

ANGLESEY COAST

AN ECONOMIC ACTION PLAN, TOURISM STUDY



project summary

Managing a team of maritime engineers and tourism consultants a comprehensive study and action plan was produced to promote the beautiful, but economically fragile Anglesey and Menai Strait coastlines.

Work included appraisal of over 70 coastal locations, proposing 12 different action plan themes containing a total of 58 projects and initiatives. The works are to set the development blueprint for the Anglesey and Menai Strait coastlines for the next 15 years.



LESSONS LEARNT

Think outside the box to arrive at new interesting proposals to extract money from visitors

Build upon existing qualities and facilities rather than always attempting to develop new ones

To break large scale projects into smaller manageable pieces

features of note

- ✓ The extensive scale of the project
- ✓ The sensitive nature of the coastline with national designations
- ✓ The incorporation of proposals into existing economic structures
- ✓ Bi-lingual nature of consultation work and report production
- ✓ High quality report production
- ✓ Quantity of existing information that had to be assessed and used in the study

LESSONS LEARNT

To break large scale projects into smaller manageable pieces

The importance of good photography in the illustration of concept ideas

Keeping statutory consultees interested and engaged with strategic proposals to ensure their ongoing support

Commissioning Authority
Isle of Anglesey County Council