

*Capital Region Tourism / Uwch Ranbarth Twristiaeth  
CRT Action Plan and Project Report 2007-8*

Project Outline	Activity	Proposed Outputs	2007/08 Achieved	Comments / Contribution
Business Tourism	Lead work of Business Tourism Working Group	Activity plan delivered		<ul style="list-style-type: none"> <li>- Meeting took place 12 March. Group feel it would be useful to have input into Visit Wales' Destination Management Study. Relevant people have been contacted.</li> <li>- Interviews for Newport Business Tourism Officer taking place 21 April.</li> </ul>
	Support work of BACD members in the region (Cardiff/west + Newport/east)	Ambassador Programme in Cardiff	Economic value of 3 confirmed bookings in this quarter = £50k	<p>Ongoing work with academic and medical contacts at Cardiff University, UWIC and University of Glamorgan to bring conferences to the region. Current bids being worked on include: BSSR 2010, British Transplantation Society 2010, Society for Endocrinology 2008. 3 confirmed bookings in the quarter for Royal College of Pathologists, school of medicine and RENT 07</p> <p>18 enquiries generated in Nov/Dec with potential value of £1.7m</p> <p>During same period, 300 venue directories sent out.</p> <p>7 site visits undertaken</p> <p>Cardiff had stand at Confex (12/14 Feb) in partnership with Cardiff Hoteliers Assoc, Cardiff Castle, City Hall and All Nations Centre.</p>
		Corporate Events development programme in Newport		<ul style="list-style-type: none"> <li>- Recent media activity and exhibition purchase include Haymarket Media, Essential Medical, Visit Wales Incentive Planner, and BACD membership, Meeting Venues magazine and Directory 2008/MIA Buyers Guide.</li> <li>- Other Activities include: Attended BACD meetings and the Wales Regional Grouping and due to attend the National Venues Show, NEC at the end of September.</li> </ul>
Breaks Tourism	Lead work of Breaks Tourism Working Group	Activity plan delivered		Full group will probably not meet until autumn 2008 as funding scheme review meetings have been scheduled between April - October

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	Breaks Marketing Scheme	6 schemes supported	6 schemes supported	First review meeting to take place 23 <sup>rd</sup> April. At time of writing, there are 4 applications to consider but potential for additional before closing date.
	Delivery of regional luxury and activity breaks conversion campaign in TT/Overseas/ UK leisure market based on CRM principles	15:1 Rol	- Coverage: Pat Parkin, Derby Telegraph - article published 18 <sup>th</sup> May 2007	<ul style="list-style-type: none"> <li>- Conversion research on previous direct mail activity is currently underway.</li> <li>- New luxury breaks factsheet has been printed and is currently being mailed out to whole Southern Wales database.</li> <li>- Total Southern Wales database size currently stands at 10,018.</li> <li>- Consumer media/press trips: Southern Wales has made a contribution to the HWYL campaign. An inception meeting was held Dec '07 to clarify the areas that should be highlighted (the contribution is both financial - £3k - and via 'donated' accom to Southern Wales main campaign).</li> <li>- A meeting has been set up with RCT (in Feb) to discuss their withdrawal for the group.</li> </ul>
Events Tourism	Lead work of Events Tourism Working Group	Activity Plan delivered		Events group met 21 January 2008. Considered ways in which events could offer a post Ryder Cup experience to entice visitors back to the area.
	Maintain regional events database	<ul style="list-style-type: none"> <li>- 700 events captured</li> <li>- Info feed secured to www.visitwales.com</li> </ul>	- 790 events captured to date	<ul style="list-style-type: none"> <li>- 500+ events currently published on site.</li> <li>- Fortnightly data export now in operation to Herian kiosks.</li> <li>- Discussions with the VisitWales team are ongoing to find a longer term solution to providing live data feeds of events information to Visit Wales. SW Wales currently use a different system for collating their events data. Options that are being considered by VW are white pages hosted by NVG and feeding the new</li> </ul>

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				VW websites, and data export directly to VW.
	Events Marketing Support Scheme	<ul style="list-style-type: none"> <li>- 1 new anchor event secured</li> <li>- Southern Wales "Season" established</li> </ul>		<ul style="list-style-type: none"> <li>- Panel met and reviewed 12 applications. Some awards are yet to be decided pending further information. Potentially, however, the full budget could be allocated although it seems likely that there will be some reduced awards made, therefore, leaving a modest amount in the funding pot.</li> </ul>
	Events tourism contribution to UK and Overseas campaign	Events linked/ listed in Day Visitor and Southern Wales activity	Achieved	
<b>Golf Tourism</b>	Lead work of golf tourism working group including review and retender of GoSW campaign	Activity Plan delivered		<p>Next meeting to take place May 2008 at Bryn Meadows.</p> <p>New chair to be appointed following Alan Edwards retirement as a Director of CRT</p>
	Mainstream GoSW products through Overseas and Travel Trade	10:1 Rol	<ul style="list-style-type: none"> <li>- 26,948 web hits and 9,856 visits since 03/07 with Google giving us the most visits and significant links received from <a href="http://www.southernwales.com">www.southernwales.com</a></li> </ul>	<ul style="list-style-type: none"> <li>- New products in discussion/development: Racing at Chepstow and Golf Shopping and Golf Business/corporate Golf</li> <li>- All golf packages will be featured at Showcase Wales, on the GoSW website and the new golf guide</li> <li>- New golf guide to go to print shortly.</li> </ul>
	Greens of Southern Wales Campaign	<ul style="list-style-type: none"> <li>- 100K business through one-stop-shop</li> <li>- 10:1 return on PR activity</li> </ul>	<ul style="list-style-type: none"> <li>- £112K achieved to date</li> <li>- Awaiting coverage</li> </ul>	<p>Current sales figure stands at £112k.</p> <p>An approach has been made by an operator with a view to one stop shop handling all tee-time bookings for the Ryder Cup</p> <p>One Stop Shop report a slowing down of enquiries over the past month but</p>

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			<ul style="list-style-type: none"> <li>- Ad value £5,400</li> <li>- Ad value £1,425</li> <li>- Awaiting database of respondents</li> <li>- Research is being undertaken to establish advertising value on web</li> </ul>	<p>anticipate that this will pick up shortly.</p> <p>Hits on the web site increased this quarter to 6,830 on average per month and 2,500 visits per month.</p> <p>Target hit rate for the year of 80,000 was achieved with final hits at 92,036.</p>
<b>Culture and Heritage Tourism</b>	Lead work of C+H tourism working group	Activity Plan delivered		Second Culture and Heritage Working Group meeting took place on 31/10/07. Branding, Landmark Wales, Herian and current PR activity were discussed.
	Hwyl Campaign	10:1 Rol		<p>3 press trips have taken place. 2 were unaccompanied and 1 was accompanied.</p> <p>There is already interest in several of the trips scheduled for later in the year</p>
	Mainstream C+H packages in UK, overseas and travel trade	15:1 Rol		Southern Wales project team continue to integrate a cultural offering into all of their work with operators both in the UK and overseas.
	Cultural Tourism Campaign	Support Visit Wales appointment of p/t coordinator		<ul style="list-style-type: none"> <li>- The post was advertised in August and interviews took place mid-September.</li> <li>- John Winton appointed.</li> </ul>
<b>Regional Investment Framework</b>  Ensure investment in the region is inline with national regional and local priorities	Test EIN Section 4 and external investment enquiries through Regional Investment Framework	CRT Development Panel/ EIN		<p>Regular meetings held with business analyst to go through current projects.</p> <p>Review of TGAs underway.</p> <p>Heads of the Valleys additional investment support scheme launched and first grant awards made</p> <p>Alan Morgan re-engaged to animate projects in Heads of the Valleys area</p>
	Assist SEWEF in holding	SEWEF		Property Pilot being reviewed as part of overall

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	leisure and tourism opportunities on Property Pilot			WAG rationalisation of CMS systems
	Seek CRT representation on SEWEF inward investment consortium	SEWEF	Achieved	New "value for time" campaign is being progressed, including advertising and viral web campaigns, corporate gifts and competitions, all with a focus on inward investment and tourism/leisure.
<b>Higher Quality</b>	Heads of the Valleys investment support		New tranche of funds (£20k) released in March 2008 for support to 5 clusters: Valleys Tourism, Torfaen Tourist Association, SWAP, Caerphilly TA and Blaenau Gwent Tourism Forum	Valleys Tourism <ul style="list-style-type: none"> <li>- Membership recruitment and retention initiatives have led to 19 new members (total: 42)</li> <li>- Meetings take place bi-monthly.</li> <li>- Networks, partnerships and initiatives developed include Wisdom and Walks, Greens of Southern Wales (Fairways to Heaven cluster), Visit Wales (Sense of Place), TTFW.</li> <li>- There has been some discussion about a Valleys networking event which would take place in Autumn 2008</li> </ul>
	Support VW accreditations schemes inc Business Class	50 additional properties accredited	No progress	No progress as VW reassessing approach in light of Visit Britain national initiative on criteria. (Budget moved to Business Tourism heading)
	Mystery Golfer Assessment as part of GoSW Campaign	71% score maintained	Achieved	<ul style="list-style-type: none"> <li>- Mystery Golfer assessment criteria have been reviewed and updated.</li> <li>- Assessment work for this year is under way.</li> </ul>
	IQM / Destination Performance / Sense of Place	2 initiatives supported	Achieved	Support given to complete TGA processes in Wye Valley and Cardiff. Review of destination management now underway led by VW.
	Research	<ul style="list-style-type: none"> <li>- STEAM series for region Heads of the Valleys and 5 counties</li> </ul>	Achieved	<ul style="list-style-type: none"> <li>- STEAM supported for 2007/08. 2006 topline final outputs received. Region has achieved 6.5% growth target pa since CRT started work in 2002</li> </ul>

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		- Review of regional strategy	Achieved	- Blue Sail undertaking review of regional tourism strategy with deadline for completion April 2008. Action Planning day held and draft final report submitted  LAs undertaking bedstock survey with support from CRT. Regional approach being coordinated by GTS UK
Easier Access	Support for local DMS	System in operation	Delayed	Bridgend CBC chairing working group with support from Cardiff. Awaiting development of VW led Digital Tourism Business bid
	Gateway information	- TIPs operating at Magor and Cardiff Airport - Cardiff TIC offering regional and national opportunities	- CRT contribution: £	- re-branding exercise including re-furb of TIP at Cardiff Airport underway  CRT is leading on a tourism signage strategy for the Heads of the Valleys. Can Do Team has been appointed and an interim progress report has been received (so far so good in general but a few challenging issues to explore further) A 'workshop' style meeting is due in May to allow interested parties the opportunity to find out what additional progress has been made and to provide feedback which will be used to formulate the final version of the report.
	Product database	2500 entries	Achieved	Currently held on CMS system
	Consumer database	5000 entries	10,000+ Achieved	Currently held by Southern Wales (Bridgend CBC/ R+M)
Better Skills	Preparation for next phase of HRD project	Bid submitted. Project underway		<u>Training provided:</u> - 2 x AA food tasting courses for 2 businesses (approx. 14 people) - 3 x IT usage/ optimisation training course (approx. 27 people)

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				<ul style="list-style-type: none"> <li>- 1 x Welcome to the Church (11 people)</li> <li><u>Contacts made:</u></li> <li>- Numerous tourism associations/ cluster members within region i.e. Valleys Tourism, Caerphilly, Bridgend, Torfaen etc</li> <li>- Regional tourism officers</li> <li>- CRT sub group members</li> <li>- Cardiff Enterprise</li> <li><u>Businesses supported:</u></li> <li>- A number of businesses supported via training provided</li> <li>- A number of businesses supported via e-mail/ telephone advice/ guidance on HRD opportunities &amp; general signposting</li> <li>- Met with 2 businesses (face to face) to discuss options and provide advice - (Dunraven Hotel &amp; Liege Manor)</li> </ul> <p>HRD Coordinator (Alice Brown) has now started work and has had the opportunity to meet with many contacts in the region (e.g. has attended business tourism meeting Cardiff H&amp;C Working Group Meeting, SWAP Meeting. Monmouthshire Tourism Alliance Meeting and Regional Roadshow)</p>
	Disseminate brand guidelines	1 event		Branding identified as issue for Strategy Review. Brand Guidelines have been disseminated to all key contacts.
Stronger Partnerships	Product Development initiative / Inbound coordination	100 businesses contacted		<ul style="list-style-type: none"> <li>- Visited potential new attraction in Monmouthshire (Rockfield Studios) that also has plans to offer accommodation</li> <li>- 14 new businesses visited</li> <li>- 4 re-visits of businesses due to new</li> </ul>

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				<p>ownership/change of management or additional request</p> <ul style="list-style-type: none"> <li>- 1 Event application (pending) resulting from meetings</li> <li>- 2 Awaiting Grading, 3 now graded as a result of meetings</li> <li>- 10 new businesses listed on Visit Wales</li> <li>- 11 new offers on Visit Wales Special Offers page this quarter</li> <li>- 94 interested in short breaks partners</li> <li>- 36 listed on CRT 'dating' pages</li> <li>- 104 businesses interested in travel trade market</li> <li>- 64 pursuing business market</li> <li>- 23 interested in golf market</li> </ul>
	Local CRM (Info4-u.com)	50 businesses participating		Approx. 53 businesses participating to date.
	RTPs, VW, Working Groups and CRT Board	Meetings as scheduled		
	Trade communication	4 Forum meetings	3 meetings	<ul style="list-style-type: none"> <li>- Last Forum meeting held on 27/03/08 with presentations on Cardiff and Co, Sense of Place and the Marriott Brand</li> <li>- 5 newsletters disseminated this financial year, with around 5 up-to-the-minute reports in each and each of these including a link and contact information to follow up.</li> <li>- Updated and clean database now up from 151 to 154 contacts.</li> </ul>
	Maintain Events network	300 entries	Achieved	- 315 events to date
	Other Partnerships			Cardiff and Co has appointed Richard Thomas (ex- ELWa and South West RDA) as MD. C&C has launched its tourism membership scheme and has signed up 92 to date. CRT has met with Jon Horne (chair of tourism group) to discuss

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				<p>partnership activity including DMS for the region, business tourism and participation in Southern Wales</p> <p>Valleys Tourism has appointed Eddie Hillyer (Ty Newydd) as Chair</p> <p>Vale Marketing Group has confirmed Mandy Davies as chair for the next year.</p> <p>CRT has presented to Herefordshire Tourism about cross-border working. Follow-up planned with Wye Valley and Forest of Dean Tourism in April.</p> <p>'Overlooking the Wye' HLF bid (re access and interpretation) has been successful to be operated through Wye Valley AONB</p> <p>Valleys Regional Park has run a series of workshops to help populate its Action Plan. At CRT's request a session on the economy was added which recommended identifying and making use of existing campaigns, partnerships and strategies for the region.</p> <p>CRT invited to serve on Bridgend Regeneration Partnership</p> <p>Delay in RDP approvals causing some difficulties for adventa and Creative Rural Communities</p>
Admin / Running CRT	Project communications and Welsh Language	10:1 editorial equivalent	Achieved	Landmark Wales project has dominated coverage received. Landmark Wales not successful in Big Lottery Bid process but

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	compliance			partnership is to be maintained with SE and NE projects likely to be taken forward after May
	Running CRT	Maintain core staff complement at 3	Achieved	Elected Directors for 3 year term: Ros Robertson, Hopkin Smith and Susan Fiander-Woodhouse  Preliminary end-of-year figures show running and project costs within budget.
	Upgrade information website	Contractor		Work underway for new look and user friendly site.