

*Capital Region Tourism / Uwch Ranbarth Twristiaeth
CRT Action Plan and Project Report 2006-7*

Project Outline	Proposed Actions	Key Partners	2006/07 Targets	2006/07 Achieved	Comments / Contribution
<p>Business Tourism (MICE)</p> <p>Product development and marketing of regional business tourism offer to discretionary markets in UK and Overseas, building on success achieved in 2003-2005 activity</p> <p>Markets/ Distribution: UK and Overseas Travel Trade/ Conference organisers</p>	Lead work of Business Tourism Working Group	Working Group	Activity Plan delivered	Delivery ongoing	
	Support work of BACD members in the region eg Ambassador Programmes	Newport CC Cardiff Convention Bureau	£1.5:1 leverage on expenditure 15:1 RoI	Leverage achieved 15:1 achieved on Newport-based activity 56:1 achieved on Cardiff based activity	Cardiff Ambassadors programme support approved. Newport also to run an ambassadors programme but on a more low key basis (i.e. referrals from previous conference delegates etc)
	Encourage take up of Business Class accreditation in the region activity	EIN	60 accredited businesses in the region	37 accredited	Awaiting Visit Wales initiative
<p>Breaks Tourism</p> <p>Themed campaign to supersede current area marketing via two-pronged regional approach to link to EIN destination and product campaigns and "independent explorers" market targeting. Market product derived through TGA / cluster activity to be taken forward.</p> <p>Markets/ Distribution: UK and Overseas Consumers (Personal/ Active Explorers) UK and Overseas Travel Trade</p>	Lead work of Breaks Tourism Working Group including short breaks marketing support scheme	Working Group	6 schemes supported 10:1 RoI	9 schemes supported	Short breaks scheme ran June – Sept with 9 businesses assisted. Total awards £16.5k. All except one were private companies. Additional support in the form of a PR clinic provided in March '07
	Lead delivery of regional luxury and activity breaks conversion campaign in UK leisure market based on Customer Relationship Management (CRM) principles	Tourism Marketing Areas	4% response to DM activity 10:1 RoI 1:1 leverage on contributions	2% response to spring 2006 campaign RoI 5:1 4% response to date on CRM pilot	Opportunity to work with Visitwales on their CRM pilot Feb/ March 2007
	Mainstream regional activity, cultural and spa breaks opportunities through overseas and travel trade distribution channels	Southern Wales consortium Southern Wales Attractions Partnership	6 new marketing products taken up	9 break ideas promoted through Southern Wales. 2 new factsheets promoted through all Southern Wales activities	Southern Wales site provides web-based info to support DM campaign. New Exploring the Past and Indulgence factsheets to join cycling, walking, riding and watersports. campaign. Work has been undertaken with

*Capital Region Tourism / Uwch Ranbarth Twristiaeth
CRT Action Plan and Project Report 2006~7*

Project Outline	Proposed Actions	Key Partners	2006/07 Targets	2006/07 Achieved	Comments / Contribution
					Capital Wales on their new 'Healthy Businesses' campaign (top-end breaks to feature). Several short break options supplied for inclusion in the Healthy Businesses brochure.
	Build regional breaks around at least one key national product priority	EIN	1 product cluster established	Golf product cluster maintained and enhanced	
	Support dedicated journalists' visit to region in UK and OS markets	EIN	2 dedicated visits supported		No requests received from EIN. Southern Wales has commissioned Vibe to undertake activity complementary to C+H Hwyl campaign
Events Tourism Continuation of campaign to optimise benefits of new and existing events in the region. Includes contribution to subvention fund to attract anchor events ahead of Wembley opening. Markets/ Distribution: UK and Overseas Consumer Day Visitors UK and Overseas Travel Trade	Lead work of Events Tourism Working Group	Working Group	Activity Plan delivered		2006 grants scheme in place Oct – just over £74k awarded in grants to 24 applicants.
	Maintain regional events database and increase links between www.southerwalesevents.co.uk with other businesses' websites	Contractor	700 events on database 100 links to tourism websites	Achieved	Contract awarded to Vibe/ Tourism Wales Link to www.cwlfly.com Agreement to feed information on behalf of the region to www.visitwales.com . Website: This has been considerably re-vamped both content wise and 'behind the scenes' (use of platform, more compatible technology etc
	Maintain events network	Contractor	300 event organisers contacted 3 times	Achieved	
	Ensure events tourism is mainstreamed in UK and Overseas communications	Tourism Marketing Areas Southern Wales consortium	Events "page" in all area/ regional communication channels	Events featured in all Southern Wales events activity	Time Out (consumer loyalty element) is still developing. It is likely that a new consumer activity plan will be devised and undertaken under the terms of the new contract (see above) New 'the right click' postcard campaign is underway. This is aimed at consumers and leads them to the website. Hits will be

*Capital Region Tourism / Uwch Ranbarth Twristiaeth
CRT Action Plan and Project Report 2006~7*

Project Outline	Proposed Actions	Key Partners	2006/07 Targets	2006/07 Achieved	Comments / Contribution
					monitored etc
	Maintain events support scheme to include event subvention	CRT/ Working Group	1 new anchor event secured		WOW events seminar took place October – key invitees targeted. New scheme 'WOW Events' to be launched April 2007 aimed at large events – could be won from other parts of UK/Overseas, new events or amalgamation of existing smaller event. Minimum award will be £10k and this would represent max 25% of overall organiser's funds. Fund can support marketing, capital or development costs.
	Implement regional action plan to combat loss of major events to Wembley stadium	Working Group/ Millennium Stadium	Plan accepted and implemented		Plan endorsed. Support for acoustic curtain project.
Golf Tourism	Lead work of golf tourism working group including review and retender of GoSW campaign	Working Group and GoSW partners	GoSW	Retender resulted in split between new product development and GoSW (aimed at existing golfers)	New Chairman: Alan Edwards
Acceleration of GoSW campaign including pilot exposure through OS Travel Trade. Building credible destination ahead of Ryder Cup 2010	Mainstream GoSW products through Overseas and Travel Trade	Contractor/ Southern Wales Consortium	7:1 RoI		One stop shop results began well showed a dip in summer but have picked up again for 2007
Markets/ Distribution:	Maintain GoSW campaign in UK markets including "One Stop Shop"	Contractor	£100k bookings through One Stop Shop 10:1 RoI overall	£80k to date	Capital Wales to link business tourism. Golf and inward investment under Ryder Cup incentive in May 2006.
UK consumer (Active Explorers: groups, couples) Overseas Travel Trade UK Travel Trade	Undertake "Mystery Golfer" assessment as part of GoSW network	Contractor	71% average achieved	Achieved	
	Extend GoSW partnership including work with clusters in, borders, Mid	Contractor	2 new consortium members	Achieved	Contract split between Golf Teetimes (traditional market) and Vibe (developing and niche markets)

*Capital Region Tourism / Uwch Ranbarth Twristiaeth
CRT Action Plan and Project Report 2006~7*

Project Outline	Proposed Actions	Key Partners	2006/07 Targets	2006/07 Achieved	Comments / Contribution
	Wales and South West Wales				
Culture and Heritage Tourism Follow up on research and PR undertaken in 2004/05 to develop C+H packages for UK Markets/ Distribution: UK and Overseas Consumer: Personal Explorers Day Visitor UK and Overseas Travel Trade	Lead work of C+H tourism working group	Working Group	Deliver Activity Plan	Ongoing	Campaign activity calendar available
	Continue PR activity outside Wales to raise credibility of region as cultural tourism destination	Contractor	10:1 RoI	15:1 Achieved	Campaign activity planned. Press visits calendar (for group visits) now full but individual trips are being arranged to suit. Landmark Wales project received £250k development funds + substantial publicity. Filming in SE Wales through Wales Screen Commission valued at £31m
	Incorporate Herian derived products and trails into marketing activity as they develop	Herian	2 Herian linked projects adopted		Herian Interpretive plans completed
	Mainstream C+H packages through UK consumer and travel trade channels	Southern Wales consortium SWAP	10:1 RoI		Details of potential breaks (via short breaks pilot) forwarded to Mike Evans
Regional Investment Framework 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	20% of all S4 committed in SE Wales	Results awaited	Regional Investment Framework is applied to all consultations when received Additional funds won for HoV area
	Assist SEWEF in holding leisure and tourism opportunities on Property Pilot	SEWEF	3 strategic leisure/ tourism sites listed		Subject to review following WAG/WDA merger
	Seek CRT representation on SEWEF inward investment consortium	SEWEF	Representation achieved	Achieved	CRT has been invited to join steering group
Building Networks Continuing implementation of regional HR framework and trade	Work with UWIC on final phase of SPICE including support for EIN Driving Change programme for golf clubs	UWIC	SPICE to hit revised beneficiary targets	Targets exceeded	further Obj1 funding received allow project carry on through to December 2006 TTFW providing HRD support to CRT until 31 st Dec 2007
	Enhance trade capacity	Contractor/ TAs	2 contacts with all	HoV trade event	Heads of Valleys Initiative has

*Capital Region Tourism / Uwch Ranbarth Twristiaeth
CRT Action Plan and Project Report 2006-7*

Project Outline	Proposed Actions	Key Partners	2006/07 Targets	2006/07 Achieved	Comments / Contribution
communication network	and communication network through regional tourism forum etc especially in Heads of the Valleys area		key accounts	October (120 delegates) 510 contacts through ID Wales product development initiative 5 TAs given funding support through HoV funds	confirmed Additional budget of £210k in 2006/07 to help build capacity of tourism industry in the area.
	Work with UWIC and RTPs to develop next phase of HRD support	UWIC	New regional HRD action plan agreed	TTFW taking lead	Agreement on actions agreed by UWIC, TTFW, CRT and SEWEF
	Disseminate results of BESTBET benchmarking for Events and Business tourism	UWIC	Results disseminated to stakeholders	Achieved	Project completed December 2006. Final report received.
	Mainstream Academy pilot	ELL/ TTFW/ Cardiff CCET	Academy concept taken up in at least 1 CCET area	Cardiff activities supported	Continue to support Academy summer school and taster
	Support implementation of destination performance/ quality management initiative in the region in TGAs and beyond	UWIC/ EIN/ TGAs	2 IOM initiatives in place in the region	Cardiff and Monmouthshire TGAs supported	
	Introduce locally based CRM project in pilot areas	Contractor	2 pilot projects established with tourism clusters	2 Associations using system	System introduced to TIG and disseminated through networks
Information Brokerage	Disseminate Wales brand guidelines to industry and other partners	Contractor/ EIN	Brand guidelines delivered to 100 key contacts	Brand Guidelines disseminated via South East Wales Forum and TIG	
Maintenance of product and campaign databases	Maintenance and enhancement of product database held for CRT on CMS	Contractor/ EIN	3000 contacts on database		R&M continues to take responsibility of daily management
Support for gateway tourist information provision	Establishment of web-enabled regional campaign database	Campaign Managers	6000 contacts on regional database	4500 contacts to date	Regional campaign underway which is populating regional database for the first time
	Monitor operation of TIPs at Magor and Cardiff	Managing Agents	TIPs passed fully to local management		Seeking partners to take on full management of TIPs

*Capital Region Tourism / Uwch Ranbarth Twristiaeth
CRT Action Plan and Project Report 2006~7*

Project Outline	Proposed Actions	Key Partners	2006/07 Targets	2006/07 Achieved	Comments / Contribution
	Airport. Assist local partners to take on full management of TIPS				VoG are committed but awaiting final decision Magor management undertaken by First Services
	Maintain level of corporate communications	Contractor	10:1 RoI	On target	Merlin reappointed for a further year.
	Continue support for gateway information provision	Cardiff	Operational Targets achieved	Achieved	
	Support regional approach to TIC DMS systems	LAs	Systems researched and agreed	Ongoing	System introduced to TIG. Bridgend CBC taking lead on development and introduction
Research and Monitoring NB each project has monitoring built in	Commission STEAM survey for the region	GTS UK	STEAM report for region (and sub-areas) delivered and disseminated	Achieved	Report 2005-6 received.
	Partnership in UK visitor survey and activity surveys	EIN	Surveys undertaken and SE Wales report received	Deferred to 2007/08	HoV extract commission and delivered. No request received from visit wales
Running CRT	Maintain core staff complement at 3	CRT	Keep to overall running cost limit	Achieved	Helene Grousset Rees appointed to cover Vivienne Wilfred maternity leave planned for Jan~Sept 2007.
	Upgrade ICT provision to enable 'demerger' from EIN	Contractor	ICT systems fully functional on 'standalone' basis	Achieved	Original contractor has ceased to trade. CRT has appointed Excellence IT
	Upgrade information website	Contractor	Increase in usage, awareness and acceptability	Achieved	Upgrade achieved
	Ensure adequate corporate governance	Directors	Compliance with Companies House procedures	Achieved	CRT Audit Committee appointed
	Trade director election	R&M		Achieved	Mandy Davies, Sue Collins, Peter Flower and Cath Lawrence appointed