



Visitor Levy Team
Tax Strategy & Intergovernmental Relations
Welsh Government

VisitorLevyConsultation@gov.wales

13 December 2022

Dear Sir/Madam,

Consultation: Discretionary visitor levy for local authorities

Thank you for the opportunity to respond to this consultation. We are doing so because of our wish to see steps taken to strengthen our Welsh-speaking communities, including those that are tourist destinations. We support the Welsh Government's intention to provide a fairer basis for funding local services and infrastructure between residents and visitors. Our comments will focus on the implications of the proposed levy for the Welsh language.

In its *Cymraeg 2050* strategy the Government discusses the importance of communities with a high density of Welsh speakers. It notes that a number of them are in areas that are "largely dependent on the agricultural industry, the food industry and tourism". It acknowledges, "These areas also contain pockets of deprivation and rural poverty, with average salaries among the lowest in the United Kingdom".

In the Partial Regulatory Impact Assessment published by the Government as part of the consultation, a link is made between introducing the levy and Theme 3 of *Cymraeg 2050*, that is 'Creating favourable conditions – infrastructure and context'. The impact assessment explains that the revenue raised by the levy could "support the creation and

Comisiynydd y Gymraeg
Siambrau'r Farchnad
5–7 Heol Eglwys Fair
Caerdydd CF10 1AT

0345 6033 221
post@comisiynyddygyymraeg.cymru
Croesewir gohebiaeth yn y Gymraeg a'r Saesneg

comisiynyddygyymraeg.cymru

Welsh Language Commissioner
Market Chambers
5–7 St Mary Street
Cardiff CF10 1AT

0345 6033 221
post@welshlanguagecommissioner.wales
Correspondence welcomed in Welsh and English

welshlanguagecommissioner.wales



maintenance of favourable conditions for the Welsh language” as it could be used “to support the benefits offered to Welsh culture by tourism”. It is noted that the “visitor economy offers Welsh-speaking young people the opportunity to work in their communities, and visitors the opportunity to learn about and enjoy Welsh culture, music, and the Welsh language”. As a result, according to the impact assessment, the levy could “support the tourism industry and employment opportunities or initiatives amongst Welsh language speaking communities”.

We agree that employment opportunities and initiatives in Welsh-speaking communities should be supported. As noted under Theme 3 of *Cymraeg 2050*, “The economy is integral to creating the social conditions where Welsh speakers can stay in Welsh-speaking communities, or return to those communities”. Aim 9 is placed under the same theme, “Community and economy: support the socioeconomic infrastructure of Welsh-speaking communities”. We call on the Government to ensure that the levy revenue would be collected and used in the most effective way to bring economic benefit to Welsh-speaking communities, contributing to the creation of the good jobs that *Cymraeg 2050* recognises as essential. In particular, employment opportunities that require Welsh language skills should be secured, to reinforce the linguistic benefit that the levy could create. *Cymraeg 2050* notes that the Welsh language could be an “integral part” of the tourism provision. The Welsh language should be an integral part of any plans to use the proposed levy revenue.

The impact assessment warns that “there is the potential for adverse impacts if the additional cost associated with a levy discourages visitors from conducting educational visits through the medium of Welsh”. It acknowledges on the other hand that “there is also the potential for positive impacts on these visits if money were used by local authorities to support these establishments”. We support the principle of using levy revenue to support organisations providing Welsh-medium educational services.

Strengthening our Welsh-speaking communities is vital to ensuring the viability of Welsh as a community language. By using levy revenue to take specific steps to support these communities and the language, it may be possible to contribute to the effort to meet the

Comisiynydd y Gymraeg
Siambrau'r Farchnad
5–7 Heol Eglwys Fair
Caerdydd CF10 1AT

0345 6033 221
post@comisiynyddygyymraeg.cymru
Croesewir gohebiaeth yn y Gymraeg a'r Saesneg

comisiynyddygyymraeg.cymru

Welsh Language Commissioner
Market Chambers
5–7 St Mary Street
Cardiff CF10 1AT

0345 6033 221
post@welshlanguagecommissioner.wales
Correspondence welcomed in Welsh and English

welshlanguagecommissioner.wales



Cymraeg 2050 targets, that is to increase the number of Welsh speakers to one million by 2050 and increase the percentage of the population who speak Welsh every day and can speak more than a few words of Welsh to 20 per cent.

We hope that you find these comments useful as you consider the proposed visitor levy.

Yours faithfully,

Gwenith Price
Deputy Welsh Language Commissioner

Comisiynydd y Gymraeg
Siambrau'r Farchnad
5-7 Heol Eglwys Fair
Caerdydd CF10 1AT

0345 6033 221
post@comisiynyddygyymraeg.cymru
Croesewir gohebiaeth yn y Gymraeg a'r Saesneg

comisiynyddygyymraeg.cymru

Welsh Language Commissioner
Market Chambers
5-7 St Mary Street
Cardiff CF10 1AT

0345 6033 221
post@welshlanguagecommissioner.wales
Correspondence welcomed in Welsh and English

welshlanguagecommissioner.wales
