

TOURISM AND THE SOUTH WEST WALES ECONOMY

A NATIONAL TRUST PERSPECTIVE

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Having introduced myself and my role I will outline the background of the National Trust with especial regard to South West Wales and especially in tourism terms. I will,

- Outline our core purposes of conserving property of historic interest or natural beauty; maintaining natural aspects and features and, providing benefit to the nation.
- Outline the extent of the National Trust involvement in the region.
- Highlight our view that the natural and historic environment and the cultural capital of the region is one of the mainstays of the regions economy and that it has potential for significant growth, and consequent contribution to the economy.
- Demonstrate that the National Trust has, in accordance with its statutory purposes, been practising sustainable development for over 100 years, and that there is growing popular support for this.
- Welcome the current debate on sustainable development and the Assembly's priority to this issue as outlined in the recent consultation document.
- Highlight the continuing need for everyone to work together, whilst underlining the NT values and commitment to environmental issues. In particular there is a need to work collectively to address issues such as excessive use of the car, and in the development of integrated transport strategies.
- Highlight the need for high quality accommodation and high standards of design and service.
- Demonstrate that the National Trust does not seek to stand in the way of change and progress, and that this is not what we advocate.

- Indicate that the National Trust is not just ‘a pretty face’ and highlight the economic value of the Trust work in the region.
- Suggest that we have proved that the natural and built environment can and should be developed in a responsible way but that this cannot solely be left to ‘market forces’.
- Reinforce the need for continuing investment, and relate this to our own experiences.
- Endorse ways of measuring prosperity other than reliance on GDP
- Highlight the specific importance of the coastline to South West Wales and what the National Trust is doing about it.
- End, that society as a whole, even those who might not immediately benefit from the natural and built environment, cannot afford not to care for it. It remains the lungs of society in the same way as was envisaged over 100 years ago.