

Weather-Proofing Small Grants 2025-2026: Guidance for Medium Tourism & Hospitality Businesses



What's This Fund About?

Building on the Weather-Proofing fund for Attractions introduced earlier in the year, Visit Wales is now launching an additional round of funding as part of the Year of Croeso 2025. The fund will offer grants to medium tourism and hospitality businesses to

invest in Weather-Proofing measures. The aim is to help you keep trading and provide a warm welcome to visitors, whatever the weather.

Why Is This Important?

Recent feedback from tourism and hospitality businesses is telling us that poor and unpredictable weather is one of the main reasons for having fewer visitors. Many more guests are now booking last minute or cancelling trips depending on the weather forecast. If your business and destination can offer great experiences in all weather, you'll be more resilient and more attractive to visitors.

What Support Is Available?

- Grants are available from **£5,000 to £20,000**.
- The grant can cover up to **75% of your project costs** (up to £20,000).
- You'll need to fund the rest yourself (from your own money or private finance).
- You can't use other public sector grants as match funding.
- You must confirm that you haven't had more than £315,000 in public support over the last 3 years.

Example:

If your project costs £20,000, you could get £15,000 from the grant (75%).

If your project costs £40,000, you could get £20,000 from the grant (the maximum allowed).

How Does Payment Work?

- You pay for the project first, then claim the grant back in one installment after it has finished.
- No upfront payments are available.
- You must have completed the project and submitted your claim by **13 March 2026**.

Who Can Apply?

Your business must:

- Be a tourism or hospitality business based in Wales - check the list of eligible businesses at the end of this guide.
- Employ between 50-250 permanent year round employees via PAYE.
- Have been trading for at least one year.
- Have a website, social media accounts or travel site listing such as TripAdvisor to show you attract visitors from outside your local area.
- Only one application per company (maximum two if you own more than one company business).

You are ineligible to apply if:

- you have already received funding under previous phases of the Weather-proofing Scheme.
- you are a part of a larger group of companies where the total number of employees for the group is more than 250.
- you unilaterally impose zero-hour contracts.
- you are a public body.

What Can the Grant Pay For?

The costs must be capital costs and can include physical infrastructure designed to provide weather protection, as well as investments in activities and equipment that will provide your business with enhanced customer experiences on wet days such as:

- Canopies, pergolas, or covered seating
- Covered walkways or visitor shelters
- Woodchip or gravel paths
- Hard standing for car parks
- Indoor play areas

Note:

Improvements must be available for day visitors to your business and we cannot fund facilities that are for the sole use of your staying guests/private. Private features (like a conservatory for a single cottage or a hot tub for exclusive guest use) are not eligible.

What's Not Covered?

- Anything you've already paid for before getting the grant offer.
- Revenue costs such as marketing, overheads, or staff time.
- Repairs and maintenance.
- Heat Control Measures.
- Professional fees (except architect/planning fees if needed for the project).
- Stock or consumables i.e. low-cost items that are frequently replaced.
- Projects leading to redundancies.
- Activities linked to party political activities, promotion of religious views, gambling, pornography, sexual services or illegal activities.

How Do I Apply?

There will be one round for applications.

Applications open: 11 November 2025

Applications close: 5pm 01 December 2025

Decisions issued: No later than 17 December 2025

You **must** submit:

- Completed application form – you can download the application form below
- Most recent end-of-year accounts
- At least one quote for the work
- Planning permission (if relevant)

Your accounts must show you are trading profitably. Losses or a negative balance sheet may mean rejection unless you can provide an explanation.

How Will My Application Be Assessed?

Your application will first be assessed to see if your business and proposal are eligible. If your application is eligible, it will then be scored on:

1. **Visitor Experience** – Does the new facility improve the visitor experience in all weathers and improve the local tourism offer?
2. **Strengthening the Business** – Will it help your business grow and become more resilient to adverse weather?
3. **Deliverability & Value for Money** – Is your delivery plan clear and realistic?
4. **Sustainability** – Will the improvements last and be environmentally friendly?

Only the highest scoring projects will be recommended for approval.

What Makes a Strong Application?

Your project should:

- Improve the visitor experience in all weather
- Help your business grow and become more resilient
- Be sustainable (built to last, eco-friendly, low maintenance)
- Be deliverable (clear plan, realistic costs, risks managed, match funding secured)

We especially want to support projects that are eye-catching or have the potential to intrigue or surprise visitors. For example, an area of hardstanding could incorporate the word 'Croeso' in a visually interesting way, or visitor shelters could feature local materials and references.

Criterion	Low (1 point)	Medium (3 points)	High (5 points)
1.Visitor Experience	- Limited evidence of improving the visitor experience - The facility only benefits your business - Poor hygiene rating or not graded - Limited opening times	- Clearly improves the visitor experience - Near a visitor attraction/natural asset/visitor destination - Benefits other local businesses - Good hygiene rating or graded - Open on weekends/bank holidays in high season	- Improves the visitor experience and improves the local tourism offer - Near major attraction (e.g. Wales Coast Path) - Works with and promotes other businesses - Award-winning / highly graded / high hygiene rated - Open all year
2. Strengthening the Business	- No clear evidence of weather impact on the business - Vague benefits from the investment	- Explains how weather affects business - Shows how the infrastructure will help the business grow and includes some targets (e.g. increase in capacity, more visitors, more income)	- Clear evidence of weather impact on the business - Provides ambitious goals (e.g. higher spend per visitor, longer season, new jobs or conditions of employment) - Plans to grow income in new ways
3. Project Deliverability and Value for Money	- Unclear plan - No quotes - Some risks (e.g. full planning needed) - Match funding not secured	- Clear plan - At least one quote provided - Some risk but can be mitigated - Match funding identified	- Very clear and detailed plan - Realistic costs with quotes - Risks well managed - Match funding secured
4. Sustainability	- Short-term fix - High maintenance - No environment consideration	- Durable and low maintenance - Some eco-friendly features e.g. local materials	- Highly durable, designed for low maintenance - Eco-friendly features, recycled / local materials, green roof etc - Eye-catching features

How will I be informed of the decision?

- You'll be notified of the decision and the reason for it.
- If successful, you'll get a Grant Offer Letter.
- Don't start work or commit to the project until you get a decision.
- There is no appeals process for this grant.

How Do I Claim the Grant?

- Complete and pay for the project and submit your claim by **13 March 2026**. There will be no payments made against claims submitted after this date.
- Claims must include:
 - Completed claim form
 - Invoices and proof of payment
 - Photos of the finished work
 - Welsh Language Policy

Improvements must stay in place for at least three years, or you may have to repay the grant.

What Else Do I Need to Know?

Procurement

- You should get quotes from suppliers to show you're getting good value for money. Include at least one quote for each item with your application. If you use a company you own, you must prove the costs are fair and don't include profit.

Planning consents

- Projects that already have planning permission or don't need it are more likely to be approved as you must have completed and paid for your project by 13 March 2026. If you already have planning permission, you must send it with your application.

Welsh Language Policy and Publicity

- If you are successful, you will need to prepare a Welsh Language Policy (for bilingual delivery) and provide it when claiming the grant. You will also need to acknowledge the Welsh Government's support for the project in all your publicity relating to the project. Full details will be in your grant offer letter.

Economic Contract

- You don't need to sign an economic contract, but your project must show economic strength and climate resilience.

Follow up Research

- If you get a grant, your business must take part in follow-up research. This will look at how the Weather-Proofing work has affected your business and your visitors. We plan to send out a survey in 2026–2027.

Data Protection

The Welsh Government is the Data Controller for any information you provide. The information we collect may be shared with fraud prevention agencies who will use it to prevent fraud and money-laundering and to verify identity. Further details of how your information will be used by us and these fraud prevention agencies is explained below.

The information that you provide will be used by the Welsh Government to process and administer this application. Information supplied here and in the accompanying paperwork may be shared securely in confidence with other public funding organisations, and external technical advisers (as appropriate). It is necessary for us to collect this information for us to comply with our legal obligations under the scheme. Failure to provide all the required information may result in us being unable to undertake a full assessment of the application.

The collected information will be accessible by the Welsh Government support service teams and its system technical administrators who support the I.T. system. System technical administrators will not use your details in any way. The retention period for the data that we hold is explained in the [privacy notice](#), including your rights under the UK General Data Protection Regulation

Next Steps

Complete the application form which can be [downloaded here](#).

Applications should be sent to: WeatherProofingFund@gov.wales by 5pm 01 December 2025.

Table 1. Eligible Businesses SIC Codes

If your tourism or hospitality business fits into one of the listed categories, you can apply for the fund—provided you also meet the other eligibility criteria.

Business Activity	SIC Code
Hotels and similar accommodation	55100
Holiday centres and villages	55201
Youth hostels	55202
Other holiday and other collective accommodation	55209
Recreational vehicle parks, trailer parks and camping grounds	55300
Other accommodation	55900
Licensed restaurants	56101
Unlicensed restaurants and cafes	56102
Public houses and bars	56302
Activities of amusement parks and theme parks	93210
Other recreation activities (including outdoor activities)	93290
Sea and coastal passenger water transport	50100
Inland passenger water transport	50300
Arts facilities	90040
Museums activities	91020
Operation of historical sites and buildings and similar visitor attractions	91030
Botanical and zoological gardens and nature reserves activities	91040