

M I D



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**Cronfa Datblygu
Rhanbarthol Ewrop
European Regional
Development Fund**



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

I N T R O D U C T I O N

Visit Wales has a number of funding mechanisms and support schemes to help the tourism industry in Wales to develop their products.

We have capital and revenue support for both the public and private sector that bring forward innovative products that help to sell Wales in a more modern way to the UK and international marketplace.

This brochure provides some top level information and a small selection of those tourism products in your area.

Contacts

For more information or advice, please contact:

Capital funding (TISS, TAIS and MSBF)

Theresa Cartlidge – Regional Analyst

theresa.cartlidge@gov.wales

+44 (0) 3000 615 710

+44 (0) 7584 054 959

John Woodward – Regional Analyst

john.woodward@gov.wales

+44 (0) 3000 622 413

+44 (0) 7584 054 944

Phil Griffiths – Regional Analyst

phil.griffiths@gov.wales

+44 (0) 3000 625 397

+44 (0) 7971 876 335

Revenue funding (RTEF and TPIF)

Helen Jones – Regional Engagement Manager

helen.jones28@gov.wales

+44 (0) 3000 257 424

+44 (0) 7792 610 869

Gwawr Price – Regional Engagement Manager

gwawr.price3@gov.wales

+44 (0) 3000 622 550

+44 (0) 7811 230 635

Useful website links:

Finance

businesswales.gov.wales/tourism/finance

Thematic Years

businesswales.gov.wales/tourism/thematic-years

The Wales Way

thewalesway.com

Visit Wales

visitwales.com – [@visitwales](https://twitter.com/visitwales)

traveltrade.visitwales.com – [@visitwalestrade](https://twitter.com/visitwalestrade)

visitwales.com/businessesevents – [@MeetInWales](https://twitter.com/MeetInWales)

Tourism Zone

businesswales.gov.wales/tourism/ – [@visitwalesbiz](https://twitter.com/visitwalesbiz)

Email your product news

productnews@gov.wales

Email your industry enquiries

quality.tourism@gov.wales

TOURISM IN MID WALES: TOP FACTS AND FIGURES



Annual spend by tourists and visitors in Mid Wales is £663 million. This is about 12% of the all-Wales total.



British overnight visitors outnumber international visitors to Mid Wales by almost 18 to 1. The most important overseas markets for Mid Wales are Germany (18%), France (11%), the Netherlands (11%) and Ireland (10%).



Mid Wales attracts 1.75 million British overnight visitors annually plus almost a further 100,000 from overseas. 73% of British overnight visitors come on holiday. Top region of origin is the West Midlands, home for 35% of Mid Wales' staying visitors.



In addition to overnight stays, Mid Wales attracts 11 million day visits annually, worth over £300 million a year.

Note: Statistics for tourism volume and value are annual averages 2014-16 from the GB Tourism Survey, GB Day Visits Survey and International Passenger Survey. Employment figures are from Welsh Government Priority Sector Statistics.

For more detailed information, please follow the link to our Regional Factsheets gov.wales/statistics-and-research/?topic=Tourism&lang=en



Average length of stay in Mid Wales is 3.9 nights, longer than the Wales average of 3.5 nights.



10,800 are directly employed in tourism in Mid Wales. This is 12% of all employment in Mid Wales and 8% of all tourism employment in Wales.

We have been successful in sourcing additional money from the **European Union** to enhance the Welsh Government's capital budget and allow us to work proactively with the private and public sectors within the region to develop new high quality tourism products through the following programmes.

Tourism Attractor Destination (TAD) Programme

The Economy Futures Fund – Tourism Investment Support Scheme (EFF-TISS)

Micro Small Business Fund (MSBF)

Tourism Amenity Investment Support (TAIS)

C A P I T A L F U N D I N G

Tourism Attractor Destination (TAD) Programme

Across Wales, the TAD scheme aims to create eleven “must visit” destinations to drive interest in Wales as a holiday destination for new and repeat visitors and will play a part in growing the tourism sector in Wales by 10% by 2020.

The TAD scheme which was approved by the Wales European Funding Office (WEFO) in March 2016 includes £1.6 million European Regional Development Fund (ERDF) funding for Mid Wales that will deliver a total investment of £2.4 million.

Across Wales, this equates to an ERDF total of £27.7 million that will deliver a total investment of £62 million.

The project to receive funding in Mid Wales is:

01—Wales to the World (Vale of Rheidol Railway Ltd)

Conversion of existing engine shed into a new visitor attraction and steam engine museum; new platform, ticket office and café; relocation of toilet block and canopy; and storage building for the Heritage coaching stock.

The Economy Futures Fund – Tourism Investment Support Scheme (EFF-TISS)

The EFF-TISS is available for medium to large businesses, with 50 or more full time equivalent (FTE) employees. It's an investment fund comprising a mix of repayable and non-repayable finance, targeting eligible capital investment projects in the tourism sector in Wales that support our tourism priorities (outlined in the tourism strategy Partnership for Growth) and the Welsh Government's Prosperity for All strategy.



It can be used either to upgrade existing, or create, new high quality product where there is a gap in the market. Support of between £25,000 and £500,000 will be considered and occasionally above this in exceptional cases.

Since April 2015, across Wales, we have made 47 offers of funding through TISS, totalling £7.8 million, inducing investment of £44 million and assisting 698 jobs.

Mid Wales projects supported include:



02—Bryn Tanat Hall, Llansantffraid-ym-Mechain

Create a new fitness suite, treatment rooms, guest laundry room and garden area.

03—Becksway Red Lion, Knighton

Refurbish into a 4 Star serviced accommodation and quality restaurant.

04—National Trust Pont ar Daf toilets, Storey Arms Car Park

Visitor parking and toilets at Pont ar Daf.



05—Hay Castle, Hay Castle Trust

Restore and regenerate Hay Castle into a heritage, cultural and educational attraction.

Micro Small Business Fund (MSBF)

MSBF is available for micro to small size businesses with fewer than 50 FTE employees and a turnover or balance sheet of less than €10 million. It's a capital investment fund 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 targeting projects that support the objectives of our tourism priorities (outlined in the tourism strategy Partnership for Growth), and the Rural Development Programme.

It can be used either to upgrade existing or create new high quality product where there is a gap in the market. Support of between £25,000 and £500,000 will be considered. In exceptional circumstances we may be able to consider a lower level of support.

Since October 2017 through MSBF, we have made 18 offers of funding across Wales totalling £1.9 million, inducing investment of £5.9 million and assisting 213 jobs.

Mid Wales projects supported include:

06—Canvas and Campfires, Lampeter

Expand accommodation and upgrade facilities.

07—The National Showcaves Centre for Wales (Dan Yr Ogof), Abercrave

Purchase of a 50-seat land train.

07—



08—Tall John's House, Brecon

Convert barn into a high quality function venue supporting 4 Star graded accommodation.

09—Blaencamlais Fawr, Sennybridge, Brecon

Convert barn into 16-bed 4 Star group accommodation.

Tourism Amenity Investment Support (TAIS)

TAIS is available for public, third sector and not for profit organisations. It's a capital investment fund supported through the Welsh Government Rural Communities – Rural Development Programme 2014-2020 funded by the European Agricultural Fund for Rural Development, and Welsh Government, targeting projects that support the development of small scale tourism infrastructure. Support of between £25,000 and £128,000 will be considered. The cap on total eligible project expenditure is £160,000.

The first round of funding under the TAIS Scheme (2017) resulted in 23 offers of grant funding across Wales being made to local authorities and third sector organisations totalling £2.2 million. In the second funding round (2018) applications have been invited against a fund value of some £1.7 million (the fund is closed to new enquiries) with decisions expected in late Autumn.

Mid Wales projects supported include:

10—Digital Products (Advancing Aberystwyth)

To support a cluster of innovative digital products that will help develop a destination brand for Aberystwyth.

11—Bwlch Nant Yr Arian (Natural Resource Wales)

To support an intermediate grade mountain bike trail.

11—



12—Welcome Points Development (Brecon Beacons National Park Authority)

To support an integrated gateway and signage project.

13—Trails and Signage (Elan Valley Trust)

To support a range of projects including heritage conservation, habitat restoration, and public access and engagement.



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Our revenue programmes support both public and private sectors to promote and develop distinctive, high quality visitor destinations through encouraging more collaborative working aligned to our product-led thematic years and **The Wales Way**.

Regional Tourism Engagement Fund (RTEF)
Tourism Product Innovation Fund (TPIF)

R E V E N U E F U N D I N G

Regional Tourism Engagement Fund (RTEF)

RTEF is a revenue fund, supported through the Welsh Government Rural Communities Rural Development Programme 2014-2020. It is funded by the European Agricultural Fund for Rural Development (EAFRD) and Welsh Government.

The purpose of the fund is:

- to contribute to the delivery of a 10% growth target set out in the Partnership for Growth: strategy for tourism 2013-2020
- to promote and develop distinctive, high quality visitor destinations through the delivery of their destination management plans

—to enable destinations to maximise the benefits from aligning with our product-led thematic years and the Wales Way

Since 2015, through RTEF, we have supported 65 projects across Wales totalling £3.5 million.

In Mid Wales this equates to 15 projects totalling £614,273.

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Mid Wales projects supported include:

14—RealMidWales – Changing Perceptions (Mid Wales Tourism)

A collaborative regional project undertaken on behalf of the Mid Wales destinations. It includes a targeted social media marketing campaign, aimed mainly at key UK markets; developing innovative social platforms that will be unmistakably “Real Mid Wales”, Vox Box style and soundbite style videos; using Facebook live for spontaneous and authentic storytelling that make the region a truly unique experience.

15—Legendary Brecon Beacons – Down to the Sea (Brecon Beacons National Park Authority)

New product development to engage visitors in the links between the mountains and the sea. A new web-based animation will tell the story of the Monmouthshire and Brecon Canal. Short circular walks will be created, based on the routes to and from the canal and also using the towpath and canal based facilities, particularly those based on village hubs.

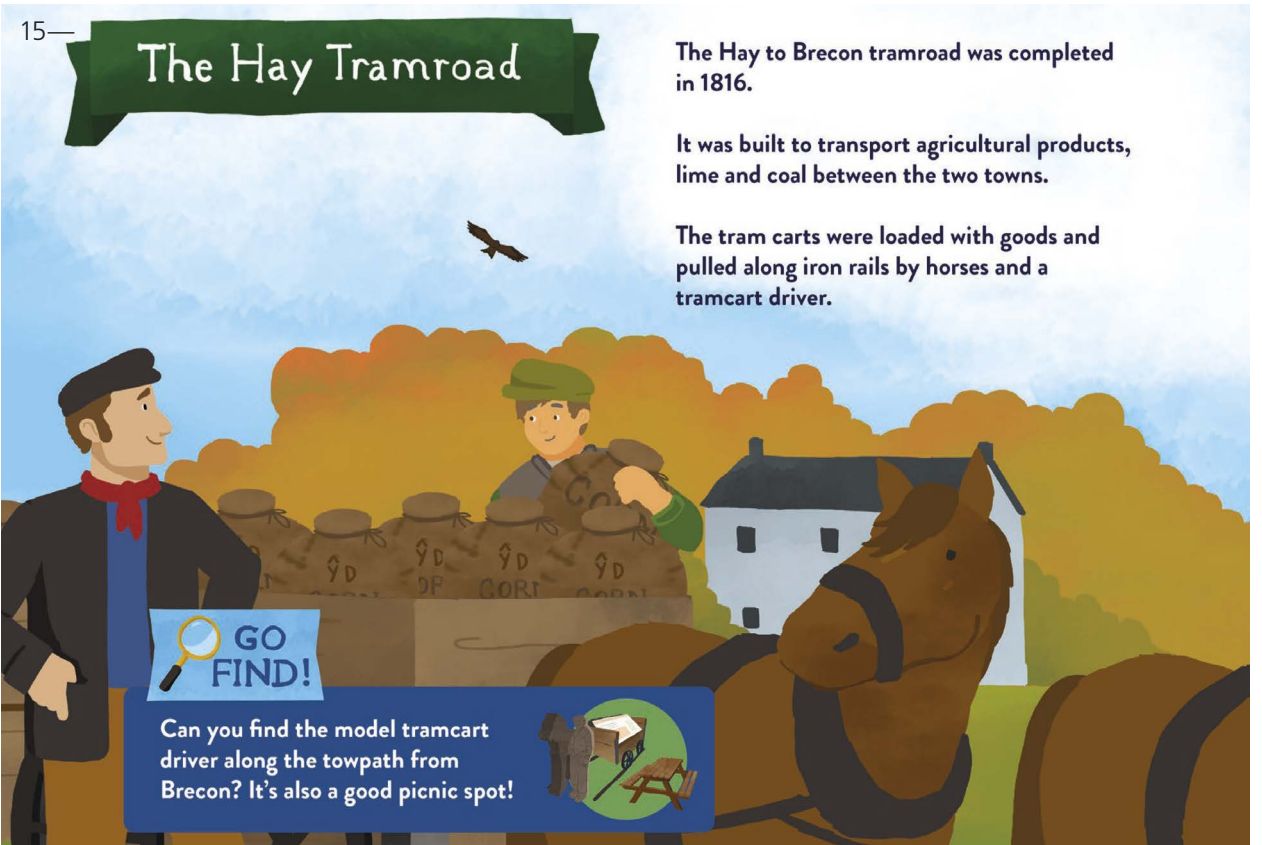
15—

The Hay Tramroad

The Hay to Brecon tramroad was completed in 1816.

It was built to transport agricultural products, lime and coal between the two towns.

The tram carts were loaded with goods and pulled along iron rails by horses and a tramcart driver.





16—Celebrating Ceredigion’s coast and abers (Ceredigion County Council)

The project will develop digital content focussing on award winning beaches, coastal towns and villages, marine heritage and wildlife; develop content and promote the A487 coastal route that can be included in social media, websites and PR campaigns.

17—Digital Discoveries in Mid Wales – Three Sisters (Powys County Council/Mid North Powys Destination Network)

This regional collaborative project includes an animation, digital treasure hunts and an inaugural high profile shoulder season challenge event that provides the backbone to layered product/packages for independent travellers seeking digital discoveries within Mid Wales.



Tourism Product Innovation Fund (TPIF)

TPIF is a revenue fund, supported through the Welsh Government Rural Communities Rural Development Programme 2014-2020. It is funded by the European Agricultural Fund for Rural Development (EAFRD), and Welsh Government.

The purpose of the fund is to work with tourism sector partners across Wales:

- to deliver the 10% growth target set out in the Partnership for Growth: strategy for tourism 2013-2020
- to encourage closer joint working between tourism consortia, partnerships and trade groups

- to develop and improve the product offer to visitors to benefit the tourism sector and local communities
- to help grow the tourism economy in a sustainable way.

Since 2015, through TPIF, we have supported 69 projects across Wales totalling £2.6 million.

In Mid Wales this equates to 16 projects totalling £652,100.

HAY FESTIVAL

imagine the world dychmygu'r byd

WINTER WEEKEND PENWYTHNOS Y GAEAF



23–26 NOVEMBER 2017
HAY-ON-WYE, WALES

23–26 TACHWEDD 2017
Y GELLI GANDRYLL, CYMRU

Tickets online at hayfestival.org

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Ariennir yn Rhannol gan
Lywodraeth Cymru
Part Funded by
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Mid Wales projects supported include:

18—Hay Festival Winter Weekend (Hay Festival)

This is aimed at the strategic product development of the Hay Festival Winter Weekend; it will provide a quality tourism experience and extend the tourism season to deliver sustainable growth, creating long term value for the community and valuable digital content with global reach.

19—Machynlleth Comedy Festival (Little Wander Ltd)

Three one-off comedy “Legends” events held in London, Manchester and Birmingham, followed by the development of a brand new contemporary arts festival in Aberystwyth. Taking place in October 2018, the festival will shoulder the traditional season and increase visitor numbers.

20—Blas Cambrian Taste (Howell Food Consultancy)

This pan Wales food and drink project will introduce the “Blas Cambrian Taste” Guide, focussing on food and drink businesses and communities along the Cambrian Way, developing them into clusters to form taste trails and routes along the main artery of the A470. They will be identified and marketed through on and offline promotional materials which will be promoted by partner organisations using their websites and digital platforms and collateral.

21—Cragen Sea Monster Tour (Small World Theatre Ltd)

This collaborative pan Wales project will deliver nine, visually exciting events pan Wales with artistic content that is inspired by environmental issues during Year of the Sea and into Year of Discovery. It will create a 20 metre long seafaring monster from plastic ocean waste and non-biodegradable materials to tour along Wales' celebrated coastline (our #epicshores) so connecting the North Wales Way to the Coastal Way. Memorable experiences will be created, connecting tourism to key environmental organisations and the project will become part of the international #cleanseas campaign.



22—#RealMidWales Slow TV/Facebook Live Streaming (Mid Wales Tourism)

This is a pan Wales collaborative project which will generate Slow TV / live streaming for eight hours in four locations. Each of the locations will be chosen to their proximity to the Wales Way routes and will include a location which supports the Year of the Sea thematic campaign. Following each live stream event, a video will be produced which will be used in a social media advertising campaign.

