



Caerphilly Tourism Association - Co-ordinator

Invitation to Tender

Caerphilly Tourism Association has 47 members across the county borough of Caerphilly, consisting of B&B's, hotels, self catering properties, campsites, restaurants, cafes, activity providers, visitor attractions and tour guides. The Association is an active group that meet five times a year, yet there is the need to create a more vibrant Association with more membership responsibility. Members need to feel that the investment of the time they give to the CTA is rewarded by added value to their business. Operating a small business can be lonely so the social and networking aspect of the CTA is of great importance.

Overview and background of Caerphilly Tourism Association

Caerphilly Tourism Association is about to become a Private Company Limited by Guarantee (Not Having a Share Capital). It has a draft Memorandum of Articles of Association for Caerphilly Tourism Association.

At present there is a Committee consisting of:

- Chair - Katrina Rohman, Sales & Marketing Assistant Manager, Bryn Meadows Golf, Hotel & Spa
- Vice Chair - Lee Edwards, Owner, Casa Mia Mediterranean Restaurant & Cocktail Bar
- Treasurer - Nicole Lansdown, Hotel Manager, Llechwen Hall Hotel
- Secretariat - Sally Walters and Sarah Curno - Caerphilly CBC Destination & Events Team

Caerphilly Tourism Association's aim is to bring tourism businesses together, improve their business success and ultimately increase visitors to the County Borough of Caerphilly. Through the exchange of good practice, networking and private/public sector liaison, members stay up to date with industry news, legislation, promotional opportunities and trends.

For more information on the benefits of being a member of the CTA:

<http://www.visitcaerphilly.com/about-us/>

CTA member meetings are held 5 times a year, the dates for 2018 are as follows:

Tuesday 6th February, 11am – Casa Mia Mediterranean Restaurant & Cocktail Bar, Caerphilly

Tuesday 17th April, 11am – Llancaiach Fawr, Nelson

Tuesday 5th June, 11am - Bryn Meadows Golf, Hotel & Spa, Nr Blackwood

Tuesday 4th September, 11am - The Harp Inn, Gelligaer

Tuesday 6th November, 11am - Llechwen Hall Hotel (AGM)

Identified requirements of the CTA

To take Caerphilly Tourism Association forward there is a need for:

- Administration support
- Membership development (recruitment and retention)
- Marketing and PR opportunities
- Funding identification
- Management of member information on visitcaerphilly.com

Co-ordinator duties

- Devise and implement a 12 month activity/delivery plan for the CTA to include appointing roles and duties to willing members, with set timescales
- Create a shared vision and set of aims and objectives - what are we trying to achieve?
- Liaise with CTA Directors as and when required
- Organise member meetings, venues, plan agendas and take minutes
- Update and add content such as news, events, member pages and special offers to visitcaerphilly.com on behalf of members, manage the members' area of the website, manage and report on web stats
- Manage the Caerphilly Tourism Association Facebook group, attract more members to join the page, add content and increase awareness and interaction with members and between members
- Manage membership payments
- Develop member benefits
- Devise a recruitment plan to increase/retain membership
- Organise presentations, speakers and other relevant events for members at member meetings
- Identify training needs and training providers and organise the delivery of training workshops/one to one for members
- Plan and implement familiarisation visits, tourist destination visits and relevant opportunities for members
- Identify funding opportunities for the CTA (both as an Association and individual members)
- Be aware of new and changing legislation that affects tourism businesses and disseminate that information to members
- Provide monthly update/progress reports

Budget

The successful applicant will be contracted on a freelance basis for a period of 12 months starting as soon as possible. The budget for this is **£12,000 to include all travel expenses and additional costs.** Payment will be made from Caerphilly Tourism Association on a monthly basis upon receipt of monthly invoices. There will be a budget for marketing, workshops, speakers, familiarisation visits etc. Shortlisting and interviews will be conducted by CTA Directors and the CTA Secretariat.

Closing date: 18:00 on Sunday 4th February

Interview date: TBC

Submission

Your submission should include the following:

- Your day rate and CV detailing who will be delivering the Co-ordinator duties
- A proposed schedule of work – your approach
- Ideas of how to retain and increase Caerphilly Tourism Association membership along with membership benefits ideas
- Examples of previous work experience within a tourism environment and details of tourism clients worked with previously
- Demonstrate experience of successfully working with consortia/partnerships
- Demonstrate your knowledge of the visitor experience and tourism offering in the County Borough of Caerphilly and South Wales, particularly The Valleys area.
- Details of insurance and indemnities

Please email your proposal to Sally Walters – waltesa@caerphilly.gov.uk. Any queries should also be sent to Sally Walters via email or call 01443 866394 (Mon, Tues, Wed and Friday)

Ends