

CROESO I BAWB

Croeso i Bawb – at a Glance

Funding available

Grants of **£5,000 to £20,000** are available to support up to 75% of eligible capital **costs** for accessibility improvements.

Who can apply?

Tourism and hospitality businesses and social enterprises in Wales that:

- Employ fewer than 250 people
- Have been trading for at least one year
- Have their own website
- Are financially viable
- Have watched the Croeso i Bawb explanatory video.

What can the funding be used for?

Capital improvements that make your business more accessible and inclusive for disabled people such as:

- accessible toilets and bedrooms
- improved paths and seating areas
- inclusive play equipment
- sensory spaces
- hearing loops
- step-free access via ramps and lifts

Closing date

Applications must be submitted by **21 September 2026 5pm**

Project completion deadline

Projects must be completed and all grant claims submitted by **12 March 2027**

Visit Wales is pleased to be partnering with PIWS on the delivery of this scheme. PIWS is a Community Interest Company with expertise in accessibility for tourism and hospitality.

Guidance Notes

1. Introduction

Visit Wales is delivering a small-scale capital grant fund in 2026–27 to support tourism and hospitality businesses in making accessibility improvements. The fund will help businesses remove barriers for disabled people and create more accessible, welcoming and inclusive visitor experiences for all.

2. Why invest in accessibility?

Disabled people, and those travelling with them, make up approximately **one quarter of all visitors** to Wales. In 2024, this amounted to **over £1.1bn** of expenditure.

Overnight trips to Wales including a disabled visitor 2024 (GB visitors)

- 1.9 million trips (25% of all overnight trips)
- 6.3 million bednights (28% of all bednights)
- £522m spend (23% of total overnight spend)
- 3.3 nights average length of stay – longer than the Wales average of 2.9 nights.

Day visits to Wales including a disabled visitor 2024 (GB visitors)

- 14.2 million day visits (27% of all day visits)
- £585 million spend (24% of total day visit spend)

Source: GBTS

Research suggests that accessible tourism could grow by a further 7% if barriers were removed, enabling disabled people to visit more places and enjoy a wider range of tourism experiences.

Research also shows that around 83% of disabled people say they have chosen not to visit a business because it appeared unwelcoming or inaccessible. This highlights the importance of creating an accessible and inclusive visitor experience.

As the population ages, the number of people with access requirements is expected to increase. This represents a significant opportunity for businesses that invest in improving accessibility and welcoming a broader customer base.

Investing in accessibility could help your business:

- Reach a wider, loyal customer base
- Increase revenue and occupancy
- Improve customer satisfaction and repeat visits
- Help position Wales as a world-class accessible destination.

Many tourism and hospitality businesses are used by local people as well as tourists. Accessibility improvements will therefore bring benefits for disabled Welsh citizens (21% of the Welsh population) as well as disabled visitors.

3. What to do before applying?

Before you complete the application form, you will need to think through what accessibility means for your business. The following are some key pointers we would like any business applying to this scheme to bear in mind:

- Visitors are **not** disabled by any impairments, health conditions or differences they may have. They are disabled by the barriers at your premises which prevent them accessing and enjoying your products and services (this is the Social Model of Disability).
- Different visitors will experience different barriers. It is not enough to think, for example, solely about access for wheelchair users. Your visitors may have a wide range of impairments, conditions or differences, including mobility or sensory differences or being neurodivergent.
- Think about the customer journey – from booking, arriving, entering your premises, moving around, using your facilities, taking part in your activities, and consuming your products through to their departure.
- Your accessibility offer is only as good as its 'weakest link'. For example, an accessible bedroom could be let down if there are obstructions on the route that guests will need to take to get to it.
- The Equality Act 2010 requires you to make 'reasonable adjustments' for disabled visitors. Croeso i Bawb is about going beyond this to implement more ambitious improvements that you would otherwise not be able to afford.

View our Pre-Application Tools

Before making an application for Croeso i Bawb funding, we recommend that you:

- Watch our **explanatory video** at <https://partners.piws.co.uk/> about accessibility and Croeso i Bawb (if you decide to apply you **MUST** have watched this).
- Gather feedback from visitors to give you clear, practical guidance based on their real experiences. This will help you improve your offer confidently without relying on assumptions. We are providing you with a **Visitor Accessibility Questionnaire**.
- Carry out a **Business Accessibility Audit** of your premises, to make sure you have considered the whole customer journey and identified the best improvements you can make.

4. How much funding is available?

Croeso i Bawb is offering capital grants of between £5,000 and £20,000.

The grant can support up to 75% of the costs of capital spend on accessibility improvements (or up to £20,000 if this is less than 75% of the costs).

For example, an application could be for £15,000 of grant towards costs of £20,000 (75%) or for £20,000 of grant towards costs of £50,000 (40%). £20,000 is the maximum grant that can be awarded.

The remainder of the costs must be financed by you from your own funds or private sources of finance. You cannot use any other form of grant or funding from any public sector organisation as match funding.

Applications requesting less than £5,000 of grant will not be considered. A tolerance of up to 10% may be applied where minor ineligible costs are identified.

Projects must be completed, be fully spent and claimed by 12 March 2027.

5. Who is eligible to apply to this scheme?

The scheme is open to tourism and hospitality businesses or social enterprises (see Table 1 at the back of this document for the full list of eligible SIC codes) in Wales which:

- are micro, small or medium sized enterprises (that employ fewer than 250 employees)
- have been trading for at least one year as a limited company, partnership, sole trader, registered charity or community interest company
- have their own website (NB. an online travel agency listing e.g. booking.com/ Airbnb or an intermediate website listing or similar is not sufficient)
- are financially viable
- have viewed the explanatory Croeso i Bawb video

Please note that charities can apply but not public bodies (Local Authorities, ASPBs)

We do not support the unfair use of zero hours contracts. Where these are in use, they should not be unilaterally imposed, and workers should be provided with the offer of a guaranteed hours contract. Businesses which do not operate in this way should not apply to this scheme.

Financial Information

- Our due diligence will include ensuring that your business is financially viable. We will examine your accounts to check if you are trading profitably and had a positive balance sheet at the most recent year-end. If you are not in this position, you will need to provide the latest set of management accounts. However, accounts which show losses or a negative balance sheet will normally lead to the application being rejected.

- Awards of grant will be made under the Minimum Financial Assistance (MFA) subsidy control rules. If you have received more than £315,000 in grants under this route over this and the previous two financial years you will not be eligible for this funding. You will need to declare any MFA assistance that you have previously received on the application form. You can check whether grants were made under MFA on previous offer letters for grants you have been awarded under the Subsidy Control section.

Business Details

When completing the application form, make sure that you include your registered business name. If you are a partnership or sole trader, please include the names of all partners or business owner.

Only one application can be made per business. If a single owner or director owns more than one business, then a maximum of two applications will be accepted

Applications will only be assessed if they satisfy all the eligibility and due diligence requirements set out above.

6. When to apply?

Croeso i Bawb will operate a single call for applications in a one stage application process and the timeline for the process is as follows:

Date	Project stage
24 July	Scheme Launches
21 September	Closing date for applications
Early November	Decisions issued

7. What information will I need to provide?

You **MUST** provide the following with your application form

- A completed Project Details Form
- At least 1 quote for each item of project expenditure
- Your most recent end-year accounts - balance sheet and profit and loss account for your business.

8. What costs are eligible and ineligible?

Eligible Costs

This is a capital scheme. For the purposes of this scheme, a capital asset is an item that provides a lasting benefit and is expected to remain in use for at least three years. Moveable and low value items may be eligible. Examples of eligible capital costs include:

- Construction, installation or refurbishment works
- Permanent accessibility improvements to buildings or visitor facilities.
- Equipment and assistive technologies with an expected life of more than three years
- Capitalised professional fees directly related to the delivery of an eligible capital project (for example, architectural or planning fees where these form part of the capital project cost).

Ineligible Costs

- Costs that are considered to be reasonable adjustments (see below) such as mobile ramps, minor layout modifications, basic signage and communication aids
- Revenue costs, such as marketing, overheads, salaried staff time, training, maintenance and repairs, subscription fees
- The purchase of stocks or consumable items (i.e. items that will not last for more than 3 years for example, earplugs, paper menus or leaflets)
- Any measures where a financial commitment has been made before a grant is offered
- Recoverable VAT
- Any measures which will lead to redundancies.

We encourage you to think creatively about projects that would remove barriers and create a more inclusive visitor experience. Here are some examples of potential improvements that the fund could support:

- Accessible bedrooms and bathrooms
- Platform or stair lifts / Improved step-free access
- Automatic or widened doorways
- Accessible reception and service areas
- Enhanced hearing support facilities
- Disabled or Changing Places toilets and associated facilities
- Accessible outdoor seating, viewing areas and visitor routes
- Enhanced wayfinding through clear, accessible signage, including tactile and high-contrast signage

- Quiet or sensory-friendly spaces to support visitors who benefit from a calmer environment
- Accessible picnic areas, visitor information points and interpretation features
- Adaptations to leisure, activity or visitor experience areas to enable more people to take part and enjoy the experience
- Accessible parking and improved routes between parking areas and visitor facilities
- Physical improvements that support visitors with visual, hearing, mobility or neurodiverse access requirements
- Mobility vehicles or wheelchairs for customer use.

What are Reasonable Adjustments?

Under the Equality Act 2010, businesses are legally required to make reasonable adjustments for disabled people to access their services.

As a result:

- Public funding cannot be used to support measures that a business is legally obliged to deliver

A “reasonable adjustment” is context specific and depends on:

- Size and resources of the business
- Practicality of the intervention
- Cost relative to turnover
- Frequency of need
- Health and safety considerations.

Projects will need to demonstrate that the proposed activity goes beyond the minimum level of accessibility that a business would reasonably be expected to provide under the Equality Act 2010.

9. What else do I need to consider?

Value for Money and Quotes

You are expected to secure best value by using your normal commercial procurement practices such as obtaining competitive quotes from suppliers.

You must obtain a quote for each item and these should be supplied with your application to demonstrate the reasonableness of your expected costs.

If you propose to use an associated company to undertake any of the project works, you must declare this to us. In this instance, you will be required to confirm that the cost of works undertaken by the associated company excludes any profit element for either material costs or labour charges.

Permissions and Consents

You are responsible for ensuring that all necessary permissions, approvals and consents are in place before commencing any work.

Many accessibility improvements can be undertaken without planning permission, particularly where changes are entirely internal and do not materially alter the external appearance of a building. However, planning permission or sustainable urban drainage approval (SUDS) may be required where proposals involve:

- External alterations to a building
- Construction of permanent ramps, platforms or lifts on the outside of a property
- New extensions or structures
- Alterations to entrances, doorways, windows or façades
- Changes to car parks, vehicle access routes or external visitor facilities
- New signage, lighting or wayfinding infrastructure in some circumstances.

Requirements will vary depending on the nature and location of the property. If you are unsure whether the project requires planning permission, contact your Local Authority's Planning Department - most Local Authorities offer an online Pre Application Service that can confirm whether permission is required.

If your project will need planning approval or sustainable urban drainage approval, these do not need to be in place at the time of application, but you should ensure that you allow enough time to obtain the approval and that the project will be deliverable by 12 March 2027.

Building Regulations

Many physical accessibility improvements will require compliance with Building Regulations. You should obtain advice from your Local Authority Building Control Service where appropriate and ensure that all works comply with the relevant statutory requirements. Projects that may require approval include:

- Accessible toilets and washroom facilities
- Changing Places facilities
- Structural alterations
- New lifts or platform lifts
- Alterations to entrances and circulation routes, automatic doors.
- Reconfigured rooms, bedrooms or public areas.

10. How will my project be scored?

Applications that meet the eligibility requirements will be scored against the appraisal criteria. If the scheme is oversubscribed, applications will be ranked according to their total score, and funding will be offered to the highest-scoring projects first.

The scores will range from 0 – does not meet the requirement, 1 – meets the minimum requirement, 3 Good, 5 Excellent. You must achieve a minimum score of 1 against every appraisal criterion.

Area being scored	Rationale	
Creates an end-to-end accessible experience	We want to see how your project improves accessibility for disabled people throughout their journey in your business. This could include arrival and access to your premises, welcome and information provision, wayfinding and orientation, access to facilities and activities and the overall visitor experience including accommodation and food and drink. Projects that consider the whole customer journey are likely to score more highly.	X10
Reflects the real needs of disabled people	Explain the evidence you have used to develop your proposal and how you know the investment will make a real difference. Refer to any feedback from disabled customers, reviews, staff observations or an accessibility audit that has informed your proposals. The stronger the evidence that your project responds to real customer needs, the higher it is likely to score.	X5
Encompasses a range of impairments and differences	Explain which access barriers your project will address. Think about a range of impairments and access needs, including mobility, vision, hearing, neurodivergence, learning disabilities, mental health conditions, non-visible impairments, families and carers, older people, where relevant to their business. Projects that benefit a wider range of visitors are likely to score more highly.	X5
Improves the profitability of the business	Explain how the project could help attract new customers, encourage repeat visits or increase customer satisfaction or spending. Explain how you plan to promote or market the improvements and how the investment is expected to support the future profitability of your business.	X5
Is deliverable within the timescale	Provide a simple project plan showing the key steps needed to complete the project by 12 March 2027. Identify any risks that could delay delivery, such as planning permission, contractor availability and explain how you will manage them.	X10

11. When will I be notified of the decision?

You will be notified by email of the outcome of your application by early November.

If successful, a Grant Offer Letter will be issued outlining the terms and conditions of the grant, which you will be required to sign and return to us.

You cannot 'Start' the project, or enter into a formal financial commitment, before you receive your decision as this will void the application.

Welsh Government is not responsible or liable for any costs incurred in the preparation of an application. As this is a discretionary scheme, there is no appeal process for this scheme.

12. How do I claim the funding?

You will need to claim for the funding after your project has completed. You will be able to claim up to 75% of your expenditure. Claims will be paid based on any eligible costs you have submitted and already paid for.

The Grant payment will be made in a single instalment.

You will need to provide the following information:

- Claim form
- Invoices and proof of payment for all expenditure claimed. NB large amounts paid for in cash will not be accepted.
- Dated photographic evidence of the completed accessibility measures

The accessibility measures must remain in place for at least 3 years, otherwise the grant will be recoverable.

Your claim must be submitted by no later than 12 March 2027.

13. What are the Conditions of Grant?

Before we pay the grant, you will also be required to provide the following:

Information provision

You will be required to provide an accessibility guide / statement. The accessibility guide / statement will need to incorporate the changes funded by the grant as well as providing practical information that allows visitors to decide whether the venue will meet their needs before they travel.

We will also require screen-shot evidence that your website has been updated to provide accessibility information for your visitors in English and Welsh.

We are also considering making further support available to improve the accessibility of websites in future.

Visit Wales Marketing and Engagement

You will be required to provide or update a listing for your business on the Visit Wales product database, if this applies to your business. This will enable us to consider your business for inclusion in our future marketing and industry engagement activity.

You will also be required to acknowledge the grant funding on your own publicity.

Grading and Accreditation

If you are an accommodation business (hotel, serviced accommodation, self-catering, holiday park, campsite, etc.), a visitor attraction, or an activity provider, and you are not already participating in a relevant quality assurance scheme (i.e. Star Grading, VAQAS or an approved activity accreditation scheme), you will be required to provide evidence that you have applied to join the appropriate grading or accreditation scheme.

Welsh Language

- You will be required to provide a Welsh Language Statement explaining how you are proposing to promote Welsh in your business.
- You will be required to provide bilingual information on accessibility on your website and
- Ensure that any new printed information, signs etc at your premises about the accessibility measures supported by this scheme are bilingual.

Evaluation

You will be required to participate in follow-up research. This research will seek to understand the perceived impact of the perceived impact of the accessibility measures on the experience of disabled visitors and on business performance. We expect to issue an evaluation questionnaire in 2027-28.

14. Privacy Statement

General Data Protection Regulation (GDPR)

The Welsh Government will be the data controller for any personal data you have provided in relation to the Croeso i Bawb grant. The information that you provide will be used by the Welsh Government and PIWS to process this application and 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. This [privacy notice](#) explains how we collect, use, and process your personal data fairly, lawfully, and transparently.

Data provided to PIWS for the purposes of accessing training content will be handled in line with their own [privacy notice](#)

15. Welsh Government expectations of grant recipients

The Welsh Government wants to work with organisations who are proud of their reputation, what they deliver, and their conduct. The attached guidance is designed to highlight and clarify the types of behaviours, cultures and values Welsh Government expects to see 'lived out' by its grant recipients:

[*Welsh Government expectations of grant recipients \[HTML\] | GOV.WALES*](#)

16. Further Information

For any queries on this scheme please email us on: CroesoiBawb@gov.wales

Table 1. Eligible Business SIC Codes

If your tourism or hospitality business fits into one of the listed categories, you can apply for the scheme—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