

7. REFERENCES AND SOURCES

Sustainable development

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Sustainable tourism

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Tomorrow's Tourism, London: Department for Culture, Media and Sport, 1999

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Local heroes - sustainability in tourism, News ETCetera, English Tourism Council, London, March 2001

Making the Connections - A Practical Guide to Tourism Management in Historic Towns, English Heritage Towns Forum, 1999

General material on indicators of sustainable development

Department of the Environment, *Indicators of Sustainable Development for the United Kingdom*, London: The Stationery Office, 1996

Custance, J. & Hillier, H., Statistical issues in developing indicators of sustainable development, *Journal of the Royal Statistical Society, Series A*, 161, pp 281-290, 1998

Levett, R., Sustainability indicators - integrating quality of life and environmental protection, *Journal of the Royal Statistical Society, Series A*, 161, pp 291-302, 1998

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DETR, *Regional quality of life counts*, Wetherby: Department of the Environment, Transport and the Regions free literature, 2000

Audit Commission, *Quality of Life and Cross-cutting indicators: consultation on a voluntary set of indicators for local authorities*, Audit Commission, 2000

Best Value and Audit Commission Performance Indicators for 2001/02: Consultation, DETR, Home Office and the Audit Commission, 2000

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DCMS, *Creating Opportunities: Guidance for Local Authorities in England on local cultural strategies*, Department for Culture, Media and Sport, London, 2000

The State of the Countryside 2001, Countryside Agency, Cheltenham, 2001

Local authority performance indicators 1999/2000: environmental services, Audit Commission 2001

Environmental Signals Report 2001, European Environment Agency

Sustainable tourism indicators

World Tourism Organisation, *Tourism and Environment Indicators*, Madrid: World Tourism Organisation, 1995

World Tourism Organisation, *Guide for Local Authorities on Developing Sustainable Tourism*, Madrid: World Tourism Organisation, 1998

ETC, *Wise growth indicators*, London: English Tourism Council, 2001

Useful websites

National tourist boards, government departments and agencies:

Department for Culture, Media and Sport: <http://www.culture.gov.uk/>

Audit Commission: <http://www.audit-commission.gov.uk/>

Environment Agency: <http://www.environment-agency.gov.uk/>

English Tourism Council: <http://www.english-tourism.org.uk/>

Scottish Tourist Board/*visitscotland*: <http://www.scotexchange.net/>

Scottish Executive: <http://www.scotland.gov.uk/>

Tourism and the Environment Forum (Scotland): <http://www.greentourism.org.uk/>

Wales Tourist Board: <http://www.wtbonline.gov.uk/>

National Assembly for Wales: <http://www.wales.gov.uk/>

Northern Ireland Tourist Board: <http://www.nitb.com/>

Northern Ireland Office: <http://www.nio.gov.uk/>

Local Government Portal: <http://www.info4local.gov.uk/>

The ETC has a website dedicated to sustainable tourism at <http://www.wisegrowth.org.uk/> This gives an overview of the ETC's approach to managing tourism 'sustainably' and presents examples of good practice at a local level throughout England. Also included are the set of 20 national sustainable indicators, to help chart progress, and a section for this guidance on local sustainable tourism indicators.

There is a cross-governmental website on sustainable development, which is now the main website to find UK indicators of sustainable development and publications: <http://www.sustainable-development.gov.uk/> . This site also contains the Government's sustainable development Discussion Forum. If you would like to suggest a topic for future debate, such as sustainable tourism or this guidance, please send an email to sd_alert@defra.gsi.gov.uk. You can also give DCMS your feedback by sending an email to tourism@culture.gov.uk .

The Countryside Agency's website is at <http://www.countryside.gov.uk/> and the State of the Countryside Report can be accessed. This reports progress in the development of the Agency's suite of thematic, headline indicators for the countryside. Also included are the Rural White Paper headline indicators and a rural analysis of the DETR's indices of deprivation.

UK tourism statistics and research (the "StarUK" website maintained by the ETC on behalf of the national tourist boards, BTA and DCMS) is referenced at <http://www.staruk.org.uk/>. Earlier guidance from DCMS and the NTBs on *Measuring the local impact of tourism* can be downloaded or ordered from this website. The Local Agenda 21 website is at <http://www.la21-uk.org.uk/>

The European Environmental Agency, founded in 1994, is operating as the agency of the European Union responsible for the collection and distribution of European environmental data. It's website is <http://www.eea.eu.int/>. Environmental information and research reports can be found at <http://eionet.eea.eu.int/index.shtml> and at <http://www.mu.niedersachsen.de/cds>

The World Tourism Organisation upgraded its website in the spring of 2001. The new website is news oriented and updated daily with the latest information on WTO events, projects and publications, including on sustainable tourism, rural tourism and 'eco-tourism'. It is located at: <http://www.world-tourism.org/>

Other

To order copies of free DETR publications contact: DETR, PO Box 236, Wetherby, West Yorkshire, LS23 7NB. Tel: 0870 1226 236; Fax: 0870 1226 237

To find out more about sustainable tourism development initiatives in the local area, contact one of the following regional tourism organisations, which may be able to provide further assistance:

In England, Regional Tourist Boards:

CUMBRIA TOURIST BOARD (CTB)

Tel: (015394) 44444

Fax: (015394) 44041

Web Site: <http://www.golakes.co.uk>

NORTHUMBRIA TOURIST BOARD (NTB)

Tel: (0191) 375 3000

Fax: (0191) 386 0899

Web Site: <http://www.e-northumbria.net/>

EAST OF ENGLAND TOURIST BOARD (EETB)

Tel: (01473) 822922

Fax: (01473) 823063

Web Site:

<http://www.eastofenglandtouristboard.com>

NORTH WEST TOURIST BOARD (NWTB)

Tel: (01942) 821222

Fax: (01942) 820002

Web Site: <http://www.visitnorthwest.com/>

HEART OF ENGLAND TOURIST BOARD (HETB)

Tel: (01905) 763436

Fax: (01905) 763450

Web Site:

<http://www.visitheartofengland.com/>

SOUTH EAST ENGLAND TOURIST BOARD (SEETB)

Tel: (01892) 540766

Fax: (01982) 511008

Web Site:

<http://www.tourismsoutheast.com/>

LONDON TOURIST BOARD (LTB)

Tel: (020) 7932 2000

Fax: (020) 7932 0222

Web Site:

<http://www.londontouristboard.com/>

SOUTHERN TOURIST BOARD (STB)

Tel: (023) 8062 5400

Fax: (023) 8062 0010

Web Site:

<http://www.southerntb.co.uk/>

SOUTH WEST TOURISM (SWT)
formerly West Country Tourist Board (WCTB)
Tel: (0870) 442 0830
Fax: (0870) 442 0840
Web Site: <http://www.swtourism.co.uk>

In Scotland, Area Tourist Boards:

ABERDEEN & GRAMPIAN TOURIST BOARD
Tel: (01224) 288800
Fax: (01224) 581367
Web Site: <http://www.agtb.org/>

ANGUS AND DUNDEE TOURIST BOARD
Tel: (01382) 527537
Fax: (01382) 527550
Web Site:
<http://www.angusanddundee.co.uk/>

ARGYLL, THE ISLES, LOCH LOMOND, STIRLING
& TROSSACHS TOURIST BOARD
Tel: (01786) 445222
Fax: (01786) 471301/446325
Web Site:
<http://www.scottish.heartlands.org/>

AYRSHIRE & ARRAN TOURIST BOARD
Tel: (01292) 470700
Fax: (01292) 471832
Web Site: <http://www.ayrshire-arran.com/>

DUMFRIES & GALLOWAY TOURIST BOARD
Tel: (01387) 245550
Fax: (01387) 245551
Web Site:
<http://www.dumfriesandgalloway.co.uk/>

EDINBURGH AND LOTHIAN TOURIST BOARD
Tel: (0131) 473 3600
Fax: (0131) 473 3616
Web Site: <http://www.edinburgh.org/>

GREATER GLASGOW & CLYDE VALLEY TOURIST
BOARD
Tel: (0141) 204 4480
Fax: (0141) 204 4772
Web Site: <http://www.seeglasgow.com/>

YORKSHIRE TOURIST BOARD (YTB)
Tel: (01904) 707961
Fax: (01904) 701414
Web Site:
<http://www.yorkshiretouristboard.net/>

KINGDOM OF FIFE TOURIST BOARD
Tel: (01592) 750066
Fax: (01592) 611180
Web Site: <http://www.standrews.com/>

ORKNEY TOURIST BOARD
Tel: (01856) 872001
Fax: (01856) 875056
Web Site: <http://www.visitorkney.com/>

PERTSHIRE TOURIST BOARD
Tel: (01738) 627958
Fax: (01738) 630416
Web Site: <http://www.perthshire.co.uk/>

SCOTTISH BORDERS TOURIST BOARD
Tel: (01750) 20555
Fax: (01750) 21886
Web Site: <http://www.scot-borders.co.uk/>

SHETLAND ISLANDS TOURISM
Tel: (01595) 693434
Fax: (01595) 695807
Web Site:
<http://www.shetland-tourism.co.uk/>

THE HIGHLANDS OF SCOTLAND TOURIST
BOARD
Tel: (01997) 421160
Fax: (01997) 421168
Web Site: <http://www.host.co.uk/>

WESTERN ISLES TOURIST BOARD
Tel: (01851) 701818
Fax: (01851) 701828
Web Site: <http://www.witb.co.uk/>

In Wales, Tourism Companies:

NORTH WALES TOURISM

Tel: (01492) 531731

Fax: (01492) 530059

Web Site: <http://www.nwt.co.uk/>

MID WALES TOURISM

Tel: (01654) 702653

Fax: (01654) 703235

Web Site:

<http://www.mid-wales-tourism.org.uk/>

In Northern Ireland, Regional Tourism Organisations:

BELFAST VISITOR AND CONVENTION BUREAU

Tel: (028) 90 245829

Fax: (028) 90 246026

Web Site: <http://www.gotobelfast.com/>

CAUSEWAY COAST AND GLENS LTD

Tel: (028) 70 327720

Fax: (028) 70 327719

Web Site:

<http://www.causewaycoastandglens.com/>

DERRY VISITOR AND CONVENTION BUREAU

Fax: (028) 71 377992/369501

Web Site: <http://www.derryvisitor.com/>

Tel: (028) 71 377577

TOURISM SOUTH AND WEST WALES

Tel: (01792) 781212

Fax: (01792) 781300

Email: <http://www.tsww.org.uk/>

FERMANAGH LAKELAND TOURISM

Tel: (028) 66 346736

Fax: (028) 66 325511

Web Site: <http://www.soeasygoing.com/>

KINGDOMS OF DOWN - S.E. ULSTER

Tel: (028) 91 822881

Fax: (028) 91 822202

Web Site: <http://www.kingdomsofdown.com/>

LOCAL SUSTAINABLE TOURISM: A RELATIONSHIPS MATRIX

The process of sustainable tourism policy determination, objective setting, programme delivery and performance evaluation will require a global framework encompassing international, national, regional and local spheres of influence so that all players will have a sense of ownership and greater commitment. Equally, it is important that the consumer, however defined, is involved in the process. Applicable to all is the need to answer the question, "What's in it for me?", and for that answer to be given simply and positively, with good humour.

The table set out below is for illustrative purposes to demonstrate that regardless of what organisation you represent, and at whatever level you operate, structure and relationships must be established vertically and horizontally for each issue being addressed. The Lead Role (LR) indicates at which level a particular issue is being addressed and by which of the partners. The issues identified and the activity codes can be varied to suit particular needs and, in the latter case, may evolve and change over time.

	ISSUE 1	ISSUE 2	ISSUE 3	ISSUE 4	ISSUE 5	ISSUE 6	ISSUE 7
A. INTERNATIONAL A1 World Tourism Organisation A2 European Union A3 Other Countries A4 World Travel & Tourism Council A5 Intl. Hotel Environment Initiative							
B. NATIONAL B1 Central Government B2 Central Departments B3 Regional Offices B4 Agencies B5 Local Government Association B6 British Resorts Association B7 Professional Associations B8 Private Sector Associations B9 Interest Groups							
C. REGIONAL C1 Government Regional Offices C2 Regional Agencies C3 Local Authorities C4 Regional Private Sector C5 Interest Groups							
D. LOCAL D1 Local Authorities D2 Communities/Destinations D3 Regional Associations D4 Private Sector D5 Interest Groups							
E. CONSUMER E1 The Public At Large							

ISSUE 1: *The Policy Framework*
 ISSUE 2: *Visitor Issues*
 ISSUE 3: *Destination Economic Impacts*
 ISSUE 4: *Destination Environmental Impacts*
 ISSUE 5: *Destination Community Impacts*
 ISSUE 6: *Sustainable Tourism for All*
 ISSUE 7: *Public & Private Sector Partnerships*

ACTIVITY CODES:
 P = *Policy Responsibilities*
 C = *Control*
 I = *Influence*
 R = *Response*
 AV = *Add Value*
 (LR) = *Lead Role*

EARTH SUMMIT, RIO - 14 JUNE 1992

Priority Areas

Agenda 21, adopted at the Earth Summit, 14 June 1992, provided the first blueprint for working towards a sustainable future worldwide. As part of Agenda 21, there is a comprehensive programme of actions and it is worth noting those priorities adopted in respect of governments, tourism organisations and the private sector. It states:

“The overriding aim is to establish systems and procedures to incorporate sustainable development considerations at the core of the decision-making process and to identify actions necessary to bring sustainable tourism development into being. The nine priority areas for action are:

- a) Assessing the capacity of the existing regulatory, economic, and voluntary framework to bring about sustainable tourism**
- b) Assessing the economic, social, cultural, and environmental implications of the organisation’s operations**
- c) Training, education, and public awareness**
- d) Planning for sustainable tourism development**
- e) Facilitating exchange of information, skills, and technology relating to sustainable tourism between developed and developing countries**
- f) Providing for the participation of all sectors of society**
- g) Design of new tourism products with sustainability at their core**
- h) Measuring progress in achieving sustainable development**
- i) Partnerships for sustainable development**

Additionally, ten complementary priority areas are established for the private sector, which are:

- a) Waste minimisation, reuse and recycling**
- b) Energy efficiency, conservation and management**
- c) Management of fresh water resources**
- d) Waste water management**
- e) Hazardous substances**
- f) Transport**
- g) Land-use planning and management**
- h) Involving staff, customers, and communities in environmental issues**
- i) Design for sustainability**
- j) Partnerships for sustainable development**

ETC'S WISE GROWTH INDICATORS (NATIONAL) FOR SUSTAINABLE TOURISM DEVELOPMENT IN ENGLAND

ETC Sustainable Tourism Management Objective 1: Protect and enhance the built and natural environment of destinations

Indicators -

- Number of businesses signed up to environmental management schemes
- Number of English beaches with Blue Flags and seaside awards
- Carbon dioxide savings made by the tourism industry
- Percentage of UK residents using public transport for holiday trips
- Percentage of local authorities with tourism action plans
- The amount of investment by English Heritage, National Trust and English Nature into protection and preservation schemes
- The amount of investment made by Countryside Agency and Environment Agency into activities related to tourism
- The number of protected areas and historic buildings protected by the above relevant agencies
- Number of bio-diversity action plans signed-up to by tourism businesses

ETC Sustainable Tourism Management Objective 2: Meet the social and cultural needs of tourism destination communities

Indicators -

- Percentage of the total workforce employed in the tourism sector
- Percentage of the workforce in the tourism sector participating in Welcome Host training
- Audit of community perceptions/attitudes to tourism
- Percentage of English adults not taking a holiday
- Percentage of accommodation registered as meeting National Accessible Scheme criteria for people with disabilities
- Percentage of local authorities with a sustainable tourism strategy

ETC Sustainable Tourism Management Objective 3: Benefit economies of tourism destinations

Indicators -

- Percentage of destinations with a LA21 strategy
- Percentage of accommodation registered with ETC, AA or RAC quality assurance scheme
- Visitor satisfaction survey
- Tourism spend by region
- Contribution of English tourism to British GDP
- Composition of tourism sector by business turnover and number of employees
- Low season occupancy vs. high season occupancy
- Net domestic holiday spend

SUSTAINABLE TOURISM A CHECKLIST FOR LOCAL TOURISM PARTNERSHIPS

Source: "Sustainable Rural Tourism: Opportunities for Local Action", an advisory booklet written for the Countryside Commission, Department of National Heritage, English Tourist Board and the Rural Development Commission, 1995

ELEMENTS	AIMS	ACTIVITIES
1. Resource management	Protect and maintain local environmental quality	<ul style="list-style-type: none"> ⤴ Prepare visitor management plan ⤴ Take action to protect sensitive sites ⤴ Maintain and promote visitor routes ⤴ Record visitor numbers at key sites ⤴ Monitor sensitive sites ⤴ Assess environmental impact of proposed developments
2. Marketing	Influence scale and type of tourism in response to environmental and local factors	<ul style="list-style-type: none"> ⤴ Promote green messages to visitors ⤴ Avoid promotion of sensitive sites ⤴ Collaborate with local tourism operators ⤴ Collaborate with environmental agencies ⤴ Extend the season to spread impact and benefit ⤴ Monitor impact of marketing
3. Transport	Reduce the use and impact of cars	<ul style="list-style-type: none"> ⤴ Promote use of public transport ⤴ Improve services to meet needs of visitors ⤴ Introduce traffic management schemes for pressure points ⤴ Develop comprehensive area strategy ⤴ Monitor traffic volumes
4. Community	Involve local people in shaping tourism policy	<ul style="list-style-type: none"> ⤴ Set up community tourism forums ⤴ Support community based initiatives ⤴ Involve community in drawing up visitor management plans
5. Local benefit	Increase local economic contribution from tourism	<ul style="list-style-type: none"> ⤴ Promote local purchasing initiatives ⤴ Set up networks of local producers ⤴ Set up local heritage trusts ⤴ Assist local businesses to get more from tourism
6. Visitor welcome	Influence visitor behaviour to reduce negative impact and increase environmental awareness	<ul style="list-style-type: none"> ⤴ Raise awareness of conservation issues in print ⤴ Emphasise special character of area through imaginative interpretation ⤴ Increase contact between visitors and locals ⤴ Improve the welcome to visitors
7. Tourism industry	Reduce the environmental impact of the local tourism industry	<ul style="list-style-type: none"> ⤴ Promote use of the <i>Green Audit Kit</i> ⤴ Encourage adoption of environmental charters ⤴ Introduce environmental award schemes ⤴ Support environmental advice and training ⤴ Raise enterprises' awareness of their local environment

A NESTING/FAMILY OF INDICATORS FOR TOURISM

Source: The British Resorts Association Sustainable Tourism Working Group

1. Economic indicators

- 1.1 Turnover per head
- 1.2 Tourism supported jobs as a proportion of total employment
- 1.3 Value of local income supported by tourism
- 1.4 Quality of tourism jobs (proportion of full time, part time and seasonal employment)
- 1.5 Equality of employment (male/female)
- 1.6 Local supply linkages

2. Environmental indicators

- 2.1 Proportion of public transport use
- 2.2 Use of consumable resources
- 2.3 Pollution pressures
- 2.4 Pressure on finite resources

3. Community and social indicators

- 3.1 Resident/visitor ratio
- 3.2 Social inclusiveness
- 3.3 Housing stock pressure
- 3.4 Tourism support for local facilities
- 3.5 Level of local employment opportunities

4. Tourism activity indicators

- 4.1 Proportion of quality accommodation
- 4.2 Take up of sustainable operation
- 4.3 Investment in improvements
- 4.4 Investment in capacity
- 4.5 Measure of visitor satisfaction
- 4.6 Level of repeat visits
- 4.7 Overseas/UK balance

THE FRAMEWORK AND MENU OF LOCAL INDICATORS

Source: "Local Quality of Life Counts", a handbook for a menu of local indicators of sustainable development published by Department of the Environment, Transport and the Regions, July 2000

	Characteristics of a sustainable society	Local quality of life indicators in the menu
	(PROTECT AND ENHANCE THE ENVIRONMENT)	ENVIRONMENT
1	<ul style="list-style-type: none"> ▪ Use energy, water and other natural resources efficiently and with care 	Prudent use of resource <ul style="list-style-type: none"> ⤴ Energy use (gas and electricity) ⤴ Domestic water use ⤴ Household waste arising ⤴ Recycling of household waste
2	<ul style="list-style-type: none"> ▪ Minimise waste, then re-use or recover it through recycling, composting or energy recovery and finally dispose of what is left 	
3	<ul style="list-style-type: none"> ▪ Limit pollution to levels which do not damage natural systems 	Protection of the environment <ul style="list-style-type: none"> ⤴ Number of days of air pollution ⤴ Rivers of good or fair quality ⤴ Net change in natural/semi-natural habitats ⤴ Changes in population of selected characteristic species
4	<ul style="list-style-type: none"> ▪ Value and protect the diversity of nature 	
	(MEET SOCIAL NEEDS)	SOCIAL
5	<ul style="list-style-type: none"> ▪ Protect human health and amenity through safe, clean, pleasant environments 	Better health and education for all <ul style="list-style-type: none"> ⤴ Mortality by cause ⤴ Qualifications of young people ⤴ Adult education
6	<ul style="list-style-type: none"> ▪ Emphasise health service prevention action as well as care 	
7	<ul style="list-style-type: none"> ▪ Maximise everyone's access to the skills and knowledge needed to play a full part in society 	
8	<ul style="list-style-type: none"> ▪ Ensure access to good food, water, housing and fuel at a reasonable cost 	Access to local services and travel <ul style="list-style-type: none"> ⤴ Homes judged unfit to live in ⤴ Homelessness ⤴ Access to key services ⤴ Travel to work ⤴ How do school children travel to school? ⤴ Overall traffic volumes
9	<ul style="list-style-type: none"> ▪ Encourage necessary access to facilities, services, goods and other people in ways which make less use of the car and minimise impacts on the environment 	
10	<ul style="list-style-type: none"> ▪ Make opportunities for culture, leisure and recreation readily available to all 	
11	<ul style="list-style-type: none"> ▪ Meet local needs locally wherever possible 	
12	<ul style="list-style-type: none"> ▪ Create or enhance places, spaces and buildings that work well, wear well and look well 	Shaping our surroundings <ul style="list-style-type: none"> ⤴ New homes built on previously developed land ⤴ Public concern over noise ⤴ Recorded crime per 1000 population ⤴ Fear of crime
13	<ul style="list-style-type: none"> ▪ Make settlements 'human' in scale and form 	
14	<ul style="list-style-type: none"> ▪ Value and protect diversity and local distinctiveness and strengthen local community and cultural identity 	
15	<ul style="list-style-type: none"> ▪ Empower all sections of the community to participate in decision making and consider the social and community impacts of decisions 	Empowerment and participation <ul style="list-style-type: none"> ⤴ Social participation ⤴ Community well being ⤴ Tenant satisfaction/participation
	(PROMOTE ECONOMIC SUCCESS)	ECONOMIC
16	<ul style="list-style-type: none"> ▪ Create a vibrant local economy that gives access to satisfying and rewarding work without damaging the local, national or global environment 	Sustainable local economy <ul style="list-style-type: none"> ⤴ Employment/Unemployment ⤴ Benefit recipients ⤴ Business start-ups and closures ⤴ Companies with environment management systems ⤴ Social and community enterprises
17	<ul style="list-style-type: none"> ▪ Value unpaid work 	

AN ENVIRONMENTAL VISION

An Array of Environmental Indicators

The Environment Agency needs measures against which it can judge its performance in improving and protecting the environment. We have already identified a set of key environmental indicators to be used in monitoring the environment and in reviewing our own progress. These build on a set of headline indicators in the Government's White Paper, *A better quality of life: A strategy for sustainable development in the United Kingdom*

A better quality of life

- Bathing water quality
- Quality of surroundings
- Beach litter in the UK
- Leisure day visits in the UK
- Craft on inland waters

An enhanced environment for wildlife

- Population of wild birds in the UK
- River habitat classification
- Salmon catches
- Coarse fish catches
- Achievement of Biodiversity Action Plan targets

Cleaner air for everyone

- Days when air pollution is moderate or higher in the UK
- Atmospheric (SO₂, NO_x) emissions from industries

Improved and protected inland and coastal waters

- Rivers of good or fair quality
- Dangerous substances in water
- Nutrients in water
- Loads of major contaminants to coastal waters
- Estuary water quality
- Water pollution incidents

Restored, protected land with healthier soils

- Area of derelict land
- Organic matter in topsoil
- Net loss of soils to development
- Landscape features

A 'greener' business world

- Discharges from the nuclear industry
- Compliance with environmental regulations
- Emissions to air from Agency-regulated industrial processes
- Pollutant load from sewage treatment works

Wiser, sustainable use of natural resources

- Waste arising and management
- Special waste arising
- Household water use and peak demand
- Water demand and availability
- Abstraction of water by purpose

Limiting and adapting to climate change

- Emissions of greenhouse gases
- Annual average surface temperatures in central England
- Electricity from renewable resources
- Summer and winter rainfall

Reducing flood risk

- Sea level rise in Great Britain
- Major flooding incidents
- Thames barrier closures against tidal surges
- Flood warnings issued

(These indicators come from: the 15 headline indicators of the UK Government; the set of 150 supporting indicators; and the Environment Agency's own set of 69 indicators.)

ISSUE AND INDICATOR SELECTION PRO FORMA

Source: "Local Quality of Life Counts", a handbook for a menu of local indicators of sustainable development published by Department of the Environment, Transport and the Regions, July 2000

Issue

What is being addressed, why, for whom, and when? Generally, four major categories of user need exists:

- Advocacy and public awareness
- Planning and marketing
- Investment, operations and management
- Human resource development, including education and training

Why does this matter?

What are the policy, strategy or programme objectives, and what will be the outcomes that can be distributed understandably and widely.

Characteristic of a sustainable society

Refer to *Appendix F*.

Indicator

- Ensure indicators remain simple and relevant to the public
- Choose indicators that challenge and demand action
- Indicators must be the catalyst for partnership consultation, planning and action

How to compile the indicator

- Identify what data exists locally and regionally
- Identify your resources: time, budget, personnel, partnership resources
- Review the suggestions within "The Local Quality of Life Counts" and "Measuring the Local Impact of Tourism"

Frequency of collection

This will depend upon the issue being addressed and the indicator selected. Regardless of whether the indicator is produced monthly, seasonally or annually, it must be consistent and must be:

- Credible
- Comparable over time and, ideally, between areas
- Compatible
- Timely
- Measurable, with known margin of error
- Accurate enough to be fit for purpose
- Actionable
- Affordable

Other initiatives using this or similar indicators

There are a number of initiatives that can be used to inform LSTI creation:

- "Local Quality of Life Counts": a handbook for a menu of local indicators of sustainable development, published by DETR, 2000
- "An Environmental Vision": The Environment Agency's contribution to sustainable development, 2001
- "Measuring the Local Impact of Tourism": a guidance pack from DCMS, 1998
- Best Value
- Headline national indicators

National trends

Do not overlook the wide range of material via National Government, Agency, Tourist Board, Local Authority and EU websites.

AN EXEMPLAR OF LSTI SELECTION

The following is derived from "A Practical Research Framework for Measuring Local Progress Towards More Sustainable Tourism on a Europe-Wide Basis", commissioned by the EEA in 1998, written by Professor Victor T.C. Middleton.

This was also reported in the published proceedings of the Fifth International Forum on Tourism Statistics, Glasgow Caledonian University, June 2000.

"Twelve indicators to measure impact and good management practice among local authorities are proposed.

The potential candidate list of measures that could shed some light on sustainable issues is a long one. The recommended *minimum* practical list of selected indicators for measuring tourism demand and supply and the management responses of local authorities is noted below. **The main items below could be used to establish a series of additional indicators such as comparative ratios per head of population, area of land developed for tourism use, expenditure by local authorities on tourism, etc.**

(a) Tourism supply and demand related indicators (essential estimates to monitor more sustainable development)

1. Estimated number of *known* tourist bed spaces available separately in hotels, apartments, holiday villages, campsites (pitches only), marinas and second homes - in total and expressed as ratios of beds per head of residential population and per acre/hectare
2. Estimates of occupancy by month for the main categories of commercially provided accommodation
3. Estimated number and expenditure of *staying* visitors (tourists) - annual and busiest/lowest months
4. Estimated number and expenditure of *day* visitors - annual and busiest/lowest months
5. Staying visitors by type - business, holiday, other (following EUROSTAT/WTO classifications)
6. Modal split for transport used to reach the destination - for staying and day visitors separately

(b) Local authority tourism management response indicators

7.
 - a) Is research or a formal estimation/model process in operation (annually or less frequently) to monitor the volume of day and staying visitors and the principal segments of tourism?
 - b) Is research or a formal estimation/model process in operation (annually or less frequently) to measure income and employment generation from tourism (direct, indirect and induced)?
 - c) Can measures of tourism jobs per head of local population be compared with other sectors of local employment (full-time and part-time)?
8. Has a Blue Flag/other destination relevant 'ecolabel' been applied for/granted (how many years in last 10 has it been achieved)?
9. Is there a Local Agenda 21 Programme in place? Does it include tourism? (See also 12 below)
10. Does a local tourism forum exist comprising the main private and public sector interests? Does the forum contribute to agreeing goals, targets and action plans for the local environment and to monitoring positive and negative impacts?
11.
 - a) Is there a formal Tourism Management Plan available as part of an overall plan for the LA with specific (measurable) goals and a formal monitoring process?

b) What is the annual budget and full-time staff numbers allocated to any aspect of tourism planning and environmental control and management by the local authority?

c) Which of the following have been in active operation in the last 12 months (illustrations only)?

- Capacity limit set for target number of beds
- Zoning for tourism development
- Control of capacity through licensing
- Restrictions applied to reduce visitor cars
- Environmental information for local businesses
- Environmental information for visitors

12. Are specific environmental design criteria applied for new planning permissions (e.g. for energy, water efficiency, waste control and sewage treatment)? Are such criteria applied for granting annual licenses to tourism businesses and for environmental control inspection purposes?"