

MAKE THE MOST OF YOUR MEMBERSHIP



**QUICK REFERENCE GUIDE
& SUPPLIER DIRECTORY**

WWW.MWTCYMRU.CO.UK

Show Me
Wales
Cymru

Visit Mid
Wales
Canolbarth
Cymru

MWT CYMRU

As a member of MWT Cymru you're part of the largest tourism membership and marketing organisation in Mid, South & West Wales and have access to a whole host of exclusive membership benefits and marketing opportunities to help attract more visitors.

We work closely with Visit Wales, the Regional Tourism Forum, Wales Tourism Alliance and local authorities, to represent our members' interests and champion the tourism sector in Wales.

- A social enterprise company (Not for Profit Organisation Limited by Guarantee).
- Proud to support and represent over 600 businesses throughout Wales.
- Membership matters: We do not receive centralised funding from the Welsh Assembly Government or Visit Wales to support our core business activities.

Thank you for your support.

**OVER 2
MILLION
VISITORS TO
OUR WEBSITES
EACH YEAR**

Benefit from a wide range of marketing opportunities and get maximum exposure across our platforms, including the highly successful destination websites, Show Me Wales and Visit Mid Wales. These sites generate thousands of visitor referrals to our members' own websites & social channels each and every year.

**If you need help just ask our experienced team -
we're here to support you: 01654 702653**

MWT CYMRU MEMBERSHIP - QUICK GUIDE



KEEP YOUR INFORMATION UP TO DATE

Access to our online management system that enables you to promote your business/organisation via multiple channels including:
www.visitmidwales.co.uk and
www.showmewales.co.uk

Make sure you are up to speed with the basics - videos on how to update are available in our members only area on www.mwtcymru.co.uk - register via the website for access.

It's really important that you keep your listing up to date so if you have any questions or have forgotten your username or password then please contact us.

Training is FREE and we're always happy to help, whether you've joined us recently or have been a member for years.

COLLECTIVE MARKETING

Our collective 'destination marketing' efforts through visitmidwales.co.uk, showmewales.co.uk, social channels and PR activity, helps to raise awareness of Mid & South Wales as must visit destinations - aiming to increase footfall and visitor numbers.

This is only possible with your support.

ONE2ONE MARKETING REVIEW

Would you like to chat with one of our experienced team about your marketing?

Would you like an extra pair of eyes on your own website, or to discuss your marketing plan? Please contact us for support.

Website builds from £350+VAT plus £10+VAT per month for SSL hosting & support are available for MWT members.

Keep up to date

Each month we host a virtual members meetings (via Zoom). This is a great opportunity to catch up with like minded businesses, and find out what's going on in your industry. Each meeting is based around a different 'theme', so look out for your members e-news to find out what's coming up next!

BRAND GUIDELINES

Download the brand guidelines for Visit Mid Wales. The toolkit contains tips to share our brand values and communicate the tone of voice and photography style for the region.

www.mwtcymru.co.uk/brand

MARKETING CAMPAIGNS

MWT undertake regional destination marketing activity, and seasonal campaigns. We will notify members with any opportunities to get involved and you can see our current projects page on:

www.mwtcymru.co.uk/projects

LATEST NEWS / EVENTS

Check www.mwtcymru.co.uk for latest news & events - membership meetings, AGM, conference, etc.

Our trade events calendar is regularly updated with important dates, opportunities for training, seminars and member days.

SOCIAL MEDIA

For Business

Follow our updates on Facebook & Twitter @MWTCymru

for Visitors

Follow our Visitor Channels on Facebook, Instagram & Twitter @VisitMidWales



MEMBERS AREA - WWW.MWTCYMRU.CO.UK

Over the years we have created and gathered lots of useful guides, top tips and more. Check out our members area to find out more.

www.mwtcymru.co.uk/membersarea

PLEASE NOTE: You will be asked to register if it's your first time. Requests are normally approved within 24 hours.

MEMBERS ONLY GROUP - FACEBOOK

Join our members only group on Facebook:

facebook.com/groups/MWTCymru/

Network and talk to other MWT member businesses, promote joint/collaborative working and discuss anything relevant to the closed group. The group is only visible to members of MWT Cymru, so you know you will only be talking to professional businesses.

LOGOS & CERTIFICATES

Don't forget to display the MWT member logo on your website & promotional material – You can download your logos from:

www.mwtcymru.co.uk/membersarea

Display your MWT membership sticker and certificate with pride!

MID WALES IMAGES

MWT has undertaken photoshoots around the region and we have a library of Mid Wales images. These are available FOC for members' non-commercial usage.

www.mwtcymru.co.uk/membersarea

See also: assets.wales.com (Visit Wales' national image library) and CymruStock.co.uk

BROCHURE REQUEST

All members: List your brochures on www.mwtcymru.co.uk so that other MWT members can request them, and vice versa.

www.mwtcymru.co.uk/brochureexchange

Our 'Brochure Request' service is another way for MWT to help facilitate closer working; creating wider networks for the largest and smallest among us to help promote one another and highlight all that is great about Mid Wales.

SUPPLIER DISCOUNTS

Check out our suppliers directory, in here and online at www.mwtcymru.co.uk/membersarea for exclusive member discounts.

Discounts for payment processing, leaflet distribution, photography, book keeping, and much more...

New suppliers and offers are added throughout the year so we advise you check regularly or contact us if you're looking for anything specific.

SUPPORT & REPRESENTATION

As the Destination Marketing Organisation for Mid Wales, we help to provide strategic leadership for the tourism industry.

We represent your business and the tourism industry at regional, national and international level; working closely with Wales Tourism Alliance, Visit Wales, Visit Britain, and on several other groups and forums, to champion our member's interests.

If there is an issue you'd like to discuss, please contact us.

More information can be found on www.wta.org.uk

KEEP IN TOUCH

Keep an eye out for regular member e-newsletters and social media updates for useful info.

Come along to our next tourism industry conference and hear from expert guest speakers. Discounted delegate rate for MWT Cymru members.

Attend our AGM and members' meetings and network with other members.

Visit our tourism industry website www.mwtcymru.co.uk for more information on all membership and marketing benefits, resource links, diary dates and our 'Online Chat' which connects you directly to the MWT Cymru team in Machynlleth.

PRESS & PR

Tell us about new developments at your business e.g. new accommodation, new activities, new conference/wedding facilities, etc.

Add press@mwtcymru.co.uk to your email contacts to send press releases / quirky news stories / ideas.

Find out more about the Mid Wales Media Hub online resource for members:

www.mwtcymru.co.uk/mid-wales-media-hub

PRINT

Bedroom Browsers & Tear Off Map Pads: Contact us if you have not received copies of the bedroom browser and tear off maps, or would like additional copies to display.

The map artwork is available in A4 and A3 formats – ideal for printing off for your guest noticeboards.

Attractions/Activity Providers/Towns/Shops/Places to eat & drink: The bedroom browser is a key element of our marketing activity; please request advertising information if you haven't previously advertised, or would like a reference copy.

ATTRACTIONS & ACTIVITIES PASS

All members: Apply/Renew your free attractions & activities pass. This entitles you to FREE or reduced rate entry for you and a guest to other member attractions and activity providers:

www.mwtcymru.co.uk/attractionspass

Attractions/Activity Providers: Register to be part of the Attractions Pass scheme and welcome familiarisation visits to your own business from other MWT Cymru members. Great to encourage networking and word of mouth referrals:

www.mwtcymru.co.uk/attractionspass

MENU EXCHANGE

Restaurants, Café's, Pubs, Inns: Promote your menus to other members and their visitors/guests. Send a copy of your menu directly to the accommodation business that has requested it – a hard copy via post and/or a PDF via email, or you could even drop them off in person.

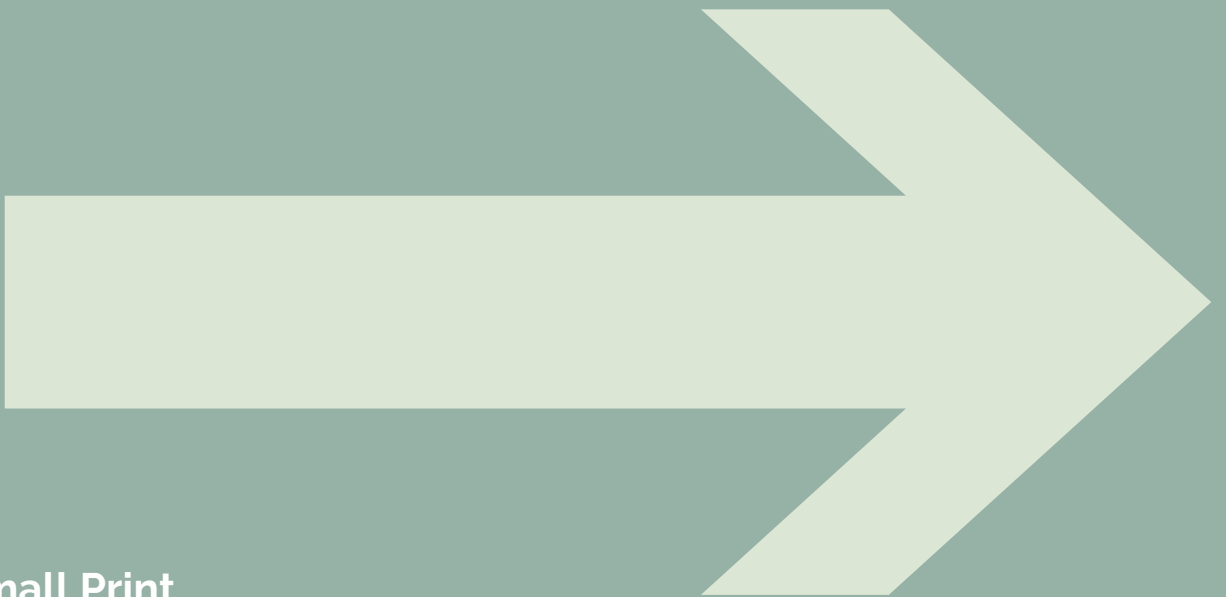
Register your business online at www.mwtcymru.co.uk/menus

Accommodation providers: You can request sample menus to boost your visitor information.

Go online to www.mwtcymru.co.uk/menus and simply select the business you'd like to receive a menu from, complete your details and your request will be forwarded to the establishment directly.

SUPPLIERS' DIRECTORY

New suppliers & offers are added throughout the year. Please check www.mwtcymru.co.uk or call us on 01654 702653



The Small Print

Inclusion within this Suppliers Directory does not necessarily imply a recommendation; please do your research / ask questions / check reviews. MWT Cymru assumes no liability for the products/services provided by the businesses / organisations herein.

Like to be listed in this Suppliers Directory?

Go to www.mwtcymru.co.uk to sign up, or call MWT Cymru on 01654 702653 if there is a supplier you think should be included. Thank you for your support.



NFU Mutual's Aberystwyth branch:
 Tŷ Harbwr, Y Lanfa, Aberystwyth,
 SY23 1AS | 01970 577646
www.nfumutual.co.uk/branches/aberystwyth/

NFU Mutual can provide MWT members with a wide range of services, advice, and support. From specialist tourism insurance to succession planning and everything in-between. It's important to protect your business and your family for the future and MWT are pleased to have strong links with the team at NFU Mutual Aberystwyth.

Cathy and her team at Aberystwyth provide members with a personal and tailored service to ensure you and your business are protected. Contact them directly on 01970 577646 and mention you're a member of MWT.



THE
**CYBER
 RESILIENCE
 CENTRE**
 FOR WALES

@CRCWales

- A partnership between the police, private sector and academia to help small to medium sized businesses protect themselves against cybercrime.
- An affordable way to access cyber security services and consultancy to help protect you from attack.
- A range of membership options depending on what level of support your business needs.
- Access to a range of resources and tools to help you identify risks and vulnerabilities, as well as delivering guidance on the steps you can take to increase your levels of protection.

www.wcrcentre.co.uk



Contact: Matt Wilby
 07565267902
www.abercoffee.co.uk

It all began with a modest idea; why not create great coffee and add photos of somewhere we love?

This could work for lots of places, but Aberystwyth is special. We provide Welsh roasted, speciality coffee direct to customers, for hospitality and wholesale.

Email: contact@abercoffee.co.uk



Focus Enterprise Hub
 01686 806349
www.focusenterprisehubs.wales

Focus Newtown Enterprise Hub is perfect for start ups and early stage business owners.

- Business Start Up Support
- Business Growth Support
- Co-working Space
- Meeting & Event Space
- FREE workshops & events

Email: newtownhub@focusenterprisehubs.wales



**Cambrian
 Training**
**Hyfforddiant
 Cambrian** ®

Cambrian Training Company is one of the leading providers of training and support to the hospitality, butchery, food and drink manufacturing, management and customer service sectors throughout Wales.

www.cambriantraining.com
 01938 555893 | info@cambriantraining.com



Busnes@
 LlandrilloMenai

Dolgellau, Gwynedd, LL40 2SW

Busnes@LlandrilloMenai is the name for the employer facing service of Grwp Llandrillo Menai; a one-stop-shop for all your **training and development** needs as an employer.

www.gllm.ac.uk/busnes/
 08445 460460 | busnes@gllm.ac.uk



Tel: 01938 552260
Email: sales@wpg-group.com

www.wpg-group.com

10% Discount, Free delivery and Free Design Consultation for MWT members*

Welshpool Printing Group is a family run company that offers The Complete Print Solution for the whole Mid Wales area.

PRINT • MAIL • SIGNS • PROMOTIONAL PRODUCTS •
WORKWEAR • ENGRAVING

We can design & print everything from Stationery & Brochures to a complete shop front and ensure complete brand consistency.

*T&C's apply. Speak to Andrew, Kelly, Alison or Jake for details. Please check the MWT website for other special offers.

aztecprint

Powys/Ceredigion



15% Discount, Free Consultation, 1 Hour Free Artwork and Free Proofs*, for ALL MWT Members

Aztec provide a full in house design and print service. We bring your vision and ideas to life on your printed marketing material. Aztec are environmentally friendly printers using vegetable and soya based inks, environmentally friendly paper without sacrificing on quality or price.

**Tel: 01686 412518 | Email: info@aztecprint.co.uk
www.aztecprint.co.uk**

DRAGONUAV

Dragon UAV is one of Wales' top providers of drone and specialist media including 360, hyper-lapse and interactive tours (and more)

*See MWT website for exclusive packages.

www.dragonuav.co.uk
Call Stu on 07794 525432
hello@dragonuav.co.uk

Duncan Foulkes PR

Duncan's wide-ranging work entails media campaigns, researching and drafting press releases, media liaison, organising photo calls, and more:

- Public Relations
- Media Relations
- Public Affairs
- Copywriting
- Crisis Communications
- Event management

www.duncanfoulkespr.com
01686 650818

PHOTOGRAPHY BY DANIEL BADGER

Dan is a professional photographer based in Newtown (Powys) with years of experience working with design agencies and private clients across the UK.

Dan is offering MWT members affordable packages from £140.

www.danbadger.co.uk
07786 267 060
daniel@danbadger.co.uk



01269 846106

www.chfoods.co.uk

natalie.jones@chfoods.co.uk

Family owned Castell Howell Foods are one of the largest independent food wholesalers to the foodservice sector in the UK, listing a range of 14,000 products and servicing the length and breadth of Wales and beyond.

Discounts may be available to members depending on monthly spend.



**St Davids House
New Road, Newtown
Powys, SY16 1RB
01686 616805**

Email: gaynor.morris@developmentbank.wales
www.developmentbank.wales

The Development Bank of Wales was set up by the Welsh Government to support the economy of Wales by making it easier for businesses to get the finance needed to start up, strengthen and grow. We offer flexible business finance for companies based in Wales from £1,000 up to £5 million, loans and equity.



Tel: 01982 552646
Email: wales@lantra.co.uk
Web: www.foodskills.cymru/wales-a-food-destination
Instagram: [walesafooddestination](https://www.instagram.com/walesafooddestination)
Facebook: [WalesAFoodDestination](https://www.facebook.com/WalesAFoodDestination)

Wales. A Food Destination

Wales. A Food Destination' is an RDP funded project, specialising in supporting retail and hospitality businesses to source, serve and sell more Welsh food and drink. The project provides this through free workshops and bespoke one to one consultations. We can assist with any food and drink aspect of your business from end-to-end menu planning, through to food styling and photography.



Tel: 01970 623906
Email: info@cambrianweb.com
Web: www.cambrianweb.com
Twitter: [gwecambrianweb](https://twitter.com/gwecambrianweb) |
Facebook: [gwecambrianweb](https://www.facebook.com/gwecambrianweb)

We work closely with businesses across Wales to deliver great website designs and digital marketing. Our designs are created especially for you, are mobile responsive, include bilingual functionality and provide you with access to login. We also offer services including social media management, WordPress training, SEO, hosting and brand consultancy. Please get in touch!

Special rates available for MWT members



Gifts of Wales
3 Church Street,
Welshpool,
Powys,
SY21 7DL

Email: info@giftsofwales.co.uk
www.giftsofwales.co.uk | Facebook | Instagram

Home of Welsh artisan gifts and homeware. We use artisans and small businesses wherever possible to offer a unique collection of genuine Welsh gifts that support businesses across Wales.



Julie Jones specialises in hospitality and tourism book keeping services. Offering cloud based accounts and management for services, including:

- Book Keeping
- Auto-enrolment
- VAT Returns
- Self Assessment
- Payroll
- Business Services/Accounts set up

01650 511713 | info@mwbb.co.uk

CymruStock

Welsh stock by Welsh creatives

CymruStock is a National Creative Hub and formative Welsh stock footage platform. We link Broadcasters, Advertising & Marketing companies or businesses in any sector (but particularly in tourism) to the best content creators, their work or services across the country.

www.cymrustock.co.uk



@dogs_coffee



@twodogsroasting

Tel: 07450 359768

Email: contact@twodogscoffeecompany.com
www.twodogscoffeecompany.com

Two Dogs Coffee takes ethically sourced premium beans from around the world and roasts, packs and supplies them through retail outlets and cafes/restaurants. We also have a coffee van which is available for events.



Coco Live & Coco Pzazz

Tel: 01686 688012
info@coco-live.co.uk
www.coco-live.co.uk
www.cocopzazz.co.uk

Coco Live can partner with lots of different venues to host your very own **chocolate workshop** with their mobile mini chocolate school, or you/your guests can book them for a group chocolate making workshop at their chocolate school in Llanidloes. If you're an independent retailer looking for quality chocolate to sell, please also check out the Coco Pzazz range.


Please check the Members' Area of www.mwtcymru.co.uk for additional supplier contacts, or contact the MWT Cymru team on 01654 702653 if there's anything in particular you're looking for.



The little Welsh Kitchen
PRIVATE CHEF & OCCASION CATERING



Birchfield Farm, Llandrindod Wells,
Powys, LD1 6PD
07983178512
Contact: Sarah James
E: order@thelittlewelshkitchen.co.uk
W: <https://thelittlewelshkitchen.co.uk>

 [the_little_welsh_kitchen](https://www.instagram.com/the_little_welsh_kitchen)

 [thelittlewelshkitchen](https://www.facebook.com/thelittlewelshkitchen)

We offer a selection of Grazing options and a private chef service for you/your guests. Delivery postcodes in Powys: LD1 . LD6 . LD7 . LD8. We lovingly prepare all our platters and puddings fresh on the day we deliver. Our delivery days are Monday, Wednesday, and Friday.

We use the freshest of produce and grow our own when possible and make every effort to be kind to the environment and our planet.

Vegan, vegetarian and Lactose free options available.

ZEAL

Zeal Tax

Chepstow Road, Newport, NP19 8EA

Contact: Matt Jeffery

Email: matt@gozeal.co.uk

Tel: 01633 386017

www.gozeal.co.uk



Zeal are tax consultants based in South Wales. We are not accountants, we specialise in providing tax advice to hospitality businesses.



skincareBOOtique

Nothing but natural

www.skincarebootique.co.uk

skincareBOOtique handcraft environmentally friendly artisan soaps in Powys, using natural oils, butters and essential oils.

All soaps are manufactured, moulded, and cut individually and undergo a minimum 6 week curing period.

We also offer individual soaps for accommodation welcome packs, wedding favours, etc. Custom branded soaps and labels available.

T: 01938 590926



Contacts

MWT Cymru:

www.mwtcymru.co.uk

01654 702653

members@mwtcymru.co.uk

MWT Press & PR:

press@mwtcymru.co.uk

MWT Operations Manager:

zoe@mwtcymru.co.uk

MWT Membership Manager:

claire@mwtcymru.co.uk

MWT Chief Executive:

val@mwtcymru.co.uk

Visit Wales Grading Team:

0845 0108020

Wales Tourism Alliance:

www.wta.org.uk