

Guidance for Applicants



Cronfa Gymunedol Fferm Wynt
PEN Y CYMOEDD
Wind Farm Community Fund CIC

Tourism Accommodation & Visitor Attractions

Accommodation

If you are applying for a grant to establish or upgrade accommodation for tourists, this Guidance Note sets out the *essential* points that you *must* have considered and covered in your application, and the *desirable* issues which will help to make your proposal stronger:

Essential	Desirable
How will the planned accommodation link with and complement other tourism accommodation and facilities in the area?	Do you have a clear understanding of what's out there already?
Will planning consent be needed? Have you discussed your proposal or sought advice from your Local Authority Planners? <i>Any grant award would be conditional upon planning and any other consents being secured.</i>	If you have talked to your Local Authority Tourism Officer and Visit Wales about your plans, tell us how their advice has influenced your proposal. - Tourism Officers: RCT - tourismbusiness@rctcbc.gov.uk NPT - tourism@npt.gov.uk - Visit Wales Regional Teams - regionaltourism@gov.uk - Business Wales Tourism
How will you market the accommodation and manage bookings?	Can you show how the accommodation will link to a sense of place - celebrating and focussing on your local area, local culture, history etc.?
Does your proposal help to deliver your Local Authority's Destination Management Plan (DMP)? What aspects will it help to deliver? NPT CVC's DMP can be found here RCT CBC's DMP can be found here	Will you be working with and using local suppliers – food, gifts / toiletries etc.?
All accommodation providers will <i>normally</i> need to have already applied for / or commit to applying for a Visit Wales quality star rating , aiming for at least 3 Stars. This provides reassurance to both ourselves and guests that your business has been / will be fully assessed and will be of a certain standard. Taking part in the scheme has benefits – you receive: <ul style="list-style-type: none"> • an independent assessment of what guests can expect to find at your accommodation • A report showing your strengths and outlining areas for improvement • Access to ongoing support and advice from the grading team. • A certificate and free sign to display. • Use of the Visit Wales star grading logo 	

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| <ul style="list-style-type: none">• Access to Visit Wales marketing opportunities including an entry on the Visit Wales website | |
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Visitor Attractions

As part of our assessment process, we will look for evidence of best practice in relation to quality of safety and service and safety. This may include, for example:

- [Visitor Attraction Quality Scheme \(VAQUAS\)](#) accreditation
- licensing by an appropriate body, such as the Health and Safety Executive's [Adventure Activities Licensing Service \(AALS\)](#), [Adventuremark](#), National Governing Bodies for specific activities
- Visit Wales Technical Consultants' audits in relation to Visit Wales Website Listing Standards.

NB: compliance with this guidance note does not guarantee that an application will be successful – it gives an indication of the assessment criteria we will apply when looking at your proposal.