



Llywodraeth Cymru
Welsh Government

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Tourism Investment Support Scheme

'Building for 2012' Guidance Note

The winter period is traditionally a time when tourism businesses can upgrade their facilities with a minimum of disruption.

The 'Building for 2012' project is a call to SME tourism businesses across Wales to invest in quality, in readiness for Spring 2012.

This new initiative is intended to focus micro, small and medium sized tourism businesses on capital expenditure improvements. Investment will in each case be on the basis of a grant or repayable grant according to a due diligence appraisal.

To stimulate this activity the application process will be simple to understand and complete, and quick to decide. This opportunity will be time bound, and follow these principles:

- All tourism SME businesses, anywhere in Wales, in accommodation (Serviced, Budget, Alternative, Caravan & Camping, Self Catering), attraction, golf and activity sectors can apply. If your business is in another sector, please raise this with us.
- You can discuss your enquiry directly with one of our case officers, or complete an enquiry form on line. If your project is eligible we will send the application form to you immediately by e mail.
- We will only invite applications where you can commit to complete your project and related spend, or in some cases legally commit to expenditure, by March 31st 2012. You will likely therefore have permissions (such as planning) already in place, or not require them.
- The level of support we can provide, in cash terms, will normally be up to £25,000, up to 40% of eligible costs. The minimum support will be £5,000. **However, we will not exclude larger projects that meet eligibility rules and can complete by March 31st 2012.**
- In non assisted areas of Wales we will use de minimis aid to fund the project if the proposed level of support is above the regional aid ceiling.
- All upgrading projects will be eligible regardless of business size, number of units, bedrooms or visitors. We expect the eligible expenditure for the most part to be internal conversions, furniture, fittings and equipment, and external improvements (eg. landscaping).
- On project completion you must commit to being graded by Visit Wales, maintain an existing grade, or increase a grade according to the aim as set out in your application. This can be at any grade.
- An increase in grade is not a mandatory requirement of the investment. However, the project has to represent substantive improvements in quality, and not 'repairs and maintenance' expenditure.

- 'New Capacity' projects (eg. additional accommodation) will be evaluated according to TISS investment priorities. We may not be able to invite applications for all new capacity proposals, but we are happy to discuss on a case by case basis.

Further information is available from
Visit Wales by telephoning **0845 010 8020**
or emailing **tiss@wales.gsi.gov.uk**
