

# Social Tourism

## The situation in Wales

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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.



## Family Holiday Association



24 March at 14:18 · 🌐

"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.
- Collaboration across government and third sector –resource.
- 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

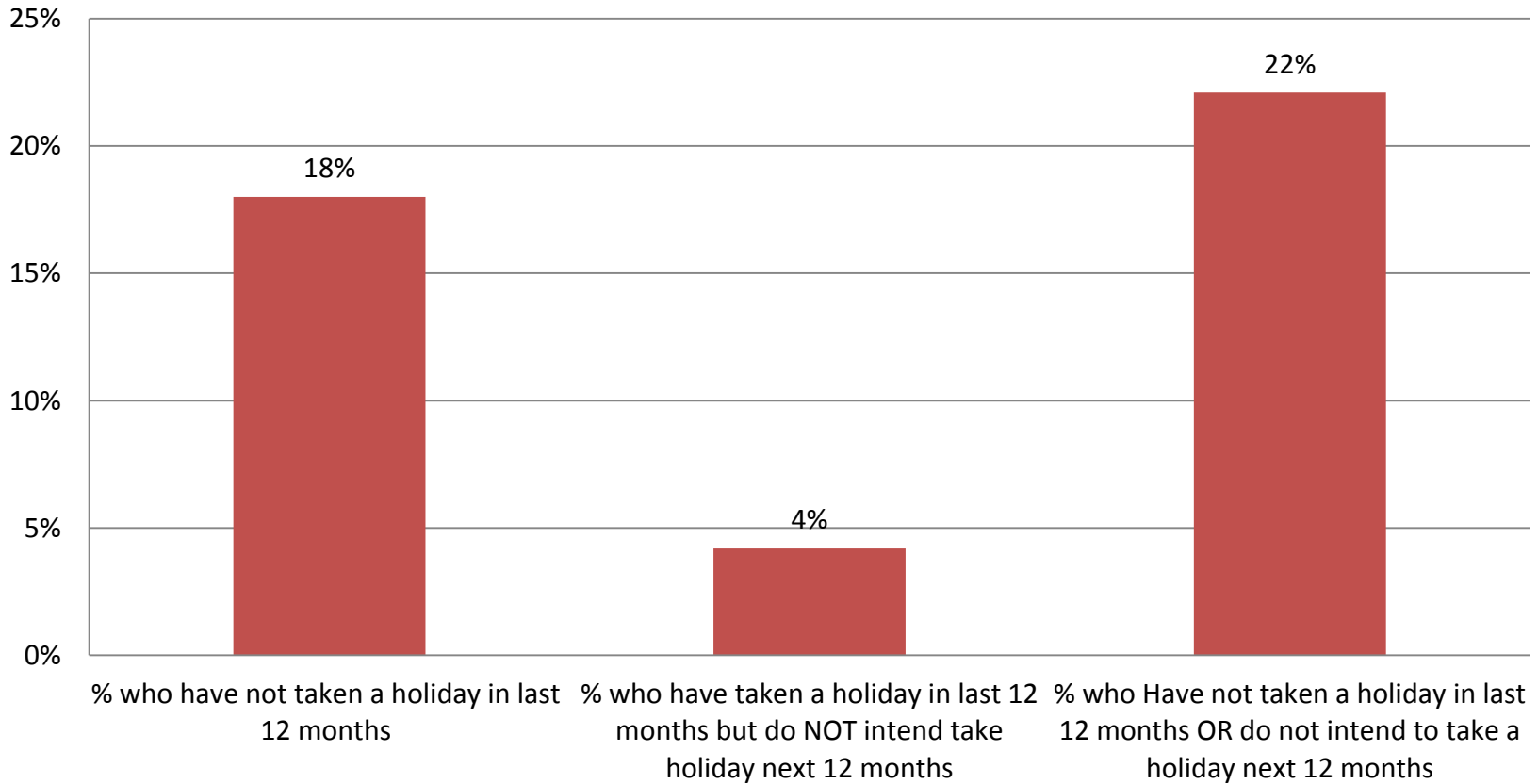
# Situation in Wales

- 38% of Welsh residents have a physical or mental health condition or illness lasting 12 or more months. 950,000 adults. <sup>1</sup>
- 25% claim their condition limited their day to day activities. <sup>1</sup>
- Estimated 370,000 people living in Wales have non paid caring responsibilities. <sup>2</sup>
- For many of these caring will be a full time commitment impacting on ability to work, participate in learning & leisure activities. <sup>2</sup>
- 16% of people in Wales are classified as being “materially deprived”. Rising to 20% in worst effected communities. <sup>1</sup>
- 22% state they they can not afford a holiday away from home. <sup>1</sup>
- 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. <sup>2</sup>

# 20-30% of Welsh residents do not take a holiday or break each year

## Proportion taking/intending UK holidays or short breaks

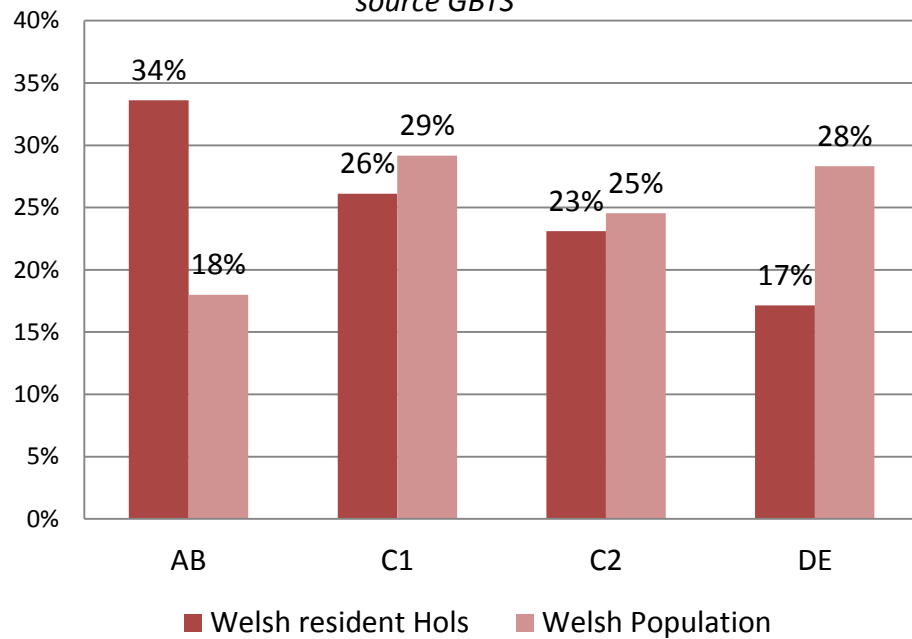
source VW Brand Tracker 2016



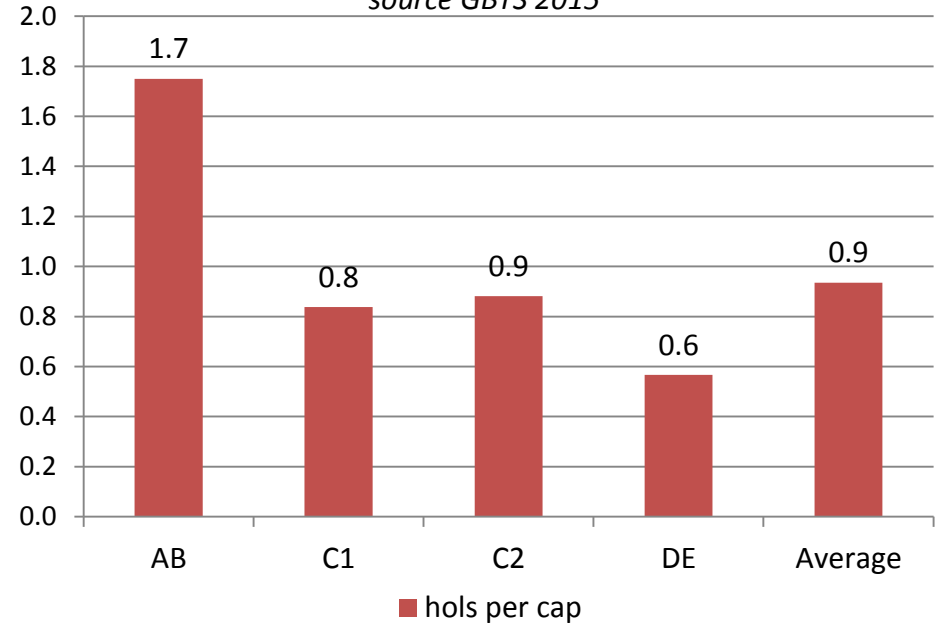
Participation lower for DE social groups (42%), older 65+ (32%), non working (32%)

# 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*



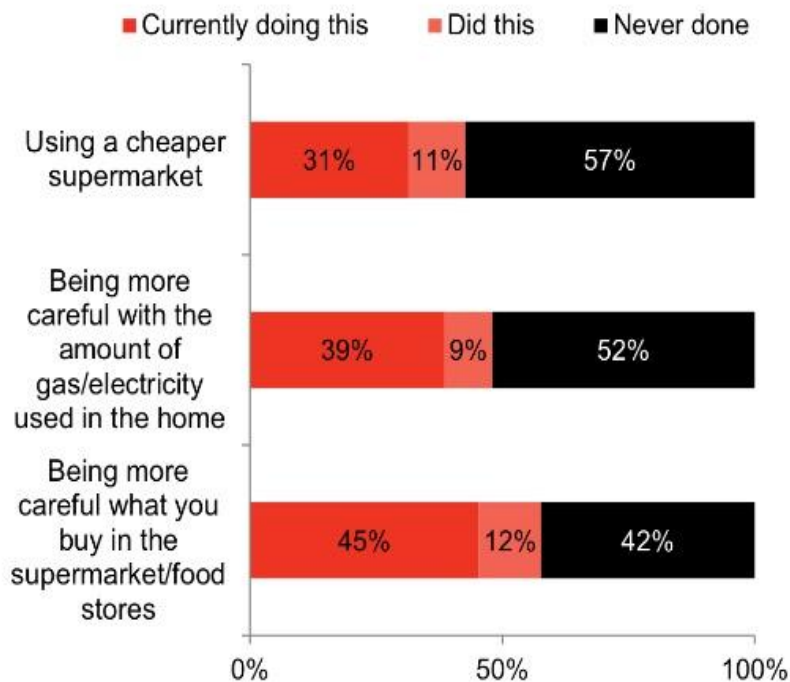
**Average number of Domestic Holiday Trips by Welsh Residents**  
*source GBTS 2015*



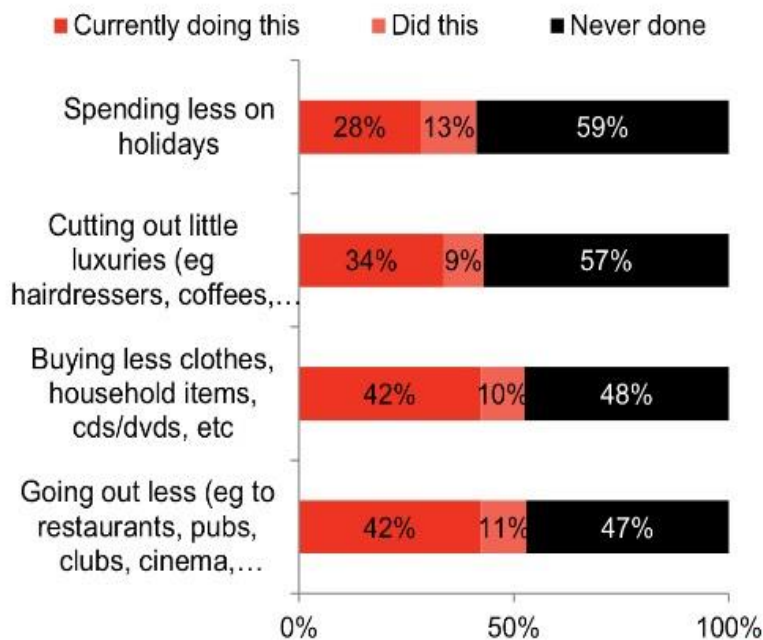


The economic down turn hit many hard who cut back on holidays and leisure as well as daily living costs.

## Practical cutting back



## Leisure deprivation



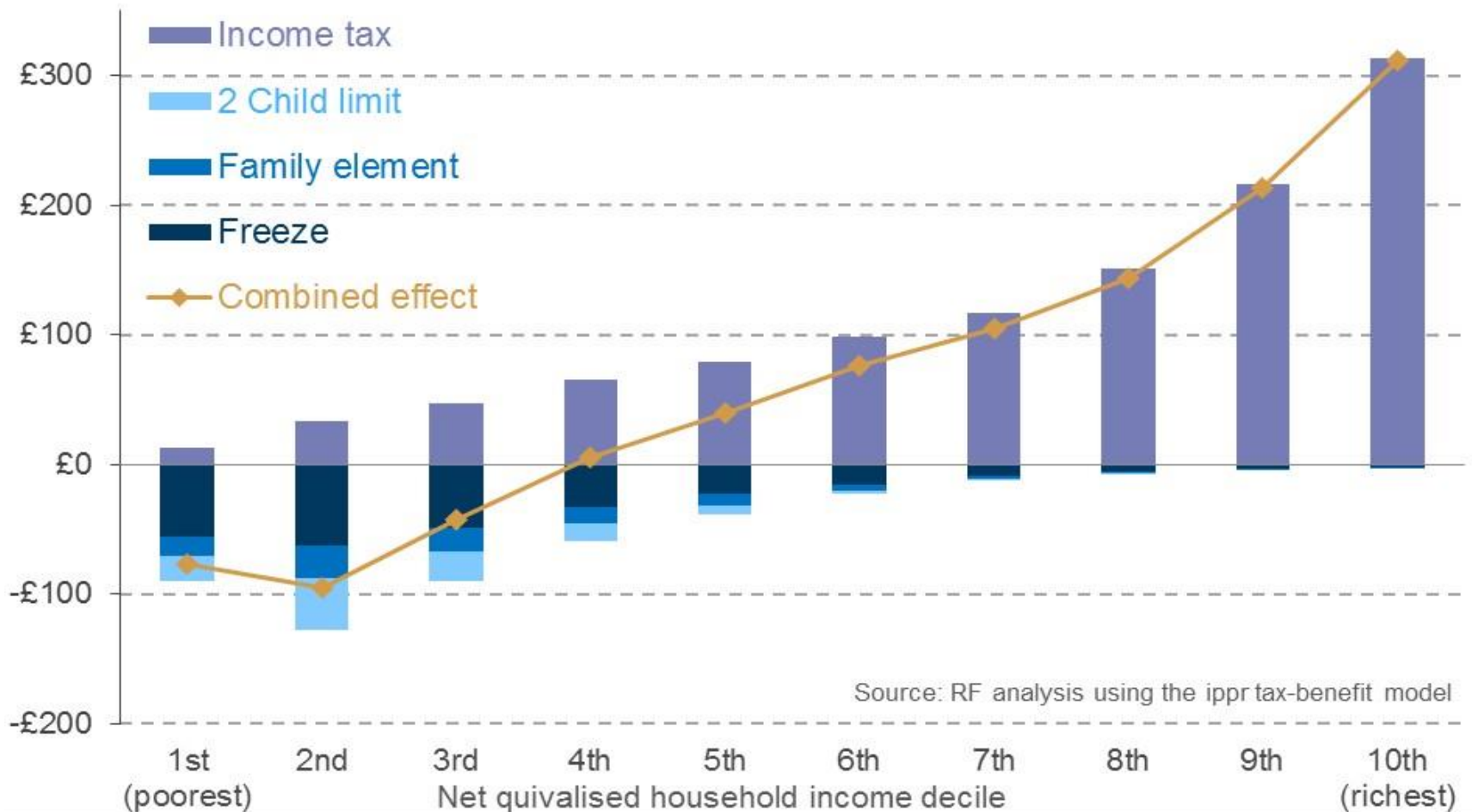
Source: VisitEngland Staycation Monitor Sept 2015 / Base 1008

Q3a/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*

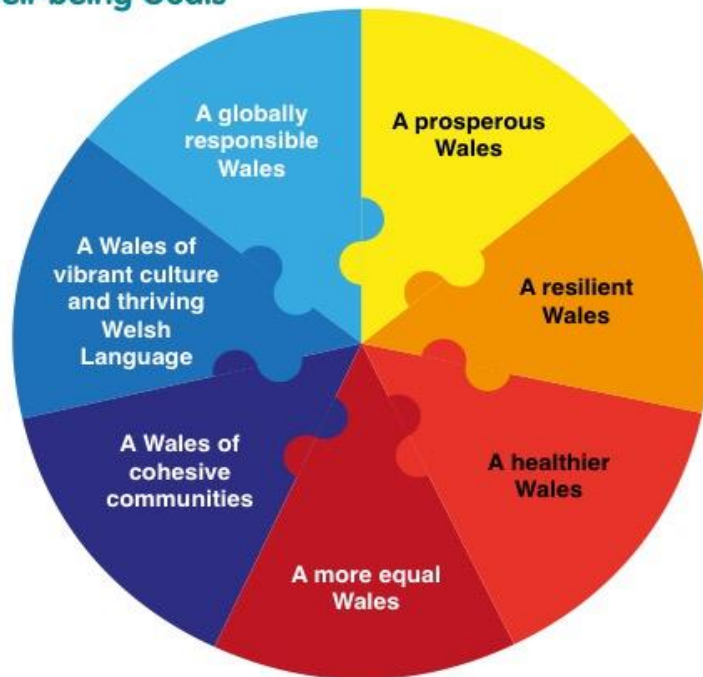
*Impact on net household incomes of tax and benefit changes starting in April 2017*  
£, mean annual income



# Welsh Government Strategic Context

## Well-being of Future Generations (Wales) Act 2015

### Well-being Goals



- 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 people's 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*”

# Wales Tourism Industry: Activity & Opportunities.

- **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.
- **Industry Liaison.** Business advice and signposting. Awareness raising & recruitment opportunities.
- **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