

TKBTC Agenda Item (2 May 2023)

Community Benefit from Tourist Tax

Wales Government are proposing “A visitor Levy for Wales” which could be of great benefit to our community if the levy recognises the tourism impact on hosting communities and makes provision for the local communities to tourism hotspots. This note is a proposal that we as an initiative raise our case for inclusion as a community council and signal to CCBC / Wales Gov. our position and interest related to the tourism tax.

We all saw Tir Prince land in Kinmel Bay sold to the benefit of CCBC priorities with no representation from our community where the asset resides, and I feel our position on Tourism Tax should be registered and driven forward.

I think ours is a unique situation in Wales where such a small community bears the burden of vast visitor numbers. “The Visitor Levy for Wales” first published on Sept 2022 and consultation ended in Dec 22; and has been revised 30 March 23 so appears to be a determination already applied in other countries and most recently in the UK to Manchester – *“The recently announced 'tourist tax' - where an extra £1 is added onto the fee on a stay per night at a hotel room or other accommodation - could raise councils hundreds of millions of pounds, new research reveals”*. *Manchester Evening News*.

My feeling is that a similar tax could yield around £1m p.a. from our community if applied to caravans in TKB! and we should get our case for a fair share registered asap in my view. Draft for consideration below.

Kind regards,

Barry

Draft letter to CCBC / Wales Gov.

In relation to the proposed ‘Visitor Levy for Wales’ we in the community of Towyn and Kinmel Bay (TKB) look forward to sharing the National opportunity and we take this opportunity as the community council to state our interest and outline our position for this community to be the priority recipient of income from tourism tax levied across the visitors to the densely packed tourism accommodations located within this community.

The communities of TKB are some 8,500 residents, listed in WIMD as deprived in the areas of health, wealth, environment and understated across other impact areas. To these factors we add the reduced prospect of residential development because of increasing flood risk due to climate change with consequential low prospect of S106 development funding.

In terms of visitors our coast holds many thousands of modern caravans located within the residential areas of TKB. The caravans in large attractive and well-equipped parks with a total bed capacity of some 60,000 and increasing. Occupation seasons are extending to all year in cases because our tourism industry is “recreational” self-contained and supplies a vital service to the cities of the Northwest UK who value their holidays in TKB as respite and relaxation with families and have done so for generations. The impact of these vast visitor numbers adds to deprivation, applies access restrictions to local travel, amenities and services and loss of environment.

TKB in parallel are working as a community to make ours a better place to live, work and visit, in line with the Wellbeing of Future Generations Act and have in 2022 established a community Place Plan operating through a community partnership. Therefore, a priority income from the Levy could assist this community to implement our place plan and otherwise improve our place and environment for a sustainable future. The place plan can be viewed at the link. <http://www.morfaspport.com/wp-content/uploads/2023/01/TKB-Placemaking-Plan-7-Final-LR-Pages-1.pdf>

The Levy Policy and Strategy states. The purpose of the levy is to raise additional revenue for local authorities to reinvest in the public services and infrastructure that make tourism a success. <https://www.gov.wales/a-visitor-levy-for-wales#105128>

From the Levy description, consultation and aims the levy could significantly contribute to the TKB Place Plan process in what must be a unique tourism destination in Wales and in parallel help create a more attractive place to visit. The Community Council would appreciate feedback on our position and this approach from CCBC and the Wales Gov.

Circulation includes.

CCBC CEO, leader,

Visitor Levy Team

Tax Strategy & Intergovernmental Relation

Welsh Government
Cathays Park
Cardiff
CF10 3NQ