

SOUTH EAST



Llywodraeth Cymru
Welsh Government



UNDEB EWROPEAIDD
EUROPEAN UNION



Llywodraeth Cymru
Welsh Government

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



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Welsh Government

**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:

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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

traveltrade.visitwales.com – @visitwalestrade

visitwales.com/businessesevents – @MeetInWales

Tourism Zone

businesswales.gov.wales/tourism/ – @visitwalesbiz

Email your product news

productnews@gov.wales

Email your industry enquiries

quality.tourism@gov.wales

TOURISM IN SOUTH EAST WALES: TOP FACTS AND FIGURES



Annual spend by tourists and visitors in South East Wales is £2.132 billion. This is about 38% of the all-Wales total.



British overnight visitors outnumber international visitors to South East Wales by about 5 to 1, the highest proportion of overseas visitors among the Wales regions. The most important overseas markets for South East Wales are France (12%), USA (10%), Ireland (9%) and Germany (8%).



South East Wales attracts almost 2.5 million British overnight visitors annually plus almost half a million from overseas. 40% of British overnight visitors come for holiday/leisure purposes. 26% of South East Wales' British staying visitors live in London and the South East of England.



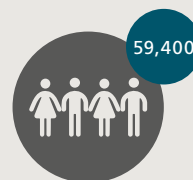
In addition to overnight stays, South East Wales attracts 37 million day visits annually, worth over £1.5 billion a year.

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 South East Wales is short – just 2.51 nights, compared with the Wales average of 3.50 nights.



59,400 are directly employed in tourism in South East Wales. This is 9% of all employment in South East Wales and 45% 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 £8.2 million European Regional Development Fund (ERDF) funding for the South East that will deliver a total investment of £17.5 million

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

South East Wales projects supported include:

01—Adventure Welsh Valleys (Rock UK Adventure Centres Ltd)

Extension and refurbishment of the adventure climbing centre to include a new cafe, outdoor play area; facilities for additional outdoor activities and new en-suite accommodation for 100 residential guests.

02—Monmouthshire and Brecon Canal Adventure Triangle (Torfaen County Borough Council)

New visitor centre at Pontymoile; infrastructure and access improvements to sections of the canal and surrounding landscapes to facilitate walking, cycling and boating activities; glamping

accommodation and outdoor activities hub at Cwmcarn Forest.

03—Porthcawl Resort Investment Focus (PRIF) – Waterside (Bridgend County Borough Council)

Development of a multi-purpose watersports and café facility at Rest Bay; the refurbishment of the harbour kiosk to provide improved facilities for boat users; and new cycle route connecting all of Porthcawl bays.

04—The Maritime Centre Porthcawl (Credu Charity Ltd)

Development of a maritime centre which will include a coastal science and discovery centre, well-being facilities, learning café/ bistro, prestige restaurant and events space.



04—

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.

South East Wales projects supported include:

05—Hide at St Donats, Llantwit Major

To establish high quality carefully crafted accommodation including snug Cabans and a Bugail (Shepherds) Hut on the Wales Coastal Path.



05—

06—International Convention Centre Wales

ICC Wales is a 1,500 seat auditorium, with up to 5,000 delegate spaces, 15 flexible meeting rooms, 26,000 square metres of floor space with one area offering 4,000 sqm carpeted pillar free space. It will open in July 2019 and will be Wales' first International Convention Centre. Located just off the M4 yet surrounded by woodland in the grounds of the Celtic Manor Resort, this new venue will be welcoming international and national delegates to Wales.



06—

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

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

South East Wales projects supported include:

07—Llechwen Hall Hotel, Nr Pontypridd

To upgrade and expand the bedroom capacity at the 17th century country house 20 bedroom hotel into a 46-bed 4 Star hotel with a small gym and spa facilities.



08—Cobbles Kitchen & Deli, Ogmore by Sea

Expansion of an award winning café facility in a grade II listed 15th century barn on the Heritage Coastal path at Ogmore, to offer a 52 cover restaurant/bar in the evenings with an excellent sense of place, offering seasonal, fresh and locally sourced menu of food and drink. This space will offer additional café facilities during the day.

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.

South East Wales projects supported include:

09—Walking and Cycling Trails (Caerphilly County Borough Council)

To support additional and improved bike and walking trails, signage, interpretation, sense of place and welcome at Cwmcarn Forest.



10—Clydach Gorge car park and signage (Monmouthshire County Council)

To support the Gorge’s potential as a cultural tourism resource, creating a Gateway for visitors and local residents to access the eastern end of the Gorge.

11—Dunraven Bay (Vale of Glamorgan Council)

Refurbishment of car park and toilets, and an upgrade of the visitor infrastructure to help improve visitor appeal.



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 South East Wales this equates to 25 projects totalling £1.2 million.

Southern Wales... so much to discover

09—



Plan your trip to Southern Wales with our individual Group Travel Guides
Order your copies now by emailing brochure@southernwales.com
or download the guides from www.visitsouthernwales.org



@wonderfulwales

10—



South East Wales projects supported include:

09—Capital Region Travel Trade and Attractions (Bridgend County Borough Council)

To increase the profile of the Capital Region via targeted travel trade and consumer marketing activities through integrated destination marketing. Developing closer working relationships with existing tour operators (groups/coaches) to develop packages and increase visitors and spend in the region. There is also a day visitors' attractions campaign which works with both travel trade and consumer markets.

10—Dinosaurs on the loose (National Museum Wales)

An award winning innovative event that put a new twist on the National Museum's Year of Legend programme, with Dracoraptor the iconic Welsh dinosaur as its centrepiece. The project enticed visitors to the exhibition at the National Museum Cardiff and promoted Cardiff and South Wales as a cultural destination. Installations appeared across the city culminating with the "dinosaur on the loose" climbing out of the National Museum Cardiff.



25TH - 27TH MAY 2018

MERTHYR RISING

THE PEARL MELODY BLACK STAGE

THE ALARM | **ROLAND GIFT**
DREADZONE | **RYC**
BY THE WORDS CANTABRIGUS

THE BLOCKHEADS | RUTS DC | CAPTAIN SKA
 AFRO CLUSTER | EVA LARZUS | FLORENCE BLACK | REBME
 THE ROUGHNECK RIOT | THE SUNSETS | THE MOON DRIS | LOCAL ENEMY
 FOREIGN LEGION | UPBEAT SNEAKERS | TRACY ISLAND | FFUG | CHAPEL ROW
 THE PITCHFORKS | RUSTY EGAN | CAROLINES | PARKVIEW

UNITE SIMA TENT

BEANS ON TOAST
 JOE KELLY | BRYONY SIER | ZEFUR WOLVES | ROBB JOHNSON | AL MOSES | CHRIS KING
 RED POETS | GARETH HOPKINS | JACK MASON | DJ BARSI | AVA | PUBLIC ORDER
 JOHNNY WILLIAMS | CRAIG THOMAS | ACID HOUSE THERAPY | THE HOMEGROWN | CHEW

POLITICAL TALKS | STREET FOOD | CAMPING | MERCH | BEER, CIDER & ALES

TICKETS & INFORMATION:
WWW.MERTHYRRISING.UK

WEEKEND PASSES: £40
 DAY PASSES FROM: £15
 WEEKEND CAMPING: £35

UNISON
 Cymru Wales

Uplandark Centre
 Wye Valley Area of Outstanding Natural Beauty

11—Merthyr Rising Festival (Merthyr Tydfil County Borough Council)

Expanding on the existing Merthyr Rising Festival to promote wider destination awareness and develop Merthyr Tydfil's reputation as a vibrant, up and coming destination. The aim was to create a Fringe Festival element and to expand the number of venues used throughout the town to accommodate this.

12—Wye Valley River Festival (Wye Valley Area of Outstanding Natural Beauty)

The main aim of the project is to create a legacy of creative marketing material for future River Festival events to promote the surrounding landscape and beauty. Over 32,000 visitors attended. The project includes a six year business plan for the longer term development of the festival.

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 South East Wales this equates to 13 projects totalling £620,296.





South East Wales projects supported include:

13—Man Engine (Man Engine Wales Tour)


A giant mechanical puppet of a miner who raised to 10.5 metres tall when sung to. Man Engine visited five industrial heritage sites in South Wales in April 2018 and was developed to celebrate the legendary character that made Wales the First Industrial Nation. He also gave a global voice to Wales' legendary singing tradition. Over 40,000 people either bought tickets or attended free events and processions.

14—Courtyard Beer and Cider Festival (Plantpot Ltd)

A Welsh food and drinks promotion to 30,000 visitors in central London. The event celebrated Wales' producers and products whilst encouraging the London-based and international audience to visit Wales in the future. The aim was to capitalise on the Green Man's reputation and use a targeted marketing campaign to draw visitors from the UK and Europe.

15—Weird and Wonderful Wales (Literature Wales)

This project celebrated Visit Wales' Year of Legends and Year of the Sea. It documents an already commissioned tour of sites associated with myths and legends across Wales. The audio-visual content fed into the Land of Legends digital platform. An iconic Mabinogion inspired painting designed by world-renowned artist Pete Fowler can be seen on the highly visible 50 ft Grade II listed 1930s Water Tower at Cardiff Central Railway.



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16—Discover Welsh Voices
(Wales Millennium Centre)

A collaboration between the Wales Millennium Centre and Lexicon Learning to create an exceptional cultural experience utilising Virtual Reality to

showcase the incredible musical and vocal talent thriving in contemporary Welsh culture. From choirs to rock we hope to tell the story of voice that builds on the national traditions which have shaped our cultural landscape.

