

**2016 Vale of Usk LEADER Funding Application Form**

**Title of your Project: Vale of Usk Visitor Information Project**

**Section 1: Information about your group or business**

Main Contact Details			
Name:	Nicola Edwards	Telephone Number:	01633 644847
Your role in the Group:	Project Lead	Email address:	nicolaedwards@monmouthshire.gov.uk
About your Group			
Group Name:	NA	When was it established?	
Your Group's main purpose:		Do you have a bank account?	

**Section 2: Details about your project – please see attached score sheet to see how your project will be scored. Please use additional paper, if the space provided is insufficient.**

2a	<table border="1"> <thead> <tr> <th>Project Post Code</th> <th>Project Start Date</th> <th>Project End Date</th> </tr> </thead> <tbody> <tr> <td>Across Monmouthshire and rural wards of Newport</td> <td>On approval</td> <td></td> </tr> </tbody> </table>	Project Post Code	Project Start Date	Project End Date	Across Monmouthshire and rural wards of Newport	On approval	
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Across Monmouthshire and rural wards of Newport	On approval						
<p>Please give a detailed description of your project.</p> <p>The information visitors receive within the destination has a significant influence on the quality of their experience (which in turn affects the likelihood of them recommending the area to others and returning themselves) and how much they spend with local businesses while they are here.</p> <p>Unprecedented cuts to local authority budgets has resulted in a vastly reduced visitor information service across Wales and the UK, despite the significant and quantifiable value that the service provides.</p> <p>This project aims to develop a more sustainable visitor information service in the context of reducing local authority budgets in a way which maximises and distributes the benefits of this service more widely across the area. Proposed activities include:</p> <ul style="list-style-type: none"> <li>• A review of current visitor information provision &amp; support across the Vale of Usk RDP area</li> <li>• The identification and development of appropriate local solutions (in partnership with relevant stakeholders) to sustain / improve visitor information provision across the area</li> </ul>							

- Development and delivery of ambassador training to support the new arrangements
- Establishment and support of a VoU RDP visitor information group for members to share good practice and network
- Development and delivery of new Vale of Usk visitor information point (VIP) scheme
- Development and implementation of a pan Vale of Usk Group Travel initiative to help local businesses capitalise on the opportunities of coach tourism.
- Development & delivery of pilot product knowledge / tour guide training based on Roman Caerwent
- Development and promotion of new coach tourism itineraries
- Development of new coach tourism toolkit for businesses / ambassadors

### **A review of current visitor information provision across the Vale of Usk RDP area**

At the moment visitor information is delivered in an ad-hoc way across the area, with little coordination or synergy. The existing arrangements in both local authority areas are as follows:

#### **Monmouthshire County Council (MCC)**

There are networked Tourist Information Centres in two of our three main towns in Abergavenny & Chepstow. Monmouthshire County Council makes a financial contribution to a shared service TIC at Abergavenny, which is managed on behalf of partners by Brecon Beacons National Park Authority. Chepstow TIC is managed directly by MCC with a mix of paid employees and trained volunteers delivering the service. Shire Hall staff provide a local visitor information service in the reception of the attraction in Monmouth. Other seasonal visitor information outlets include Usk Rural Life Museum, Old Station, Tintern and Caldicot Castle. In addition, there is an established Monmouthshire Ambassador programme and 5 visitor information kiosks which provide 24/7 digital information located at: Roadchef Services, Magor; Cattle Market Car Park, Monmouth; Castle Car Park, Chepstow; Old Station, Tintern and Bus Station Car Park, Abergavenny.

#### **Newport County Council (NCC)**

The following attractions and other venues currently operate as Tourist Information Points across the local authority area: Newport Museum (managed by NCC); Fourteen Locks Canal Centre (Canal & River Trust); Roman Fortress Baths (Cadw); Roman Legion Museum (Amgueddfa), and The Fwrrwm (commercial operator) in Caerleon. Staff at most of these locations are trained Newport Ambassadors. In addition there is a public realm digital information service 'The Newport Explorer' [www.visitnewport.wales](http://www.visitnewport.wales) for smart devices. The scheme, managed by Newport Business Improvement District, extends into Caerleon and the surrounding area.

A review of the above provision is required to identify and share best practice, to coordinate activity and deliver sustainable and synergistic improvements.

### **The identification and development of appropriate local solutions (in partnership with relevant stakeholders) to sustain / improve visitor information provision across the area**

The proposed review, undertaken in consultation with stakeholders, will identify appropriate local solutions which will then need to be developed. There is a need to encourage businesses to be more involved in visitor information provision as a way of attracting more visitors and delivering an enhanced experience. One initiative already identified for piloting is the development of Chepstow TIC as a visitor information hub which will involve installing and managing new visitor information leaflet racks around the town, (and ensuring they're topped up with local and relevant visitor information. Additional locations for TIPs have been identified at Newport Wetlands (RSPB) in Liswerry (between Llanwern and Marshfield), and

Tredegar House (National Trust) on the edge of Marshfield. (Although Newport Wetlands is located within a non RDP ward, the RSPB operated attraction serves neighbouring RDP wards.) Caldicot Castle and Abergavenny Castle have been identified as additional TIPs in Monmouthshire.

**Establishment and support of a VoU RDP visitor information group** for members to share good practice and network.

**Development and support of a Vale of Usk Ambassador programme** to underpin the visitor information provision arrangements, with volunteers and relevant businesses trained in product knowledge, sense of place and welcome.

**Development and implementation of a pan Vale of Usk Group Travel initiative to help local businesses capitalize on the opportunities of coach tourism.**

This involves developing two primary coach tourism hubs working closely with businesses in the towns and offering a meet and greet service to coaches. These hubs will be located at: Abergavenny TIC and Chepstow TIC. In addition, Caerleon will be promoted as a secondary rural hub. The locations have been selected for their coach friendly facilities including: parking, toilets, free entry attractions and cafes and eating outlets within close proximity.

Project activity will include development and promotion of a series of Monmouthshire / Newport 'Vale of Usk' group travel itineraries to coach operators. (Most coach trips are pre booked or pre organised for sale). It would also include an initiative to encourage local businesses to engage more effectively with the coach tourism market. This would involve an element of training to improve businesses understanding of how the market works and how best to engage with it.

Additional activity included in this project:

- Development of an e-newsletter campaign targeting coach tour operators / group travel organisers, which will include offers and incentives from local businesses
- Development of incentives for this market e.g. free meals for drivers, refunding Severn Bridge tolls to coach operators.

2b Please describe the objectives, benefits and priorities of your project

The project aims to develop more sustainable forms of visitor information provision so that economic and other known benefits of on-territory visitor information are not lost and to develop close working relationships with coach operators to help local businesses capitalize on the opportunities of the coach tour market.

The most recent economic impact study on TICs (undertaken in 2012 on behalf of Welsh Government) estimated that each TIC enquiry (email, telephone or face to face) generated £12.79 net additional spend in its locality.

The project also seeks to capitalize on the significant number of coach tours which currently visit Bath and Bristol by persuading some of them to extend their trip across the Severn Bridge into South East Wales.

The proposed activity will increase visitor numbers, maximize the area's visitor potential and social capital, increase the benefits of tourism to the local economy, and add value to local identity.

2c	<p>Why is your project needed and what evidence do you have of the need for it? <i>(please list sources, where possible)</i></p>
	<p>In 2015, 2.19m visitors came to Monmouthshire, generating an estimated £186.65m for the local economy (STEAM*, 2015). In the same year, Chepstow Tourist Information Centre (TIC) handled more than 40,000 visitor enquiries (despite restrictions on its operating period and opening hours), which delivered a significant and quantifiable financial value to the local area.</p>
	<p>The most recent economic impact study on TICs (undertaken in 2012 on behalf of Welsh Government) estimated that each TIC enquiry (email, telephone or face to face) generated £12.79 net additional spend in its locality. On this basis Chepstow TIC (which participated in the research) generated in excess of £500,000 for the local area in 2015.</p>
	<p>The advice given by TIC staff has a significant influence on what visitors see and do in an area, the study showed. Nearly three quarters of those obtaining information on attractions and places to eat and drink go on to visit them, and for events and paid activities the figure was just under half. In addition, over half of TIC users who took part in the survey said the information they were given would definitely encourage them to make another trip, demonstrating the important and positive influence that TICs have on future visits and spend in the area as well as helping to distribute the benefits of tourism more widely while visitors are in the destination.</p>
	<p>Despite evidence of the valuable contribution that TICs make to their local areas, unprecedented cuts to council budgets have led to a reduction in TIC service provision across Wales and the UK. Many TICs have closed altogether and others including Chepstow have been operating on greatly reduced opening hours and periods.</p>
	<p>The current depreciation of sterling increases the attractiveness of the UK to overseas visitors who we know particularly value / rely on local visitor information services during their stay.</p>
	<p>This project aims to develop a more sustainable visitor information service across the RDP Vale of Usk area. Without it, visitor information provision will continue its downward spiral.</p>
	<p>Approximately 5 coaches a day stop at Chepstow TIC over the summer months, but patronization of local businesses by these visitors is limited. This project provides an opportunity for local businesses to capitalize on the benefits of the coach tourism market and distribute these benefits more widely across the Vale of Usk area.</p>
2d	<p>What feasibility/survey and planning work have you undertaken with regard to the proposed project? Please indicate if these are part of the proposed project.</p>
	<p>No feasibility or planning work has yet been undertaken as the first activity within the proposed project is a review of existing provision.</p>
2e	<p>Does this project have links to other projects and initiatives? <i>(please list and explain)</i></p>
	<ol style="list-style-type: none"> <li>1. Our View – approved RDP project developing new digital marketing collateral based on personal recommendations of trained ambassadors.</li> </ol>

	<p>2. Wye Tour Tea Room Project, a current application for public sector TISS to establish a locally distinctive café at Chepstow TIC targeting the coach tourism market.</p> <p>3. Living Levels Landscape Partnership HLF project – developing the visitor experience and people’s understanding of the Levels between Chepstow &amp; Cardiff Bay. If approved, Chepstow TIC and Caldicot Castle will provide interpretation to improve understanding of this special man-created landscape.</p>
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2f	<p>Describe how the project is innovative (see guidance for definition) and has a similar project been successfully undertaken in any other area (<i>details, if possible</i>)?</p> <p>This project is innovative as its purpose is to find alternative and more sustainable ways of delivering visitor information services across the area, in ways that are appropriate to local circumstances.</p> <p>Abergavenny TIC is located within the Tithe Barn visitor attraction and is managed by Brecon Beacons National Park Authority on behalf of stakeholders including Abergavenny Town Council, Monmouthshire County Council, and St Mary’s Priory Development Trust.</p> <p>Chepstow TIC is at a key location (next to one of Monmouthshire’s most visited attractions) at the entrance to Wales. Recent consultation undertaken by MCC has highlighted the value placed on Chepstow TIC by local communities and businesses. The building is owned by MCC and was purpose built with funding from the then Wales Tourist Board. The terms of the lease prevent it being used for any other primary purpose than visitor information, so if the service ceases from this location, Chepstow is left with a key building in a prominent visitor location with no obvious use.</p> <p>The project will undertake a review of service provision across the RDP Vale of Usk area and identify and develop improvements and innovation.</p> <p>A successful VIP project has recently been rolled out in Swansea / Gower.</p>
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2g	<p>Are any of the Welsh Government strategies listed in the guidance notes covered by your project (please list)</p> <p>Welsh Government Tourism Strategy ‘Partnership for Growth’          Welsh Government TIC Economic Impact Study          The Wales We Want - Well-being of Future Generations (Wales)</p>
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2h	<p>Who is going to benefit from your project (<i>please explain how, with approx. numbers, if possible</i>)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Community Members</th> <th style="width: 25%;">Approximate Number benefitting</th> <th style="width: 50%;">Explain how</th> </tr> </thead> <tbody> <tr> <td>Youth</td> <td>10 residents plus visitors</td> <td><b>Resident population</b> By supporting tourism growth and extension of the tourism season (through enhanced visitor information provision and capitalising on coach tourism), the project will improve the quality and quantity of tourism related employment, thereby improving tourism employment opportunities in the area. The programme will also include opportunities</td> </tr> </tbody> </table>	Community Members	Approximate Number benefitting	Explain how	Youth	10 residents plus visitors	<b>Resident population</b> By supporting tourism growth and extension of the tourism season (through enhanced visitor information provision and capitalising on coach tourism), the project will improve the quality and quantity of tourism related employment, thereby improving tourism employment opportunities in the area. The programme will also include opportunities
Community Members	Approximate Number benefitting	Explain how					
Youth	10 residents plus visitors	<b>Resident population</b> By supporting tourism growth and extension of the tourism season (through enhanced visitor information provision and capitalising on coach tourism), the project will improve the quality and quantity of tourism related employment, thereby improving tourism employment opportunities in the area. The programme will also include opportunities					

		<p>for training under the Vale of Usk Ambassador programme.</p> <p><b>Visitors</b> An improved visitor information service / destination experience.</p>
Employed	<p>10 residents</p> <p>10,000+ visitors</p>	<p><b>Resident population</b> By supporting tourism growth and extension of the tourism season (through enhanced visitor information provision and capitalising on coach tourism), the project will improve the quality and quantity of tourism related employment, thereby improving tourism employment opportunities in the area. The programme will also include opportunities for training on product knowledge, sense of place and welcome under the Vale of Usk Ambassador programme.</p> <p><b>Visitors</b> An improved visitor information service / destination experience.</p>
Retired	<p>40 residents</p> <p>10,000+ visitors</p>	<p><b>Resident population</b> The project includes support and training of ambassadors, re product knowledge, sense of place and welcome, to increase knowledge, confidence and skills of ambassadors to deliver an enhanced visitor experience.</p> <p><b>Visitors</b> An improved visitor information service / destination experience.</p>
Disabled	5	<p><b>Resident population</b> The project will actively encourage disabled ambassadors.</p> <p><b>Visitors</b> An improved visitor information service / destination experience.</p>
Low income/unemployed	5	Growing the benefits of tourism will improve the viability of all businesses involved in the visitor economy, including traditional tourism businesses and their suppliers. This in turn will help extend the main tourism season and support year round employment, improving the quality and quantity of tourism employment opportunities.
Other	1,000+	Overseas visitors who are more reliant on local visitor information services and who are growing in number in response to the reducing value of sterling.

Does your project consider the following:

	(delete)	Explain how
Equal opportunities for Minority Groups	YES	Opportunities for ambassadors will be developed and promoted in line with Monmouthshire County Council's equal opportunities policy.
Use of the Welsh Language	YES	TIC staff and volunteers are being encouraged to learn Welsh to enable them to deliver a bilingual visitor information service. All project communications will be bilingual in accordance with the Welsh Language Act and Monmouthshire County Council's Welsh Language Policy.
Use of Information Communication Technology (ICT)	YES	This project will make use of all available online marketing and communication channels including: <a href="http://www.visitmonmouthshire.com">www.visitmonmouthshire.com</a> visit_mon twitter visitmonmouthshire facebook page Visit Chepstow facebook page <a href="http://www.visitabergavenny.co.uk">www.visitabergavenny.co.uk</a> <a href="https://www.facebook.com/AbergavennyTIC/@Abergavennytic">https://www.facebook.com/AbergavennyTIC/@Abergavennytic</a> <a href="http://www.newport.gov.uk/visiting">www.newport.gov.uk/visiting</a> <a href="http://www.newport.gov.uk/en/Leisure-Tourism/Visit-Newport/Group-travel/Group-travel.aspx">http://www.newport.gov.uk/en/Leisure-Tourism/Visit-Newport/Group-travel/Group-travel.aspx</a> <a href="http://www.caerleon.net">www.caerleon.net</a>
Environmental Impact	YES	In improving product knowledge, this project will raise awareness of the special qualities of the local environment which will in turn encourage improved environmental responsibility. Encouraging an increased number of people to travel to the area by coach reduces congestion on roads and carbon emissions. Distribution of key messages / communications via online channels will avoid the negative impact of printing and hard copy distribution.

What are the economic benefits of your project?

Will your local economy benefit from the project?	YES	Explain how Each TIC enquiry (face to face, email or telephone) is estimated to deliver a net £12.79 benefit to the local economy. Developing a more sustainable service will ensure these benefits continue to be delivered and that the benefits increase by capitalising on the coach tourism opportunities.
Will the project lead to job creation or job safeguarded?	YES	The project will support tourism growth and help extend the tourism season to support better quality and year round employment.

2i	Please give details and supply evidence of all other sources of funding secured or being sought for the project.  Is this project dependent upon finding additional funding? NO		
	Source of funding	Amount	Date of decision

### Section 3: Delivering & managing your project

3a	<p>What do you hope to achieve with this project and explain when you think the key steps will be achieved?</p> <ul style="list-style-type: none"> <li>• Completion of a visitor information provision review and identification of best practice recommendations / local visitor information provision solutions. (December 2017)</li> <li>• Increased number of visitor information points (VIP) established across area and relevant businesses using their VIP status as a means of attracting more visitors. (December 2018).</li> <li>• Improvements in local visitor information provision across area and increased visitor satisfaction with service. (March 2018)</li> <li>• Active visitor information service network and sharing of best practice. (March 2018)</li> <li>• Growth in number of coach visitors and distribution of benefits across Vale of Usk RDP area through development and implementation of coach tourism initiative. (September 2018)</li> <li>• Increase in numbers of trained volunteers supporting visitor information service. (September 2018)</li> <li>• Increased visitor numbers using TICs / VIPs across Vale of Usk area. (December 2018).</li> <li>• New coach tourism itineraries developed and promoted (December 2017).</li> <li>• New coach tourism training developed and delivered to relevant businesses / ambassadors. (March 2018)</li> <li>• New Vale of Usk coach tourism toolkit developed for businesses / ambassadors. (March 2018).</li> <li>• Pilot product knowledge / tour guide training on Roman Caerwent developed and delivered. (March 2018)</li> </ul>
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	<ul style="list-style-type: none"> <li>Continued growth in volume and value of tourism across Monmouthshire and Newport. (March 2019).</li> </ul>
3b	<p>What risks have you identified that might affect your project?</p> <ul style="list-style-type: none"> <li>Future reductions in LA budgets too deep and too fast to allow development of sustainable service</li> <li>Identified solutions not acceptable to local stakeholders</li> <li>Lack of interest from businesses in VIP opportunities.</li> <li>Insufficient interest in ambassador training and / or volunteering opportunities</li> <li>No interest from businesses in capitalising on coach tourism opportunities</li> </ul>
3c	<p>How do you intend to deal with these risks? <i>(support may be available if you require it)</i></p> <ul style="list-style-type: none"> <li>MCC budget commitment to its TICs confirmed for 17/18</li> <li>Identified solutions developed in consultation with local stakeholders</li> <li>Businesses made aware of VIP support and opportunities to increase visitor numbers</li> <li>Ambassador programme and volunteer opportunities publicised widely</li> <li>Increase awareness of benefits of coach tourism and promotion of opportunities / training for businesses</li> </ul>
3d	<p>Please submit a copy of your Group's constitution and explain what experience members of the group might have that will be of benefit to the project.</p> <p>Project led by Monmouthshire County Council's Food &amp; Tourism Strategic Manager. Nicola is a destination manager with 15 years' experience of delivering and developing visitor information services. She is currently chair of the Wales Tourism Research Partnership and vice chair of the Southern Wales marketing consortium, which promotes the Cardiff Capital Region to travel trade and group travel markets. She has also developed and delivered training programmes for three cohorts of Monmouthshire Ambassadors.</p>

#### Section 4: Long term impact of your project

4a	<p>What do you expect to be the next steps for this project, and how will the project be sustained following this funding? <i>(We may be able to help you find capital funding)</i></p> <p>The project aims to develop a sustainable service which is less reliant on public sector funding.</p> <p>The project will encourage close working relationships between TICs and coach operators to increase the number of coach visitors to TICs, and inform the development of services to meet the needs of this market, thereby increasing income to offset future operating costs.</p> <p>The project will develop new and strengthen existing visitor information stakeholder partnerships.</p> <p>The project will increase volunteer support for visitor information services to reduce staffing costs of service.</p> <p>The project will improve product knowledge within the destination and provide local businesses with access to coach tourism opportunities.</p>
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	<p>The project will deliver improvements to local visitor information services and increase user satisfaction.</p> <p>The project will drive improved destination performance by increasing visitor numbers and spend. By enhancing visitor experience, their likelihood of recommending the area to others and returning to the area themselves is increased.</p>
4b	<p>How will you raise awareness of your project to your community and maintain the community interest in the future (if applicable)?</p> <p>There is already wide support for and interest in visitor information services and coach tourism opportunities, across the Vale of Usk RDP area.</p> <p>We will raise awareness of project aims and activity, and promote project opportunities across existing communication channels with stakeholders / interested parties, as well as via local press and social media channels.</p>

## Section 5: Financial information

### 5.1 Project Costs (*This section will be completed jointly with the project officer*)

Cost breakdown	How is this cost calculated. ( <i>Please indicate where the cost is estimated. If you are able to reclaim the VAT paid please add costs without VAT</i> )	£
Room Hire	2 days' room hire for Ambassador training	£280
Consultancy	Review of visitor information service provision across Vale of Usk, best practice & identification of appropriate local solutions (20 days @ £350)	£7,000
	Development and delivery of Vale of Usk Ambassador programme focusing on coach tourism and visitor information provision.	£3,500
	Development of Vale of Usk VIP scheme, design of marketing materials & leaflet racking specification (4 days @ £350 per day)	£1,400
	Development of new Vale of Usk coach itineraries in partnership with businesses and stakeholders	£1,400
	Development & piloting of Roman Caerwent product knowledge / tour guide training	£1,000
	Development & production of bilingual coach tourism toolkit	£3,000

Marketing & PR	<p>Development &amp; delivery of Vale of Usk coach tourism marketing plan:</p> <ul style="list-style-type: none"> <li>• development of offers and incentives</li> <li>• e-newsletter campaign</li> <li>• production &amp; promotion of vouchers</li> <li>• targeted advertising in specialist coach / group travel publications</li> <li>• development of coach tourism area of visitmonmouthshire.com website</li> </ul> <p>Promotion of coach tourism and VIP opportunities to businesses</p> <p>Promotion of ambassador / product knowledge training / volunteering opportunities</p>	£7,500
Procured Services	<p>Tour Guide Services for fam trip</p> <p>Hire of coaches for familiarisation trips</p> <p>Design costs for coach tourism marketing campaign</p>	<p>£700</p> <p>£300</p> <p>£350</p>
Purchased items <£10,000		

Other Costs (please list)	Salaries 2 days per week (1 each at Abergavenny and Chepstow) to establish VIP schemes and deliver coach tourism initiative	£17,873.84 (over 2 years based on £4468.46 per centre per year based on salary rate of £10.23 per hour plus on costs)
	Project Management	£17,102 (1 day per week for 2 years)
	Production and installation of 10 free standing branded leaflet racks @ £300 each	£3,000
	Food & drink for training courses and familiarisation trips	£750
	Welsh translation costs @5p per word	£700
	Support for visitor information network to share best practice 2 events per year @£100 each	£400
<b>Total Project Cost</b> (Do NOT include VAT if you are VAT registered)		<b>£66,255.84</b>

<b>Match Funding</b> <i>Must be a minimum of 20% of the total project cost. (Refer to Appendix 1)</i>			
Type	Provide details of your sources of match funding below		£
Cash Contributions			0
In-kind funding you will provide	Project Management by Food & Tourism Strategic Manager		£17,102 (26%)
<b>Total match funding</b>			
<b>LEADER Funding</b> <i>Must be a maximum of 80% of the total project cost.</i>			
Funding Required	£49,153.84	% of total project cost (Maximum 80%)	74%

## 5.2 Profile of Expenditure (This section will be completed jointly with the project officer)

Type of expenditure	First Qtr.	Second Qtr.	Third Qtr.	Fourth Qtr.	Total

## Section 6: The Rules and Regulations

### 6.1 Statutory requirements and permissions

Do you require:	Yes (Please tick)	No (Please tick)	Attached (Please tick)
Landlord, landowner or lease holder consent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning permission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Licences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specific permission for continued general public access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other statutory permission e.g. Natural Resources Wales consent etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If yes please state:			

If yes to any of the above, please provide copies of the approval documentation with this application. If "no" where appropriate please provide written confirmation from the relevant authority that permission is not needed.

## 6.2 Data Protection and Publicity

The information provided on this application will be used in connection with the processing of the projects application and publicising, administration, evaluation and monitoring of the LEADER programme. To progress this application we may disclose the information we receive from you to others including public bodies and other Government Departments. To publicise, administer, monitor and evaluate the programme we may also disclose information to other Groups or consultants which we consider appropriate. The project description and details, if approved, may be used in various forms of publicity for the Vale of Usk LEADER programme, including being placed on the Vale of Usk web site. We will not however disclose personal details submitted as part of this application.

## 6.3 Signed and confirmed on behalf of the applicant.

I declare that to the best of my knowledge the factual information contained in this form is correct and complete. I understand that if I have given information that is incorrect or incomplete, the offer of any LEADER funding may be withheld and action taken against me or my Group. I also declare, unless otherwise stated in this application form, that I/the Group has not started activity or committed expenditure that relates to this project. If any information changes I will inform the Vale of Usk LAG project immediately.

<b>Signed:</b>	
<b>Name:</b>	Nicola Edwards
<b>Position:</b>	Food & Tourism Strategic Manager
<b>Date:</b>	20/04/2017

Check list:

- Have you attached a copy of the group's constitution (if applicable)
- Do you need support or training for project delivery?
- Do you need support finding additional funding?

**PLEASE RETURN TO:** [rdpinfo@monmouthshire.gov.uk](mailto:rdpinfo@monmouthshire.gov.uk) or to the relevant officer



**Appendix 1. Additional Guidance for In Kind Match Funding** (extracted from Welsh Government LEADER Guidance) More detail is provided in the Application Guidance form.

Contributions in kind in the form of:-

- Provision of works, goods, services, land and real estate for which no cash payment has been made (must comply with ESI rules – see Leader Guidance)
- Equipment and Raw Materials may be provided to a project as a form of in kind match funding but the LAG must ensure that evidence is maintained about the value of the amount committed.
- Research or other professional work may be provided as a form of in kind match funding but the LAG must ensure evidence is maintained (see Leader Guidance)
- Unpaid Voluntary work – Only persons acting in a wholly voluntary capacity will be eligible, signed time sheets should be maintained to support the hours claimed towards the project. Below are a list of rates provided by Welsh Government which can be applied as acceptable rates for voluntary work:

Job Title	SOC Code*	Hourly Rate £	Annual Rate £
Project Manager	2424	21.72	42,756
Project Researcher	2426	16.55	31,880
Project Coordinator	3539	14.94	28,944
Trainer	3563	14.26	27,775
Project Administrator	4159	10.13	19,812

\* Standard Occupational Classification