- Conclusion (Section 7)

3 Studies to support the Welsh Government Act – Economic Impact

3.1 There have been a number of studies to support the Welsh Government's decision to introduce the Act. These include:

- Evidence review of elasticities relevant to a visitor levy in Wales, Alma Economics, 2022
- The Potential Economic & Greenhouse Gas Impacts of a Visitor Levy in Wales, Cardiff Business School & Welsh Government, 2024 - referred to in this report as the Welsh Government 2024 analysis
- Revised analysis of the potential economic and greenhouse gas impacts of a visitor levy, Welsh Government, 2025 - referred to in this report as the Welsh Government 2025 analysis
- Review of impacts of visitor levies in global destination, Bangor University 2024

3.2 These reports are undertaken at an all Wales level and are heavily caveated.

Evidence review of elasticities relevant to a visitor levy in Wales, Alma Economics, 2022

3.3 Alma Economics undertook a Rapid Evidence Assessment (REA) which reviewed the literature on elasticities relevant to a visitor levy in Wales.

3.4 It sought to estimate the price elasticity of demand of tourism and accommodation in particular. Price Elasticity of Demand (PED) is the measure of responsiveness of the demand for a good or service when its price changes. A negative PED denotes a decrease in quantity demanded when price increases. A high elasticity of demand indicates that the quantity demanded of a good or service is highly responsive to changes in its price, meaning a small price change can lead to a significant change in demand. Inelastic (or low elastic) demand is when demand is not responsible to price.

3.5 The report identified a high level of uncertainty and significant evidence gaps. Even where relevant evidence was found, there was a large variation in the magnitude of estimates of elasticities and there were no studies that provided Wales specific estimates and only a small minority of studies considered the UK market.

3.6 There were significant variations in the findings for tourism – while the majority of studies (70%) found that tourism was inelastic, there were some studies that reported elastic demand. The average mid-range PED across all studies was -0.7 and the median was -0.9. Thes means that for a 1% increase in the price of a good or service leads to a 0.7% reduction in demand.

3.7 There were only two studies that specifically considered accommodation – those showed it to be price inelastic (at -0.7). The report includes a caveat that these should be interpreted with caution given the limited number of studies. At least one of these reports was specifically based on international tourism – and so will be less relevant to a domestic market.

3.8 The review (by the report's own admission) provided very little evidence addressing the more nuanced research questions, including (i) insight into the drivers of visitor behaviour, (ii) the impact of visitor levies or similar on tourism demand, and (iii) how the explored elasticities may vary depending on the characteristics of tourists (e.g., based on protected characteristics).

3.9 The report itself is also clear that these studies provided very little evidence differences that might occur at a sub-regional level, with most studies focusing on national impacts and / or international tourism.

The Potential Economic & Greenhouse Gas Impacts of a Visitor Levy in Wales, Cardiff Business School & Welsh Government, 2024

3.10 This report estimates the economic and greenhouse gas emissions impact of the levy at an all-Wales level. We have reviewed it to understand the extent to which a similar method could be used to estimate the impact of a levy in individual Local Authorities.

3.11 The report includes two scenarios:

i. 100% levy is passed on from business to consumers.

ii. 100% levy is absorbed by the business

3.12 The analysis does not account for supply-side changes, such as providers exiting the market due to the levy.

100% Levy is passed on from business to consumers

3.13 The study calculates the likely impact on the study in three scenarios (optimistic, neutral and pessimistic) based on a range of elasticities taken from the Alma study. It applies these to different visitor segments (two domestic with different spending patterns and overseas visitors). This results in a change in consumer demand for each segment.

3.14 The report uses elasticities from the Alma Economics study which (as above) has significant uncertainty, data gaps, and is largely based on international tourism and national effects. The issue of applying national elasticities will be more problematic at a Local Authority level than it would be at an all-Wales level.

3.15 The study assumes that the price elasticity of demand feeds through directly into the economy – i.e. the increase in the levy results in a reduction in demand (within the study area) which means a reduction in total trip spending (also in the study area). This could be due to either people not visiting the study area or visiting the study area for a shorter period of time as a result of the levy.

3.16 The model then uses Input-Output tables to determine the likely impact of the Welsh Economy.

100% Levy is absorbed by the business

3.17 This scenario assumes that there is no change to visitors or revenues and that businesses absorb all of the costs. The report assumes that there are no supply side changes – i.e. no business exits the market, or are put off entering the market in future, instead the levy is taken from the output of the businesses.

3.18 It assumes that there are no losses in employment and only decreases in salary (and other elements of output). This is likely to underestimate the employment loss since – in reality, a loss of revenue would result in a reduction in staff as well as a reduction in salaries.

Issues and Caveats

3.19 The report itself highlights significant caveats:

- **Price Elasticity Uncertainty**: as above, there are significant uncertainties in the elasticities – this is the case at a Welsh level and will become even more acute if used at a smaller study area.
- **Accommodation Supply**: as above, the model does not account for supply-side changes, such as providers exiting the market due to the levy.
- **Pass-Through Assumptions**: as above, the report assesses the 'book ends' of the likely impact by assessing the impact if the levy is passed on to visitors or absorbed by businesses – it does not seek to assess the extent to which one is more or less likely.
- **In-Wales Costs**: The analysis only includes in Wales costs and so it likely underestimates the total costs of the trip, particularly for international trips. This will therefore overestimate the reduction in international trips post levy (and so presents a worst-case scenario)
- **Base-Year Constraints**: The levy is modelled on 2019 tourism data due to data limitations, with rates adjusted for inflation.
- **Future inflatio**n: Future inflation and sector changes are not included – it is effectively a snapshot in time in a given year.
- **Administrative costs**: The analysis does not include any frictional or administrative costs that any new Levy might engender.

Revised analysis of the potential economic and greenhouse gas impacts of a visitor levy, Welsh Government, 2025

3.20 This report updated the previous work for two sets of rates. One of those sets of rates (£1.30 standard / £0.75 lower) was subsequently used in the Act. The analysis also excluded children and young people staying in Lower Band accommodation, since they are excluded from the Levy.

3.21 The report used similar methodology as the original but noted that: 'Constraints on time and access to data architectures mean a full, and fully comparable, reworking of the 2024 impact assessment is not possible'.

3.22 The results of the analysis at a Welsh level are set out in Table 3.1.

Table 3.1: Summary of likely impacts in Welsh Government report

			Likely range
Employment	Passing Levy onto visitors	FTEs	-400 to 100
	Businesses absorb levy	FTEs	360
Annual GVA (£m)	Passing Levy onto visitors		-£7.5m to +£11.1m
	Businesses absorb levy		-£32.3m

Review of impacts of visitor levies in global destination, Bangor University 2024

3.23 Bangor University undertook a review of international evidence on the environmental, social, and cultural impacts of visitor levies in various global destinations. The report then provided recommendations of the Welsh Government on the implementation of the levy.

3.24 The report identified five case studies / areas which had implemented visitor levies that had similarities to Wales in terms of the reliance on the tourism sector and / or their social, cultural and/or environmental context. This meant that the case studies included places that, like Wales, were reliant on their tourism industry.

3.25 The report focused on the implementation of the levy – including what the levy can be spent on, the decision making process and authority, local accountability, the scope of project and activities funded, the impact of the funded projects (noting a lack of evidence) and the need for transparency, accountability, monitoring and evaluation.

3.26 It did not focus on the impact of the levy on the tourism sector specifically, although there were some takeaways that do inform our report:

- There is limited evidence on the effects of tourism taxes: 'A **comprehensive assessment of the impacts of tourism taxes remains limited**, despite their clear motivations for implementation'.
- In general, there has been continued **year-on year growth in tourism in locations that have introduced a visitor levy** (although we cannot know what the counterfactual would have been without a levy).
- **Some locations choose to vary the tax during different seasons** – for example, the Balearic Islands have implemented two separate visitor levies: €0.25 – €1 per person per night in low season (November – April) and €1 – €4 per person per night in high season (May – October).[2] **While others do not:** in Mareo and San Martin, where seasonality is high (visitor numbers in the four busiest months are over ten times those in the quietest four months), a flat visitor levy has been imposed throughout the year (€1.50 – €3.50 per person per night).
- Some locations (Catalonia / Barcelona and the Balearic Islands) **vary by accommodation type / quality** (including different rates for different hotel 'star' quality. While **others do**

[2] Welsh Government, 2024. Review of visitor levies in global destinations here

not have as much differentiation: Iceland initially introduced a flat rate and subsequently split the rate into three broad categories camping, hotels, and cruise ships.

Conclusions and implications for our study

3.27 The work undertaken to support the Welsh Government has highlighted that there are gaps in the evidence base for understanding the economic impact of the Visitor Levy. This means that the Welsh level economic impact study is necessarily caveated and includes wide ranges / book ends for the likely impact.

3.28 Applying the Welsh Government approach at a more local area level would have the same caveats and issues – and some of the issues would be more acute at a smaller study area.

3.29 The detail is set out above, but the key issues include:

- **There is limited applicable evidence on the Price Elasticity of Demand** – both Welsh Government economic appraisals use the PEDs from the Alma Study which are largely national studies for international tourism. There are no Welsh specific studies and only two that specifically look at accommodation (rather than tourism as a whole). The issue of using these elasticities become even more acute at a smaller study area since it is not clear that national elasticities hold at a sub-regional level.
- The analysis does **not take a view on the extent to which the levy is passed on** - it has book end for the impact of 0% or 100% of the levy being passed onto consumers.
- It also does **not allow for supply side changes** – i.e. it does not allow for the potential some businesses are deterred from entering or leave the market. In the scenario where all of the levy is passed on to businesses, it is assumed that there is no loss in employment (only a loss in wages).
- **There is very little evidence addressing the more nuanced questions**, including (i) insight into the drivers of visitor behaviour, (ii) the impact of visitor levies or similar on tourism demand, and (iii) how the explored elasticities may vary depending on the characteristics of tourists (e.g., based on protected characteristics). **This means the analysis makes mostly linear assumptions based on averages.** This also makes it difficult to apply local characteristic to the study (and so to adapt the methodology in the national assessment to a more local level).
- It **does not include out of Wales costs** which likely underestimates the total cost of the trip, particularly for international trips. This will therefore overestimate the reduction in international trips post levy (and so presents a worst-case scenario). This will be the same at a local authority area level (although will be offset to some extent by spending outside of the local authority area).
- The analysis does not consider what visitor spending that is 'lost' as a result of the levy is spent on instead – this could be day trips (instead of overnight trips) or Welsh residents spending money on other things (instead of holidaying within Wales). This approach is again likely to be worst case scenario in terms of the impact of the levy on the Welsh economy. This is likely to be less relevant at Anglesey level than the Welsh level as those visiting Anglesey (who are put off by the levy) are unlikely to also live in Anglesey (whereas a Welsh resident may also holiday in Wales – for example, a Cardiff resident may spend money in Cardiff rather than holiday in Anglesey).

4 Further literature review

4.1 We conducted a further literature review to understand the extent to which evidence exists that would

- Allow for the Wales wide approach to be adapted for a local level assessment.
- Fill the evidence gaps identified above

4.2 There was limited additional evidence above what was used in the work to support the Welsh Government when implementing the Act.

4.3 There were various other examples where there has been continued year-on year growth in tourism in locations that have introduced a visitor levy (although as above we cannot know what the counterfactual would have been without a levy).

4.4 The other questions the literature review sought to answer were:

- To what extent does a visitor levy get passed on to visitors?
- How does the impact of a visitor levy change with seasonality or popularity of a destination?
- How does the does the cost of accommodation / trip change the impact of the levy? There was no additional evidence found to answer this question.
- Do visitors adjust their wider trip spending if they bear the cost of the levy?

To what extent does a visitor levy get passed on to visitors?

4.5 The extent to which a visitor levy gets passed on to consumers will determine whether it is consumers or accommodation providers who will bear the cost of the levy. As set out above the Welsh government economic appraisal does not take a view on this but tests book ends for 0% to 100% pass on.

4.6 The literature provides mixed evidence on the rate of pass-through (the extent to which businesses pass on changes in tax as changes in price to consumers) of a visitor levy or other tax mechanisms.

4.7 We looked at various tax mechanisms to determine pass-through rates:

- A review of lodging taxes in US cities showed that a lodging tax is unlikely to be fully passed on to the visitors – about 86% of tax paid is by visitors and the remaining 14% is absorbed by accommodation providers in the form of lower accommodation rates or reduced occupancy.[3]
- The European Commission study found that there was a high degree of pass-through in the long run but also had example of where taxes were not passed through. For example a

[3] Hudson, S., Meng, F., So, K. K. F., Smith, S., Li, J., & Qi, R. (2021). The effect of lodging tax increases on US destinations. *Tourism Economics*, *27*(1), 205-219. Available here

case study of Disneyland Paris indicated they were unlikely to pass on VAT rate increases in 2014 to visitors due to the high price sensitivity of visitors. This meant Disneyland absorbed the cost of the VAT increase to mitigate the impact on visitor numbers and expenditure.[4]

- A study looking at the pass through of air passenger taxes on airfares across Europe estimated air passenger tax pass-through rates from 20% to 56%.[5] The same study mentions that the consumer share of the tax burden from a French VAT-reform was between 57% and 77%.

4.8 The literature review therefore does not provide clear evidence for different the level of pass-through rates that could be used – and so we maintain the approach in the Welsh Government Assessment of using bookends.

How does the impact of a visitor levy change with seasonality or popularity of a destination?

4.9 There are limited studies that have quantified PEDs for different seasons but several studies state that demand for tourism is less elastic in the high seasons compared to the low seasons.[6]

- The report on the balancing of revenue and demand in the hotel industry in Dubai[7] found that demand elasticity is much higher in the low seasons (and lower in high season). That is likely to be driven significantly by international travel – the report found that local hotels do not face strong seasonality as much international hotels do.
- The report on the price elasticities for accommodation services in Prague showed that visitors are less elastic during the high seasons than they are throughout the year with PEDs of -0.22 to 0.78 in the high seasons vs PEDs of -0.10 to -0.54 throughout the year. The positive PEDs in the high season suggest that the expected price-demand relationship may not always hold.[8]

4.10 The European Commission study found thar there were higher elasticity of demand in destinations with close substitutes. It showed that European countries in proximity still exhibit differences in PEDs due to the type of seasonal tourism offering. Spain had inelastic demand because several destinations in Spain offer sun-and-beach experiences meaning there is a high degree of substitutability between these destinations. Italy also exhibited inelastic demand because of its offering of non-coastal tourism and so was less seasonally impacted. France exhibited slightly inelastic demand due to widespread implementation of tourism taxes. The PEDs during peak season (summer) are:

- France had PEDs ranging from -0.068 to -1.042
- Spain had PEDs ranging from -0.018 to -0.719

[4] European Commission, 2017. The Impact of Taxes on the Competitiveness of European Tourism here
[5] Wozny, F. (2024). *Tax incidence in heterogeneous markets: The pass-through of air passenger taxes on airfares* (No. 16783). IZA Discussion Papers. Available here
[6] Baždar Gašljević, T., Maradin, D., & Cerović, L. (2023). Price Elasticity of Demand For Hotel Services On The Business Example Of Two Hotels In The Republic Of Croatia. *Journal of accounting and management*, *13*(1), 1-14. Available here
[7] Alrawabdeh, W. (2021). Seasonal balancing of revenue and demand in hotel industry: the case of Dubai City. *Journal of Revenue and Pricing Management*, *21*(1), 36. Available here
[8] Petříček, M., & Chalupa, Š. (2020). PRICE ELASTICITY OF DEMAND FOR ACCOMODATION SERVICES–EMPIRICAL APPLICATION IN PRAGUE. *Ad Alta: Journal of Interdisciplinary Research*, *10*(1). Available here

- Italy had PEDs ranging from -0.002 to -0.224[9]

4.11 Separately, the study of lodging tax increases on US destinations showed that approximately 49% of travellers altered their plans due to high travel taxes by reducing spending, staying somewhere cheaper and visiting during low season.[10]

4.12 While the literature review highlighted some further evidence on seasonality, not sufficiently to be able to determine how Anglesey would differ from the Welsh Average.

Do visitors adjust their wider trip spending if they bear the cost of the levy?

4.13 While the study of lodging tax increases on US destinations[11] mentioned above showed that visitors responded to a levy by decreasing their spending, the study did not quantify to what extent visitors reduce their spending. And overall, the literature is not clear about how visitors would adjust their wider trip spending if they bear the cost of the levy.

[9] Heffer-Flaata, H., Voltes-Dorta, A., & Suau-Sanchez, P. (2021). The impact of accommodation taxes on outbound travel demand from the United Kingdom to European destinations. *Journal of Travel Research*, *60*(4), 749-760. Available here
[10] Hudson, S., Meng, F., So, K. K. F., Smith, S., Li, J., & Qi, R. (2021). The effect of lodging tax increases on US destinations. *Tourism Economics*, *27*(1), 205-219. Available here
[11] Ibid

5 Caveated Anglesey level economic impact assessment

5.1 As set out in the previous sections, there is insufficient evidence to be able to robustly and accurately model the precise impact of the levy, or what how different scenarios would impact the magnitude of the effect (for example, whether other local authorities also implement a levy).

5.2 Therefore, we have taken a twin track approach to provide book ends (broadly following the Welsh Government approach) and sense checks for the likely range of the effect:

- Caveated reproduction of the Welsh Government approach. This is set out in Section 5.
- Cross checking with the Welsh Government Analysis, accounting for the relative importance of tourism to Anglesey. This is set out in this Section 6.

Caveated reproduction of the Welsh Government approach

5.3 We have taken a similar approach to the Welsh Government 2025 analysis to estimate the impacts at the Anglesey level – as in the Welsh Government approach this includes 'bookends' with two scenarios, one where 0% of the Levy being absorbed by businesses and another where 100% being absorbed by businesses

5.4 The approach is caveated because – as set out in Section 3, there are caveats within the Welsh Government report that also apply here and are in some cases more exaggerated in a local level assessment.

5.5 The key caveats that are relevant to the local level assessment are:

- At a national level, the majority of visitor spending can reasonably be expected to be captured in Wales. That is not the case at a smaller area – for example, some spending of someone who visits Anglesey may be in Gwynedd (and vice versa). For the purposes of this assessment, we assume that all spending is 'lost' from Anglesey and so this a worst-case scenario in terms of the impact on the visitor economy.
- Similarly, the spending of the levy will also have a higher level of leakage as some businesses who benefit from contracts through the spending of the levy may not be based in Anglesey. To be conservative we have assumed a high level (50%) of leakage and tested a lower leakage as a sensitivity test.
- The Welsh Government analysis assume that a change in the price of tourism (i.e. the levy) results in a decrease in demand for tourism. It does not consider changes in visitor spending patterns within the trip (for example reducing other trip costs by the cost of the levy). This is likely to be worst case scenario in respect to the impact of the levy on the Welsh economy (assuming that the PED picks up all of the change in visitor behaviour). The same approach is taken in the local assessment – again this is likely to be worst case.
- There are significant uncertainties in the elasticities – this is the case at a Welsh level and is even more acute if used at a smaller study area. There is no alternative evidence and so we have used the range of elasticities of demand used in the Welsh Government assessment.

- The national level assessment (necessarily) assumed that the levy will be imposed across all of Wales – there will be different impacts if one local authority implements the charge, but its neighbouring authorities do not, compared to if all neighbouring authorities implement the charge. It is not possible to accurately assess what the impact of different combination of local authorities introducing the levy is, but the effect on the magnitude of the impact is considered.
- The scenario where the levy is passes onto businesses does not account for supply-side changes, such as providers exiting the market due to the levy.
- It also does not account for reductions in employment and assumes that the savings are found within the 'value add' of the businesses operations. In reality, it would likely result in a reduction of jobs too.

5.6 As with the Welsh Government analysis, the analysis does not include inflation (it considers the annual impact if the levy was in place in 2024 – the latest year for which data is available), it does not include administration costs, and it does not include costs that are outside of Wales (this means the analysis likely slightly overestimates the impact of the levy, particularly for international visitors – for whom out of Wales costs will be higher).

5.7 Given the lack of evidence, there are assumptions (such as elasticities of demand) where we have not sought to make the assumptions Anglesey specific – but instead have indicated whether the estimates are likely to under or overestimate the impacts, and provided sensitivity tests as appropriate.

5.8 It has been assumed that VAT will be included on the Visitor Levy.

Visitor levy passed entirely on to tourists

5.9 This section assumes that 100% of the visitor levy is passed on to consumers. It first considers the impact of the loss of visitor spending and then considers the extent to which the spending of the levy itself would offset the loss.

The impact of the potential loss of visitor spending

5.10 According to the Great British Tourism Survey, there were 0.28m domestic overnight visitors to Anglesey per year – who spend an average of 4 nights and spend £305 per person per trip.

Table 5.1: Domestic overnight visits to Anglesey

	Total (GBTS) (avg over 2022-2024)
Total visits to Anglesey by domestic overnight visitors	0.28m
Total Anglesey domestic bed nights	1.142m
Average trip length (nights)	4.0
Total Anglesey domestic overnight expenditure (including VAT)	£86.33m
Cost per trip (including VAT)	£305
Cost per night (including VAT)	£76

5.11 The data is not available by accommodation type for Anglesey – i.e. whether those visitors are in the lower band or standard band accommodation for the purposes of the visitor levy.

5.12 However, we can make assumptions on the split based on two datasets:

- Data on the number of bed spaces by accommodation type by local authority – this can be compared to the total bed nights for the GBTS.
- Data on the split of visitors between lower band or standard band accommodation in Conwy and Gwynedd

5.13 Comparing these dataset suggests that that Anglesey has higher occupancy rates than neighbouring local authorities (Gwynedd or Conwy).

5.14 This results in a two scenarios – (1) a lower bound scenario which assumes the same ratio between bed spaces and bed nights in Gwynedd and then scales to meet the Anglesey total bed nights. (2) A core scenario which assumes that the ratio of bed spaces to occupants remains the same for lower band accommodation and the higher occupancy rate in Anglesey is as a result of higher occupancy in standard accommodation. The lower bound scenario is included as a sensitivity test later in this section.

Table 5.2: Domestic overnight visits to Anglesey – split between accommodation types are estimated

UK-resident visitors	Lower bound - (lower standard accommodation)			Core		
	Standard Band (est)	Lower Band (est)	TOTAL (GBTS)	Standard Band (est)	Lower Band (est)	TOTAL (GBTS)
Visitors (trips)	143,800	139,638	283,438	240,710	42,728	283,438
Bed nights	565,204	576,915	1,142,120	950,284	191,836	1,142,120
Average trip length (nights)	3.9	4.1	4.0	3.9	4.5	4.0
Overnight expenditure	£50.57m	£35.76m	£86.33m	£76.23m	£10.09m	£86.33m
Cost per trip	£352	£256	£305	£317	£236	£305
Cost per night	£89	£62	£76	£80	£53	£76

5.15 The Welsh Government 2025 analysis estimated that 22% of those in the Lower Band accommodation were children and so we exempt from the levy. It is assumed that this assumption holds at an Anglesey level – were the proportion of children to be lower the impact of the levy would be higher, and conversely were the proportion of children to be higher the magnitude of the impact of the levy would be smaller.

5.16 The table below include only eligible visitors (i.e. it excludes children visiting lower band accommodation) and also includes the international visitor data (take from the international visitor survey).

5.17 Note that all international visitors are assumed to stay in standard accommodation and so pay the levy. Were there to be children in lower bound accommodation within this group, the magnitude impact of the levy would be smaller.

Table 5.3: All eligible overnight visits to Anglesey – split between accommodation types and visitor type – core scenario

	UK-resident visitors (Standard Band)	UK-resident visitors (Lower Band)	International
Eligible overnight visits	240,710	33,328	41,497
Eligible Anglesey bed nights	950,284	149,632	218,434
Average trip length (nights)	3.9	4.5	5.3
Eligible Anglesey overnight expenditure (inc VAT)	£76.23m	£7.87m	£25.03m
Cost per trip	£317	£236	£603
Cost per night	£80	£53	115

5.18 The levy is £1.30 per person, per night for standard accommodation and 75p for lower band accommodation. It is assumed that VAT is charged and so those costs increase to £1.56 and 90p. Based on the average trip length and the total cost per trip, it is estimated that the visitor levy would be between 1.1% and 2.3% of the trip cost depending on trip / visitor type.

5.19 The elasticity is assumed to be -0.74. This is in line with the Welsh Government (2025) appraisal (for the neutral scenario). We have also tested the more pessimistic elasticity (-1.12) and more optimistic elasticity (-0.38) from the Welsh Government appraisal – this range is presented at the end this section.

5.20 As is set out above, there is very little evidence on local level elasticities as a result of visitor levies – the relatively limited analysis that exists is based on national evidence. In the absence of more locally specific evidence the range of multipliers has been applied.

5.21 It should also be noted that elasticity of demand in Anglesey will be affected (to some extent) by whether neighbouring local authorities also introduce the visitor levy – if Anglesey is the only local authority to introduce the levy, the impact on visitor behaviour will likely to be higher (as visitors may choose to go to Gwynedd or Conwy instead) whereas if more local authorities introduce a charge, the impact is likely to be lower.

5.22 Using the neutral multiplier (-0.74) results in a reduction in demand of between 0.8% and 1.7% depending on trip / visitor type.

Table 5.4: Change in demand as a result of the levy – core scenario

	UK-resident visitors (Standard Band)	UK-resident visitors (Lower Band)	International
Levy per person per night (ex VAT)	£1.30	£0.75	£1.30
Levy per person per night (inc VAT)	£1.56	£0.90	£1.56
Average trip length (nights)	3.9	4.5	5.3
Avg per-trip expenditure (inc VAT)	£317	£236	£603
Per trip Visitor Levy:	£5.51	£5.39	£6.82
a) As a % of trip cost	1.7%	2.3%	1.1%
b) Elasticity	-0.74	-0.74	-0.74
Percentage change in consumer demand (a x b)	-1.3%	-1.7%	-0.8%

5.23 This reduction in demand results in a £1.3m reduction in spending by visitors per year (including VAT) and £1.1m (excluding VAT).

5.24 Not all of that spend would have been spent in Anglesey - some would have been spent in other local authorities (either day trips or on the journey) but to be conservative it is assumed that all

of the loss is felt in Anglesey. This will overestimate the (negative) impact on the Anglesey economy.

Table 5.4: Loss in trip expenditure – core scenario

	UK-resident visitors (Standard Band)	UK-resident visitors (Lower Band)	Overseas visitors (Standard Band)	Total
Eligible Anglesey overnight expenditure (inc VAT)	£76.2	£7.9	£25.0	£109.1
Percentage change in demand	-1.3%	-1.7%	-0.8%	
Post-trip Visitor Levy Expenditure (£m) (inc VAT)	£75.2	£7.7	£24.8	£107.8
Gross Trip Expenditure Losses (direct) (£m)	-£0.98	-£0.13	-£0.21	-£1.3
Gross Trip Expenditure Losses (direct) (£m)	**-£0.82**	**-£0.11**	**-£0.17**	**-£1.10**

5.25 Based on Welsh Government multipliers for 'accommodation and food' – indirect and induced effects are also included. Again, these would not all have been felt in Anglesey and so this is likely to overestimate (the negative) impact of the loss of expenditure as a result of the levy.

5.26 We apply both a type 1 (which captures direct and indirect effects) and type 2 multipliers (which capture direct, indirect and induced effects) for accommodation and food[12] – this is used as a proxy for all spending and it likely to capture the majority of the spending patterns.

5.27 This results in a loss of between £0.8m and £0.9m of annual GVA per year – which results in the loss of between 22 and 25 FTE jobs.

Table 5.5: Loss in annual GVA and employment as a result of loss of visitor spending – core scenario

	Type 1	Type 2
Change in direct annual output (exl VAT)	-£1.1m	-£1.1m
Multiplier	1.23	1.39
Change in total annual output	-£1.4m	-£1.5m
Ratio of Output to GVA	0.58	0.58
Change in annual GVA	**-£0.8m**	**-£0.9m**
GVA per FTE (accom and food) in Anglesey	£35,492	£35,492
Change in FTE Employment	**-22**	**-25**

[12] This is based on Welsh Government Indicative economic multipliers (input-output tables): 2019

The impact of the Visitor Levy spending

5.28 The visitor levy will result in an increase in economic activity. The visitor levy can be spent on:

- mitigating the impact of visitors;
- maintaining and promoting use of the Welsh language;
- promoting and supporting the sustainable economic growth of tourism and other kinds of travel;
- providing, maintaining and improving infrastructure, facilities and services for use by visitors (whether or not they are also for use by local people

5.29 For the purpose of this assessment, it is assumed that the impact is felt equally across different sectors of the economy (and so Anglesey averages have been used).This could be updated when further information on the type of investment that the visitor levy is spent on is available.

5.30 The Levy would result in £1.6m of additional spending (see Table 5.6) – this accounts for the reduction in demand as a result of the levy and excludes children from the lower band accommodation. Not all of this will be spent with Anglesey employers and so a 50% leakage is applied. This is an conservative estimate (and is likely to overstate leakage) - a lower leakages is included in a sensitivity test.

5.31 Again, we apply type 1 and type 2 multipliers and a ratio of GVA to output[13] – this result in an increase of approximately £0.5m in annual GVA in Anglesey supporting 6-7 FTE jobs (see Table 5.7).

Table 5.6: Loss in trip expenditure and levy revenue – core scenario

	UK-resident visitors (Standard Band)	UK-resident visitors (Lower Band)	Overseas visitors (Standard Band)	Total
Post-levy in scope bed-nights (million)	0.94	0.15	0.22	£1.3
Levy per person per night (ex VAT)	£1.30	£0.75	£1.30	
Visitor Levy Revenue (ex VAT) (£m)	**£1.2**	**£0.1**	**£0.3**	**£1.6**
Visitor Levy Revenue (inc VAT) (£m)	£1.48	£0.13	£0.34	£2.0

[13] Multiplier and ratio based on Welsh Government Indicative economic multipliers (input-output tables): 2019

Table 5.7: increase in annual GVA and employment as a result of spending of the Visitor Levy – core scenario

	Low Scenario - Type 1	High Scenario - Type 2
Visitors Levy revenue (ex VAT) – direct output	£1.6m	£1.6m
Leakage	50%	50%
Visitors Levy revenue (ex VAT) in Anglesey – direct output	£0.8m	£0.8m
Multiplier	1.21	1.33
Change in total output (including direct etc) in Anglesey	£1.0m	£1.1m
Ratio of Output to GVA	0.5	0.5
Change in GVA in Anglesey	**£0.50m**	**£0.55m**
GVA per FTE across all industries (Anglesey)	£80,541	£80,541
Change in FTE Employment in Anglesey	**6**	**7**

Total impact of the Levy

5.32 The combined impact of the levy is the loss of visitor spending plus the increase economic activity as a result of the levy spending in Anglesey.

5.33 In the core scenario that is anticipated to be a £0.3m loss of annual GVA (which is a 0.02% decrease in Anglesey's annual GVA) and the loss of 16 to 18 jobs (which is 0.1% of the Anglesey workforce). Even the core scenario is relatively conservative (pessimistic) as it assumes the Anglesey suffers all of the loss of visitor spending, and only half of the gain from the spending of the levy.

5.34 The core scenario is based on an elasticity of -0.74. Applying Welsh Government's optimistic elasticity (0.38) reduces the impact to the loss of 5-6 jobs and results in an increase in annual GVA of £0.1m.

5.35 Applying a more pessimistic elasticity (-1.12) results in a larger loss of up to 31 jobs and £0.8m annual loss in annual GVA.

Table 5.8: Change in annual GVA and employment combined effect – core scenario

	Lower Bound (based on elasticities)	Core (based on elasticities)	Higher bound (based on elasticities)
Change in annual GVA	**-£0.7m to -£0.8m**	**-£0.3m**	**£0.09m**
Anglesey GVA (2023)	£1,455m	£1,455m	£1,455m
Approx percent of Anglesey Economy GVA	-0.05% to -0.06%	-0.02%	0.01%
Change in FTE Employment	**-28 to -31 jobs**	**-16 to -18 jobs**	**-5 to -6 jobs**
Anglesey FTE Total	18,065	18,065	18,065

Approximate percent of Anglesey Workforce	-0.15% to -0.17%	-0.09% to -0.10%	-0.03%

Sensitivity test and impacts of assumptions

5.36 There are a number of assumptions made above which effect the scale of the impact. The key assumption are set out in the table below, alongside the implications for the magnitude of the impact.

5.37 Two additional sensitivity tests are carried out below – those are set out in Table 5.10.

Table 5.9: Implications of assumptions on likely magnitude of impact

	Sensitivity test	Implication
Split of visitors is as per lower bound in Table 5.2: Lower proportion in standard accommodation	Yes	Tested in sensitivity test – **very little change to magnitude of impact**
Proportion of children in standard accommodation is higher than 22%	No	Lower impact in terms of loss of visitor expenditure (as more children, who are exempt) + Lower impact in terms of spending of levy = **Lower magnitude of impact**
Proportion of children in standard accommodation is lower than 22%	No	Higher impact in terms of loss of visitor expenditure (as fewer children, who are exempt) + Higher impact in terms of spending of levy = **Higher magnitude of impact**
More pessimistic elasticity of demand	Included in Table 5.8 (lower bound)	Included in lower bound above = **Higher magnitude of impact**
More optimistic elasticity of demand	Included in Table 5.8 (higher bound)	Included in higher bound above = **Lower magnitude of impact**
Anglesey only local authority to introduce levy	Not explicitly	Not explicitly but likely to be closer to 'more pessimistic elasticity of demand' = **Higher magnitude of impact**
Anglesey and neighbouring authorities local authority to introduce levy	Not explicitly	Not explicitly but likely to be closer to 'more optimistic elasticity of demand' = **Lower magnitude of impact**
Lower level (25%) of leakage is applied	Yes	Tested in sensitivity test = **Lower magnitude of impact**

Table 5.10: Sensitivity tests

	Core	Lower proportion in standard accommodation	Lower level (25%) of leakage is applied
Change in annual GVA	**-£0.3m**	**-£0.3m to -£0.4m**	**-£0.05m to -£0.08m**
Anglesey GVA (2023)	£1,455m	£1,455m	£1,455m
Approx percent of Anglesey Economy GVA	-0.02%	-0.02% to 0.03%	< -0.01%
Change in FTE Employment	**-16 to -18 jobs**	**-16 to -18 jobs**	**-13 to -15 jobs**
Anglesey FTE Total	18,065	18,065	18,065
Approximate percent of Anglesey Workforce	-0.09% to -0.10%	-0.09% to -0.10%	-0.07% to -0.08%

Visitor levy entirely borne by the accommodation provider

5.38 This scenario assumes that businesses absorb the cost of the Visitor Levy which means that there is no change to the level of visitors to Anglesey. This means that the businesses absorb £1.96m including VAT (this is worst case as some businesses will pass VAT on).

Table 5.11: Total cost to be absorbed by the business

	UK-resident visitors (Standard Band)	UK-resident visitors (Lower Band)	International	TOTAL
Eligible Anglesey bed nights	0.95m	0.15m	0.2m	1.3m
Levy per person per night (inc VAT)	£1.56	£0.90	£1.56	
Total cost to be absorbed	£1.48m	£0.13m	£0.34m	£1.96m

5.39 Businesses absorb £1.96m of additional cost and this is paid for business revenues – the Welsh Government appraisal assumes that this is 'found' from within the value added and so in the same as GVA. In reality, it would likely there would also be some reduction in jobs.

5.40 The Welsh Government appraisal also assumes that neither input prices change, nor do visitor volumes, nor economic scale. This means that there are no 'Type 1' supply chain multiplier effects. There are however some indirect effects consequent on the Levy squeeze, reducing income to be spent (in part) across the Anglesey economy and so a multiplier of 1.3 is applied to include direct and induced, but excludes indirect GVA. This results in a loss of £2.6m in annual GVA.

Table 5.12: Change in annual GVA due to impact of Levy being absorbed by the business

	TOTAL
Direct annual GVA	-£1.96m
Multiplier (direct and induced, excludes indirect)	1.3
Total annual GVA	-£2.6m

5.41 As set out above, the spending of the levy is expected to result in an increase of £0.5m in GVA per year and an increase of 6 to 7 jobs (accounting for leakage of 50%). This results in a combined impact of a loss of £2.1m in annual GVA and an increase in 6-7 jobs.

Table 5.13: Change in annual GVA and employment combined effect – core scenario

	Annual GVA	Employment
Change due to impact of Levy being absorbed by the business	-£2.6m	0
Change due to spending of the Levy being	£0.5m	6-7 jobs
Net change	**-£2.1m**	**6-7 jobs**

5.42 A sensitivity shows that if leakage were reduced to 25%, the reduction in annual GVA would reduce from -£2.1m to -£1.9m, and the employment change would increase from 6-7 jobs to 9-10 jobs.

Table 5.14: Sensitivity tests

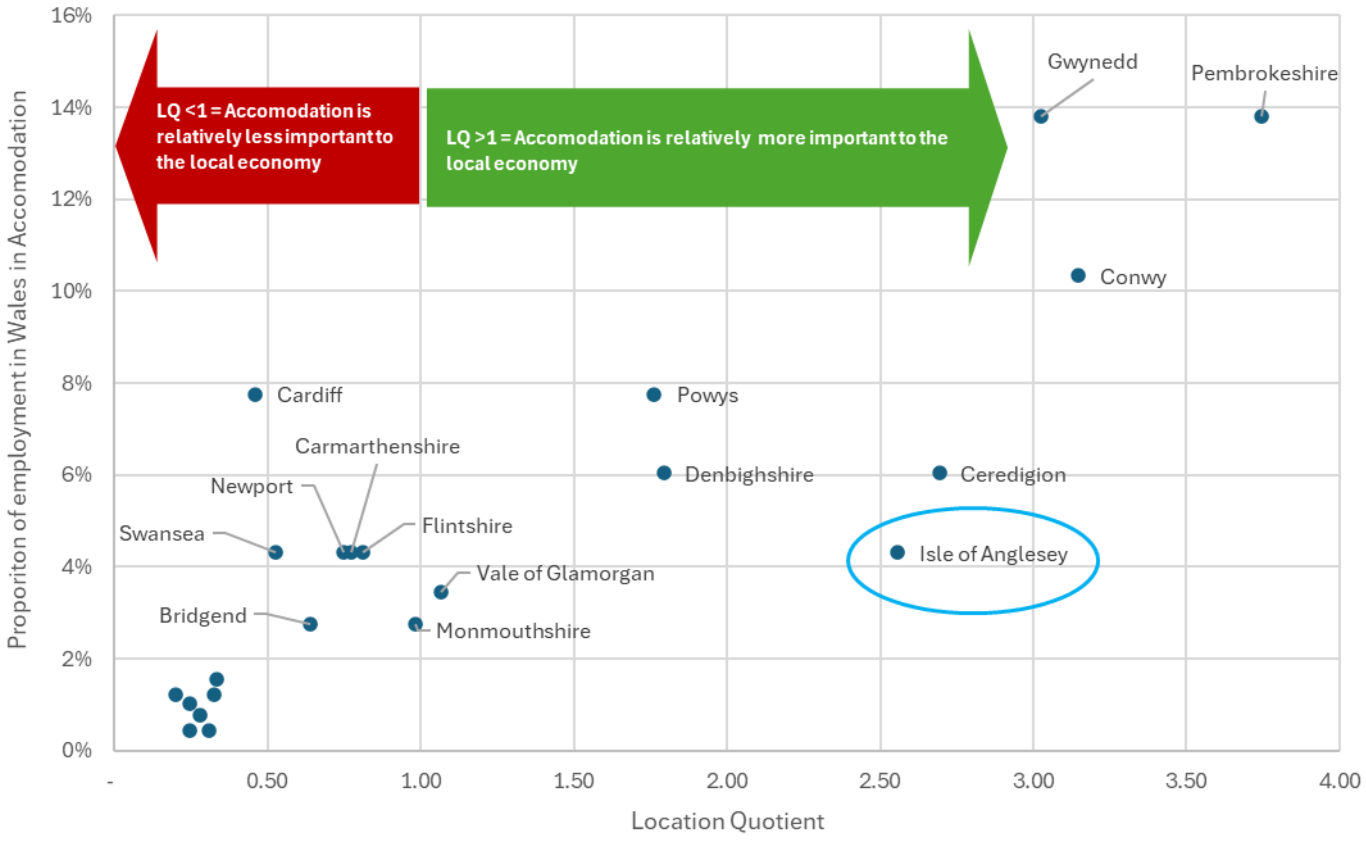
	Annual GVA	Employment
Core	-£2.1m	6-7 jobs
Lower proportion in standard accommodation	-£1.9m	9-10 jobs

6 Cross checking with the Welsh Government Analysis, accounting for the relative importance of tourism to Anglesey

6.1 We have therefore also conducted 'sense checks' which uses the overall impact of the Visitor Levy on the Welsh economy (from the Welsh Government analysis) to estimate the likely impact on Anglesey. Note this does not address the caveats with the Welsh Government analysis, or its applicability at a more local level, but it does provide additional confidence in the analysis.

6.2 First, it should be noted that while Anglesey has a relatively small proportion of the overall Welsh tourism market (and therefore employment), its economy is disproportionately reliant on it. This is shown in Figure 5.1 which shows that Anglesey has just over 4% of Wales' total employment in Accommodation but that it has a location quotient of 2.54 which means that accommodation is disproportionately important to the local economy.

Figure 5.1: Accommodation employment in Wales -Location Quotient and proportion of employment in Wales



6.3 The table below shows that based on a number of different measures (employment, bed spaces, visitors); the Anglesey tourism sector is between 3% and 7% of the Welsh tourism economy.

Table 6.1: Anglesey tourism sector as a proportion of Wales total

	Proportion of Welsh total tourism sector
Employment in Accommodation	4.3%
Employment in Accommodation and Food	3.1%
Bedspaces	5.2%
Number of domestic visitors	3.7%
Number of international visitors (excl own home and family and friends)	6.6%

6.4 As a sense check, we have applied this to the findings of the Welsh Government 2024 Appraisal, which found that:

- Across Wales, the Levy would result in between a loss of 100 and -400 jobs
- And a change in annual GVA of between -£7.5m and an increase of £11.1m

6.5 If we applied the range above (3% to 7%) we would expect an impact of between -12 and plus 7 jobs and a change in GVA of between a loss of £0.53m and a gain of £0.78m. This compares to the estimates in Section 5 of -6 to -31 FTEs[14] and between a loss of £0.8m to a gain of £0.09m in annual GVA.

6.6 This approach of pro-rating the Welsh Government analysis would be expected to be higher than the analysis set in Section 5 because prorating the Welsh Government analysis assumes that Anglesey claims its (relative) share of the spending of the visitor levy (once non-regional spending is accounted for).

6.7 The analysis in Section 5 assume that there is leakage of the spending of the Anglesey levy outside of Anglesey and does not account for Anglesey business 'gaining' as a result of the levy from other local authorities (for example an Anglesey business being employed on a project in Gwynedd paid for by the levy).

6.8 It should be noted that these estimates are only indicative – the approached are not like for like. Nonetheless the similarity of the figures provides confidence in the analysis set out in Section 5.

[14] Note this is comparing jobs and FTEs so it's not comparing like for like

Table 6.2: Cross checking compared to Welsh Government Approach - 100% of the Levy passed on

			Pessimistic	Core	Optimistic
Employment	WG approach - Welsh level	Jobs	-400	-140	100
	WG approach - Anglesey level 3%	Jobs	-12	-4.2	3
	WG approach - Anglesey level 7%	Jobs	-28	-9.8	7
	Caveated Anglesey approach (passing Levy onto visitors) – Section 5	FTEs	-28 to -31	-16 to -18	-5 to -6
Annual GVA (£m)	WG approach - Welsh level		-7.5	2.1	11.1
	WG approach - Anglesey level 3%		-0.23	0.06	0.33
	WG approach - Anglesey level 7%		-0.53	0.15	0.78
	Caveated Anglesey approach (passing Levy onto visitors) – Section 5		-0.8	-0.3	0.09

6.9 Taking the same approach for the scenario where businesses absorb the levy, then applying the 3% to 7% range would result in between 11 and 25 additional jobs (compared to 6-7 in Section 5) and between -£1.0m and -£2.3m (compared to -£2.1m in Section 5). Again, it would be expected to be lower given the leakage applied to the spending of the levy.

Table 6.3: Cross checking compared to Welsh Government Approach – 0% of the levy passed on

			Core
Employment	WG approach - Welsh level	Jobs	360
	WG approach - Anglesey level 3%	Jobs	11
	WG approach - Anglesey level 7%	Jobs	25
	Caveated Anglesey approach (businesses absorb) – Section 5	FTEs	6-7
Annual GVA	WG approach - Welsh level		-£32.3m
	WG approach - Anglesey level 3%		-£1.0m
	WG approach - Anglesey level 7%		-£2.3m
	Caveated Anglesey approach (businesses absorb) – Section 5		-£2.1m

7 Conclusion

7.1 The evidence on the impact of visitor levies on local economies is relatively limited, and there are some gaps in data, and therefore this appraisal should be read in that light.

7.2 We have sought to replicate the appraisal methods used by Welsh Government, making them relevant at a local level where possible, and including assumption and caveats transparently. We have also added sensitivity tests and sense checks to add robustness to the appraisal.

7.3 Despite the caveats associated with the evidence base and methodology, we are confident that the impact on the Anglesey will be relatively small in terms of both the impact on employment and annual GVA,

7.4 It is anticipated even with conservative assumptions (i.e. assumptions that could overestimate the negative impact) that:

- A change in employment could be between -31 and +7 – this is between a loss of -0.17% or an increase of 0.04% of employment in Anglesey.
- A change in annual GVA could be between -£2.1m and +£0.09m – this is equivalent to between a loss of -0.14% and an increase of 0.01% of Anglesey's economy.

Table 7.1: Summary of likely impacts

			Likely range
Employment	Caveated Anglesey approach (passing Levy onto visitors)	FTEs	-31 to -5
	Caveated Anglesey approach (businesses absorb)	FTEs	6-7
	Combined range	FTEs	-31 to +7
Annual GVA (£m)	Caveated Anglesey approach (passing Levy onto visitors)		-£0.8 to +£0.09m
	Caveated Anglesey approach (businesses absorb) – Section 5		-£2.1m
	Combined range		-£2.1m to +£0.09m

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F2. 2025/07

Isle of Anglesey County Council

Report to:	County Council
Date:	24/09/2026
Subject:	Change to recycling and waste collections
Portfolio Holder(s):	Councillor Ieuan Williams
Head of Service / Director:	Huw Percy Head of Highways, Waste and Property Service
Report Author:	Lois Jones, Senior Waste Management Officer Julie Jones, Service Strategy and Business Manager – Highways, Waste and Property Service
Local Members:	All

A – Recommendations and reasons

Recommendations:

1. To continue to collect residual waste once every 3 weeks by collecting new 180 litre black bins, rather than the current 240litre bins, from 2029.
2. To create more space for recycling by 2029 by:
   a. collecting cardboard and paper together in the top box of the trolley box.
   b. offering additional storage options for recycling additional for cardboard, and / or hard plastic and cans
3. To present a campaign to raise awareness of and understanding for recycling and reuse.
4. To conduct research to extend the material collected for recycling to include soft plastic and other materials.
5. Proceed to develop and submit an outline business case for funding to Welsh Government.

Background:

The Council's Plan 2023-28 commits to establishing a household waste recycling rate of 70% and align with the statutory obligation to achieve that recycling rate by 2024/25 and the Council's Resource and Recycling Strategic Plan. Failure to meet recycling targets can result in a Welsh Government fine of £200 per tonne for every tonne below the target.

The Welsh Government published a Collections Blueprint in 2025, which recommends limiting residual waste collection to 60l per week. This is in line with WRAP Cymru's main recommendation on how the Council can reach the 70% target on the premise that restricting the residual waste capacity will force people to recycle more.

Anglesey's recycling rate for 2024/25 was 65% and it appears that the 2025/26 rate is slightly lower. If the Welsh Government decided to fine the Council for not reaching the target in 2024/25 and 2025/26 the fine would be around £800k. The previous Welsh Government stated that they considered Local Authority plans for reaching the target as a basis for deciding if it is suitable to fine and as a basis for offering grants to introduce changes to reach the target. The current Minister has recently written to the Council Leader in a similar vain in relation to the Council's failure to meet the 2024/25 target.

In January and February 2026, a public consultation was held on 'Possible Changes to the Recycling and Waste Collection Service on Anglesey. Over 4,000 responses were received from across the Island. The full report of the consultation output can be found in Appendix 1 but here is a summary:

- 65% of the responses from households of 3 or less people
- 4% of responses from households of 6 or more, namely those entitled to a larger bin (currently 360l)
- 64% of the responses completed by individuals aged between 35 and 64.
- 76% agree/ strongly agree that achieving the recycling target on Anglesey is important.
- 60% agree/ strongly agree that recycling at home is easy but 24% disagree/ strongly disagree.
- 80% oppose/ strongly oppose changing the black bin collections from every 3 weeks to every 4 weeks.
- 69% agree/ strongly agree that additional storage options would help them recycle more with 23% stating that waste containers are too small
- Analysis of the use of the trolley box and the food and black recycling bins:

	Top box (paper)	Middle box (plastic, cans)	Bottom box (glass, cardboard)	Food bin	Black bin
No answer	0%	0%	0%	1%	0%
Full before collection day	18%	51%	53%	15%	51%
Full	11%	30%	29%	23%	25%
Three quarters full	9%	10%	9%	14%	12%
Half Full	16%	6%	5%	14%	8%
Quarter full or less	34%	1%	2%	6%	4%
Not used	11%	1%	1%	27%	0%

- 8% want to see more additional recycling materials (e.g. soft plastic) collected at the doorstep.

Reasons for the Recommendations:

- 76% agree that reaching the recycling target of 70% is important. The only way to close the current gap of around 5% is to reduce the residual waste volume collected. This aligns with the objectives of the Council's Plan 2023-28 in relation to Climate Change, the Resources and Recycling Strategic Plan 2024-2029, the Zero Net Strategic Plan, and the Well-being of Future Generations Act’s requirement to create a Wales that is globally responsible.
- There are two options to reduce the residual volume of waste sent to the Parc Adfer Energy from Waste facility, namely collecting less often, or limiting the amount collected. Waste Management Officers and the collection contractor prefer less frequent collection. The initial modeling work confirms that residual waste collection staff can be moved to the recycling service if the frequency of collection is to be changed to every 4 weeks, and this also avoids the need to invest around £1.1M for new 180l bins and get rid of the old bins. But as 80% are opposed to changing the frequency of black bin collection, the recommendation is to reduce

the volume and continue to collect the black bin every 3 weeks but provide smaller black bins. The old bins would be recycled through a combination of re-purposing and breaking them up to create new material in the same way as other hard plastic. The old bins would be recycled through a combination of repurposing and breaking them up to create new materials in the same way as other hard plastics.

- If the volume of residual waste is to be reduced, it is essential to increase the space available for recycling. This is in line with 69% of the responses who indicated that they agreed that additional storage options would help them to recycle more. Providing additional containers for cardboard and paper and / or cans and plastic would give more recycling space to the households that wish to receive them.
- By introducing more opportunities to recycle, the volume of waste that can be recycled, but is put in the black bin, can decrease. Several Councils in Wales have confirmed that, from their experience, reducing the volume of the black bin has led to residents recycling more and that residents quickly adapt to the change. Limiting the residual waste volume also leads to more food recycling, which is currently at a low level in Anglesey.
- 76% have indicated that their black bin is full on or before collection day but research indicates that it is possible to recycle 80% of household waste. According to research into the composition of Anglesey's waste, the black bin contains 16% dry recycling, 27% food waste, 2% green waste and 7% materials that can be recycled through the recycling centres. This suggests that residents are not recycling everything they could.
- 80% indicate that the middle (cans and plastic) and / or bottom (glass and cardboard) box is full on or before collection day, and only 29% indicate that their top (paper) box is full on or before collection day. Collecting paper and cardboard together in the top box can make better use of the space available in the trolley box and also make collection easier for the collection contractor as they do not have to separate the cardboard and the glass. Collecting paper and cardboard together would not have a significant effect on the price the Council receives when selling them forward.
- As already stated, research suggests that residents do not recycle everything they could. By raising residents' awareness and understanding for recycling, the volume of waste that can be recycled, but is put in the black bin, can be reduced. The 27% who indicated that they do not use the food bin is an example of where a campaign to raise residents' awareness and understanding can have an impact on the recycling rate.
- 8% want to see more materials (e.g. soft plastic) collected at the doorstep. The Welsh Government's Collections Blueprint 2025 identifies the need to consider the proposed Extended Producer Responsibility (pEPR) package requirement to collect soft plastic at the doorstep from 2027 onwards. It is, therefore, considered timely to investigate how additional materials can be collected and processed when considering any other change to the collection arrangements.

It is noted that this is a long-term decision and that it is unlikely that any change to the waste collection and recycling arrangements on the ground can occur for approximately 3 years after a decision has been taken. This is because it is necessary to complete an application for capital funding, create concept and detailed designs for upgrading the infrastructure of recycling and waste centres, seek and receive planning permission, construction work, and license approval. There will also be a need to purchase and

distribute recycling/waste containers and additional vehicles to the fleet as the tonnage collected on the doorstep is expected to increase as the weekly volume of the black bin decreases. Although it is possible to introduce moving cardboard to be collected with paper sooner, WRAP Cymru recommends making all the changes involved in a change to the service at the same time, as it will reduce the risk of not being able to cope with the additional recycling (vehicles and processing) and facilitate the change for the customer by having one clear communication plan.

In terms of agreements, it would be necessary to agree a variation to the collection agreement with the contractor and consider financial effects on the agreement with Parc Adfer, as there is a minimum price within that agreement and reducing the volume of residual waste that goes there can mean that the Council pays more for the disposal of less. The current collection agreement ends 31/03/2029 but there is an option to extend that agreement for up to an additional 8 years. The officers' opinion is that it is essential to ensure that there is a firm and stable agreement in place for a period before, during and after introducing any change to the collection arrangements. Trying to procure a new contract at the same time and introducing changes would be a significant risk to the continuity of the waste collection business.

B – What other options did you consider and why did you reject them and/or opt for this option?

Two main options have been considered and ruled out, namely:

- Reduce the volume by collecting the existing 240 liter black bins every 4 weeks
    - 80% of the responses oppose/ strongly oppose changing the black bin collections from every 3 weeks to every 4 weeks.

- Do nothing and receive the annual fine from the Welsh Government.
    - Not having a credible plan to reach a recycling rate of 70% means that the Welsh Government will not consider a request for significant funding to upgrade the recycling and waste centres and decarbonise the fleet and will fine
    - Not consistent with the Council's Plan.
    - The Council would need to fund work worth £10-12m on improvements to keep the recycling centres working. A grant towards this is not likely, without a commitment to increase recycling rates and, therefore, the normal work of collecting recycling and waste would be at risk.

It is noted that the Welsh Government's Collections Blueprint recommends that recycling should be separated out before it is collected. Therefore, collecting all the recycling in one container and dividing it out during processing has not been considered as an option.

C – Why is this a decision for the Executive?

Introducing a significant change to the waste collection and recycling arrangements would affect every home and mean an investment that is beyond what officers can authorise.

Ch – Is this decision consistent with policy approved by the full Council?

Approving the above recommendations will ensure a link with the Climate Change Objective of the Council's Plan 2023-28 to establish a household waste recycling rate of 70% and the Resources and Recycling Strategic Plan 2024-29. It is also consistent with the Council's Net Zero Strategic Plan and the Well-being of Future Generations Act.

D – Is this decision within the budget aproved by the Council?

Officers are developing an application for significant capital funding to the Welsh Government, with the Initial Strategic Project Assessment submitted approved to move to the next stage, which is the preparation of an Outline Business Case. The request of around £24m includes support for developing reuse plans, implementing a significant change to doorstep collections (£4m), improvements to the infrastructure of recycling/waste sites (£15m) and changing the recycling/waste collection fleet from diesel to electric (£5m). It was noted that changing the fleet was a separate issue from changing recycling and waste collection arrangements but related. More detailed financial modelling will be prepared in the Outline Business Case stage and there will be a better understanding of financial needs. The previous Welsh Government stated that it is likely that the Welsh Government can finance approximately 60% of the costs if the Council submits an application but that application would have to show a commitment to a clear plan to reach a recycling rate of at least 70%.

Dd – Assessing the potential impact (if relevant):

1. How does this decision impact on our long term needs as an Island?

The changes will affect every home on the Island, by reducing the volume of the black bin and giving more space to recycling and will contribute towards the Council's aim to respond to the Climate Change crisis. There are many other elements involved in the change as stated above and the investment will shape/prepare the service for the future, protect the ability to continue to maintain the service day to day, and make Anglesey a better place for future generations to live.

2. Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how?

More detailed financial modelling work will be prepared in the Outline Business Case stage but it is anticipated that a financial investment of around £24m will be required if the change is to be realised. As stated, confirming an intention to introduce the change shows the Welsh Government that there is a commitment to reach a recycling rate of 70%, which, in itself, provides an opportunity to apply to the Welsh Government for significant funding. Based on the budget that the previous Welsh Government stated, the Welsh Government would fund approximately £14.4m and the Council would fund approximately £9.6m of the £24m. In addition, it is anticipated that between £10m and £12m will need to be invested in order to keep the Council's waste processing centres operating effectively over the next few

years. This is to update components that have reached the end of their life and to respond to new legislative needs. Proceeding with the recommendation would offer an opportunity for significant grant money towards this work of protecting business as usual. The grant is only available if the Council can show a clear path to reach the 70% recycling target.
EPR income of £2.282m was received in 2025/26 and it is expected that the Council will continue to receive EPR money on a similar scale over the next 5 years. If so, substantial reserve funds to be used as matching funds in relation to any grant from the Welsh Government or for the Council to invest in its waste sites should a grant not be received.

3. Have we been working collaboratively with other organisations to come to this decision? If so, please advise whom.

Welsh Government, WRAP Cymru and Local Partnerships.

4. Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how

The public consultation on the possible change to the service has been completed and the response forms the basis of the recommendation.

Further work will be carried out with the Children and Young People's Forum since it is future generations that will benefit from or suffer the side effects of the decision.

5. Note any potential impact that this decision would have on the groups protected under the Equality Act 2010.

An Equality Impact Assessment was completed before the consultation period on the basis of keeping 240l bins and collecting them every 4 weeks.

The main negative impact identified in that assessment was that the black bins would be heavier and fuller and affect age and disability protected groups. This impact can be reduced through the collection support service and by using smaller bins.

Access to information about a change in the service may be more difficult for people with visual impairment or mental health and for those whose first language is not English or Welsh (disability and race/ethnicity/nationality protected groups). This effect can be reduced by preparing a clear Communication Plan.

The impact assessment has been updated to reflect changing the bin to 180l and collecting them every 3weeks. No negative impact has been identified in respect of these changes however the impact assessment notes that the need to move additional containers could have a negative impact on individuals who have a disability or who are pregnant. Where households are eligible, this impact can be reduced by subscribing to the assisted collection service.

6. If this is a strategic decision, note any potential impact that the decision would have on those experiencing socio-economic disadvantage.

No impact that proves socio-economic disadvantage has been identified.

The impact assessment will be updated to reflect the recommendations of this report if those recommendations are accepted.

7. Note any potential impact that this decision would have on opportunities for people to use the Welsh language and on treating the Welsh language no less favourably than the English language.

No negative impact on the Welsh language has been identified.

E – Who did you consult and what did they say?

1. Chief Executive / Senior Leadership Team (SLT) (mandatory)	Supports the recommendation
2. Finance / Section 151 (mandatory)	Supports the recommendation
3. Legal / Monitoring Officer (mandatory)	Supports the recommendation
4. Human Resources (HR)	N/A
5. Property	N/A
6. Information Communication Technology (ICT)	N/A
7. Procurement	N/A
8. Scrutiny	Supports the recommendation
9. Local Members	N/A

F – Appendices

1. Consultation Outcome Report 2. Impact Assessment

Ff - Background papers (please contact the author of the Report for any further information):

Council Plan 2023 – 2028 Council-Plan-2023-to-2028.pdf Resources and Recycling Strategic Plan 2024 – 2029 Resources-and-Waste-Strategic-Plan-2024-to-2029.pdf Report to the Executive, December 2025, on the Waste Collection and Recycling Consultation Waste Collection and Recycling Consultation.pdf WRAP Cymru modelling report, October 2022 Adroddiad Modelu WRAP Cymru Hydref 2022 (Saesneg yn unig).pdf Wales National Waste Composition Initial Results – September 2022 Wales National Waste Composition Initial Result- Medi 2022 (Saesneg yn unig).pdf Isle of Anglesey Container Trial Evaluation Report – July 2024 Isle of Anglesey Container Trial Evaluation Report- Gorffennaf 2024 (Saesneg yn Unig).pdf Review of Waste Management Infrastructure in Anglesey – October 2024 Review of Waste Management Infrastructure in Anglesey- Hydref 2024 (Saesneg yn unig).pdf ISPA Application – January 2026 Cais ISPA- Ionawr 2026 (Saesneg yn unig).pdf

Mae’r ddogfen hon ar gael yn Gymraeg
This document is available in Welsh

Isle of Anglesey Potential Changes to the Recycling and Waste Service Consultation

Analysis of Responses

Research date: April 2026
Project code: COL200-095

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Document reference
COL200-095
Isle of Anglesey Potential Changes to Waste and Recycling Strategy Consultation

Written by
Circular Resource Specialists (CRS) Ltd

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1.0 Executive Summary

This report presents the findings from the 2026 public survey undertaken by Isle of Anglesey County Council (IoACC) regarding potential changes to household recycling and waste collection services. A total of 4,177 participants provided quantitative and qualitative responses to a range of 15 question.

The analytical approach included both quantitative assessment and thematic categorisation of open-text responses. A review was also undertaken to assess potential duplicate or anomalous submissions, which found no evidence of widespread misuse.

Overall, the consultation demonstrates strong support for recycling and achieving national recycling targets, but opposition to proposals to reduce residual waste collection frequency from three-weekly to four-weekly. Respondents identified concerns relating to residual waste capacity, recycling container size, household size, hygiene, vermin, and the practicality of storing waste for longer periods. Across the questions, many respondents considered existing recycling capacity to be insufficient. At the same time, a proportion of respondents indicated that increased recycling storage or expanded recycling services could help improve recycling performance.

Demographic data collected as part of the survey showed that larger households and respondents aged 35-64 were overrepresented within the consultation responses compared with the wider Anglesey population, while younger adults and single-person households were underrepresented. Analysis identified consistent relationships between age and waste generation patterns, with younger respondents more likely to report fuller recycling and residual waste containers. Older respondents were more likely to raise concerns regarding hygiene and the practicality of longer collection intervals.

The consultation found that 76% of respondents agreed that achieving Welsh Government's 70% recycling target is important, demonstrating broad support for environmental objectives. However, among those who disagreed, the main reasons included competing personal priorities, scepticism regarding national policy, doubts about the impact of recycling on climate change, and perceptions that service changes were primarily financially motivated.

While 60% of respondents stated that recycling at home is easy, almost one quarter disagreed. The most commonly reported barriers related to lack of space and insufficient recycling container capacity. There was also recurring request for

additional materials to be collected at the kerbside, particularly plastic film, batteries, and textiles.

Container fullness analysis showed high utilisation rates for recycling and residual waste containers. Over 80% of respondents reported that plastics/cans and glass/cardboard recycling compartments were full on or before collection day, while 76% stated the same for residual waste bins. Many of these responses came from households containing three or fewer occupants, suggesting that capacity concerns are not limited solely to larger households.

The consultation identified strong support for increasing recycling storage provision, with 69% stating they would recycle more if additional storage options were available.

80% of respondents opposed or strongly opposed the proposed move from 3-weekly to 4-weekly residual waste collections, with 10% expressing support. A concern raised by half of respondents to the related open question, was that households already produce too much residual waste to manage within the proposed collection frequency. Additional concerns included larger household sizes, increased fly-tipping, hygiene issues, vermin, and insufficient recycling capacity. Concerns about longer collection intervals and hygiene increased with age, while middle-aged respondents were more likely to identify household size and waste volume as key barriers.

Finally, the consultation explored whether changes to waste services might affect the Welsh language. Most respondents felt there would be little or no impact. However, some emphasised the importance of maintaining bilingual communications, Welsh-language accessibility, and Welsh-speaking customer service provision. A small number identified indirect impacts relating to community interaction, employment, or broader demographic change.

2.0 Summary

2.1 Overview

To meet Welsh Government's statutory recycling targets and demonstrate its ambition for its recycling and waste infrastructure within the county, in 2024 Isle of Anglesey County Council (IoACC) carried out a detailed Options Appraisal. This appraisal assessed the best-performing and most cost-effective method for increasing capture of dry recycling and food waste from its kerbside collections. This included changes to residual waste collection frequencies/capacity.

In early 2026, the Authority undertook a public consultation on the actions identified from the options appraisal. The consultation included fifteen questions gathering both quantitative and qualitative information from participants. In total 4,177 responses were received. The following document presents the results and key findings.

The consultation itself contained a range of questions, some of which allowed responders to include their own thoughts and issues. In these instances, the responses have been assessed and grouped into common themes.

3.0 Analytical Approach

This section outlines the approach to analysis, including a review of the quality and representativeness of responses alongside the categorisation of quantitative and qualitative data to allow for meaningful outputs.

3.1 Misuse

A data integrity review was undertaken to assess whether any respondents may have submitted multiple entries to the consultation. The review examined all consultation responses for potential duplicate or anomalous submissions using a combination of:

- repeated IP address analysis;
- repeated postcode and IP address combinations;
- timestamp pattern review;
- comparison of repeated submissions from the same source for closely clustered timings; and
- comparison of free-text and response-pattern similarity across potentially related entries.

A small number of repeated IP/postcode clusters were identified and subjected to closer examination. An additional, manual review of these assessed whether they indicated deliberate duplicate submissions or legitimate multiple responses from the same household or shared internet connection. The analysis found:

- no evidence of widespread duplicate or fraudulent submission activity;
- no exact duplicated full response records;
- no cases where repeated submissions demonstrated strong evidence of copied or replicated response content.

In a limited number of instances, multiple responses originated from the same household internet connection; however, these showed materially different response patterns and are considered more likely to represent separate legitimate respondents from within the same household than duplicate manipulation.

3.2 Methodology and Categorisation

Quantitative data from closed questions (including yes/no responses, ranking questions, and option-based selections) were aggregated and analysed to produce summary outputs such as counts and percentages.

Responses to qualitative (open-ended) questions were reviewed in detail. For each question, a structured set of categories was developed to reflect the key themes and issues raised by respondents.

Both the quantitative data and the categorised qualitative responses were analysed, with charts, tables, and graphs produced to clearly present the findings. Each section includes a narrative summary to highlight key patterns, draw out nuances, and provide interpretation in the context of the emerging strategy.

Where relevant, cross-cutting themes and recurring issues identified across multiple questions were examined in more depth, with additional commentary provided. This includes consideration of links to specific topic areas and, where appropriate, variations by respondent type (for example, demographic characteristics).

For ease of presentation, some percentage values have been rounded – and therefore some totals may equal +/- 1% point either side of 100%.

Use of Other / Not Relevant in categorisation

During the process of categorising the open questions it was found that some comments fell into two groupings – 'Other' and 'Not Relevant', these are described below along with the method of integrating them in the results:

- **Other:** these are responses that are relevant to waste services/activities in general but are either too specific or individual to the respondent, that they do not justify or require a separate category. In most cases, these are grouped and included in the analysis tables.

- **Not Relevant:** these are comments that have no relevance to the question being asked or the waste strategy in general. The numbers for these are included in the analysis tables for completeness.

4.0 Questions and Responses

4.1 Question 1: Do you agree or disagree with the following statement: "Achieving Welsh Government's recycling target of 70% on Anglesey is important"?

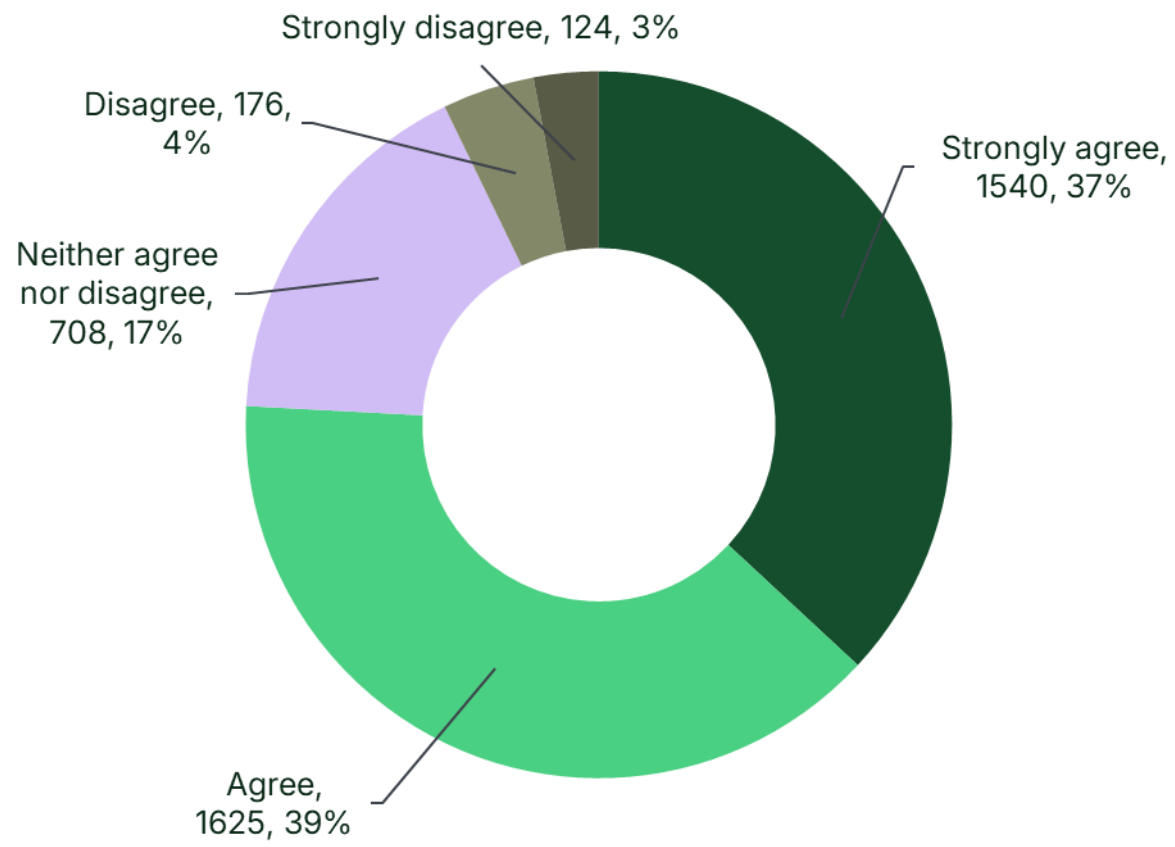


Figure 1: Achieving Welsh Government's recycling target of 70% on Anglesey is important

Both the number and proportion of responses are shown in the figure above. Overall 4,173 people responded to this question, 76% of whom either agreed or strongly agreed. Only 7% disagreed or strongly disagreed, while 17% neither agreed nor disagreed.

4.2 Question 2: Why do you feel it is not important to meet Welsh Government's recycling target of 70% on Anglesey?

Those who responded to Question 1 stating that they did not consider it important for Anglesey to achieve its Welsh Government target of 70% were asked to state why. 300 people responded to question 1 saying that they either disagreed or

strongly disagreed that achieving Welsh Government targets were important – 272 of those provided the following responses as to why they thought this:

Table 1: Comments on importance of recycling targets

Category	Count	%
Other priorities	49	18%
National policy - scepticism	43	16%
Other	40	15%
Not relevant	35	13%
Scepticism about impact	21	8%
Global impact	20	7%
National policy	18	7%
Cost saving motive	17	6%
Lack of personal responsibility/interest	12	4%
Already doing enough	8	3%
Want a different service profile	5	2%
Want more materials recycled	4	1%

Of the responses, 18% stated that they felt that they had other, more important priorities in their lives than meeting recycling targets.

A further 16% highlighted scepticism with the validity of Wales's national policy. Many of these expressed the thought that a 70% target was an arbitrary figure, and that the selection of this target was not based on any scientific data. This indicates a lack of awareness from respondents about the research and compositional analysis carried about by WG to underpin the targets and add contribution to climate change priorities.

15% of people provided answers specific to personal circumstance that did not fit into any defined category and are classed in Other, and a further 13% provided answers that, although related to waste and recycling, were not relevant to this specific question.

7% of responses stated that they felt recycling – on both local and an all-Wales level – would have little impact on the threat of climate change on a global scale. A further 7% felt that national policy needed to change – mostly to reduce the amount of packaging and increase recyclability of materials.

6%stated that this exercise was purely so IoACC could save money.

4% indicated that they had no interest in recycling, while 3% felt that they were already recycling enough.

2% felt that a different service type would support meeting targets, and 1% wanted to see more materials recycled at the kerbside (generally plastic film, which is expected to be introduced as part of Welsh national policy in 2027).

4.3 Question 3: Do you agree or disagree with the following statement: "Recycling at home is easy"?

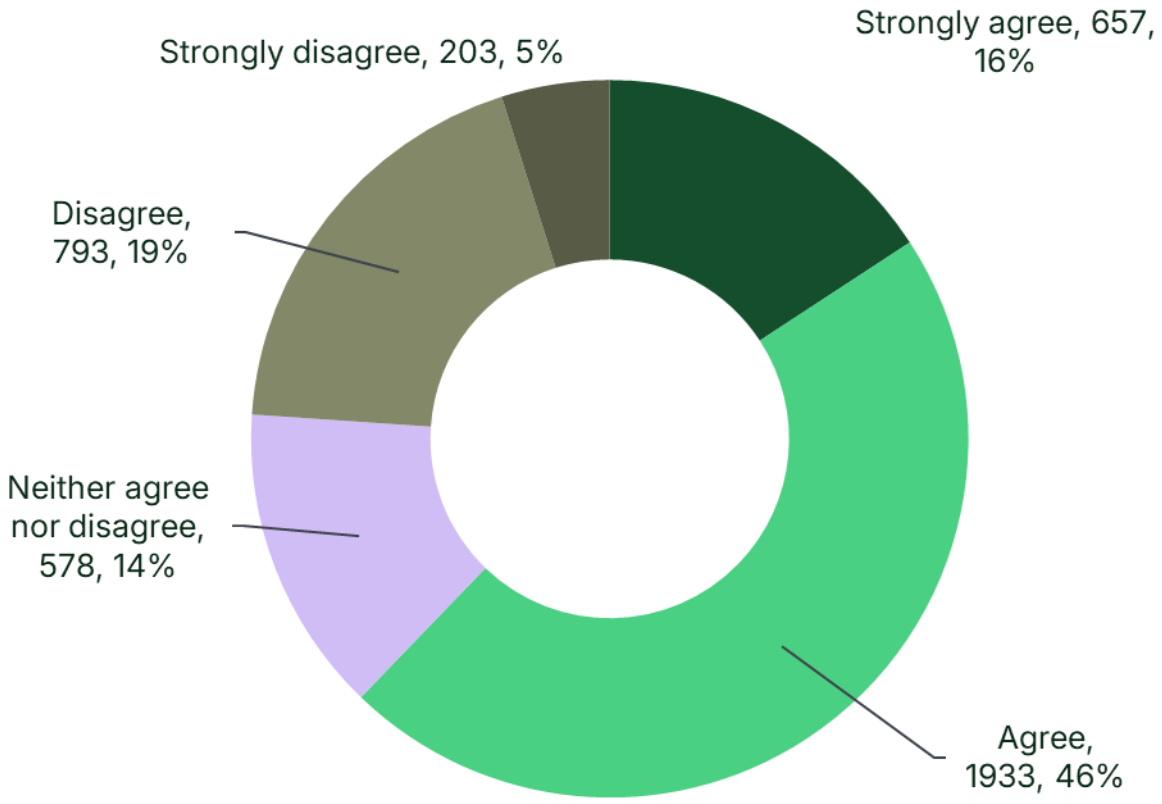


Figure 2: Recycling at home is easy

60% of people either agreed or strongly agreed that recycling at home is easy. 24% felt that it is not, and a further 14% neither agreed nor disagreed.

4.4 Question 4: Why do you find recycling difficult?

Those who stated that they found recycling difficult were provided with the following range of options. Please note that people were able to respond to more than one of the options.

Question 4 provided the following options for a Yes or No response (please note: question 4.1 was not included in the public consultation):

- 4.2. Not enough space / recycling containers are too small.
- 4.3. Unsure what can and can't be recycled.
- 4.4. Don't produce much recycling.
- 4.5. Recycling is messy and unhygienic.
- 4.6. Limited indoor storage before putting materials outside.
- 4.7. Physical difficulties (lifting, carrying, mobility).
- 4.8. Not interested in recycling.
- 4.9. Other (please explain).

Figure 3 shows the number of people who replied Yes or No to questions 4.2-4.8 above out of the 996 who disagreed/strongly disagreed with question 3.

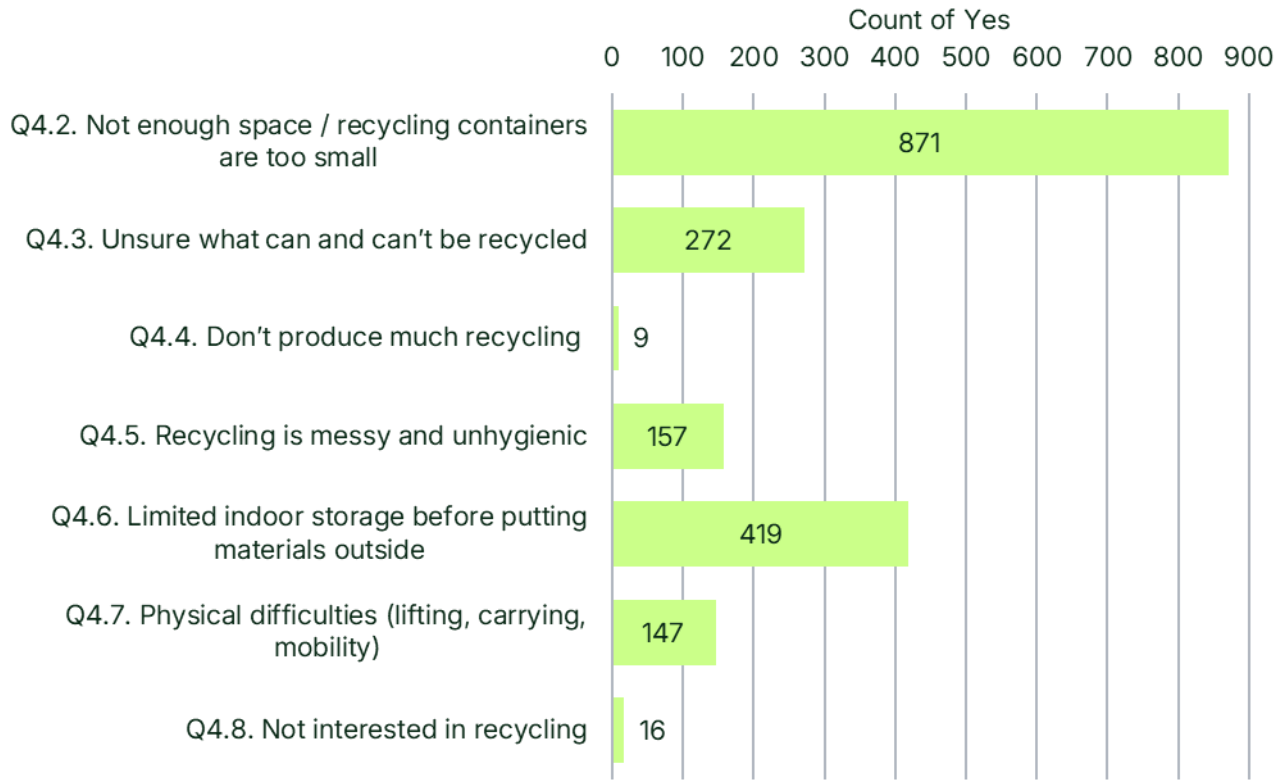


Figure 3: Why do you find recycling difficult? (Count of Yes - total respondents = 996)

871 of the 996 (87%) who disagreed/strongly disagreed with question 3 stated that they did not have enough space and that the Trolley Box is too small. This is consistent with responses to Question 10, where 23% stated that their main concern was that capacity for recycling was insufficient.

272 of the 996 (27%) stated that they were unsure about what could be recycled.

Only 9 of the 996 (>1%) stated they don't produce much recycling.

157 of the 996 (16%) said that they found recycling difficult because of perceived hygiene issues.

419 of the 996 (42%) said that storage of containers was an issue for them.

147 of the 996 (15%) highlighted physical issues relating to moving materials for collection.

Only 16 of the 996 (2%) said they were not interested in recycling.

For Question 4.9 "Other (please explain)", 437 participants provided a response, these have been categorised and summarised in Table 2 below.

Table 2: Other comments on recycling difficulties

Category	Count	%
Containers too small	75	22%
Container issues	61	18%
Collection Issues	49	14%
Want more materials recycled	48	14%
Want a different service profile	40	12%
Other	33	10%
Not relevant	9	3%
Household size	7	2%
Physical limitations	7	2%
Space for container storage	7	2%
Vermin/pest concerns	3	1%
Hygiene	2	1%
Time/effort required	2	1%
Household-specific waste streams	1	0.3%
Lack of knowledge/confusion	1	0.3%
Other LA services	1	0.3%
Overly complicated service	1	0.3%

In total, 54% raised collection-related issues as to why they found recycling difficult. These included that the Trolley Box was too small for all recyclables (22%), that they had issues with the Trolley Box – generally that they blow around in the wind and/or are easily damaged – (18%), and that they had collection issues – mostly collection crews not servicing collections properly or damaging containers – (14%).

14% of respondents wanted more materials recycled at kerbside, a number of these highlighted plastic film, while others wanted the reinstatement of battery and textile collections.

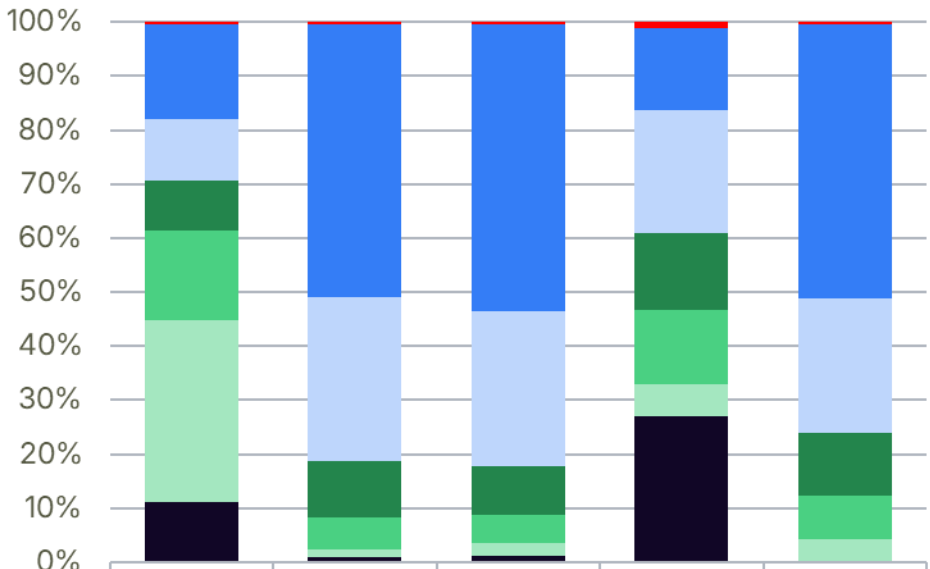
12% felt that a different method of collection (generally a single bin for collecting recycling co-mingled together) would make recycling easier.

10% of people provided reasons that did not fit into specific categories, and the remaining categories received very few combined responses.

4.5 Question 5: How full are your recycling boxes, food bin and black bin when they are collected?

Question 5 provided the following options for response (options and responses are shown in Figure 4):

- 5.1. Top box of recycling trolley (paper)
- 5.2. Middle box of recycling trolley (plastic, cans)
- 5.3. Bottom box of recycling trolley (glass, cardboard)
- 5.4. Food bin
- 5.5. Black bin



	Top box of recycling trolley (paper)	Middle box of recycling trolley (plastic, cans)	Bottom box of recycling trolley (glass, cardboard)	Food bin	Black bin
No Answer	0%	0%	0%	1%	0%
Full before collection day	18%	51%	53%	15%	51%
Full	11%	30%	29%	23%	25%
Three quarters full	9%	10%	9%	14%	12%
Half full	16%	6%	5%	14%	8%
Quarter full or less	34%	1%	2%	6%	4%
Don't use	11%	1%	1%	27%	0%

Figure 4: How full are your recycling boxes, food bin and black bin when they are collected?

4.5.1. Trolley Box

Top Box: 29% of respondents state that their paper container is full on or before collection day. While this is lower than the other Trolley Box compartments, it may indicate smaller volumes of paper are being produced compared to other dry recyclables.

Middle Box: 81% say that their plastics and cans container is full on or before collection. Further analysis of these respondents shows 58% of these are from households with 3 or less occupants. A large incidence of smaller households reporting issues with available capacity may indicate that the Trolley Box might be too small to contain the amount of dry recycling produced by most households.

Bottom Box: 82% of people said that their glass and cardboard container was full on or before their collection day. Of these 57% were from households of 3 or less. As above, such a large incidence of smaller households reporting issues with available capacity may indicate that the Trolley Box might be too small to contain the amount of dry recycling produced by most households.

4.5.2. Food Waste

23% of respondents stated that their food bin was full on collection day with only 15% of respondents stating that their bin was full before collection day.

At current levels of capture, capacity would appear to be sufficient for most households.

27% of respondents stated that they do not use the food waste bin.

4.5.3. Residual Waste

Black bin: 76% of responses indicated that black bins were full on or before collection day.

Of those that stated their bins were full on collection day, 93% were from households with 1-4 residents.

Of those that stated their bins were full before collection day, 79% were from households with 1-4 residents.

Some of the potential reasons for so many residents of households of four or less say their bins are already full on or before collection are that they are not fully using their weekly recycling and food waste service, or that they do not have sufficient room within their Trolley Box and are having to dispose of recyclables in their residual waste.

4.5.4. Age analysis

Analysis of reported container fullness by age range identified a consistent relationship between age and how full containers were on collection day. Across all waste and recycling streams, younger respondents generally reported fuller containers than older respondents. This trend was strongest for the black residual waste bin and mixed recycling containers, where respondents aged 18-44 were considerably more likely to report containers being “full” or “full before collection day”. Respondents aged 65 or over were more likely to report containers being only partially full at collection time.

The findings suggest that younger households may generate higher volumes of both residual waste and recycling materials, potentially reflecting differences in household size, consumption patterns, occupancy levels, or packaging use. The relationship between age and fullness was weaker for paper recycling than for other waste streams, indicating less variation between age groups for paper volumes. Overall, the analysis demonstrates a moderate but consistent association between younger age groups (18-44) and higher reported container utilisation across the collection system.

4.6 Question 6: Do you agree or disagree with the following statement: "You would be able to recycle more if Isle of Anglesey County Council provided additional storage options?"

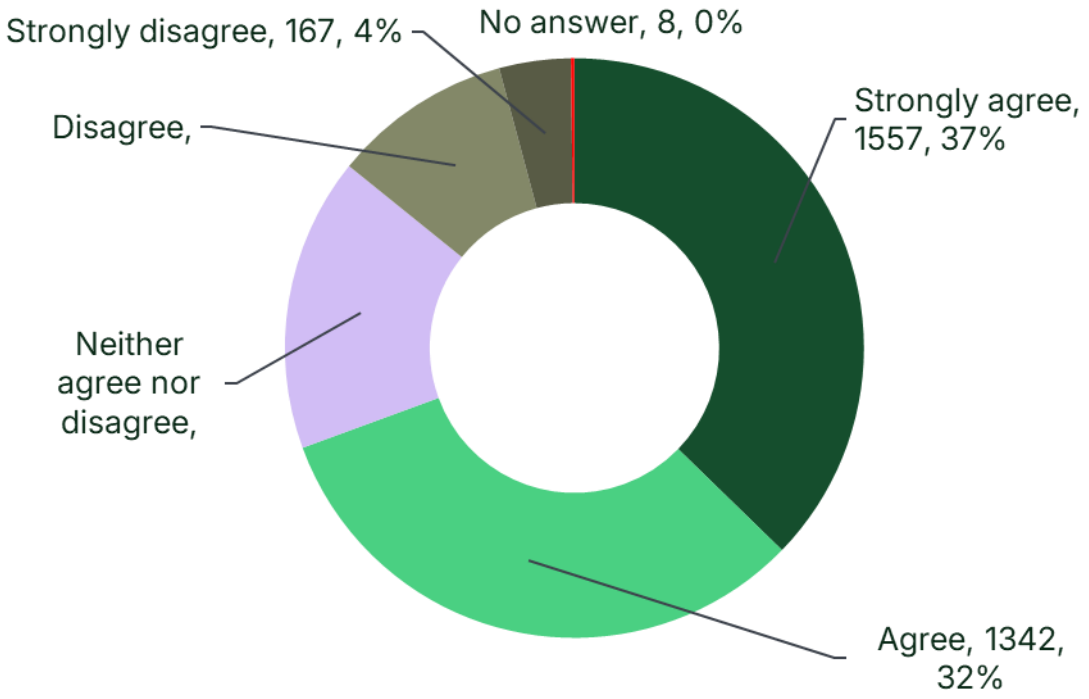


Figure 5: You would be able to recycle more if Isle of Anglesey County Council provided additional storage options?

69% of respondents stated that increased storage would encourage more recycling. It should be noted that an increase in the amount recycled would result in a commensurate reduction in residual waste, therefore reducing pressure on residual waste capacity.

4.7 Question 7: Why do you feel you would not recycle more if Isle of Anglesey County Council provided you with additional storage options for your recycling?

562 responses were received for this question.

Table 3: Other comments on recycling difficulties

Category	Count	%
Already recycle enough	165	29%
Containers sufficient	103	18%
Not relevant	73	13%
Other	63	11%
Space for container storage	50	9%
Too much residual waste	33	6%
Want more materials recycled	31	6%
Want a different service profile	14	2%
Container issues	8	1%
Collection issues	7	1%
Education and awareness	5	1%
Household size	3	1%
Hygiene	3	1%
Time constraints	3	1%
Other LA Waste Services	1	0.2%

Those who stated that they would not recycle more with additional storage were asked to provide reasons why. Out of the 585 Disagree or Strongly Disagree responses received, 562 people responded to this.

29% stated that they already recycle enough.

18% stated that the available capacity within the Trolley Box was sufficient. When checked, 81% of these responses were from households of 3 or less and would therefore produce less recycling than larger households.

9% said they would not have space for additional storage. 6% said that they had too much residual waste, and another 6% said they wanted a wider range of materials collected within kerbside recycling.

13% of response were deemed not relevant to the question and a further 11% of responses were too specific to be categorised and are classed as Other.

4.8 Question 8: Do you support or oppose changing the black bin collection from every 3 weeks to every 4 weeks?

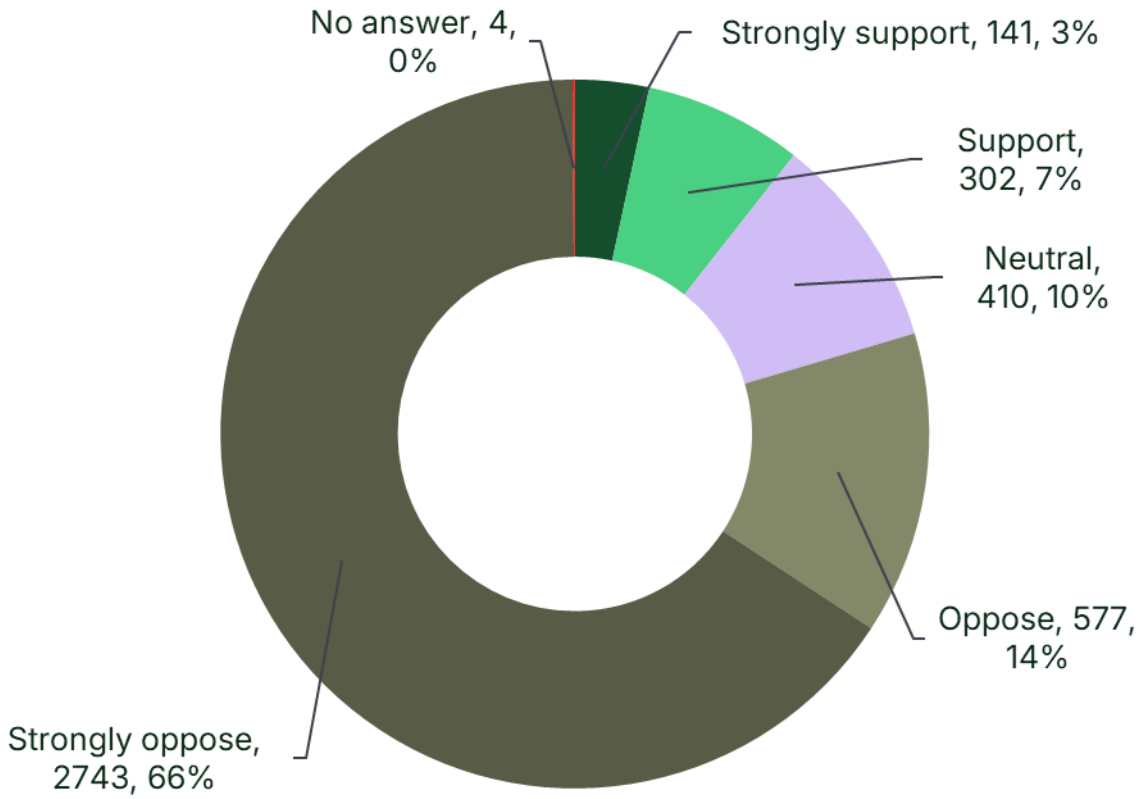


Figure 6: Do you support or oppose changing the black bin collection from every 3 weeks to every 4 weeks?

4,029 people responded with 2,743 strongly opposing and 577 opposing – in total 80% of all responses. 410 (10%) were neutral, and 443 (10%) either supported or strongly supported.

4.9 Question 9: Why do you oppose changing the black bin collection from every 3 weeks to every 4 weeks?

3,245 responded to this open question and their feedback is summarised in Table 4 below.

Table 4: Other comments on recycling difficulties

Category	Count	%
Too much residual waste	1607	50%
Household size	441	14%
Increased fly-tipping concerns	261	8%
Hygiene	198	6%
Collection frequency too long	154	5%
Vermin/pest concerns	123	4%
Containers too small	116	4%
Other	101	3%
Council tax / cost cutting	92	3%
Household-specific waste streams	48	1%
Want more materials recycled	33	1%
Want a different service profile	22	1%
Collection issues	12	0.4%
Education and awareness	12	0.4%
Other LA waste services	11	0.3%
Space for container storage	10	0.3%
General opposition	2	0.1%
Inconvenience	1	0.03%
National policy	1	0.03%

Those who opposed or strongly opposed were asked why. 3,462 responses were received for this question – more than the 3,320 who opposed or strongly opposed in Question 8.

50% stated that they had too much residual waste. Larger households will naturally produce more waste than smaller ones. An analysis of these responses showed 62% of people who said they had too much residual waste were from households of 3 or less. While this may indicate that households of all sizes can struggle with residual waste capacity, there is also the potential that the points raised in section 4.5.3 above apply, which include households not fully utilising their recycling food waste service, and trolley box capacity issues.. It should be noted that over a quarter (27%) of respondents stated that they do not use their food waste bin.

A further 14% said that their household was too large to comply with the restriction – 13% of households in the county are larger than 5 or more (StatsWales, 2024). However, it should be remembered that the authority already has a concession

available for larger households to be provided with a bigger residual waste bin providing the household can demonstrate that it participates in the dry recycling and food waste services.

8% had concerns about increased fly tipping. 6% stated hygiene issues. 5% felt the collection frequency was too long. 4% raised concerns about vermin and pests (generally rats and seagulls). 4% felt that the Trolley Box was too small. 3% of answers were too specific to be categorised and fall within 'Other'. A further 3% reiterated the belief that the service change was based on cutting the cost of council services.

1% cited household-specific waste streams as an issue to either capacity or hygiene. This was generally pet waste, although some referred to nappies, for which a designated, separate collection already exists.

1% also wished for a wider range of materials to be recycled at kerbside. As before, this was largely plastic film, although a number of people wanted the reinstatement of battery and textile collections.

A further 1% stated that they felt that a single bin with co-mingled recycling would enable more recycling; however, there is an extensive evidence base[1] of data from across the UK that shows Welsh authorities with separate recycling and stringent residual restrictions achieve the highest yields of dry recycling and food waste of all local authorities across the four nations.

4.9.1. Age Range Analysis

A concern across all age groups was "Too much residual waste", accounting for approximately 44-58% of responses in each age category. There were also some age-related patterns:

- Respondents aged 25-44 were much more likely to raise "Household Size" concerns, particularly those aged 35-44.
- Older respondents (particularly 65 or over) were more likely to mention "Hygiene" concerns. Around 12.6% of respondents aged 65+ raised hygiene issues, compared with only around 3-5% in younger age groups.
- "Collection Frequency Too Long" increased steadily with age, suggesting older residents may be less comfortable with longer storage periods between collections.
- "Containers Too Small" was more commonly raised by respondents aged 25-64 and was less common among older respondents.

[1] Welsh Government, *Collections blueprint,* 2025, Annex 3 (https://www.gov.wales/collections-blueprint-2025)

- "Increased Fly-tipping Concerns" appeared consistently across most adult age groups, generally around 7-9%, indicating this concern is broadly shared rather than age-specific.

The analysis may suggest that opposition reasons are shaped partly by life-stage factors. Families in middle age groups are more concerned about waste volumes and household capacity, whereas older residents are more likely to focus on hygiene, comfort, and the practicality of storing residual waste for longer periods.

4.10 Question 10: Please tell us about any worries, suggestions or household circumstances that might affect how you recycle and manage waste.

3,011 responses were received for this question with a wide spread of responses summarised in Table 5 below.

Table 5: Other comments on recycling difficulties

Category	Count	%
Containers too small	700	23%
Container issues	250	8%
Want more materials recycled	244	8%
Different service profile	205	7%
Other	186	6%
Increased fly-tipping concerns	157	5%
Collection issues	153	5%
Vermin/pest concerns	151	5%
Too much residual waste	140	5%
No problems	133	4%
Others not participating	110	4%
Large cardboard	97	3%
Household size	90	3%
Hygiene	70	2%
Education and awareness	69	2%
Household-specific waste streams	55	2%
Space for container storage	55	2%
Other LA waste services	48	2%
Collection frequency too long	47	2%
Not relevant	37	1%

Category	Count	%
National policy	10	0.3%
Reuse and repair	3	0.1%
Lack of storage space	1	0.03%

In terms of challenges and/or issues with the service:

23% stated that the Trolley Box had insufficient capacity (consistent with Question 4). 8% raised issues with the Trolley Box (adverse weather, damage etc.), and a further 8% wanted a wider range of materials to be collected at the kerbside.

5% listed collection issues, of these 90 of the 153 responses included one or more comments relating to littering as a result of collections, damaged returned containers, difficulties for the householder handling containers (due to age/physical abilities).

3% stated the inability to recycle large cardboard was a barrier/concern. In total, issues around collections of recycling aggregate to 47% of responses.

5% stated that increased fly tipping was a concern. Another 5% raised concerns about vermin and pests. Compared to other questions the number of respondents that stated they had too much residual waste was lower, also at 5%.

4% of respondents stated that they would have no problems with 4-weekly collections. A further 4% said that they themselves would be able to comply with 4-weekly collections but had concerns that others would not – and that this would lead to other issues such as increased fly tipping or vermin/pests.

Respondents stating household size as a barrier or concern was lower at 3%, as was hygiene concerns at 2%.

Included amongst their responses, 11 of the participants also raised issues relating to the quality of food caddy liners supplied.

4.11 Question 11: What is your postcode? This helps us to understand different trends in different parts of Anglesey.

4053 respondents provided full or partial postcode details, with the distribution shown in Figure 7 below.

One response was shown to be in Gaunton, England, which was retained due to the negligible impact on the analysis.

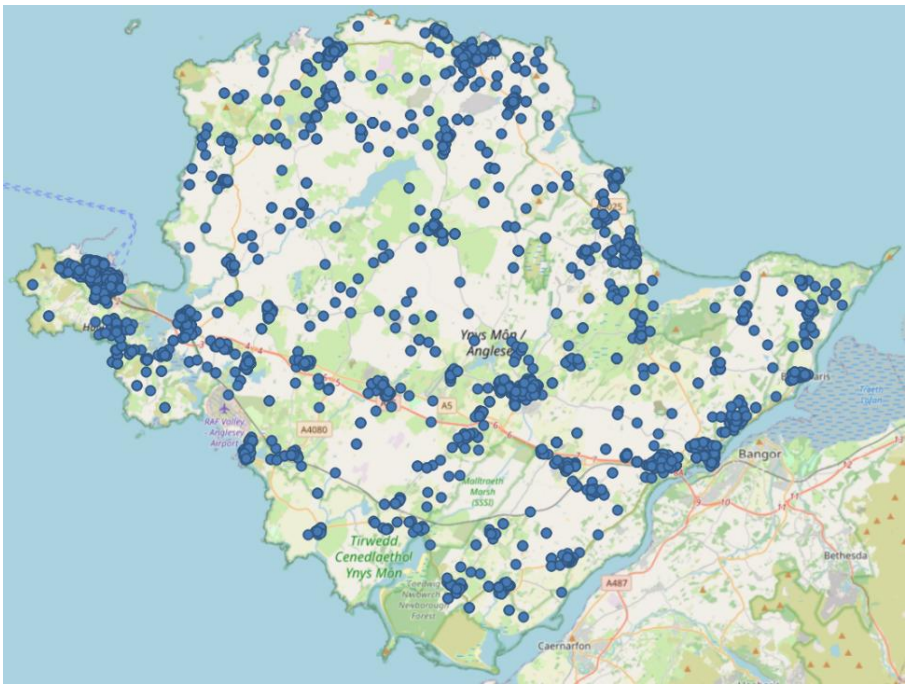


Figure 7: Distribution of responses

4.12 Question 12: How many people live at your address?

Household size data supplied is summarised in in Figure 8 on the following page. Over half of respondents had been 2-3 people living at their address and over one third have 4 or more.

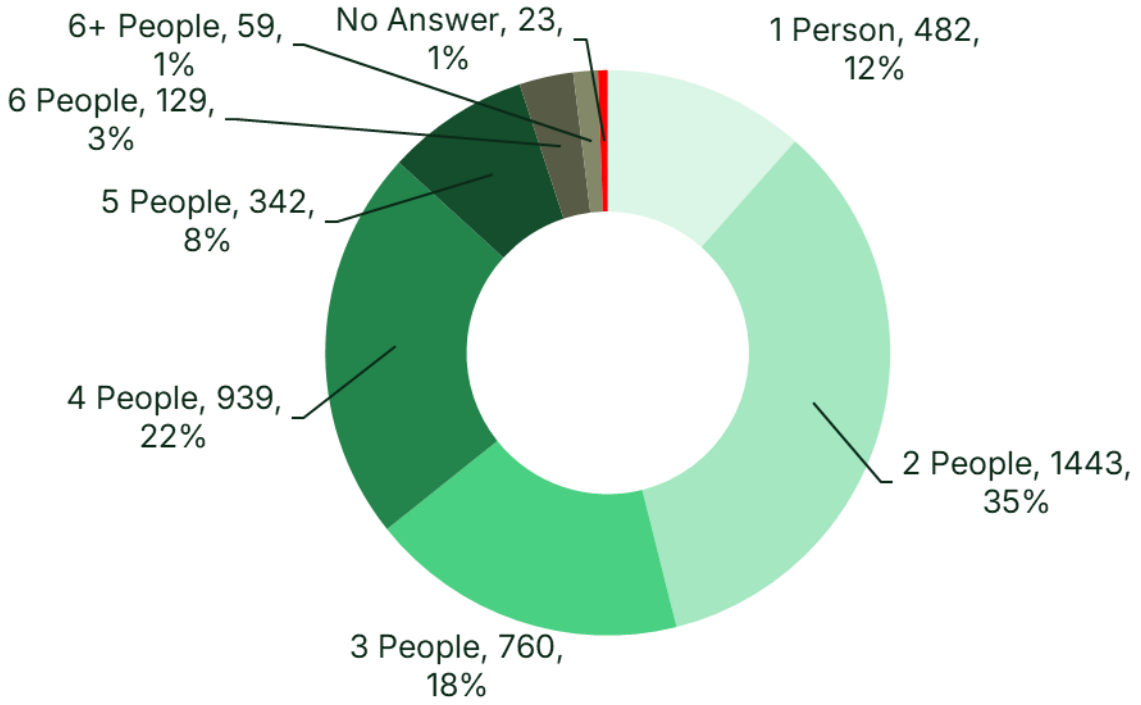


Figure 8: How many people live at your address?

The household size data was compared against the latest available demographic data on household sizes in Isle of Anglesey (StatsWales, 2024), to assess the representativeness of the survey responses. The proportion of household size from the survey responses compared to StatsWales data is shown in Figure 9.

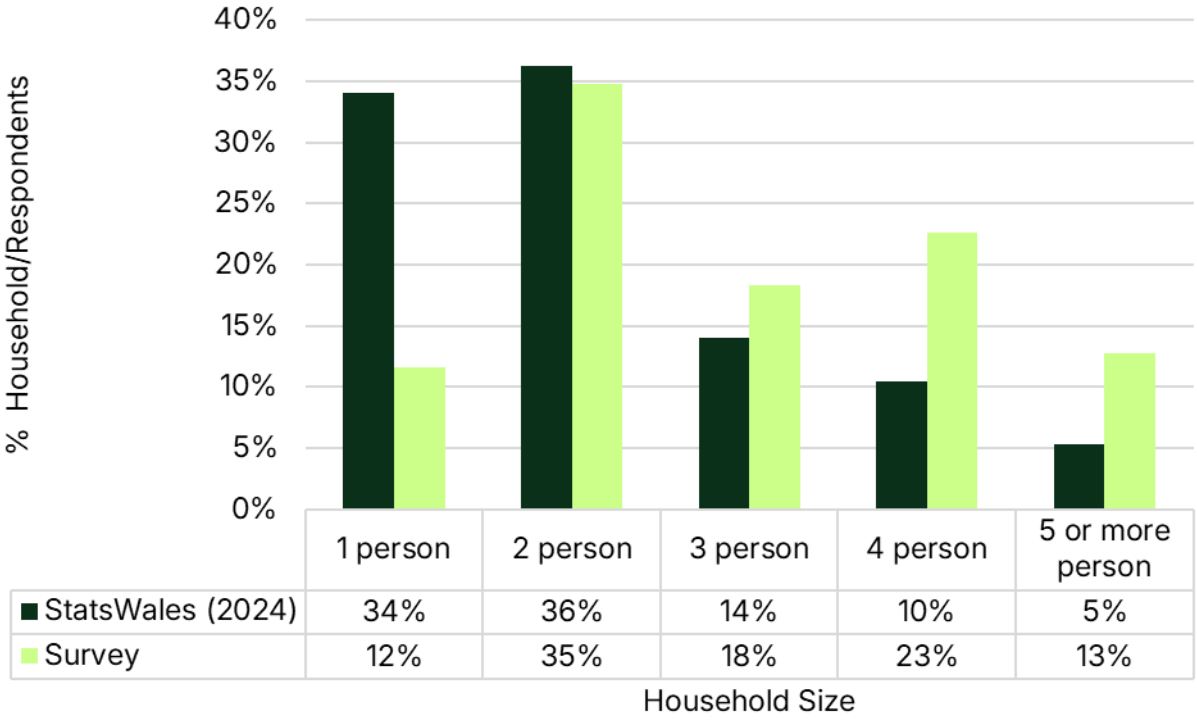


Figure 9: Survey household size representativeness

It shows that 1 person households are underrepresented in the survey responses - 12% of responses compared to 34% of total household in the area, with 4 and 5+ households largely overrepresented, 23% and 13% compared to 10% and 13% respectively. This over-representation of larger household size and under-representation of smaller household sizes may be indicative of the nature of the change being consulted upon, as reduction in residual capacity/collection frequency is likely to be perceived by larger households as more of an issue - incentivising a response.

4.13 Question 13: What is your age range?

Age data supplied by respondents is summarised in in Figure 10.

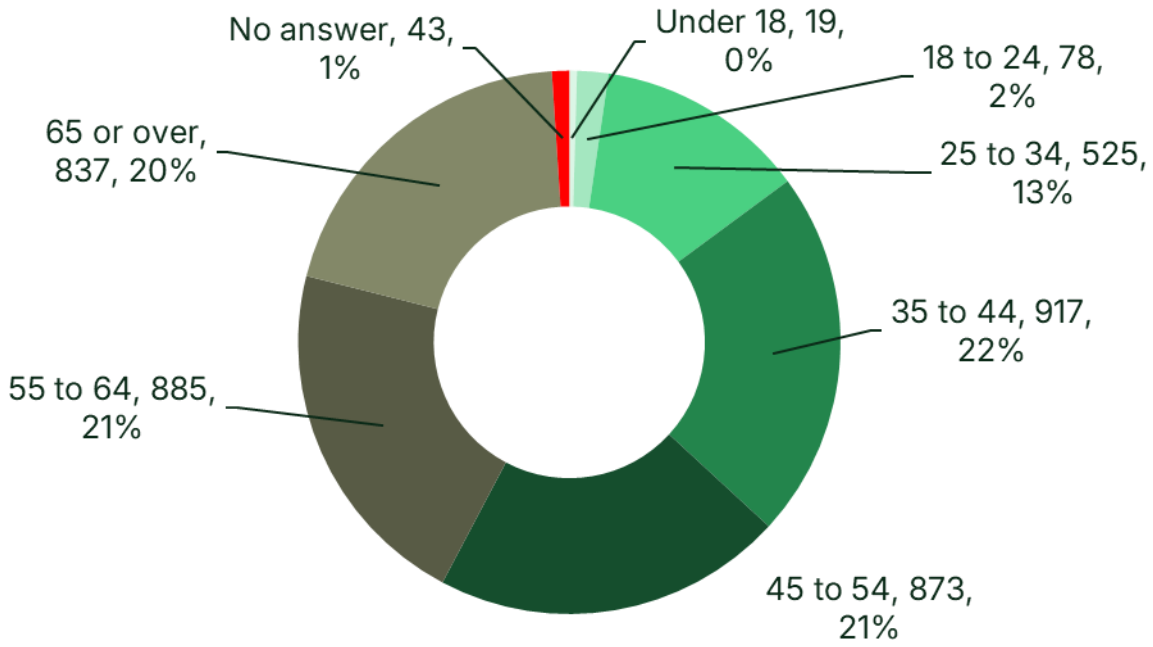


Figure 10: What is your age range?

A comparison of respondent age data supplied by respondents against existing age statistics for Isle of Angles (StatsWales, 2024) was carried out and is shown in Figure 11.

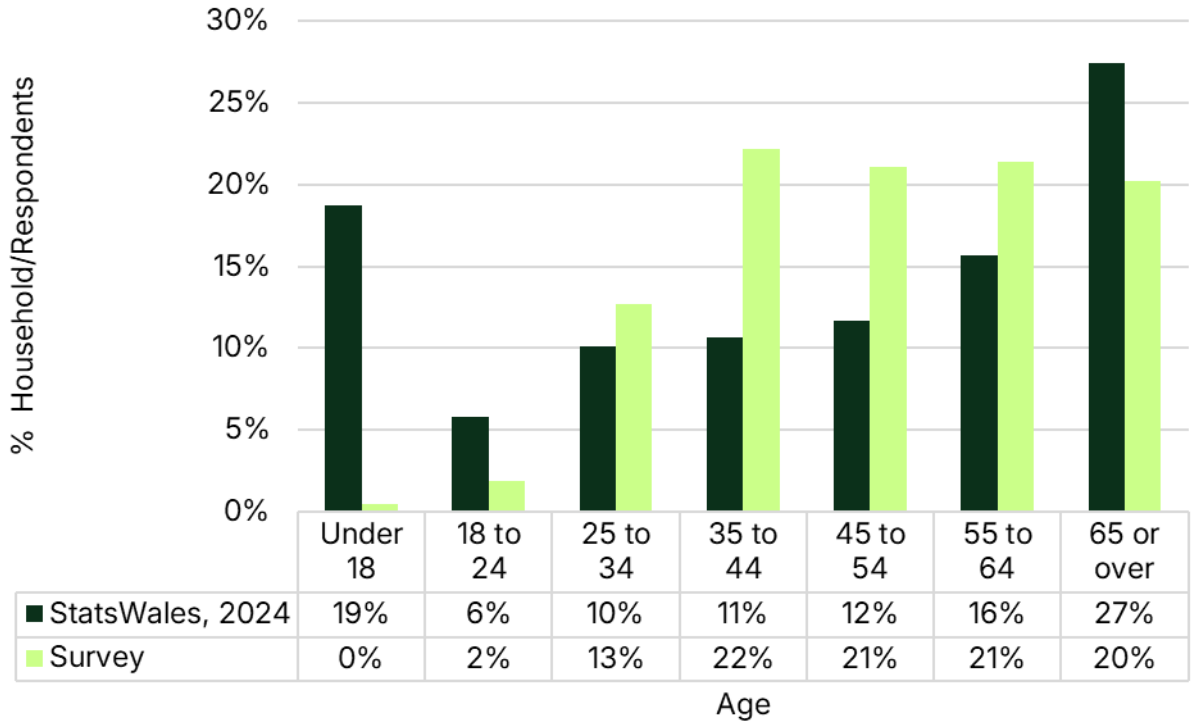


Figure 11: Survey age representativeness

The results indicate a moderate sampling bias toward respondents aged 35–64, with under-representation of both younger adults and older age groups. While this non-representative demographic distribution can be typical of voluntary consultation responses[2], it may influence the overall findings, particularly where attitudes and behaviours vary by age. As such, the findings should be interpreted as more reflective of the views of working-age households, who might typically be more engaged in waste management activities.

4.14 Question 14: Do you use any of these services? Choose all that apply to you.

Respondents had the following services to choose from:

- 14.1. Assisted collection.
- 14.2. Child nappy collection.
- 14.3. Hygiene waste collection.
- 14.4. None of them.

Results are shown in Figure 12.

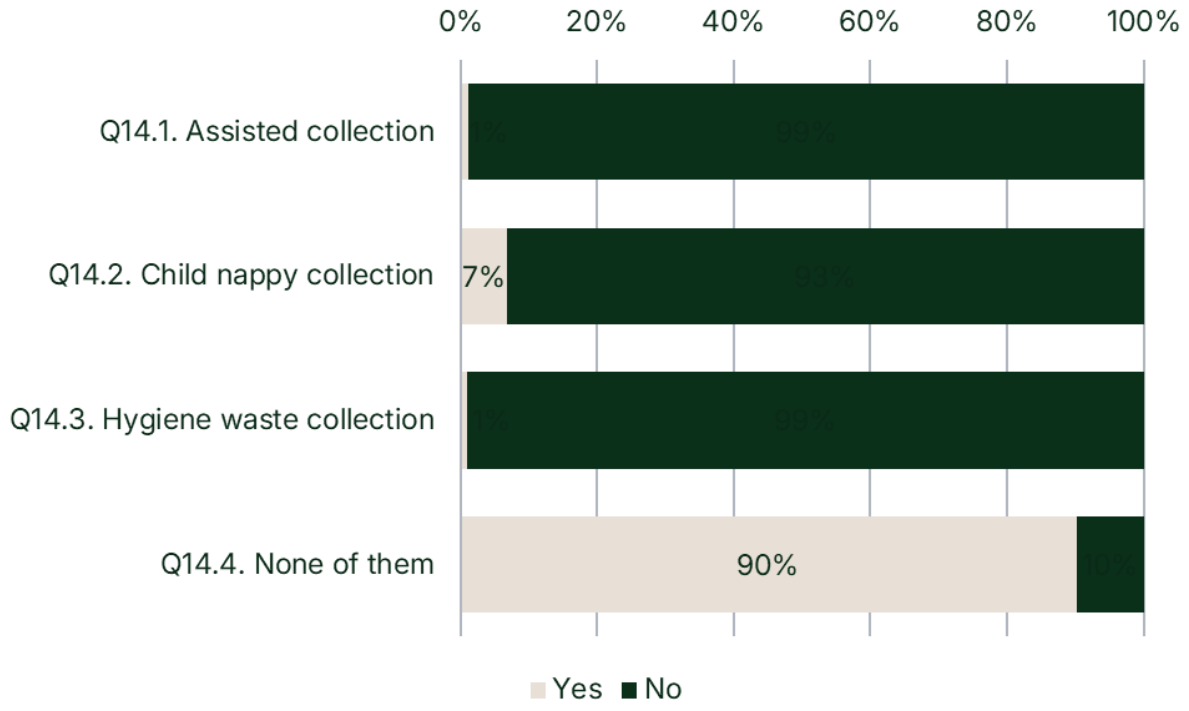


Figure 12: Which service do you use?

[2] Groves et al., 2009; ONS guidance on survey bias

As can be seen, only 10% of respondents stated they used any of the services.

4.15 Question 15: Do you think any changes to the recycling and waste collection service would affect the Welsh language?

An additional question asking respondents their thoughts on the effects changes to the recycling and waste collection service might have on the Welsh language was included. Respondents were asked to consider:

- Opportunities for people to use the Welsh language,
- Making sure the Welsh language is treated the same as the English language,
- How any positive effects on the Welsh language can be increased,
- How any negative effects on the Welsh language can be made better.

Most respondents did not believe that changes to recycling and waste collection services would have any impact on the Welsh language, with many respondents stating simply “no”, “none”, or “no effect”, or “not relevant”.

A smaller number of respondents emphasised the importance of continuing to provide information, signage, and customer communications in both Welsh and English, in line with existing standards. Some suggested minor enhancements, such as clearer bilingual labelling on bins, ensuring Welsh-speaking staff are available, or using service changes as an opportunity to promote the language through visibility and everyday usage. These responses indicate general support for the Welsh language, but within the context of maintaining current provision rather than linking it directly to service changes.

A small number of responses identified indirect effects. These tended to focus on reduced opportunities for casual interaction (e.g. fewer conversations with collection crews if services are less frequent), potential impacts on local employment for Welsh speakers, or broader socio-economic factors such as population change. A small number also highlighted wider concerns about the Welsh language unrelated to waste services, such as housing pressures or demographic change.

CYNGOR SIR
YNYS MÔN
ISLE OF ANGLESEY
COUNTY COUNCIL

Title of the assessment: Potential Changes to the Recycling/ Waste Service

Version	Date	Summary of the changes
1	28/07/2026	First Draft
2	13/08/2026	Retain 3 weekly collections using smaller bins

This is a working document and will be revised on a regular basis. There will be an opportunity for stakeholders as to contribute to the impact assessments.

Background

1. What is being assessed?

How potential change to the recycling/ waste collection service will impact the householder. The changes that's being considered are:

- Provide householders with an optional additional kerbside containers to recycle excess recycling.
- Changes to the trolley box configuration. To minimise sorting, Cardboard & Paper would be collected together.
- Reducing the average weekly available volume of 'black bag' waste from 80litres to 60litres by changing residual waste bins (black bins) from 240ltrs to 180ltrs. Collection frequency will be kept at 3 weekly.
- Significant additional infrastructure will be required at the Council's recycling/ waste reception sites in order to process additional recycling.
- Renew the current diesel collection fleet with electric vehicles to introduce a carbon neutral service.

The changes that would have a direct impact on the householder are having optional additional kerbside containers, changes to the trolley box configuration and changing the black bins from 240ltrs bins to 180ltr bins.

2. Is this a new or existing proposal?

New

3. What are the aims and purpose of this proposal?

The aim of the potential changes is to increase Anglesey's recycling rate to 70%+. Every Council must meet Welsh Government recycling targets of 70% or face monetary penalties.

There is a clear commitment in the Council Plan 2023-2028 to establish a waste recycling rate of 70% and Key Priority 2 of the Council's Resources and Recycling Strategic Plan commits to increase Anglesey's recycling rates.

Historical evidence has proven that providing householders with more opportunities to recycle, combined with limiting the available space for 'black bag' type waste has increased recycling rates significantly.

4. Who is responsible for the proposal being assessed?

Chief Waste Management Officer

5. Who is the lead officer for carrying out this assessment?

Principal Waste Management Officer

6. Who else is taking part in this assessment?

- Head of Service for Highways, Waste and Property.
- Service Strategy and Business Manager.
- Policy and Welsh Language Manager.
- A 6 week public consultation on a potential service change has taken place between January and March 2026. The result has shaped this EIA.

7. Is there a link between this proposal and other areas of work? For example, are there any other proposals or policies that you should take into account when assessing the impact?

Yes- this proposal is consistent with the Council Plan 2023-28 and the Resources and Recycling Strategic Plan 2024-29. The proposal also aligns with the Waste Hierarchy and Welsh Government's ambitions set out in Beyond Recycling Strategy.

8. Does the proposal relate to how the Council complies with the public sector general duty in relation to the groups protected by the Equality Act 2010? As a rule, any proposal that has an impact on people is likely to be relevant.

☒Yes

☐ No

If you are of the opinion that the proposal is NOT relevant, it is important that you are able to justify the decision and record the reasons.

9. Is the proposal a strategic decision? If so, the socio-economic duty applies – more details on this can be found in Appendix 1.

Yes

10. Who would be affected by the proposal, adversely or positively; directly or indirectly?

Householders, Council Staff, Biffa(Contractor).

The Welsh Language

To help you answer questions 11-14, the corporate impact assessment guidance lists a series of questions that you should consider when looking at how the proposal will have an impact on the Welsh language in general. The extent to which these questions apply will depend on the proposal in question. However, **a more**

comprehensive assessment of the impact on the Welsh language will need to be carried out if:

- you are looking at the Council's main policies, strategies, plans or guidance; or
- your initial response to the above questions raises any concerns or evidence suggesting that the proposal would treat the Welsh language less favourably than the English language or negatively affect people's opportunities to use the Welsh language.

A separate template and the Welsh Language Commissioner's good practice advice document are available on MonITor.

11. Does this proposal ensure that the Welsh language is treated no less favourably than the English language, in accordance with the Council's Welsh Language Policy?

Yes – all public communication and materials relating to the proposal will comply with Welsh language standards and the Council's Welsh language policy.

12. Is there an opportunity here to offer more opportunities for people to learn and/or use the Welsh language in their day to day lives?

No

13. Will this proposal proactively offer services in Welsh to users?

Yes – all public communication and materials relating to the proposal will comply with Welsh language standards and the Council's Welsh language policy.

14. Is this proposal likely to protect and promote the Welsh language within communities?

No

Human Rights

The 16 fundamental rights are listed in Appendix 2.

15. Are there any human rights issues that need to be considered? If so, what are they? For example, would the proposal result in a failure to safeguard the right to privacy?

No human rights issues have been identified.

Well-being of future generations

Descriptions of the well-being goals are listed in Appendix 3.

16. Does the proposal achieve any of the seven national well-being goals outlined in the Well-being of Future Generations (Wales) Act 2015?

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

The armed forces

Councils must pay due regard to the impact of their proposals on those who serve or have served in the armed forces, along with their families. Some examples of issues to consider are available in Appendix 4.

17. Is this proposal likely to have an impact on those who serve or have served in the armed forces? If so, what is the impact and can it be mitigated?

No

Engagement, consultation and evidence

A pre-engagement and consultation checklist is available on MonITor.

18. What has been done so far in terms of engagement and consultation in relation to this proposal?

A consultation to gather views of householders took place for 6 weeks during January- February 2026. An EIA on the impact of a 4 weekly black bin collection was completed in January 2026. This is an alteration of the previous EIA as the proposed change is now to exchange the current black bins for a smaller bins and keep the collection frequency at every 3 weeks.

To meet the requirements of the Welsh language standards, when publishing consultation documents, the document must consider and seek an opinion regarding the impact of the proposal on the Welsh language. Standard wording is available in the guidance accompanying this template.

19. Have you, or do you intend to, ask questions about the Welsh language as part of the consultation?

☒Yes
☐No

20. What other information have you used as part of your assessment? List any reports, websites etc used.

You can set out your findings under the relevant groups when answering question 21 below.

Consulted with other local authorities

21. Are there any gaps in the information gathered so far? If so, how will these be addressed?

None identified

The likely impact and mitigating actions

22. Please note below any likely impact on the individual groups and what steps can be taken to reduce negative impacts or reinforce positive impacts.

Age: ☐Negative ☒Positive ☒No impact

Children's rights – The United Nations Convention on the Rights of the Child is an international treaty that protects the human rights of children under the age of 18. If your proposal applies to children, you are advised to give due regard to these rights as part of your impact assessment. More information can be found in the guidance document accompanying this template (available on MonITor - page 10).

Please give reasons (including evidence to support the findings) and set out any further action that can be taken:

Changes to the trolleybox configuration could have a positive impact on older householders as collecting the Cardboard & Paper together in the top box will make participating easier as less sorting is required.

The additional kerbside container for excess recycling is optional and if the householder does not generate a lot of additional recycling, then they will not need to place an additional container out for collection.

Potential difficulties in accessing information e.g. people with visual impairments or lack of understanding of information around service changes. Communication plan would be completed and consideration to older householders will be given i.e. drop-in session would be arranged to ensure that householders with reduced IT knowledge/ access are informed of the changes.

As the collection frequency is kept the same the “on the ground” impact to the public is minimal as no significant change to the collection round will be made.

Disability: ☒Negative ☒Positive ☒No impact

Please give reasons (including evidence to support the findings) and set out any further action that can be taken:

Changes to the trolleybox configuration could have a positive impact on householders with disabilities as collecting the Cardboard & Paper together in the top box will make participating easier as less sorting is required.

The additional kerbside container for excess recycling is likely to be a weighted sack which some with physical disabilities may find difficult to carry. However, these additional containers are optional and if the householder does not generate a lot of recycling, then they will not need to place an additional container out for collection. Having an optional additional container for recycling could also benefit anyone who has large quantities of medical waste delivered in recyclable packaging (e.g. home dialysis equipment). Householders with a physical disability may be eligible for an assisted collection service which could negate the requirement to carry the additional container.

Potential difficulties in accessing information e.g. people with visual impairments or lack of understanding of information around service changes. Communication plan would be completed and consideration to householders with disabilities will be given i.e. drop-in session would be arranged to ensure that householders with reduced IT knowledge/ access are informed of the changes and paper information leaflet will be posted to households on Anglesey.

As the collection frequency is kept the same the “on the ground” impact to the public is minimal as no significant change to the collection round will be made.

Sex: ☐ Negative ☐ Positive ☒No impact

Please give reasons (including evidence to support the findings) and set out any further action that can be taken:

The ability to access and use the proposed new services should not adversely affect this protected characteristic.

Gender reassignment: ☐ Negative ☐ Positive ☒No impact

Please give reasons (including evidence to support the findings) and set out any further action that can be taken:

The ability to access and use the proposed new services should not adversely affect this protected characteristic.

Pregnancy and maternity: ☒Negative ☒Positive ☒No impact

Please give reasons (including evidence to support the findings) and set out any further action that can be taken:

The additional kerbside container for excess recycling is likely to be a weighted sack which some pregnant or new mothers may find difficult to carry. However, these additional containers are optional and if the householder does not generate a lot of recycling, then they will not need to place an additional container out for collection.
Smaller 180l bins will be lighter and should make it easier for pregnant and new mothers to move the bins than the current larger bins.

Race (including ethnicity and nationality):
☒Negative ☐ Positive ☒No impact

Please give reasons (including evidence to support the findings) and set out any further action that can be taken:

The additional kerbside container for excess recycling is likely to be a weighted sack which some pregnant or new mothers may find difficult to carry. However, these additional containers are optional and if the householder does not generate a lot of recycling, then they will not need to place an additional container out for collection.
Smaller 180l bins will be lighter and should make it easier for pregnant and new mothers to move the bins than the current larger bins.

Religion or belief: ☐ Negative ☐ Positive ☒No impact

Please give reasons (including evidence to support the findings) and set out any further action that can be taken:

The ability to access and use the proposed new services should not adversely affect this protected characteristic.

Sexual orientation: ☐ Negative ☐ Positive ☒No impact

Please give reasons (including evidence to support the findings) and set out any further action that can be taken:

The ability to access and use the proposed new services should not adversely affect this protected characteristic.

Marriage or civil partnership:
☐ Negative ☐ Positive ☒No impact

Please give reasons (including evidence to support the findings) and set out any further action that can be taken:

The ability to access and use the proposed new services should not adversely affect this protected characteristic.

The Welsh language: ☐ Negative ☐ Positive ☒No impact

Please give reasons (including evidence to support the findings) and set out any further action that can be taken:

The ability to access and use the proposed new services should not adversely affect this protected characteristic.

Human rights: ☐ Negative ☐ Positive ☒No impact

Please give reasons (including evidence to support the findings) and set out any further action that can be taken:

The ability to access and use the proposed new services should not adversely affect this protected characteristic.

Any other relevant issue: ☐ Negative ☐ Positive ☒No impact

Please give reasons (including evidence to support the findings) and set out any further action that can be taken:

The Socio-Economic Duty: Please complete the section below if the proposal is a strategic issue (more details about the duty can be found in Appendix 1)

Is the proposal likely to cause inequalities of outcome resulting in socio-economic disadvantage?

☐ Yes ☒No

Please give reasons (including evidence to support the findings) and set out any steps to mitigate any negative impact):

NB: There are clear links between discrimination and social disadvantage. If any such issues come to light in the assessment of non-strategic proposals, you should give them due regard and record them above under the relevant protected group, or under 'any other relevant issue'.

Conclusions

23. Identify the main negative impacts that have been identified and how they are intended to be mitigated (ie a summary of the relevant answers to question 21).

Evidence of negative impact could make the proposal illegal. If you have identified a significant negative impact, you should consider whether the proposal can be taken forward at this time.

No significant negative impact identified in this EIA as the on the ground change to the public is minimal. The changes to collection rounds and collection dates will be minimal and the changes to the recycling collection has highlighted that the change will be positive.

Access to information about possible changes to service may be more difficult for people with visual and mental impairments and those for whom English or Welsh is not their first language (protected characteristics of disability and race). This impact may be mitigated through a clear Communication Plan.

24. Describe any steps taken, or intended to take, to maximise promotion of:

- equality
- the Welsh language,
- the well-being of future generations

and, if applicable, any action to improve outcomes for those facing socio-economic disadvantage (ie a summary of the relevant answers to question 21).

All materials and services relating to the proposal will comply with relevant legislation and policy requirements.

25. Would any element of the proposal be contrary to the well-being aims of the Well-being of Future Generations (Wales) Act 2015? (These are listed in Appendix 3)

No

26. Is it necessary to look at what could be done differently, or reconsider the proposal entirely?

27. Is there a strategy for dealing with any impacts that are not illegal but cannot be avoided or mitigated?

N/A

Outcome of the assessment

There are four possible outcomes (more details are available in our guidance document) :

☐ **No major change:**
The assessment shows that the proposal is robust. The evidence shows no potential for discrimination or adverse impact. All opportunities to promote equality and foster good relations have been taken, subject to continuing monitoring and review.

☐ **Adjust the proposal:**
The assessment highlights potential problems or missed opportunities. The proposal has been adjusted to remove barriers and/or better promote equality.

☒ **Continue the proposal:**
The assessment highlights the potential for adverse impact or missed opportunities to promote equality. You have clearly set out the justification for continuing it. You have included the justification in the assessment and the justification is in accordance with the duty to have due regard.

☐ **Stop and remove the proposal:**
The proposal shows actual or potential unlawful discrimination. The proposal will be removed or changed.

Approval of the proposal

The ultimate decision-maker must have sufficient information about the outcome of the assessment and must take this information fully into account throughout the decision-making process.

28. Will the proposal be adopted/forwarded for approval? Who will make the decision?

Full Council

29. Are there monitoring arrangements in place? What are those arrangements?

The decision will be subject to scrutiny by the Council's Scrutiny Committee.

It is unlikely that any change to the waste and recycling collection service that will impact householders for around 3 years after the decision has been taken.

Suitable monitoring of the role out and impact it has will be developed and implemented before the changes impact householders.

Action plan

Please provide details here of any actions planned following completion of the assessment. Any changes made to reduce or eliminate a likely or actual negative impact should be included, together with any arrangements to collect data or carry out further research.

Ref	Action	Lead officer	Timetable

Appendix 1 - Socio-economic duty

What is the Duty?

The overall goal is to achieve better outcomes for those who suffer socio-economic disadvantage. In making strategic decisions such as deciding on priorities and setting objectives, due regard must be paid to the need to reduce inequalities in outcomes associated with socio-economic disadvantage.

Who is likely to experience socio-economic disadvantages?

Socio-economic disadvantage can be disproportionate in 'communities of interest' and also in 'communities of place', leading to increased inequality, and a cross-section of the two can exacerbate this:

Communities of interest – groups with common experience, eg being homeless or people with the same identity, eg single parents, carers. Also people who share one or more of the protected characteristics listed in the Equality Act 2010.

Communities of place – people who are connected to each other because of where they live, work, visit or spend a significant amount of their time there.

Intersectionality – essentially, intersectionality is about understanding how characteristics such as sex, race or class can interact and lead to a unique disadvantage in a particular situation. Certain types of discrimination cannot, and should not, be understood separately from each other. Adopting a truly intersectional approach ensures that this doesn't happen.

When will the Duty apply?

When making **strategic decisions**. The Welsh Government has provided some examples of strategic decisions (the list is not exhaustive):

- Strategic direction and intent
- Strategies developed in regional partnership boards and public service boards that affect the functions of public bodies
- Medium to long-term plans (for example, corporate plans, service delivery and improvement plans)
- Setting objectives (for example, well-being objectives, equality objectives, Welsh language strategy)
- Changing and developing public services
- Strategic financial planning
- Procurement and commissioning decisions
- Developing strategic policies.

More detailed guidance on this Duty is available on MonITor.

Appendix 2 – Human rights

Human rights are rights and freedoms for all individuals, regardless of their nationality or citizenship. There are 16 fundamental rights in the Human Rights Act 1998 – all taken from the European Convention on Human Rights. For the purpose of the Act, they are referred to as 'Convention Rights':

(Article 1 is an introduction – it is not incorporated into the Human Rights Act)

Article 2: The right to life
Article 3: Prohibition of torture
Article 4: Prohibition of slavery and forced labour
Article 5: The right to liberty and security
Article 6: The right to a fair trial
Article 7: No punishment without law
Article 8: The right to respect for private and family life
Article 9: Freedom of thought, conscience and religion
Article 10: Freedom of expression
Article 11: Freedom of association and assembly
Article 12: The right to marry
Article 14: Prohibition of discrimination
Article 1 of Protocol 1: Protection of property
Article 2 of Protocol 1: The right to education
Article 3 of Protocol 1: The right to free elections
Article 1 of Protocol 13: Abolition of the death penalty

Appendix 3 – Well-being of Future Generations (Wales) Act 2015

This act is about improving the social, economic, environmental and cultural well-being of Wales. Public bodies need to make sure that they consider the impact their decisions will have on people living their lives in Wales in the future. The act sets out seven well-being goals:

A prosperous Wales:
An innovative, productive, low-carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

A resilient Wales:
A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).

A healthier Wales:
A society where people's physical and mental wellbeing is maximised and where choices and behaviours that benefit future health are understood.

A more equal Wales:
A society that enables people to achieve their potential no matter what their background or circumstances (including their socio-economic background and circumstances).

A Wales of cohesive communities:
Attractive, viable, safe and well-connected communities.

A Wales with a vibrant culture where the Welsh language is thriving:
A society that promotes and protects culture, heritage and the Welsh language and encourages people to participate in the arts and sport and leisure activities.

A globally responsible Wales:
A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing so could positively contribute to global well-being.

Appendix 4 – Armed Forces Act 2021

Councils must pay due regard to the impact of their proposals on those who are serving or have been serving in the armed forces, as well as their families.

Here are some examples of the types of issues to consider when answering question 17:

- Would the individual be considered local if they had not been in the armed forces?

- Has the individual or family had to move because of the armed forces and therefore had to go to the bottom of a waiting list?

- Does the child or children need extra support because they have moved school frequently or their parent is abroad?

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ISLE OF ANGLESEY COUNTY COUNCIL	
Meeting:	County Council
Date:	24 September 2026
Title of report:	Community Review of electoral arrangements
Purpose of report:	To seek the Council's approval to consult on draft proposals.
Author:	Dyfan Sion, Head of Democratic Services

Background

1. The Isle of Anglesey County Council has a statutory duty, in accordance with the Local Government (Democracy) (Wales) Act 2013 (the Act), to monitor the communities within the county and the electoral arrangements of those communities, and to carry out reviews where appropriate. In performing its duties and when conducting any review, the Council must seek to secure effective and convenient local government.

2. For the purposes of these reviews, 'community' means a local government unit below the county council level (the 'main council'). Anglesey is divided into 40 communities, each served by a town council or community council. In this context, the legal status of the councils is the same regardless of what they are called, i.e., they are all considered 'community councils'.

3. Communities can in turn be divided into wards for electoral purposes, but this is not mandatory, and not every community council area is divided into wards. On Anglesey, 27 of the 40 town and community councils have been divided into electoral wards.

Community review of electoral arrangements 2026 – Terms of Reference

4. The Executive decided in December 2025 to support conducting a Community Review in accordance with section 31 of the Act. The purpose of the review is to ensure that the electoral arrangements for each town and community council provide effective local government.

5. In conducting the review, the County Council will consider:

a. the number of members on the community council;
b. the division into wards (if appropriate) for the purpose of electing councillors;
c. the number and boundaries of any electoral wards;
d. the number of members to be elected for any ward;
e. the name of any ward.

6. The scope of the review does not cover community council boundaries, nor does it consider the merging or abolition of community councils. Its focus is solely on electoral arrangements within communities.

7. It is good practice to carry out the review before the 2027 local elections so that any recommendations are in place by then. The Council is also expected to carry out the review before the Democracy and Boundaries Commission Cymru conducts its planned electoral review of the County Council in 2027/28.

Schedule

8. There are 4 statutory stages to the review (table below). Stages 1 and 2 have been completed, and the purpose of this report is to seek the County Council's approval to carry out a consultation on the draft proposals (stage 3).

Stage 1 – initial publicity	• Contact town and community councils and other consultees to raise awareness about the review • Publish information on the Council's website
Stage 2 – preliminary research and consultation	• Initial consultation starts on 26 January and runs until 13 March • Consider comments and carry out further research from April to July
Stage 3 – draft proposals and consultation on those proposals	• Approve draft proposals at the County Council in September • Consult on the draft proposals for 6 weeks between September and November

Stage 4 – final recommendations	• Submit final recommendations to the County Council in December 2026 • Come into effect by the local elections in May 2027.

Progress

9. There were 23 responses to the initial consultation (stage 2) held between January and March. Four town councils, 18 community councils, and one member of the public responded. A summary of the comments is in Appendix 1.

10. The main conclusions from the consultation are as follows:
    a. There are a number of vacant seats across the councils, and some councils are experiencing difficulties in filling them.
    b. Very few elections are held, with the co-option process being used in the vast majority of cases to fill vacancies.
    c. Twenty seven of the 40 town and community councils are divided into electoral wards. While there is support for electoral wards in the larger councils, some smaller councils consider that the wards should be abolished / combined, as this could help simplify the process of filling vacant seats.

11. From an electoral administration perspective, electoral wards within a community can create practical difficulties and limitations. For example, there may be more candidates than available seats in one ward, while another ward does not have enough candidates to fill all its seats. In such circumstances, an election must be held in the oversubscribed ward, even though there are insufficient candidates across the community council as a whole to fill every seat. In addition to the cost of holding an election, this can also complicate the nomination process for councils and election officials.

12. Another factor considered is the uncertainty that electoral wards can create within some communities. In a recent by-election for a rural community council, the existence of two wards led to confusion among both candidates and voters, including a lack of awareness of ward boundaries and uncertainty about why voters in one ward could not vote in the other. However, these considerations must be balanced against any specific reasons why part of the community should be represented separately on the community council, which may justify retaining the wards.

13. Another consideration is the risk that historical and traditional names could lose their status if electoral wards are merged. We will take account of the views of community councils on this matter and work with them to protect those names where appropriate.

Draft proposals and next steps

14. The Draft Proposals are set out in Appendix 2. They have been prepared having regard to the considerations outlined above and any responses received during the consultation.

15. If the Council approves the proposals, the Draft Proposals Report will be published in accordance with the requirements of the Act. Publicity will also be given to inform stakeholders that representations may be submitted to the authority during the public consultation period.

16. The proposals will be sent to the consultees listed in the Act, including all town and community councils on the Island. The consultation period will last between six and seven weeks and will include an update at the Isle of Anglesey Town and Community Councils Forum.

17. Following the consultation period, the final proposals will be submitted to the County Council for approval.

Recommendation

18. The Council is asked to approve a consultation on the draft proposals set out in Appendix 2.

Appendix 1

Summary of the initial consultation comments:

Question	Summary of comments
Question 1: Is the number of members on the town / community council appropriate?	22 responses were received 16 were of the opinion that the number is appropriate, including 4 town councils. 3 believed that their council had too many members and were finding it challenging to fill seats. Another 3 submitted factual information only.
Question 2: Do you have any vacant seats?	21 responses were received. Seventeen reported that they had vacant seats and four reported that they did not. The majority of the councils reported that seats had become vacant relatively recently, but some had been unable to fill seats for two or three years.
Question 3: Have you held an election or co-opted members to your council since May 2022?	22 responses were received. 20 reported that they had gone through the process of filling seats since 2022, and 2 reported that they had not had to do so. 4 elections have been held in town and community councils since May 2022. Two full elections and two uncontested. All other seats have been filled through co-option.
Question 4: If the community has been divided into electoral wards, are the arrangements appropriate? If not, what would work better in your opinion?	14 responses were received. Four believed that the arrangements of electoral wards were suitable (three of them were town councils). Six believed that the wards should be abolished or merged. Four others provided factual information only. (27 of the 40 town and community councils on Anglesey have been divided into electoral wards).
Question 5: Do you have any comments on the names of your electoral wards, if applicable?	9 responses were received. Each one noted that they thought the names were appropriate, or that they had no comment.

TREF/CYMUNED TOWN/COMMUNITY	WARD	NIFER O ETHOLWYR NO. OF ELECTORS	NIFER O SEDDI NO. OF SEATS	CYNIGION DRAFFT / DRAFT PROPOSALS
AMLWCH	GWLEDIG / RURAL	1019	5	
	Y DREF / TOWN	909	5	
	Y BORTH / PORT	856	5	
		2784	15	Amlwch - Dim newid / No change
BIWMARES / BEAUMARIS	GORLLEWINOL / WEST	716	7	
	DWYREINIOL / EAST	350	3	
	CANOLOG / CENTRAL	258	4	
		1324	14	Biwmares / Beaumaris - Dim newid / No change
CAERGYBI / HOLYHEAD	PARC A'R MYNYDD	1267	2	
	PORTHYFELIN	1594	3	
	Y DREF / TOWN	801	2	
	FFORDD LLUNDAIN / LONDON ROAD	1118	2	
	MORAWELON	1026	2	
	MAESHYFRYD	1590	3	
	KINGSLAND	1163	2	
		8559	16	Caergybi / Holyhead - Dim newid / No change
LLANGEFNI	CEFNI	1317	5	
	CYNGAR	1734	5	
	TUDUR	993	5	
		4044	15	Llangefni - Dim newid / No change
PORTHAETHWY	CADNANT	886	7	Porthaethwy / Menai Bridge - Dim newid / No change
	TYSILIO	1491	8	
		2377	15	
CYLCH Y GARN	LLANRHUDDLAD	399	7	
	LLANFAIRYNGHORNWY	225	4	
		624	11	Cylch y Garn - Cyfuno wardiau Llanrhuddlad a Llanfairynghornwy / Combine Llanrhuddlad and Llanfairynghornwy wards
LLANFAETHLU	LLANFAETHLU	316	7	
	LLANFWROG	112	2	
		428	9	Llanfaethlu - Cyfuno wardiau Llanfaethlu a Llanfwrog / Combine Llanfaethlu and Llanfwrog wards
TREF ALAW	LLANDDEUSANT	241	6	
	LLANBABO	52	2	
	LLANTRISANT	95	2	
	LLECHCYNFARWY	55	2	
		443	12	Tref Alaw - Cyfuno wardiau Llanddeusant, Llanbabo, Llantrisant a Llechcynfarwy / Combine Llanddeusant, Llanbabo, Llantrisant and Llechcynfarwy wards
LLANFACHRAETH	LLANFACHRAETH	477	8	Llanfachraeth - Dim newid / No change
Y FALI / VALLEY	GORAD	651	4	
	LLANYNGHENEDL	74	1	
	Y PENTREF / VILLAGE	790	5	
	GORLLEWINOL / WEST	384	3	
		1899	13	Y Fali / Valley - Dim newid / No change
RHOSCOLYN	RHOSCOLYN	426	8	Rhoscolyn - Dim newid / No change
TREARDDUR	TREARDDUR	1264	12	Trearddur - Dim newid / No change
LLANFAIR YN NEUBWLL	LLANFAIR YN NEUBWLL	1134	11	Llanfair yn Neubwll - Dim newid / No change
BODEDERN	BODEDERN	831	11	Bodedern - Dim newid / No change
LLANFAELOG	RHOSNEIGR	608	6	
	MAELOG	561	6	
		1169	12	Llanfaelog - cyfuno wardiau Rhosneigr a Maelog / Combine Rhosneigr and Maelog wards
BRYNGWRAN	BRYNGWRAN	540	8	
	LLANBEULAN	137	2	

		677	10	Bryngwran - cyfuno wardiau Bryngwran a Llanbeulan / Combine Bryngwran and Llanbeulan wards
BOFFORDD	HENEGLWYS	425	5	
	BODWROG	208	3	
	LLANDRYGARN	145	2	
		778	10	Bodffordd - cyfuno wardiau Heneglwys, Bodwrog a Llandrygarn / Combine Heneglwys, Bodwrog and Llandrygarn wards
TREWALCHMAI	TREWALCHMAI	757	10	Trewalchmai - Dim newid / No change
LLANGRISTIOLUS	LLANGRISTIOLUS	687	5	
	CERRIGCEINWEN	466	5	
		1153	10	Llangristiolus - cyfuno wardiau Llangristiolus a Cerrigceinwen / Combine Llangristiolus and Cerrigceinwen wards
ABERFFRAW	GOGLEDDOL / NORTHERN	92	2	
	DEHEUOL / SOUTHERN	322	8	
	LLANGWYFAN	48	2	
		462	12	Aberffraw - cyfuno wardiau Gogleddol, Deheuol a Llangwyfan / Combine Northern, Southern and Llangwyfan wards
LLANBADRIG	CEMAES	763	9	
	PADRIG	179	2	
		942	11	Llanbadrig - cyfuno wardiau Cemaes a Padrig / Combine Cemaes and Padrig wards
MECHELL	LLANFECHELL	819	8	
	CARREGLEFN	225	3	
		1044	11	Mechell - cyfuno wardiau Llanfechell a Carreglefn / Combine Llanfechell and Carreglefn wards
RHOSYBOL	RHOSYBOL	609	7	
	LLANDYFRYDOG	246	3	
		855	10	Rhosybol - cyfuno wardiau Rhosybol a Llandyfrydog / Combine Rhosybol and Llandyfrydog wards
LLANEILIAN	EILIAN	438	6	
	LLWYFO	566	5	
		1004	11	Llaneilian - cyfuno wardiau Eilian a Llwyfo / Combine Eilian and Llwyfo wards
MOELFRE	PENRHOSLLIGWY	185	3	
	LLANALLGO	570	8	
		755	11	Moelfre - cyfuno wardiau Penrhoslligwy a Llanallgo / Combine Penrhoslligwy and Llanallgo wards
LLANEUGRAD	LLANEUGRAD	218	7	Llaneugrad - Dim newid / No change
LLANFAIR MATHAFARN EITHAF	BRYNTEG	366	2	
	LLANBEDRGOCH	366	2	
	BENLLECH A	705	4	
	BENLLECH B	1156	6	
		2593	14	Llanfair Mathafarn Eithaf - cyfuno wardiau Brynteg, Llanbedrgoch, Benllech A, a Benllech B. Mae'r gymuned yn ddigon mawr i gyfiawnhau wardiau, ond mae'r cyngor cymuned wedi nodi awydd i gyfuno / Combine Brynteg, Llanbedrgoch, Benllech A and Benllech B wards. The community is large enough to justify electoral wards, but the council has expressed a willingness to combine the wards
LLANDDYFNAN	LLANDDYFNAN	531	7	
	LLANFIHANGEL TRE'R BEIRDD	225	4	
	TREGAIAN	61	1	
	LLANGWYLLOG	86	2	

		903	14	Llanddyfnan - cyfuno wardiau Llanddyfnan, Llanfihangel Tre'r Beirdd, Tregaian a Llangwyllog / Combine Llanddyfnan, Llanfihangel Tre'r Beirdd, Tregaian and Llangwyllog wards
LLANNERCHYMEDD	COEDANA	219	2	
	RHODOGEIDIO	70	3	
		131		
	LLANNERCHYMEDD	598	8	
		1018	13	Llanerchymedd - cyfuno wardiau Coedana, Rhodogeidio a Llanerchymedd / Combine Coedana, Rhodogeidio and Llanerchymedd wards
PENTRAETH	PENTRAETH	990	11	Pentraeth - dim newid / no change
LLANDDONA	LLANDDONA	441	7	
	LLANIESTYN	95	2	
		536	9	Llanddona - cyfuno wardiau Llanddona a Llaniestyn / Combine Llanddona and Llaniestyn wards
LLANGOED	LLANGOED	837	9	
	PENMON	206	2	
		1043	11	Llangoed - cyfuno wardianu Llangoed a Penmon / Combine Llangoed and Penmon wards
CWM CADNANT	CWM CADNANT	1642	12	Cwm Cadnant - dim newid / no change
LLANFAIRPWLLGWYNGYLL	BRAINT	1162	7	
	GWYNGYLL	1283	7	
		2445	14	Llanfairpwll - cyfuno wardiau Braint a Gwyngyll. Mae'r gymuned yn ddigon mawr i gyfiawnhau wardiau etholiadol, ond mae'r cyngor wedi nodi parodrwydd I gyfuno wardiau. / Combine Braint and Gwyngyll wards. The community is large enough to justify electoral wards, but the council has expressed a willingness to combine wards.
LLANFIHANGEL ESCEIFIOG	LLANFIHANGEL ESCEIFIOG	1338	11	Llanfihangel Esceifiog - dim newid / no change
LLANDDANIEL FAB	LLANDDANIEL FAB	622	9	Llanddaniel Fab - dim newid / no change
PENMYNYDD	PENMYNYDD	394	8	Penmynydd - dim newid / no change
LLANIDAN	LLANIDAN	809	11	Llanidan - dim newid / no change
RHOSYR	NIWBWRCH / NEWBOROUGH	774	7	
	LLANGEINWEN	736	5	
	LLANGAFFO	265	2	
		1775	14	Rhosyr - cyfuno wardiau Niwbwrch, Llangeinwen a Llangaffo / Combine Newborough, Llangeinwen and Llangaffo wards
BODORGAN	LLANGADWALADR	172	3	
	TREFDRAETH	564	7	
		736	10	Bodorgan - cyfuno wardiau Llangadwaladr a Trefdraeth / Combine Llangadwaladr and Tredraeth wards
		87	94906	773

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ANGLESEY COUNTY COUNCIL

Report to:	County Council
Date:	24 September 2026
Subject:	Review of the leadership structure
Portfolio holder(s):	Councillor Gary Pritchard, Leader Councillor Robin Williams (Deputy Leader)
Head of Service/Director:	Dylan Williams, Chief Executive
Report author:	Dylan Williams, Chief Executive
Local members:	Relevant to all members

A – Recommendations and reasons

The County Council is asked to:

Part A.

1. Approve the proposal to separate the current responsibilities of the Director of Social Services and the Head of Children and Families Services.
2. Approve the establishment of a new and specific role for the Head of Children and Families Services.
3. Approve the proposed structure noted in Appendix 1.
4. Note the strategic, governance and resilience risks associated with keeping the current arrangements when considering the above.

Part B.

1. Approve the proposal to change the current structure of the Regulations and Economic Development Service and create two new services.
2. Approve the establishment of a Head of Service role that will lead the new Service.
3. Approve the proposed structure noted in Appendices 2 and 3.
4. Note the strategic, governance and resilience risks associated with keeping the current arrangements when considering the above.

Based on the decisions in Part A and B above, give authority to the Director of Functions (Council Business)/Monitoring Officer to amend the Constitution to reflect the above changes after approving the new job descriptions in the Appointments Committee.

Reasoning
A review was conducted on the leadership arrangements in two key work areas, to support the Council in determining whether or not the staffing structure is fit for purpose considering the opportunities and challenges that face the Council in the medium and long term. In the Chief Executive's opinion, adopting the above recommendations would be appropriate to expand strategic leadership in areas that develop quickly, as well as ensuring the resilience of services.

B – What other options did you consider and what were the reasons for rejecting and/or chosing that option?

Detailed in the report.

C – Why is this a decision for the Full Council?

This is a decision for the Full Council as it amends the Management Structure (Part 7 of the Constitution) and the Scheme of Delegation (Part 3 of the Constitution).

D – Is this decision consistent with the policy approved by the Full Council?

Yes

E – Is this decision within the budget approved by the Council?

It is expected that the financial obligations for the whole change will cost £240,000 each year from 2027/28 onwards.

F – Assessing the possible effects (if relevant)

1. How does this decision impact on our long term needs as an Island?

/

2. Is this a decision which is envisaged will prevent future costs / dependencies on the Authority. If so, how?

/

3. Have we been working collaboratively with other organisations to come to this decision, if so, please advise whom?

/

4. **Have Anglesey citizens played a part in drafting this way forward, including those** that the decision would directly impact? Please explain how:-

/

5. Outline what impact does this decision have on groups protected un the 2010 Equalities Act.

6. If this is a strategic decision, note any possible effects the decision would have on those who face socio-economic disadvantage.

/

7. Note any possible effects the decision could have on opportunities for people to use the Welsh language and to not treat the Welsh language less favourably than English.

/

E – With whom did you consult and what were their comments?

1. Chief Executive / Senior Leadership Team (SLT) 2. (mandatory)	The report was shared with the Leadership Team, and feedback has been included in this report.
3. Finance / Section 151 4. (mandatory)	As part of the Leadership Team.
5. Legal / Monitoring Officer 6. (mandatory)	As part of the Leadership Team.
7. **Human Resources (HR)**	The report was shared with the Head of Service
8. **Property**	Not applicable
9. **Information Communication Technology (ICT)**	Not applicable
10. **Procurement**	Not applicable
11. **Scrutiny**	Not applicable
12. **Local Members**	

F – Appendices

Appendix 1 – New proposed structure for Social Services. Appendix 2 – New proposed structure for Regulation Services. Appendix 3 – New proposed structure for the Economic Development Service.

G – Background papers (contact the author for more information)

Review of the Council's Strategic Leadership Arrangements

Report for the Full Council

1.0 Purpose of the Report

1.1 The purpose of this report is to present a proposal and justification to strengthen leadership arrangements in two key service areas, so that the staffing structure continues to be appropriate and sustainable when responding to the increased requirements that face the Council.

1.2 There are two parts to this report:

Part A Reviewing the structure of Leadership within the Children and Families Services
Part B The Case for Restructuring the Regulation and Economic Development Service

Although these service areas fulfil very different functions, both reviews derive from the same strategic considerations which are:

- Ensuring enough leadership capacity;
- Strengthening governance and accountability arrangements;
- Improving organisational resilience;
- Strengthening succession planning;
- Allowing the Council to fulfil its priorities;
- Decreasing the strategic and operational long-term risk.

1.3 The need to complete both reviews reflects the significant change in the nature, scale and complexity of the responsibilities that have developed over many years, and the need for the Council to ensure that future arrangements are able to face the challenges and opportunities of the next decade.

2.0 Strategic Context

2.1 The Council operates in an environment that is becoming more challenging. The demand for public services continues to increase. Regulatory expectations are higher than ever. Significant financial pressure continues. At the same time, Welsh Government, regulators and regional parters expect local authorities to provide strong leadership when fulfilling change and transforming services.

2.2 As well as these challenges, many significant strategic opportunities face Anglesey. Projects such as the Freeport, developments associated with Gwyndod nuclear power station, development planning and other economic progress initiatives are some of the more important and exciting opportunities on the Island for decades.

2.3 In this context it's correct that the Council reviews it's leadership arrangements regularly, to ensure that it has the capacity, the resilience and the strategic ability needed to fulfil its statutory responsibilities and long-term vision.

2.4 Despite the success of the current arrangements over the last few years, the question for the Council now is are those arrangements still appropriate for the future.

2.5 At the same time, staff wellbeing is of the highest importance and as a responsible employer that needs to be carefully considered as the Council designs and operates any new staffing structure. The Council's success depends on staff, and structuring services in a way that is fit for purpose is central to that.

PART A

Reviewing the structure of Leadership within the Children and Families Services

3.0 Background

3.1 During recent years, the responsibilities and demand on Social Services have increased significantly. The children and adults' services operate in a complex environment, where there is increased demand and a wide array of strategic and statutory requirements that didn't exist years ago.

3.2 At present, the responsibilities of the Director of Social Services and the Head of Children and Families Services are fulfilled within a single leadership model, as the Director currently undertakes both roles. This has provided stability and consistency for the Council. However, due to the volume and complexity of the responsibilities associated with both roles, consideration must be given to the appropriateness of this model for the future.

3.3 The role of the Statutory Director extends far beyond the operational management of the service. It includes strategic, governance, partnership and corporate responsibilities across the social services. At the same time, being an operational leader for the Children and Families Services on its own is a significant responsibility that asks for focus, observation and the ability to lead to a high level. The current arrangement in the Council, where both roles of the Director and Head of Children and Families Service are joined to one role is very unusual within local government in Wales; to our knowledge, no other local authority operates in this manner.

4.0 Strategic Considerations

4.1 The review has concentrated on many key questions.

- Firstly, does the current arrangement provide enough strategic capacity so that the Director of Social Services can fully fulfil their statutory and corporate responsibilities?

- Secondly, does the current arrangement provide an appropriate level of organisational resilience and decreases the dependence on key individuals?

- Thirdly, is the Council in a strong enough situation to respond to the changes, the transformation and the challenges that face social services during the upcoming years?

4.2 The review concluded that strengthening leadership arrangements offers significant advantages in terms of governance, resilience, succession planning and strategic effect.

4.3 The matter to consider is does the Council wish to continue with arrangements where the roles of the Strategic Director of Social Services and the Head of Children and Families Services are combined into one role?

5.0 Risks of not acting

5.1 If the Council chose not to act, many important risks would continue.

- There would be significant dependence on one individual fulfilling both roles – there is a risk of overextending the capacity of the post in its current form. As an employer, the Council needs to be aware of the risk to the individual's wellbeing and resilience when a structure is too ambitious.
- It's possible that taking no action would limit the time and energy given to strategic aims.
- The Council would face more risks in terms of succession planning and organisational resilience. It isn't unusual to combine these key roles.
- The ability to lead transformation and programmes for change across the social services will also be limited over time.
- The pressures and developments within social services, the children and families services and the adults services, means that we need to consider the way that services are provided and to drive key changes forward. Not acting isn't an option, and strategic capacity is needed for this.

If the Council chose not to act, it would therefore choose to accept a higher level strategic risk in the future.

6.0 Options

6.1 Following consideration and informal discussions with members of the Leadership Team, the options to consider can be summarised below.

6.2 **Option 1: No change:** Continue with the current arrangement where the Director of Social Services also operates as the Head of the Children and Families Service.

6.3 **Option 2: Separate both functions:** Create and fund a separate Head of Children and Families Service post, enabling the Director of Social Services to fully discharge their statutory and strategic role. The role of business manager and administrative support in place at present would report to the Director and would support the Children and Families Services and the Adults Services.

6.4 **Option 3: Strengthen the current structure:** Adding responsibilities to one of the existing managers within the Children and Families Service, in order to free up more of the Director's time to focus on strategic matters and corporate advice.

7.0 Options appraisal

7.1 The following criterion was used to consider the possible effects of each option, as noted below:

- Risks – effect on performance and compliance.
- Capacity, resilience and strategic leadership ability.
- Financial implications.
- Effect on the ability to contribute on a whole Council level, regionally and nationally.
- Influence on the Council's ability to modernise, adjust and create change in the future.
- Possible disruption (strategic/operational/to other roles).

7.2 The options appraisal has been summarised on Table 1 on the next page.

Table 1: Options Appraisal for the structure of the Children and Families Service

Options	Risks – impact on performance and compliance	Capacity, resilience and strategic leadership capability	Financial implications	Impact on the ability to contribute fully at Council-wide, regional and national levels	Influence on the Council's ability to modernise, adapt and deliver future change	Potential disruption (strategic/operational/other roles)	Score
Option 1 – No Change	0	0	10	0	5	10	25
Option 2 – Fully separate the two functions – requires the appointment of a new Head	10	10	5	10	10	0	45
Option 3 – Assign additional responsibilities to one of the Service's senior managers, but at a level below Head.	0	0	5	10	0	0	15

Scoring	
Positive / Low Impact	**10**
Little Impact / Negligible Impact	**5**
Negative / High Impact	**0**

8.0 Summary and Recommendation

8.1 The requirements within social services have increased significantly over recent years. Social services operate in an environment that is now extremely complex where strategic impact is needed. The risks associated has led to the need to complete this review of leadership arrangements within this area of work.

8.2 After considering the options that have been assessed, the arrangement that offers the highest level of assurance in terms of governance, resilience and strategic ability and affect is to establish a specific role for the Head of Children and Families Services, separating functions as they are today.

This would strengthen the process of sharing operational and strategic responsibilities and will provide the Council with additional capacity to respond to future challenges. The proposed structure under review is in Appendix 1. Further detail on the financial implications of operating this option is available at the end of the report.

PART B

The Case for Restructuring the Regulation and Economic Development Service

9. Background

9.1 The Economic Development and Regulation Service is one of the Council's most varied portfolios. It includes statutory regulatory functions including planning, building management, environmental health, trading standards, licensing and corporate health and safety. At the same time, it includes strategic economic development functions such as investment, economic development, Energy Island, the visitor economy, leisure and many economic projects of regional and national importance. The service therefore includes a unique mixture of reactive, statutory, regulatory and strategic responsibilities.

9.2 When the service was established in its current form, the arrangement was reasonable and appropriate. However, since then, the volume and complexity of the work have increased significantly. Development such as the Local Development Plan, the Freeport, Gwyndod nuclear power station and the growth of the expanded economic programme has added significant responsibilities. A recent Performance Assessment has also highlighted the need to strengthen the Council's ability to change, to transform and fulfil strategic projects.

10.0 Strategic Considerations

10.1 The review has asked is it realistic for one model of leadership to continue to deliver:

- Effective supervision over high risk regulatory functions;

- Lead on large economic projects, with some being the most ambitious projects on the Island for decades;
- Contribute fully on a whole council level;
- To be influential, regionally and nationally;
- Daily operational supervision.

10.2 The review has concluded that the situation has reached a point where the size of the portfolio and the speed of developments justify the change to the leadership model.

10.3 This doesn't indicate that the current arrangement has failed. Instead, it reflects the fact that the service itself has changed significantly since it was established.

11.0 Risks of not acting

11.1 The risks associated with keeping the current arrangements are as follows;

- Over expanding the capacity of leadership. As an employer, the Council has to be aware of the risks associated with staff wellbeing and resilience when a structure is too ambitious.
- Increasing dependency on key individuals;
- Less ability to concentrate on strategic economic opportunities;
- Less capacity to lead programmes for change;
- More risk with compliance and governance in areas of regulation;
- Risk to the Council's reputation if increasing pressure affects the service's ability to maintain standards over time.

11.2 It's also important to recognise that the cost of not acting can be more than the cost of changing if economic opportunities, organisational ability or resilience of leadership were affected over time.

11.3 If the Council should choose not to act, it would therefore accept a higher level organisational risk in the future.

12.0 Options

12.1 Following consideration and informal discussions with members of the Leadership Team, the options to consider can be summarised below.

12.2 **Option 1: No change:** Keep the current structure, with some managerial adjustments if possible.

12.3 **Option 2: Transfer some elements of the Service**: Transfer some elements of the Service to another service or services within the Council.

12.4 **Option 3: Create two services:** Split the current service and create two new services, and in doing so establish a new Head of Service role, in addition to the existing Head of Service role. The role of the business manager and administrative support that's currently in place would be shared between the two new service.

13.0 Options appraisal

13.1 The following criterion was used to consider the possible effects of each option, as noted below:

- Risks – effect on performance and compliance.
- Capacity, resilience and strategic leadership ability.
- Financial implications.
- Effect on the ability to contribute on a whole Council level, regionally and nationally.
- Influence on the Council's ability to modernise, adjust and create change in the future.
- Possible disruption (strategic/operational/to other roles).

13.2 The options appraisal has been summarised on Table 2 on the next page.

Table 2: Options appraisal on the structure of the Economic Development and Regulation Service

Options	Risks – impact on performance and compliance	Capacity, resilience and strategic leadership capability	Financial implications	Impact on the ability to contribute fully at Council-wide, regional and national levels	Influence on the Council's ability to modernise, adapt and deliver future change	Potential disruption (strategic/operational/ other roles)	Score
Option 1: No change	0	0	10	0	0	5	15
Option 2 – Transfer some elements of the Service to another service or services within the Council	0	0	10	5	5	0	20
Option 3 – Create two new services, with one leading on economic development areas and the other on areas of regulation – a new Head of Service will need to be appointed	10	10	5	10	10	5	50

Scoring	
Positive / Low Impact	**10**
Little Impact / Negligible Impact	**5**
Negative / High Impact	**0**

14.0 Recommendation

14.1 Three options have been formally assessed. The assessment concluded that the strongest strategic option is to create two new services, which is:

Regulation Service, and

Economic Development Services.

The new possible structure for both Services can be seen in Appendix 2 and 3.

Under this structure, an additional Head of Service role will be created as part of the new arrangements. The options appraisal shows that this is the best performing option in terms of resilience, strategic ability, governance and achievement.

15.0 Financial Implications

15.1 The two strongest options in this report means that additional investment is needed within the capacity of leadership, with both leading to a maximum cost of £120,000 per annum. If the Council were to support the proposals in this report, and that two appointments were made to both roles during the 2026/27 financial year, some reserves would need to be released, with the exact additional cost depending on the officers' new start date. In order to fund the roles from 2027/28 onwards, a total of £240,000 (and inflation) would need to be added to the budget from 2027 onwards.

15.2 When considering the financial implications, consideration must be given not only to the direct cost of the proposals, but also the value of additional capacity, specifically in the reduction in risks, but also improvement in resilience and a stronger ability to achieve the strategic aims of the Council in the long term. The review concludes that the strategic and organisational benefits justify the needed investment.

16.0 Conclusion

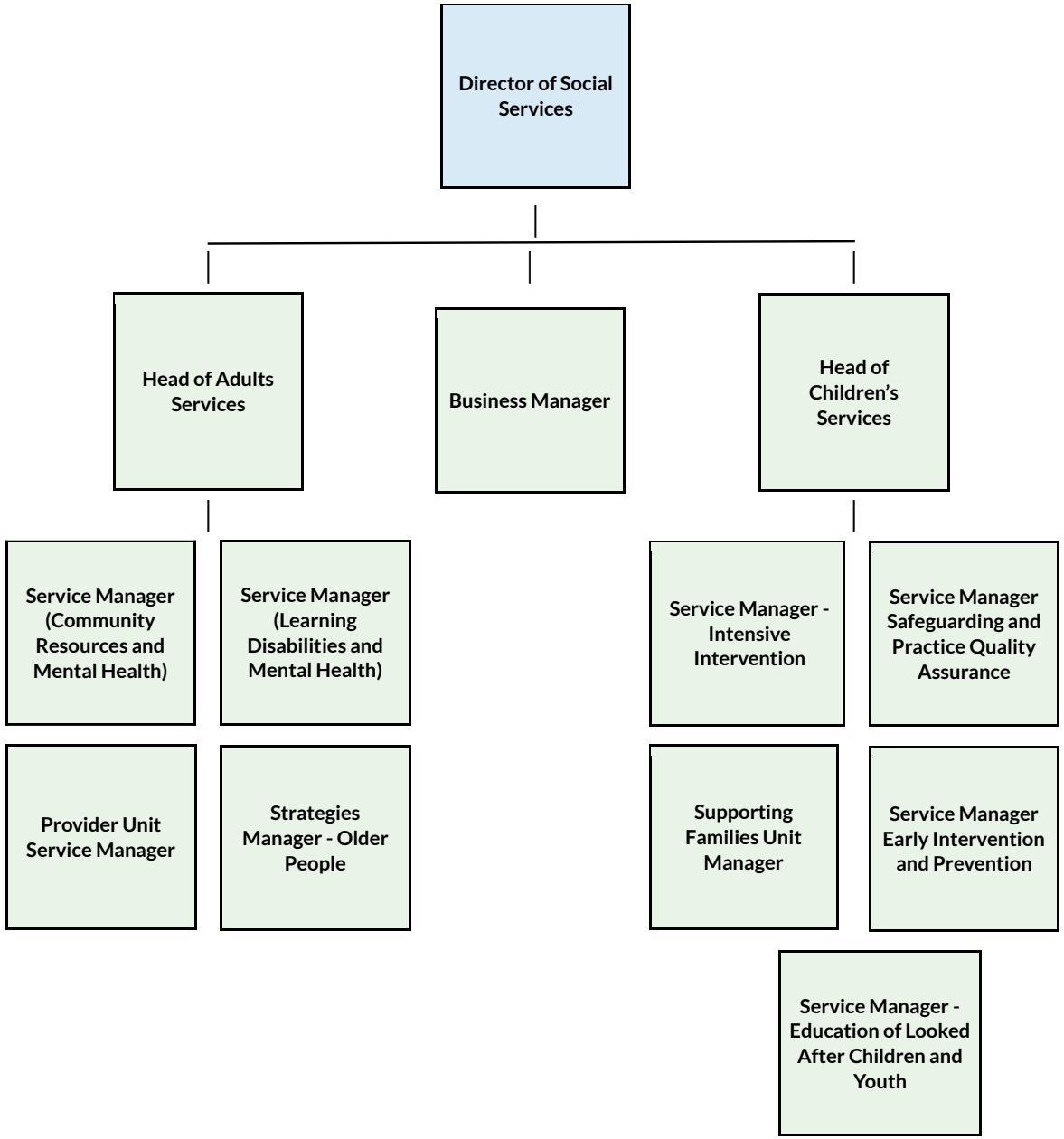
16.1 This report asks the Council to make a decision about the future. It doesn't report on any failures or solving a performance issue. It is a report about ensuring that the Council's leadership arrangements reflect the organisational reality that faces the Council.

16.2 Both reviews have come to the same standard conclusion. The volume, complexity and importance of the relevant responsibilities all justify the need to strengthen leadership capacity.

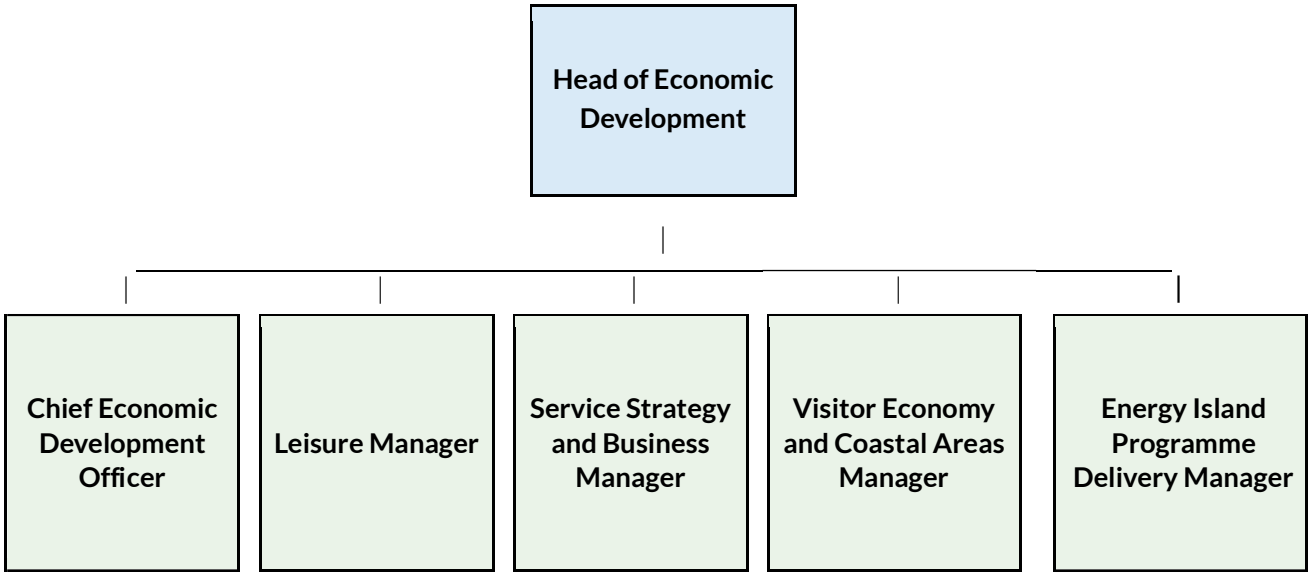
16.3 Operating the proposals would strengthen governance, organisational resilience, would support succession and improve the Council's ability to achieve its statutory and corporate priorities in the long term.

It is recommended that the Council approves the recommendation noted in Part A and Part B of this report.

Appendix 1: Proposed structure for Social Services



Appendix 2: Proposed structure for the Economic Development Service



Appendix 3: Structure in mind for the Regulation Service

