

Welcome to your April MWT Members' Newsletter



Zoe Hawkins - Our New CEO

Thank you for all your messages of congratulations and support since we shared the news of Zoe's promotion.

"Having been a part of this community for more than a decade, I've seen the resilience and creativity of our members. My commitment is to continue fostering a supportive environment where our tourism businesses can flourish," said Zoe.

[Read our full press release here](#)



You're Invited: April 24 Members' Meeting

Join us online, Wednesday April 24th at 2pm, for our next members' meeting; Zoe's first as Chief Executive. Zoe will present her priorities for leading MWT Cymru forward and her plans for 2024 and beyond.

Meetings are informal and last about an hour. They're a great way to catch-up with the MWT team and your fellow members. As always, we will answer any questions you may have and look forward to hearing your updates. We hope to see you there!

Register below and you will automatically receive the joining link.

[Register here](#)

You're Invited - More Diary Dates



A familiarisation event is being held at Welshpool & Llanfair Light Railway (SY21 0SF) on April 10th.

- 10am coffee & biscuits Llanfair Tearoom.
- 10:30am departure on steam train to Welshpool. A tour of the display sheds. Return by train.
- 1pm lunch and short talks about 'Connections' Visitor Centre and Cloverlands Model Car Museum

To book a space please email office@wllr.org.uk (2 guests per business welcome)



A trade tasting event is being held at Kerry Vale Vineyard on April 12th, from 1pm to 2:30pm.

This award winning vineyard near Montgomery is inviting accommodation providers, restaurants and tourism businesses to 'Savour the Flavour of Shropshire's Finest Wines.'

To secure a place contact Nadine Roach by email at info@kerryvalevineyard.co.uk or call Tel: 01588 620627.

[Read more](#)

Wales Ambassador Scheme

This is an award-winning online scheme launched in 2019 that aims to help grow the range of 'Ambassadors' in Wales including local people, accommodation and attraction providers, shops, pubs, students, library staff, tourism information staff, tour guides and volunteers.

The scheme is open to everyone and provides simple and accessible online training and knowledge about the unique characteristics and special qualities of areas in Wales, and we are encouraging members and their teams to register for the scheme, which is free of charge, to become a local Ambassador.

A series of online modules on a variety of themes is offered. This includes communities, culture, history, landscapes, Welsh language, sustainable tourism, cycling and walking. There are 3 levels of awards – bronze, silver and gold, depending on the number of modules completed. Rewards including certificates and badges are sent to everyone who completes the levels. In the Mid Wales region, there are modules for Ceredigion, Bannau Brycheiniog, Gwynedd and Eryri.

For more details and to register go to www.ambassador.wales

Exploring Opportunities for a Digital Revolution in Mid Wales

Growing Mid Wales is calling on businesses to support a scheme to boost broadband connectivity.

The regional partnership body says Mid Wales is falling behind in terms of coverage compared to the rest of the UK, hindering the area's economic and educational progress.

Now it is highlighting the fact that broadband provider Openreach is seeking interest from residents in the communities of Berriew, Llanwrtyd Wells, New Radnor, Llyswen and Llanrhaeadr in Powys as well as Rhydlewys and Tregaron in Ceredigion to take advantage of an ultrafast upgrade.

[Read more](#)

Up to 2,500 businesses to benefit from Welsh Government future proofing fund

Hundreds of micro, small and medium-sized businesses in Wales will soon be able to apply for Welsh Government funding designed to help them to reduce their running costs.

Grants of between £5,000 and £10,000 will be available to eligible businesses in the retail, hospitality, and leisure sectors.

The £20m Future Proofing Fund will help businesses strengthen their future trading position by increasing profitability through investment in renewable energy technology, improvements to the fabric of their premises, and upgrades to systems or machinery to reduce energy use.

Finance Minister Rebecca Evans said:

“In tough times, we want to help businesses get their bills down for good. This new fund will help reduce running costs with practical support that aids long term business planning.

“We are also providing a fifth successive year of support for retail, leisure and hospitality businesses with their rates bills, at a cost of £78m. This builds on the almost £1bn of support provided in rates relief schemes to these sectors since 2020-21.”

The grants will be paid up to 75 per cent of project costs or £10,000, whichever is the lesser amount. It is expected that the business will contribute the remaining 25 per cent from other sources.

The fund is open to businesses located in Wales (either headquartered or have an operating address in Wales) and which employ people in Wales.

An eligibility checker will open in mid-April 2024 and applications will open in May 2024.

[Read full press release](#)

WRA Visitor Levy Survey for accommodation businesses

The Welsh Revenue Authority (WRA) has developed a survey to estimate the costs to your businesses of undertaking administration tasks associated with a visitor levy. It is important that businesses provide evidence of potential additional costs and this is an opportunity for you to provide your knowledge of the impact to your businesses.

Please complete the survey by **19th April** (Links below).

[English](#)

[Cymraeg](#)

Reminder - Workplace Recycling Regulations



From 6 April 2024, it becomes law for all businesses, charities and public sector organisations to sort their waste for recycling.

This includes:

- Hospitality and tourism - restaurants, bars, pubs, bed and breakfasts, hotels, campsites and caravan parks, holiday accommodation, and licensed premises
- Showgrounds
- Entertainment and sports venues including leisure centres
- Transport - bus stations, railway stations, seaports, airports, and heliports
- Education - universities, colleges, and schools
- Heritage buildings
- Libraries and museums
- Places of worship
- Outdoor markets and festivals

The Welsh Government is introducing this law to improve the quality and quantity of how we collect and separate waste: [Workplace recycling | GOV.WALES](#)

Further guidance is available to help you improve your current waste collection and ensure your workplace is fully compliant with the new regulations from April 2024: [The Business of Recycling Wales Guidance for all workplaces \(wrapcymru.org.uk\)](#)

In its role as regulator, Natural Resources Wales (NRW) will be responsible for overseeing the separation requirements and the bans on waste going to incineration and landfill. The team at NRW is on hand to help workplaces comply with the new regulations and manage their waste in the right way: [Natural Resources Wales / Separated waste collections for workplaces](#)

[Additional Q&A regarding new 6th April Workplace Recycling Regulations in Wales \(English and Cymraeg\)](#)

Cultural Tourism in Powys - Have Your Say

Val and Claire spent an inspiring morning at Mid Wales Arts Centre in Caersws last month, hearing from passionate individuals, businesses and organisations about how we can all celebrate Powys' culture and heritage.

Anian Ltd is working with Powys County Council to identify new ways to bring the area's cultural stories to life - to make them more accessible for local people, and relevant to future visitors. The aim is to build interest and pride in Powys' rich history and contemporary culture.

So, if you live or work in Powys, or enjoy visiting the county, the team wants your input!

Share your thoughts about the area's outstanding cultural and heritage experiences, and how they can be developed in innovative ways for the benefit of visitors and local communities.

You can have your say by completing this short online survey:

[Complete Survey](#)

For more information on the Powys Cultural Tourism Study, email: tourism@powys.gov.uk

The project is funded by the Shared Prosperity Fund (Levelling Up).

**Visit Mid Wales Guide '24/'25: Advertising
Deadline Extended**



[Find all the information you need here](#)

Thank you to everyone who has already booked. For everyone else the deadline has been extended to **April 21st**.

We're delighted to be teaming up with 'Town Maps UK' once again to produce a brochure for Mid Wales (Powys, Ceredigion, Southern Snowdonia - Meirionnydd).

Save money on print advertising by letting us take care of design, print and distribution.

Advertising options available for accommodation, attractions, activities, towns, areas, places to eat and drink, and retail.

Distribution covers Mid Wales, West Wales, North Wales, Brecon Beacons National Park, Carmarthenshire, Pembrokeshire, Herefordshire and Shropshire, including attractions, accommodation, caravan & camping sites, hotels, B&B's, self catering, coffee shops, restaurants, retail, indoor markets, theatres, museums, leisure centres, public houses, Tourist Information Centres and more.

Preferential rates for MWT members. **Book your space today.**

Book your space

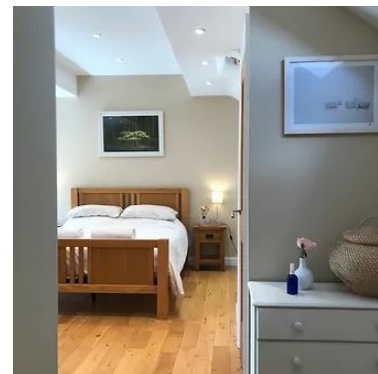
Welcome to MWT Membership

A warm welcome to our new MWT members -

Tylau Cottages | Mud and Wool

A 2 bedroom self catering cottage in rural West Wales, situated in an elevated position with magnificent views of the Cambrian Mountains.

Mud and Wool is also located on this 14-acre small holding. Jo and Adam are artists, Jo a weaver and Adam a potter. Art workshops are held in the beautifully converted barn which is now the studio and teaching area.



Bettws Hall

At Bettws Hall, the team believes that your group deserves the highest standard in luxury accommodation and facilities. They have five stunning

properties across Mid-Wales ranging from 3-bedroom to 8-bedroom, all en-suite and individually decorated.



Powys River Pods

Located on the outskirts of the Irfon River Holiday Park near Builth Wells, these two person wooden pods are the perfect pod holiday if you need a relaxing break. Both pet friendly and pet free glamping pods available. Exclusive on-site activities such as fishing and paddle boarding available.



Nanteos Mansion

Plas Nanteos is a Grade 1 listed 18th Century country house hotel and wedding venue situated in over 30 acres of woodland near Aberystwyth.

The Nightingale Restaurant at Nanteos is open for dinner to both residents and non-residents from Wednesday to Saturday.



Aberystwyth Holiday Lets - information and images coming soon.

Mid Wales News & Press Releases

Easter in Mid Wales

We submitted the following editorial to the media recently. Thank you to everyone who submitted events, sent press releases or responded to our content call-out.

[Catch up with our Easter events round-up, here.](#)



Bala Lake Railway

02/04/24: [Oyes, Oyes! World's best town criers to compete in Montgomery in September](#)

28/03/24: [Gregynog's 'Welcome Home to Nature' programme awarded £246,966](#)

27/03/24: [Easter treat in store as Beyond Breakout offer visitors a 20% discount](#)

21/03/24: [Name change as Mary Jones Pilgrim Centre celebrates 10th birthday](#)

19/03/24: [Montgomery Canal Forum to be held in Welshpool on April 22](#)

19/03/24: [Ffestiniog Railway needs your memories!](#)

19/03/24: [Talylyn Railway to launch 75th anniversary appeal for 4m project](#)

18/03/24: [Hirst races to imperious fourth Get Jerky Rally North Wales win](#)

15/03/24: [Archbishop of Wales to launch new books about Mid Wales railways](#)

13/03/24: [Call for applications for new Cynnal y Cardi Events Programme Fund](#)

13/03/24: [Mr Balcombe's Easter Chocolate Challenge at The Silver Mountain Experience](#)

11/03/24: [Get Jerky Rally North Wales gears up for action this weekend](#)

08/03/24: [Smallholding and Countryside Festival entries now open](#)



[Interactive Flock2Flight felt birds display heading to Wonderwool Wales 2024](#)

One of the star attractions at this year's Wonderwool Wales, the award-winning show that celebrates all that's great about Welsh wool and natural fibres, will be an engaging display of felted birds.

The 'Flock2Flight' display, which measures 10 metres by three metres, is the creation of fibre artist Janna Turner and two friends, Alex Johnstone and Deborah Taylor Dyer.

Wonderwool Wales is being held at the Royal Welsh Showground in Builth Wells on April 27 and 28, with 220 exhibitors.

[Read full press release](#)

Please remember to submit your events and email your press releases to press@mwtcymru.co.uk on an ongoing basis

Submit events

Email press releases

Recent Updates

Missed our March e-news? Featuring:

- Cultural Tourism in Powys
- Diary Dates
- Visit Mid Wales Guide
- MWT Buying Group (Purchasing for Business)
- Welcome new MWT members
- Latest news and press releases

Catch up here

- [Latest Visit Wales Industry newsletter](#)
- [Latest Business Wales newsletter](#)
- [Latest Visit Britain newsletter](#)

Latest Wales Tourism Alliance newsletter, including:

- [Wales Tourism Week 2024 Senedd Reception Announced - 16th July](#) (Wales Tourism Week 2024: 15th-21st July)
- [Welsh Government's Tourism Barometer: February Wave 2024](#)
- [Mark Isherwood MS/AS Calls for Review of the Cumulative Effect of Welsh Government Policies Affecting Tourism](#)
- [UK Budget 2024 - Tourism & Furnished Holiday Lets](#)
- And more - [read full newsletter here](#)

MWT Cymru Facebook Group & Useful Links

If you haven't already, please make sure you join us on our MWT Cymru Members' Facebook Group. This is the fastest way to receive updates as they happen.

Visit website: www.mwtcymru.co.uk

JOIN MEMBERS' FACEBOOK GROUP

Top 6 Tips for working with Visit Wales

Make the most of your membership benefits

Tourism Industry Events

Subscribe to Visit Wales updates here

As always, if you need any additional help or support please [contact us](#)

Mid Wales Tourism | The Station, Machynlleth, SY20 8TG United Kingdom

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