

# Tourism Development

Bridgend County Borough Council

## Tourism Development GRANTS

The Tourism Development Grant (TDG) scheme is aimed at assisting new and existing tourism based businesses that fall outside the Wales Tourist Board's criteria for Section 4 grants.

To qualify, potential projects must be sustainable, viable, satisfy a market need for assistance, have job creation potential or have the potential to significantly increase tourism spend in the locality.

Items covered by the grant include:

**Feasibility studies / Business plans**

**Purchase of capital equipment**

**Structural work to premises  
(capital investment)**

**Marketing and promotional initiatives**

## Contacts

If you would like further information regarding the scheme please contact the Tourism Development team:

**Gina Gavigan** - Tourism Development Officer  
**(01656) 672926**

**Stewart Coles** - Tourism Development Assistant  
**(01656) 672925**

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## Granted . . . It's a Success! Tourism Development Grant

### ADVENTURES

Adventures are a new outdoor leisure and education activity centre based in Porthcawl. Offering high quality professional programmes for the corporate, education and tourism markets. Activities include high & low rope courses, laser shooting and ATV quad bikes together with viewing areas, snack facilities and changing rooms. Off site activities include canoeing, climbing, mountain biking, surfing, mountaineering and navigation.

Adventures Director Dean Jones states that: *"The assistance from Bridgend Tourism Unit has had significant benefit during the start-up of our*

*business venture. The Unit has contributed not only through grant assistance but also in providing us with invaluable business support. We look forward to our ongoing partnership".*



Adventures based in Porthcawl



GEM Wales, Pen-y-fai, Nr Bridgend

### GEM WALES

Located in Pen-y-fai, Nr Bridgend, GEM Wales are specialists in organising golf breaks and holidays, society days and corporate events.

Director Mark Pearce states that:

*"The Tourism Development Grant has enabled us to improve the marketing of the Golf Courses in and around the County Borough. We are now seeking to attract golfers from mainland Europe wanting to experience the many outstanding courses we have in what is still a relatively undiscovered golfing destination. We find the breaks we offer are representing great value for money and the increased flow can only be good for local businesses".*

### BLUE SEAS

Overlooking Newton Beach, Porthcawl, this family run Bed and Breakfast boasts 6 recently modernised bedrooms, all decorated to "a high standard, offering elegant modern furnishings". The Tourism Unit assisted with the development of a bedroom, in addition to a shower room and upgrade to the heating & hot water system. The Unit also assisted with development of their business plan and application to the Wales Tourist Board grading scheme.

Paula Phillips states, *"The time and assistance provided by the Tourism Unit was an invaluable*

*source of support my business needed to implement change and develop".*



Blue Seas Bed & Breakfast

This leaflet is available in alternative formats and Welsh by request

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