



Llywodraeth Cymru
Welsh Government



Open call for ‘Neges’ self-catering accommodation providers

This is an open call inviting self-catering accommodation operators and agents to apply to become a ‘Neges’ provider.

The ‘Neges’ project - “local produce on arrival and during your stay” - will facilitate and coordinate the provision of a local food offer for the self-catering sector eg cottages, glamping units, lodges...

Delivered by Menter Môn and funded through the Cooperation and Supply Chain Development scheme (EU / Welsh Government), the initiative will run until June 2023 with the bulk of activity will take place during the 2022 tourism season.

Aim

The project aim is to provide visitors staying in self-catering accommodation in the area with a local food and drink option, which will showcase the breadth of quality producers from the area and provide a sense of place through a range of supporting material.

‘Neges’ will be delivered in partnership with food and drink suppliers, as well as other key stakeholders from the public and private sector. The project will be delivered across the counties of Gwynedd, Ynys Môn and Conwy.

‘Neges’ suppliers

‘Neges’ will collaborate and support 5 local suppliers to develop and pilot a number of innovative regional food and drink packages for the tourist sector in Gwynedd, Ynys Môn and Conwy that are either delivered to the accommodation or collected, from Easter 2022 onwards.

We expect retailers, distributors, manufacturers, restaurants and cluster of producers to apply to become a ‘Neges’ supplier. The 5 suppliers will be appointed by the end of 2021.

We want to pilot different ideas across the 3 counties, targeting various audiences and piloting alternative distribution methods.

We are aiming for at least 2 of the 5 selected suppliers to be licenced for the sale of alcohol.

What ‘Neges’ is looking for from self-catering accommodation providers?

We are looking for a number of self-catering accommodation operators and agencies to collaborate with ‘Neges’ to develop and trial a number of innovative regional food and drink packages for the tourist sector in Gwynedd, Ynys Môn and Conwy.



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A 'Neges' provider can for example be a self-catering property owner, a glamping business, a chalet park or an agency responsible for marketing and taking bookings for such accommodation.

We want to trial different ideas across the different sectors of self-catering accommodation in Gwynedd, Ynys Môn and Conwy, targeting various audiences and piloting alternative distribution methods.

A 'Neges Provider' will be able to choose which 'Neges Supplier' it sources from, and may collaborate with more than one.

What can 'Neges' offer you?

The overall aim of the 'Neges' project is to reduce the risk for businesses who want to pilot innovative local food and drink packages for guests staying at self-catering accommodation.

The project will provide a range of support measures. These will include:

- Recruit 5 'Neges Suppliers' to work with local self-catering accommodation providers to bring innovative food and drink packages to guests staying in the area.
- Facilitate collaboration with other businesses across the supply chain, including food and drink producers and suppliers who will consolidate and prepare the packages.
- Contribute towards the costs of running pilots, sourcing green packaging solutions and producing supporting material for packages such as recipe cards and web content.
- Commission specialist support where required to develop food packages eg recipe development, refine or clarify ideas, sourcing green packaging alternatives, identify software to send and process orders...
- Disseminating outcomes and findings from various 'Neges' pilots to enable learning across the food and drink industry and the tourism sector.
- Sharing market intelligence on consumer trends and expectations.
- Provide information and support on how you can make good use of the Welsh language and develop a strong "sense of place" as part of the experience staying in the area.
- Publicise the companies participating as 'Neges Providers.'
- Commission professional photography services to create a portfolio of images 'Neges' Suppliers and Providers can use to market.

What is the next step?

If you answer "yes" to all the following, get in touch with us using the contact details at the end.

We are looking for PROVIDERS who:

- Have self-catering accommodation in Gwynedd, Ynys Môn or Conwy.



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- Can come forward with innovative ideas on how to develop a sustainable, practical and profitable local food and drink offer for guests staying in self-catering accommodation.
- Can work with 'Neges' to offer value to the piloting work such as sharing information about the food and drink packages with a targeted database, facilitate the sale of packages for guests or providing an insight to guest demands and needs. There are several ways a provider could add value, and we would like to hear about your ideas.
- Will work with 'Neges' to showcase the Welsh language, local food and its heritage, through the food and drink packages offered by the 'Neges Suppliers.'
- Are ready to provide comments and feedback to the project team and appointed evaluators.

How to apply?

If you are interested in participating as a supplier of a 'Neges' package, then please complete the application form below by November 30th, 2021.

Application Form: <https://forms.office.com/Pages/ResponsePage.aspx?id=847zNnlo-E2m0Dz5KX8G-JTFpBoC4dhPkDGYyeGywwlUMk9TR1BROTA0R0szOTY4N0UyWlBHSzJKNi4u>

'Neges' contact details

For more information, please contact Rhys Gwilym on 01766 514057 or e-mail at rhys@mentermon.com