Social Tourism
The situation in Wales

David Stephens
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Why is Social Tourism Important for Wales?

Those who would **benefit most** from a holiday are those most likely to be **unable to do so**.

**Benefits to Individuals**

– relief from stressful or mundane situations and a break from routine.
– mental health and well-being benefits.
– the encouragement of social interaction.
– the broadening of experience and widening of horizons.
– the development of independence & resilience.
– the strengthening of family relationships.

**Benefits to Tourism Industry**

– Incremental New Visitors including extended groups
– Potential for Repeat business..
– Filling spare capacity – midweek and out of season.
– Investment benefits wider visitor market.
– Reputation and Corporate Social Responsibility.
– Partnerships and local networks.
– Employment.

**Benefits to Society**

– Early Intervention – stronger, healthier, happier.
– Economic: revenue and cost savings..
– Citizen centred approach.
– Reputational.
"It meant so much to see the smiles on the faces of my children! They said that it was also nice to see me smile for a change."

#FeedbackFriday
What is social tourism?

Promoting and supporting participation by excluded individuals

- Identifying participants – eligibility.
- Understanding Individual needs & barriers – citizen centred.
- Supporting visits – pre, during, post visit.
- Identifying personal outcomes.

Promoting and supporting participation by Tourism Industry

- Understanding/appreciating opportunity.
- Identifying participants/partners.
- Building capability – business & destination.
- Investment in facilities.
- Targeting information.
- Employment & volunteering opportunity
- Measuring business benefits.

Government policy vehicle

- Understanding & Ambition – prioritisation.
- Multiple Policy Objectives – alignment.
- Delivery, capacity, capability – expertise
- Understanding Societal outcomes – Impact.
Who are the potential Beneficiaries?

- People with range of physical, sensory, psychological, emotional Impairments.
- People with short & long term illness
- Families living with disabled members.
- Long term sick and terminally ill.
- Single parent families.
- Older & isolated people.
- Children & families in hardship.
- Vulnerable people.
- Migrants/Ethnic minority groups.
- Carers.

A growing concern: demographic, economic, societal change
Situation in Wales

➢ 38% of Welsh residents have a physical or mental health condition or illness lasting 12 or more months. 950,000 adults. 1

➢ 25% claim their condition limited their day to day activities. 1

➢ Estimated 370,000 people living in Wales have non paid caring responsibilities. 2

➢ For many of these caring will be a full time commitment impacting on ability to work, participate in learning & leisure activities. 2

➢ 16% of people in Wales are classified as being “materially deprived”. Rising to 20% in worst effected communities. 1

➢ 22% state they they can not afford a holiday away from home. 1

➢ Welsh people living in deprivation are less likely to be healthy, satisfied with their lives, feel in control of their lives and more likely to feel lonely and anxious. 2

Sources. 1. National Survey Wales 2014/15. 2. Carers UK.
20-30% of Welsh residents do not take a holiday or break each year.

Participation lower for DE social groups (42%), older 65+ (32%), non working (32%)
Much lower participation in holiday taking and day trips by lower social economic groups living in Wales.

Proportion of domestic holiday trips taken by Welsh Residents by social groups

source GBTS

Average number of Domestic Holiday Trips by Welsh Residents

source GBTS 2015
The economic downturn hit many hard who cut back on holidays and leisure as well as daily living costs.

<table>
<thead>
<tr>
<th>Practical cutting back</th>
<th>Leisure deprivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using a cheaper supermarket</td>
<td>Spending less on holidays</td>
</tr>
<tr>
<td>Currently doing this: 31%</td>
<td>Currently doing this: 28%</td>
</tr>
<tr>
<td>Did this: 11%</td>
<td>Did this: 13%</td>
</tr>
<tr>
<td>Never done: 57%</td>
<td>Never done: 59%</td>
</tr>
<tr>
<td>Being more careful with the amount of gas/electricity used in the home</td>
<td>Cutting out little luxuries (e.g. hairdressers, coffees,...)</td>
</tr>
<tr>
<td>Currently doing this: 39%</td>
<td>Currently doing this: 34%</td>
</tr>
<tr>
<td>Did this: 9%</td>
<td>Did this: 9%</td>
</tr>
<tr>
<td>Never done: 52%</td>
<td>Never done: 57%</td>
</tr>
<tr>
<td>Being more careful what you buy in the supermarket/food stores</td>
<td>Buying less clothes, household items, CDs/DVDs, etc</td>
</tr>
<tr>
<td>Currently doing this: 45%</td>
<td>Currently doing this: 42%</td>
</tr>
<tr>
<td>Did this: 12%</td>
<td>Did this: 10%</td>
</tr>
<tr>
<td>Never done: 42%</td>
<td>Never done: 48%</td>
</tr>
<tr>
<td>Going out less (e.g. to restaurants, pubs, clubs, cinema,...)</td>
<td>Going out less (e.g. to restaurants, pubs, clubs, cinema,...)</td>
</tr>
<tr>
<td>Currently doing this: 42%</td>
<td>Currently doing this: 42%</td>
</tr>
<tr>
<td>Did this: 11%</td>
<td>Did this: 11%</td>
</tr>
<tr>
<td>Never done: 47%</td>
<td>Never done: 47%</td>
</tr>
</tbody>
</table>

Source: VisitEngland Staycation Monitor Sept 2015 / Base 1008

23a/5d Are you doing/did you do any of the following to cut back on the amount you spend?
Squeeze on household Incomes

Resolution Foundation

Impact on net household incomes of tax and benefit changes starting in April 2017

£, mean annual income

Source: RF analysis using the IPPR tax-benefit model
Welsh Government Strategic Context

Well-being of Future Generations (Wales) Act 2015

➢ Shared vision and duty for public bodies.
➢ National well-being goals linked to personal well-being outcomes.
➢ A society that enables people to fulfill their potential no matter what their circumstances.
➢ A society in which peoples physical & mental well-being are maximised.
➢ Emphasis on Preventative actions, integration, collaboration & involvement of people to achieve wellbeing goals.
➢ Takes account that people will want to achieve personal outcomes that are personal to them and their individual circumstances.
Relevant Priorities

- We will prioritise mental health treatment, support, prevention and de-escalation including a pilot Social Prescription scheme.
- Continue work with all protected groups to counter discrimination and ensure opportunities for all.

Relevant Actions & Funding

- **Social Services and Well-being (Wales) Act 2016** – preventative action, more say better informed, outcome citizen centered approach.
- **Family Fund** - Revised support, emphasis on short breaks.
- **Direct Payments** - older people, carers, parents disabled children, disabled adults.
- **Carers Action Plan** – being refreshed, carers must have reasonable breaks from their caring role.
Wales Tourism Industry and Social Tourism

- **Strategic Goal;** to grow tourism in a sustainable way with increasing contribution to the *economic, social* and environmental *well-being of Wales*.
- **Accessibility.** Provision for the needs of all visitors, including *elderly travellers* and consumers with *healthcare* and *mobility* needs.
- **Promoting wellbeing.** Wales is well placed to offer a diversity of experiences contributing to our visitors’ mental and physical well-being.
- **Year round visits.** Promote a longer tourism season generating additional spend and income and increasing the number of full time job opportunities.
- **Regeneration.** Tourism supports a mixed, diverse and sustainable economy.
- **Sustainable ways of working** Sustainable tourism means choosing to develop the type of tourism that makes the greatest contribution to Wales’ *social* and *economic* development.

“Utilise tourism investment as incentive for the development of social tourism, enabling people without the means to have a break to experience a visit or holiday away from home”
Accessible Tourism. Encouraging provision of advice, facilities for accessible accommodation, attractions, activities. Grading and Access statements.

Tourism Funding & Investment. Supported specific projects including exemplars catering for local and special needs. Applications addressing these needs are favourably viewed. No specific fund or priority.

Major Events: Encourage and co fund major events hosted in Wales. Potential opportunities for volunteering & participation by excluded groups. Part of VW funding support.

Marketing & Information. Consumer, media, social/digital campaigns within Wales. Signposting accessibility information. Tourism For All/Open Britain. No specific marketing to socially excluded groups.


Destination Management. Partnership with local authorities & partners to develop destinations including local attractions, Infrastructure, visitor information.

Tourism Providers. Level of industry involvement with social tourism & type of provision is unclear. Some established providers working directly with charities, social enterprises and individuals.
What are the needs and Barriers

“I don’t want to go on holiday with people that have the same problems as me. I’d rather spend time with loved ones and those that share my passions and interests”

• Not a ONE SIZE fits all solution.
• Different types of trip suit different types of people with differing needs – participant led.
• Helping hand, support and encouragement.
• Affordability and payments.
• Physical challenges. Access, Dietary, personal care, groups.
• Safe, comfortable & nice environments – flexible, choice.
• Catering for the needs of everyone in party – carer and cared for.
• Shared time and down time.
• Activities, interests, entertainments – family & social interaction.
• Getting there and getting around.
• Logistics, schooling, caring commitments, supported & unsupported trips, short term illness.
• Fulfilling dreams, not just providing cheap or free holidays.

Key to social tourism is the support offered by an organising body and the tourist providers to the person or family making a trip.
Questions and Issues

✧ There is a need – but what are main barriers and/or gaps in provision for Wales?
✧ Who are the priority excluded groups that would benefit most?
✧ Many stakeholders, supporters and providers – how to get a firmer grip of what is out there already happening.
✧ What are the best models to support: larger scale centralised schemes or supporting smaller targeted provision by range of third sector partners.
✧ Addressing public/industry perceptions.
✧ What are the core elements: day/stay trips, accommodation, travel, activities, events?
✧ Who pays - gifted holidays, social rates or subsidised?
✧ How can the tourism sector be encouraged to engage – how make it easy for them?
✧ What specific actions for WG/VW- quick wins, building on what exists.
✧ Is a Wales specific solution or wider UK approach desirable/achievable?
✧ How do we ensure any approaches are embedded and sustainable?
✧ Case making & evaluation. Evidencing personal/industry/societal benefits. Are there standardised approaches.
Thank you for helping