# Anglesey combats overtourism at Newborough and Llanddwyn with new pilot scheme



Overtourism at one of Anglesey's renowned beauty spots, notably the picturesque Newborough and Llanddwyn, has raised concerns among local residents, prompting discussions at a recent meeting of the Anglesey County Council's Partnership and Regeneration Scrutiny Committee. Councillors were informed that an increasing number of visitors during the summer months has led locals to avoid these popular locations, with reports indicating that they find it "so busy" at that time of year.

Newborough, famous for its sandy beach and captivating views of both the sea and the mountains, along with Ynys Llanddwyn—which is celebrated for its natural splendor and its association with Saint Dwynwen, the Welsh patron saint of lovers—has become a hotspot for tourists. However, this influx has resulted in significant traffic disruptions that residents can no longer bear.

The council meeting, held on Tuesday, April 9, addressed these ongoing concerns as part of a review of the Gwynedd and Anglesey Public Services Board governance arrangements. The report presented highlighted that the local community has expressed distress due to the overwhelming number of visitors, which has reportedly affected their day-to-day lives and well-being.

The findings are part of a broader context established by the Well-Being of Future Generations (Wales) Act 2015, a legislative framework that mandates public bodies to enhance various aspects of well-being in Wales. In response to the challenges posed by tourism, the report introduced a two-year pilot scheme set to run from March 2024 to February 2026. This initiative aims to tackle the accessibility and traffic issues in Newborough and Llanddwyn, according to Gwynedd and Anglesey Public Services Board programme manager Sandra Thomas.

Ms Thomas underscored the significance of the pilot scheme, describing it as a “pioneering” and “collaborative approach.” The project aims to glean insights from local communities to develop effective management solutions for the influx of visitors. Drawing on experiences from Eryri National Park, particularly around the notorious traffic troubles at Pen y Pass, the programme seeks to create a tested model of best practices that can be adopted in similar contexts.

In the meeting, it was conveyed that interim measures have already been implemented, with a comprehensive project plan in development comprising short, medium, and long-term action strategies. The process includes engaging with the local community to gather input on both concerns and potential solutions, ensuring that they are part of the conversation.

Assessments of traffic and visitor patterns, alongside surveys aimed at evaluating the local population's satisfaction, are under consideration to provide a clearer understanding of the impact of tourism on community life. Ms Thomas noted that the project is prioritising the needs of those who live and work in Newborough, stating, "We are trying to mitigate and find solutions to the problems caused by people coming into the area."

Efforts are ongoing to secure funding for necessary developments, with an ultimate goal to not only mitigate the negative impacts of tourism but also to enhance local connections to natural resources like Llanddwyn. The council officials reiterated their commitment to transparency and updating the community, hoping to present tangible improvements throughout the duration of the pilot scheme. An evaluation of the project's effectiveness will be conducted, with intentions to share the findings regionally and explore its viability as a model for addressing similar community well-being challenges.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.visitwales.com/attraction/beach/llanddwyn-beach-1821332> - This page describes Llanddwyn Beach, highlighting its renowned beauty and the natural landscape surrounding it, corroborating the article's mention of its picturesque views and significance as a tourist destination.
* <https://nation.cymru/news/flood-of-visitors-to-welsh-love-island-causing-problems-for-locals/> - The article reports on the increasing number of visitors to Llanddwyn and the associated traffic disruptions that residents are facing, aligning with the claims made in the original article about local concerns regarding overtourism.
* <https://www.bbc.com/news/uk-wales-60047679> - This source discusses the impact of tourism on local communities in Wales, echoing the article's concerns about how the influx of visitors is affecting residents' daily lives and well-being.
* <https://www.walesonline.co.uk/news/wales-news/anglesey-residents-voice-concerns-over-19120209> - This article features local residents expressing their distress regarding the overwhelming number of visitors, supporting the claims of resident concerns noted in the council meeting.
* <https://www.theguardian.com/uk-news/2024/apr/10/anglesey-tourism-concerns-public-meeting> - The Guardian article discusses the Anglesey County Council meeting addressing tourism challenges and local responses, confirming the context of the council review mentioned in the original article.