

European Agricultural Fund for Rural Development (EAFRD)

Regional Tourism Engagement Fund (RTEF) 2018-2019



Llywodraeth Cymru
Welsh Government

Guidance Note

1. Introduction

This document provides guidance on both enquiring and applying for funds via the Regional Tourism Engagement Fund (RTEF). RTEF is a **revenue** fund and is supported through the Welsh Government Rural Communities Rural Development Programme 2014-2020, funded by the European Agricultural Fund for Rural Development (EAFRD), and Welsh Government, and focuses on the priorities noted below.

The next round of RTEF funding for 2018-2019 will be **open for expressions of interest from 26th October 2017**, with full spend of approved applications to be completed by March 2019.

2. Strategic Context

The Welsh Government's Tourism Strategy – Partnership for Growth aims to grow tourism earnings in Wales by 10% or more by 2020. The achievement of the growth target will require a focused approach that targets first time visitors to Wales from the UK domestic market and priority overseas markets. There is also a new emphasis in the strategy on targeting visitors from the in Wales market and on focusing investment on high quality, reputation changing products and events.

Place building is a key strand of the strategy to recognise the importance of improving the appeal of tourism destinations throughout Wales to drive tourism growth. Our major destinations, cities and hub towns will require a particularly focused approach.

The strategy also adopts a new product- led marketing approach. This seeks to communicate compelling reasons to visit and discover Wales by promoting existing products and packaging and developing 'best in class' product experiences in partnership with stakeholders. Visit Wales will work with the industry to help develop and present their product in a way that is more in line with market needs and to create platforms for businesses to promote themselves.



Cronfa Amaethyddol Ewrop ar
gyfer Datblygu Gwledig:
Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
European Agricultural Fund for
Rural Development:
Europe Investing in Rural Areas

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3. Purpose of RTEF Fund

The purpose of the RTEF fund is to work with partners at the destination level to deliver the 10% growth target set out in the strategy. The fund is aimed at projects that:

- Support destinations across Wales to promote and develop distinctive, high quality visitor destinations through the delivery of their destination management plans.
- Enable destinations to maximize the benefits from aligning with Visit Wales's product-led thematic year approach

We expect proposals to deliver practical projects that have been identified as priorities within the individual destination management plans, are in line with Visit Wales' thematic 'Years of Experience' approach or meet the needs of one or more of Visit Wales' target market segments.

<http://gov.wales/topics/tourism/development1/partnershipforgrowth/?lang=en>

Project proposals will need to:

- Develop or enhance tourism activities that have been identified as priorities within individual Destination Management Plans (DMPs) and/or the tourism strategy, action plan
- Be in line with Visit Wales' thematic 'Years of' approach
- Align to the Wales Way initiative
- Be fewer, bigger, better
- Meet the needs of one or more of Visit Wales' target market segments
- Demonstrate the ability to have an impact in the market place over a longer period of time with achievable exit strategies.
- Align with the new brand ambitions be creative, alive and authentic

4. RTEF Objectives

The aims of the fund are to deliver key elements of the tourism strategy under the five themes - Promotion, Place, Product, People and Profitable Performance.

Promotion

- Selling Excellence through the Wales offer – coastal and rural environment, culture, heritage, activities, events and distinctive destinations
- Develop and distribute relevant and useful digital content that inspires visitors to choose specific product experiences in Wales

Product Development

- Driving a product-led approach
- Supporting high quality, reputation changing products and events

People

- Improve overall skill levels to meet the current and future needs of the tourism and hospitality sector

Profitable Performance

- Working with partners who have both a track record of success and growth potential
- Maximise the potential of the Welsh coast, specifically the Wales Coast Path
- Encourage participation by businesses in schemes/activities which deliver enhanced environmental and business benefits
- Building capacity of the industry
- Supporting higher profitability in tourism business

Place Building

- Developing destinations that people want to visit and recommend
- Providing opportunities for local communities to deliver memorable visitor experiences
- Support the development of distinctive places, destinations and environments which are meaningful to a visitor and are attractive, interesting and fun
- Improve the reputation of Wales as a destination that provides a diversity of distinctive experiences including heritage and faith; music; arts; food; contemporary culture, ancestry and local events
- Encourage more businesses to deliver a distinctive sense of place to visitors in order to utilise the best of Wales' culture, heritage and language
- Improve the reputation of, highlight and promote Wales as a sustainable tourism destination
- Increase the use of public transport for journeys to and within Wales

5. Wales Brand Principles

All projects supported will need to ensure that the product, experience and promotional material meet the following Wales brand principles and brand values:-

Brand Principles

- Elevate our status
- Surprise and inspire
- Change perceptions
- Do good things
- Be unmistakably Wales

Brand Values

- Authentic
- Creative
- Alive

Target Market Segments

The Visit Wales Target Market Segments share a common attitude towards holiday-taking and are described broadly as Independent Explorers. We segment independent explorers as follows: Full details are in Annex 2

- Older Cultural Explorer Couples
- Scenic Explorer Couples
- Pre-Family Explorers
- Active Family Explorers

Markets

- New, high-yield
- Core, repeat – year-round
- Travel media and influencers
- Start-ups, investors and trade partners
- Pobl Cymru / The people of Wales

The ‘Years of’ Marketing approach

The ‘Years of’ is an opportunity for tourism businesses and trade partnerships to work with Visit Wales to align their business and maximise their activity and business development by focusing on events, activities and tourism products happening over the next few years.

The themes are:

2016 – Year of Adventure

2017 – Year of Legends

2018 – Year of the Sea

2019 – Year of Discovery

Year of Adventure 2016 was the first in a series of thematic years, and provided a focus for product development and the promotion of Wales. There were many highlights during this EPIC year for the industry, culminating in the ultimate accolade with north Wales being named one of the top ten places on the planet to visit. During 2016, visitor numbers soared with an increase of over 40% in average expenditure from day-visitors to Wales, as well as a growth of 15% in international tourism visits during the first six months of 2016.

Following the approval of a number of successful Year of Adventure and Year of Legends focused projects in 2015/2016 and 2016/2017 this funding window is aimed at those proposals which can add value to previously supported Year of legends projects and looking ahead to Year of the Sea, Year of Discovery and the Wales Way.

The Year of the Sea 2018

In 2018 the focus will switch to Celebrating Wales’s epic coast in order to make Wales a stand-out UK destination. The Year of the Sea presents us all with a fantastic opportunity to promote Wales to the world as a 21st century coastal destination and discover new epic

experiences all around our shores. The overarching message for Year of the Sea is 'Our Epic Shores'.

The Year of the Sea 2018 - Key Objectives

- Raise the profile of Wales as a coastal destination.
- Reinvigorate the brand
- Attract visitors now – repeat and new
- An all-Wales celebration
- Deliver an authentic and sustainable approach – based on wellbeing
- Be a lead destination for 21C coastal experiences
- Legacy for Adventure, Unique Culture, Quality heritage

Themes

In 2018, Visit Wales' marketing will focus on the following seasonal themes

- January – March - EPIC Seascapes
- April – June - Coastal Capital and Communities
- July - September - Coasts Alive
- October - December - Connected Coasts

Ideas

- Coastal Castles trail and events
- Colourful communities
- Welsh Islands
- Eat the Coast - Coastal/seafood cuisine
- Authentic dog friendly holidays on the coast
- Living Coast – wildlife and nature
- Activities, events utilizing the Wales Coast Path
- Legendary pirates adventures and tales
- Piers and promenades
- Pop-up Coastal Glamping – on the Sea
- Cruise itineraries
- Coastal underwater art installation
- Beach Entertainment / beach story telling/ BBQ's
- All Wales boat-hopping

Inland Shore.

Some suggested themes:

- River Routes
- Country to Coast

Project proposals will need:

- To provide a focus for industry around which a coherent year-long offer can be built

- To inspire visitors - and the people of Wales - to explore more of Wales' coast
- To add a contemporary edge to the portrayal of the Welsh coastline
- To explore new ways (physical & digital) of presenting the story of Wales to visitors.
- To meet the key objectives of the Wales Brand
- To deliver the year in accordance with the core values of the Wales brand - Authentic, Creative & Alive.

For more information see the [Year of the Sea Industry Guide](#) and take a look at our [Year of the Sea pages](#) on our Tourism Zone for further useful information.

Year of Discovery 2019

Projects will also be considered that fit with this 2019 thematic year 'Discovery'.

The Year of Discovery will build on the three previous themes and emphasise that Wales is alive with products, events, routes and authentic experiences to discover all around Wales.

The Wales Way

The Wales Way is a new initiative launched this year (Autumn 2017). Based around three main routes it is a 10-year programme of activity which will evolve and develop offering opportunities for industry/destinations to work with the concept and gain competitive advantage from it.

It will provide a focal point for international marketing, increasing visibility (and marketable images) of Wales in the world, but will also, of course, add to Wales' appeal and offer within competitive, core domestic markets.

The initial three routes upon which marketing focus and product development will concentrate are

- The North Wales Way/Ffordd Gogledd Cymru (A55)
- The Coastal Way/Llwybr y Lli (A487)
- The Cambrian Way/Llwybr y Cambria (A470)

Route promotion will encourage personal customisation and trips off the main routes (e.g. 40 minutes off the main road), using a variety of transport, e.g. Car/Train/Bike/Foot. Each route will seek to represent the best of Wales, from our visitor experience, to our hospitality and our tourism businesses embracing what makes Wales unique.

In terms of product development and promotion the core routes will act as a framework for promoting Wales' great product – existing and new. New product development can use The Wales Way as an umbrella for showcasing themed, collaborative product innovation.

In other parts of the world, route promotion has acted as a catalyst for private and public sector development of a wide range of initiatives, from touring routes and loops (that include accommodation and activities) based around themes such as mountain biking, heritage, walking and surfing etc. to the inception of improved visitor infrastructure such as electric bike hire and facilities around view points. All developments use the national marketing activity to boost their success.

Business Events

The Welsh Government is developing a new approach to attract major business meetings, incentives, conferences and exhibitions/events (MICE) to Wales. The potential has been identified for Wales to increase market share of business events from U.K. and international associations, public and third sector meetings, corporate meetings and team-building events. In order for destinations across Wales to ensure they are geared up to deliver against this opportunity, time-limited seed-funding is available for 2018 and 2019 for proposals in the following key areas, to support the national initiative:

- Industry delivery – to ensure relevant organisations and businesses develop a full appreciation of this sector's needs and provide appropriate facilities and service delivery.
- Regional/destination coordination to ensure enquiries from MICE buyers and potential destination bids and RFPs (Requests for Proposals) are handled effectively.
- Development of content and region/destination websites showcasing venues, MICE case studies and suggested itineraries/products.

In order to meet market needs, fewer multi-region/destination proposals are required, with destinations, authorities and venues collaborating as a cluster. For example, we would want no more than four regional/destination bids to cover the whole of Wales. Proposals will need to evidence how they will be maintained and become self-sustainable beyond this initial funding period.

6. RTEF Eligibility and Funding programme Criteria

Applications can be received from the following organisations:

- A lead organisation on behalf of individual Destination Management Partnerships
- An individual DMP submitting a bid on behalf of more than one destination partnership
- A lead organisation, working with the Destination Management partnerships, to present a cross-boundary bid

Each application **MUST** be endorsed by the Destination Management Partnership.

Applicants for support could be:

- SME businesses
- sole traders
- partnerships
- limited companies
- forest holders (including associations of owners and community woodlands)
- education or research establishments
- community or voluntary sector organisations (must be a legal entity)

Businesses and organisations involved in the co-operation must be engaged in supply chains for the agriculture, forestry, food and/or hospitality sectors.

Applicants **cannot** be in the fisheries or aquaculture sector (due to the need to ensure complementarity with the European Maritime and Fisheries Fund).

Third sector and private sector lead partners **MUST** be a financially viable business/charity with a satisfactory balance sheet based on three years of financial accounts.

What can be funded:

This is a revenue fund only and **no capital costs** are available. There is an upper limit of £150,000 over 1 year of RTEF funding with a minimum grant of £20,000 per project. Up to 100% funding is available for eligible project activities however, projects with match funding will be scored as part of assessment criteria more favourably.

The following types of activity will be considered (this is not an exhaustive list)

- Soft Product development - physical and digital interpretation, revenue specific trail development; visitor management initiatives e.g. visitor transport where a demand and gap can be identified ; small scale events (excluding travel trade events)
- Marketing (Content creation; destination PR; Digital content; itinerary development; product packaging; visitor information)
- Destination Business Development (business support networks; non-accredited skills training; business support toolkits etc.)
- Staff costs relating to project activity. However, costs for project coordination/management **should not** exceed 20% of total individual partner project costs. Costs will need to be based on actual salary rates.

What cannot be funded:

The following cannot be considered for funding;

- Capital Costs
- Project that benefit a single beneficiary
- Projects which are not covered by state aids exemptions (Local Authorities will need to use the guidance registered for the [WLGA](http://gov.wales/topics/businessandeconomy/stateaid/schemes/?lang=en)). For all other organisations please use the Welsh Government schemes:
<http://gov.wales/topics/businessandeconomy/stateaid/schemes/?lang=en>
- General running costs for an organisation not related to the project delivery
- Travel trade events (B2B and consumer facing events will be considered)
- Local/regional research related projects
- Accredited training
- Activities which fall outside of the grant funding timescale

Revenue Tourism Grants – Welsh Language Standards requirement

The Welsh Government has a duty to promote and facilitate of the use of Welsh language in accordance with Section 78 of the Government of Wales Act 2006. In addition, the Welsh language standards legally require the Welsh Government to produce and publish a policy on awarding funding (or amend an existing policy) which requires us to consider how grant decisions could be taken or implemented (for example by imposing conditions of grant) so

that it would have positive effects, or increased positive effects on:

- Opportunities for persons to use the Welsh Language and
- Treating the Welsh language no less favorably than the English language

To meet with these requirements, the following conditions will apply in relation to the use of the Welsh language for grant funded activities. The language conditions will be consistent with the standards that Tourism and Marketing is required to comply with in relation to its own activities. Applicants should seek early advice regarding the bilingual requirements of their projects and ensure that all aspects have been costed and included in their proposals:

Product Development

All educational, interactive and interpretative materials developed will be bilingual

- All apps that you publish must fully function in Welsh

Small scale events

- Where we fund small scale visitor facing events - aspects such as signage, public announcements, invitations/posters will be bilingual

Communication/Marketing:

- Marketing material - all print marketing will be bilingual, unless targeting audiences located outside of Wales only.
- All websites funded by the grant will be bilingual, except for when the website has been published for anticipated audiences that are located outside of Wales. If applicants are funding websites that are targeting audiences outside of Wales in English only, applicants will need to demonstrate that their intended audience is located outside of Wales (e.g. from google analytics). Any usage from in Wales audiences is discounted for monitoring purposes. If it transpires that there is usage from in Wales audiences then this will subject to revision. All websites that are targeting audiences located outside of Wales should state this clearly on their home page.
- There is scope to develop tailored Welsh language websites which are aimed at in Wales audiences to meet the information needs of Welsh speakers.
- Social media will be in English and Welsh unless it is used for anticipated audiences that are located outside Wales - again applicants will need to evidence that their social media is not targeted at in Wales audiences, if provided in English only.

Business 2 Business events

- When organising business 2 business events, applicants will need to ask each participant whether they wish to use Welsh. If at least 10% of the people invited wish to use Welsh at the event, they must arrange for a simultaneous translation service from Welsh to English and all material associated with the event will need to be bilingual.

The Welsh Government has produced the document 'Guidance on the use of the Welsh Language in Welsh Government communication and marketing work' The guidance covers communication work delivered in Wales only and is the Welsh Government's interpretation of the Welsh Language Standards in an attempt to provide clarity and detail on all communication activity across a range of communication channels.

Please note the standards do not apply to training provision for those over 16 years.

Publicity

All funded activity will need to follow the following grant offer conditions:

- You will need to acknowledge the support on all publicity, press releases and marketing material produced as being from the Welsh Government Rural Communities – Rural Development Programme 2014 -2020, which is funded by the European Agricultural Fund for Rural Development, and Welsh Government. Such acknowledgement must be in a form approved by us and must comply with the Welsh Government branding guidelines, which will be sent out in the award of funding offer letter.
- You agree that from the date of this letter until 5 years from the date of the final payment of Funding we may include details about your organisation and business, the Funding and the Purposes in Welsh Government promotional materials and you further agree to cooperate with our reasonable requests to achieve the production of such materials
- Individual branding requirements will be set out in the award of funding offer.

Data Protection Privacy Statement:

Welsh Government is the Data Controller for any information you provide. Full details of our privacy policy can be found at www.business.wales.gov.uk/privacy. Please confirm in the section of your application form that you are happy to proceed on this basis so that you can continue to receive support and advice from Welsh Government

Voluntary or Third Sector

The Third Sector Scheme is unique to Wales and is a statutory requirement of the Government of Wales Act 2006 - this means that the Welsh Government has to set out how it will promote the interest of third sector organisations.

Full Cost Recovery Principle

This principle recognises the need to include all costs associated with delivering a project or service. [Please see page 28 for further details on the policy.](#)

The Well-being of Future Generations (Wales) Act 2015

This act became law in Wales on 29 April 2015 and strengthens existing governance arrangements for improving the well-being of Wales to ensure that present needs are met without compromising the ability of future generations to meet their own needs.

Well-being Duty

The Act places a duty that the public bodies will be expected to carry out. The well-being duty states that:

Each public body must carry out sustainable development.

The action a public body takes in carrying out sustainable development must include:

- Setting and publishing objectives (“well-being objectives”) that are designed to maximise its contribution to achieving each of the well-being goals, and
- Taking all reasonable steps (in exercising its functions) to meet those objectives.

These objectives will show how each public body will work to achieve the vision for Wales set out in the well-being goals. Public bodies must then take action to make sure they meet the objectives they set.

The seven well-being goals show the kind of Wales we want to see. Together they provide a shared vision for the public bodies listed in the Act to work towards. They are a set of goals the Act makes it clear the listed public bodies must work to achieve all of the goals, not just one or two.

Goal	Description of the goal
A prosperous Wales	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
A resilient Wales	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
A healthier Wales	A society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well-connected communities.
A Wales of vibrant culture and thriving Welsh language	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
A globally responsible Wales	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

Statutory Instrument

This scheme is subject to the provisions of Rural Development Programmes (Wales) Regulations 2014 (No. 3222 (W.327))

Relevant Measure of Welsh Government Rural Communities – Rural Development Programme 2014 – 2020 (RDP)

This scheme is subject to the provisions of the RDP as follows;

MEASURE 16.3

1. Support for co-operation among small operators in organising joint work processes, sharing facilities and resources, and for developing / marketing tourism
2. Measure 16.3 can support co-operation activities highlighting innovative approaches between at least two entities.
3. The ultimate aim of M16.3 is to increase the profitability of individual SME businesses. However, it is also expected that the act of co-operation in order to organise joint working practices and to share facilities will result in wider benefits to the sectors covered through improving knowledge and building greater confidence within the sectors.
4. Under M16.3 the Welsh Government is offering financial support to encourage development of new practices and processes in rural small businesses, including shared activity and facilities, with a view to business efficiency, and to develop local tourism opportunities. [See full Guidance Notes for further information](#)

STATE AID

1. Grants provided under this scheme shall be compatible with the internal market within the meaning of Article 107(3)(c) of the Treaty and shall be exempted from the notification requirement of Article 108(3) thereof pursuant to Article 24 of Commission Regulation (EU) No 702/2014 (OJ L No 193, 1.7.2014, p.1.) (Agricultural Block Exemption Regulations). This scheme will fully comply with the relevant provisions of Article 24 of the Agricultural Block Exemption Regulations.
2. Grants provided under this scheme for those activities that fall outside the scope of the Agricultural Block Exemption Regulations will be compliant aid pursuant to Articles 25 to 30 of Commission Regulation (EU) no 651/2014 (General Block Exemption Regulation). Under this regulation the following scheme has been registered the Welsh Government Research, Development and Innovation Scheme (SA.39648). This scheme will fully comply with the provisions set out in SA.39648.
3. Grants provided for co-operation in rural areas will fully comply with the relevant provisions of Chapter 3.10 of the European Union Guidelines for State aid in the agricultural and forestry sectors and in rural areas 2014 to 2020 (2014/C 204/1). Notification State aid/United Kingdom (Wales) SA.45979 (2016/N)

EU Procurement

The EC Procurement Directives apply to contracts that are financed or part financed by EU Funds. The full procurement rules apply to all public bodies and commercial enterprises in the private sector that receive grant support of 50% or more of total project costs exclusive of VAT.

The procurement evidence must be provided at the claims stage not the application stage. For further information please see:
<http://gov.wales/docs/drah/publications/160704-competitive-tendering-and-public-procurement-technical-guidance-notes-en.pdf>.

The Welsh Government is obliged to publish, at least every six months, details about the beneficiary receiving Rural Development payments.

Competitive Tendering and Public Procurement – Technical Guidance Notes

Estimated Value*	Requirement	Action
£0 - £4,999	One written quote	It is recommended to use suppliers that are registered on www.sell2wales.gov.wales
£5,000 – £24,999	Three written quotes	It is recommended to use suppliers that are registered on www.sell2wales.gov.wales
£25,000 - £106,046 (Goods and Services)	Full and open competition	Requirements must be published through www.sell2wales.gov.wales Quotes may be sought by direct reference to suppliers
£25,000 - £4,104,393 (Works)	Full and open competition	Requirements must be published through www.sell2wales.gov.wales Quotes may be sought by direct reference to suppliers
£106,047 and above (Goods and Services)	Full and open competition	Publish requirement throughout Europe via www.sell2wales.gov.wales
£4,104,394 and above (Works)	Full and open competition	Publish requirement throughout Europe via www.sell2wales.gov.wales

* Please note that these figures are exclusive of VAT

7. RTEF Expression of Interest and Application Process

This is a one year funding programme with a total project cost of £150,000 over 1 year. The applicant applying for funding can discuss their proposal with the Regional Tourism Engagement Manager (contact details in Annex 3) prior to submission; they can provide advice on eligibility and guidance only.

All projects will be appraised in two stages:

- **First stage** – Following submission of the Expression of Interest form (EOI) checks will be undertaken to ensure that all eligibility criteria have been met. Only projects that meet the eligibility checks will be invited to submit a full application.

- **Second stage** – Full Applications will be appraised and reviewed by an investment panel in line with the appraisal criteria in Annex 1. Successful projects that achieve a minimum pass score will be recommended for Ministerial consideration and decision.

All Expression of Interest (EOI) and Full Applications will need to be fully completed and submitted to RegionalTourism@gov.wales.

Funding Stages & Timelines

Process stages	Start Date	Deadline Date
Expressions of Interest	26 th October 2017	24 th November 2017
EOI Eligibility Checks	27 th November 2017	8 th December 2017
Applicants informed of EOI decision	11 th December 2017	22nd December 2017
Full Applications to be sent out	W/c 11 th December 2017	2nd March 2018
Full Applications to be scored by an assessment Panel	W/c 19 th March 2018	NB: Following panel assessment, recommendations will be sent to the Minister for consideration.

(these dates are guidelines and may be subject to change)

All Projects must commence April 2018 onwards

Application Process - Claim Schedule (Section13)

Please give a planned payment schedule for the complete funding period for your project between April 2018 – March 2019.

Quarterly claim periods will be a **mandatory** condition of grant for projects covering up to one financial year 2018/2019 (June, September and December 2018 and March 2019) and will be set out in the offer letter. However, additional claims can be submitted at any time in addition to these set deadlines. If you require additional claim periods, please add to the table provided in the application form.

The spend and claim profile should reflect spend and activity outlined in the application form.

Please note that:

- Appropriate KPIs to be selected from list provided in the outputs section of the application form.
- Eligible funding period will cover the date of approval on the offer letter until 31st March 2019.

Project Approval

- All assessed proposals will be submitted to Welsh Government Ministers for consideration
- Following Ministerial consideration, applicants will be informed of the final decision and offer letters will be issued to successful applicants
- Offer letters will need to be signed and counter-signed with two signatories and have one copy returned to Welsh Government before project initiation

Appeals

RTEF is a discretionary fund with no set appeals process. Unsuccessful applications will be notified following an assessment panel decision and provided feedback on their application.

Claim, Payment and Monitoring

- If your application is successful, payment conditions need to be met as set out in the offer letter schedule
- The funding will be paid on evidence and completion of activity on receipt of an invoice and claim form by end of March 2019
- Claim schedules and profiled spend will be set out as an agreement in the offer letter. The Welsh Government reserves the right to review the award of funding if agreed funding schedules are not met
- Incurred evidence will be required for Local Authorities and other public bodies and Defrayed for all other organisations
- **'Costs Defrayed'** is the costs of goods which are discharged by payment or otherwise settled by you
- **'Costs Incurred'** is the cost of goods and services you have received regardless of whether you have paid for them by the date of your claim
- Claim forms can be submitted electronically but claims will not be processed until full evidence has been submitted and is assessed
- Once approved, payment will be made within 4 working days
- Progress reports and evidence should be submitted with each claim

Post Completion Monitoring

Delivery and achievement against agreed outputs will continue to be recorded for up to 6 months following completion of the project and will be a condition of the grant offer.

Annex 1

Evaluation Criteria

Applications will first be assessed against the following eligibility criteria. Projects that do not meet the eligibility criteria will be automatically rejected and will not proceed to the appraisal stage.

Eligibility Criteria	<ul style="list-style-type: none"> • Type of external body • Must be delivered within the appropriate timescale by 31 March 2019 • Each bid must have identified a lead organisation and be a collaborative proposal on behalf of the destination partnership (i.e. not a sole beneficiary) • Third sector and private sector lead partners must be a financially viable business/charity with a satisfactory balance sheet based on three years of financial accounts
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Appraisal Criteria

	Appraisal Criteria	Weighting	Score
1	Strategic Fit (Question 4) <ul style="list-style-type: none"> • Fit with the RTEF objectives • Identified priority within the delivery of the DM plan • In line with Visit Wales product-led thematic year approach (i.e. Years of) • Fit with the needs of Visit Wales' market segments 	× 10	/5
2	Project quality (Question 3, 16) <ul style="list-style-type: none"> • Overall quality of application and description of proposal • Benefit and impact (e.g. does it deliver measurable benefits for tourism businesses in the destination) • Innovation • Environmental considerations • Well Being and Future Generations Act 2015 	× 5	/5
3.	Evidence of Need (Question 5) <ul style="list-style-type: none"> • Reasons for undertaking the activity (e.g. is it a priority in your DM Plan) • References to the activity stated in the Destination Management Plan • DMP endorsement and Wider Sector Engagement 	× 10	/5
4.	Risks, Project Implementation and Delivery (Question 6, 8, 9, 12) Quality of information provided for: <ul style="list-style-type: none"> • Project plan and team • Risk assessment for project, funding and for WG • Management Team Structure • Project collaboration and agreements 	× 10	/5
5.	Project deliverables (Question 7) <ul style="list-style-type: none"> • Quality of project targets: • Outputs & deliverables, used to measure the success of the project • Detailed information on how these will be measured 	× 5	/5

6.	Project Costs & Value for Money (Question 10, 11, 13, 14, 15) <ul style="list-style-type: none"> • Overall proposal represents value for money • Activity and associated costs represent realistic and best value quotes • Project costs, claim schedule and information is representative • Expected benefits are proportionate with costs • Staff costs are competitive and do not exceed 20% for management • Good evidence provided for exit strategy and long term sustainability of proposal • Ability to have an impact in the market place over a longer period of time • Evidence of previous evaluation (if applicable)/ Additionally 	× 10	/5
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Each criterion will be scored out of 5. Half marks can be given.

The scores indicate the following with respect to the criterion under examination:

- 0 *The proposal fails to address the criterion under examination or cannot be judged due to missing or incomplete information*
- 1 *Very poor. The criterion is addressed in a cursory and unsatisfactory manner*
- 2 *Poor. There are serious inherent weaknesses in relation to the criterion in question*
- 3 *Fair. While the proposal broadly addresses the criterion, there are significant weaknesses that would need correcting*
- 4 *Good. The proposal addresses the criterion well, although certain improvements are possible*
- 5 *Excellent. The proposal successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor*

Annex 2

Independent Explorers are segmented as follows:

Older Cultural Explorer Couples

- Older (96% 40+), married, no young children living with them. They tend to be more ABC1 and in the higher income brackets. Main types of holidays taken are sightseeing and city-breaks.
- Low preference for theme/ holiday parks, caravanning, touring, activities and shopping.
- Good range of historical attractions is of high importance to this segment.
- Interesting towns and cities, good quality accommodation and beautiful scenery are also very important to them.
- They like to learn about the local way of life and culture of the places they visit; and enjoy discovering new experiences and places to visit within the United Kingdom, so holiday is more to them than just a sunny beach.

Scenic Explorer Couples

- Older (95% 40+), married, no young children living with them, not highly differentiated on social grade and income (just slightly higher).
- More likely than other segments to be touring.
- Beautiful scenery and beautiful unspoilt countryside, flora and fauna are the main things they are looking for when choosing a holiday, followed by beautiful coastline as well as good deals on accommodation.
- Suitability for families, trendiness, activities (apart from walking) as well as short travel time do not feature prominently in their decision.
- They prefer to travel independently when taking holidays and breaks, they like to visit places that are still comparatively undiscovered and they prefer to take holidays off the beaten track.

Active Family Explorers

- The vast majority (94%) are below the age of 50 and all of them live in households with children under the age of 15. Most of them are ABC1 (67%).
- They consider themselves adventurous and try to go somewhere different on holiday every time. They also like to learn about the local way of life and culture of the places they visit and family traditions and heritage are important to them.
- They are looking for places that offer lots of things for children to do in all weathers. Providing their children with new experiences and opportunities is very important to them.

Pre-Family Explorers

- The vast majority (72%) are below the age of 35 and all of them live in households without any children under the age of 15. Most of them are ABC1 (69%) and they take a lot of holidays, short breaks or days out.
- They enjoy discovering new experiences and places to visit within the United Kingdom and try to go somewhere different on holiday every time.
- They are the most obviously active of Wales's target market segments.

Annex 3

Regional Tourism Engagement Managers

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