



Llywodraeth Cymru
Welsh Government

Croeso i Feicwyr Fund 2026-2027/28

(Local Authority and National Park Authorities)

Guidance Notes

1. Introduction and purpose of the fund

This document provides guidance on applying for support from the Croeso i Feicwyr Fund, a capital fund which will support Local Authorities and National Park Authorities to deliver improvements to their cycling tourism offer.

In July 2027, for the very first time, Wales will host a stage of the world-renowned Tour de France. The event represents a significant global opportunity to showcase Wales as a world-class destination and to accelerate our ambition to establish Wales as a leading cycling nation. In that context, the Croeso i Feicwyr Fund will invest in infrastructure and facilities that make Wales more welcoming to cyclists, helping to grow cycling tourism, support local economies and maximise the long-term legacy benefits of hosting this iconic event.

In 2025 Visit Wales commissioned 2 pieces of published research¹ which led to a strategic mapping exercise of Wales' cycling tourism product. The study identified that Wales already has an excellent and diverse cycling offer, across road, mountain biking, gravel, leisure and emerging e-bike markets. Wales already offers strong cycling experiences across the whole country, spanning our coast, countryside, towns and cities. Some of the main challenges, however, are inconsistencies in on the ground experiences. The supporting 'soft' product is often not joined-up with the accommodation, hospitality, attractions and other visitor services and there is limited visibility of cyclist-friendly provision, such as route and trail marking and associated facilities.

We want to support Local Authorities and National Park Authorities across Wales to deliver a focused and coordinated approach to improving cycling infrastructure, enhancing the visitor experience as well as benefiting people, businesses and communities across Wales.

¹ [Wales on Two Wheels: Cyclists' Experiences and Expectations](#) / [Research into cyclists' preferences for cycling trips | Industry](#)

2. What projects will the fund support?

The Croeso i Feicwyr Fund will aim to develop a coherent network of existing destinations, locations and waypoints linked to recognised routes, under a consistent Visit Wales “**Croeso i Feicwyr**” brand, aligning with the existing Visit Wales Cyclists Welcome Award.

The fund will support interventions to create a visible, joined-up national offer that strengthens Wales’ appeal as a cycling destination by developing consistent, high-quality experiences for cycling motivated visitors, as well as those visitors for whom cycling forms *part* of their itinerary whilst in Wales, in turn supporting local economies.

Intervention examples

- Bike Hire (including trailers to encourage family activity)
- E-bike charging points
- Bike wash stations
- Bike maintenance stands
- Drinking water supply
- Bike parking (rails, racks) and storage (secure)
- Route/trail way markers
- Signage (including to transport connectivity)

All projects should link to local authority Destination Management Plans, National Park Management Plans, Town Plans or equivalent.

All applications must clearly demonstrate how the project will contribute to:

(i) Driving business productivity and economic growth

Applications must clearly demonstrate how the project will contribute to business productivity and support sustainable economic growth through cycling tourism. Projects should:

- Position cycling as a key driver of tourism growth, increased spend, longer stays and repeat visits.
- Develop or enhance existing cycling routes, strengthening links between key tourism assets including accommodation, hospitality, attractions, and other visitor services.
- Provide infrastructure through interventions that enhance seasonal resilience and support a year-round offer.
- Promote greater interaction between visitors and local businesses;

and at least two of the following priorities:

(ii) High-Quality Visitor Experiences

Applications must demonstrate how the project will deliver high-quality, distinctive and inclusive cycling experiences that showcase Wales as a premier cycling destination. Projects should:

- Create coherent, well connected and easy-to-navigate cycling experiences that improve visitor confidence and journey flow.
- Enhance supporting infrastructure including signage, interpretation, rest areas, and essential visitor facilities to improve the overall experience.
- Ensure accessibility and inclusivity for a broad range of users, including families, less confident riders and e-bike users.
- Develop experiences that reflect local identity and strengthen sense of place.
- Demonstrate integration with public transport and wider active travel networks.

(iii) Culture, Heritage and Landscape Experiences

Applications must demonstrate how cycling is used as a means to experience and celebrate Wales' unique culture, heritage, landscapes and communities, creating distinctive and memorable visitor experiences that are authentic and distinctively Welsh. Projects should:

- Embed storytelling within cycling routes, bringing Wales' stories, history and culture to life through interpretation, digital content and on-site experiences.
- Develop themed routes and journeys (e.g. heritage trails, cultural routes or food and drink experiences) that create clear, bookable and compelling visitor propositions.
- Strengthen connections between cycling routes and key heritage and cultural assets.
- Include collaborative approaches with organisations such as CADW, the National Trust and other local attractions to create richer, joined-up experiences.
- Enhance the visitor experience through well designed viewpoints, rest stops and interpretation that highlight Wales' landscapes and sense of place.

(iv) Collaboration and Partnership

Applications must demonstrate how the project will be developed and delivered through effective collaboration, contributing to a more coordinated, joined-up cycling tourism offer across Wales. Projects should:

- Demonstrate strong partnership working between key stakeholders, including local authorities, national park authorities, tourism businesses, attractions, and transport providers, to deliver a cohesive visitor offer.
- Encourage collaboration across destinations and, where appropriate, across local authority boundaries to support a more joined-up and coherent cycling network.

- Engage with national organisations (e.g. Cadw, National Trust, Transport for Wales) and sector partners to enhance the scale, reach and quality of the project.
- Support a coordinated destination-level approach, ensuring cycling infrastructure, experiences and supporting services are developed in a complementary and integrated way.
- Strengthen links with local businesses and the wider visitor economy, ensuring benefits are shared across communities and supply chains.
- Demonstrate meaningful engagement with stakeholders throughout project development and delivery, including clear governance, roles and responsibilities.
- Contribute to a consistent, Wales-wide approach, aligning with Visit Wales' ambition to deliver a high-quality, clearly defined national cycling offer.

(v) Supporting People, Communities Health and Wellbeing

Applications must demonstrate how the project will deliver positive outcomes for people and communities, supporting health, wellbeing and inclusive participation through cycling. Projects should:

- Support opportunities for community use and benefit, ensuring cycling infrastructure and experiences are accessible to both visitors and local people.
- Promote cycling as an accessible and inclusive activity that supports physical health, mental wellbeing and social connection.
- Encourage participation from a broad range of users, including under-represented groups, local residents and communities with limited access to cycling opportunities.
- Deliver infrastructure and experiences that are safe, welcoming and easy to use, helping to build confidence and encourage regular use.
- Enable community involvement in the design and delivery of projects, ensuring local needs, knowledge and priorities are reflected.
- Strengthen community pride and ownership by creating places and experiences that are valued by local people as well as visitors.
- Contribute to wider wellbeing outcomes, including more active lifestyles, reduced isolation and stronger, more resilient communities.

3. Level of funding available and delivery timescale

- The total grant available per project is £100,000, with a maximum intervention rate of 80%; however, Local Authorities and National Park Authorities may submit more than one Expression of Interest (EOI).
- There is no minimum grant value.
- The applicant must meet any increase in project costs incurred after funding has been awarded.
- Projects may be approved for delivery over one or two financial years (where appropriate).

- If your Expression of Interest (Stage 1) is successful, you will be invited to submit a full application (Stage 2).
- Notifications of Stage 2 applications will be issued from 26 October 2026 onwards.
- Projects delivered within a single financial year (2026–2027) must be completed, with all expenditure incurred and claimed by 1 March 2027.
- Where a project can justify the need for a longer delivery timescale, it may be funded over two financial years. For projects spanning two financial years, all expenditure must be incurred and claimed by 31 January 2028.

4. Eligibility

Who can apply?

The Croeso i Feicwyr Fund 2026-2027/28 will focus on locations with existing cycling products that, with improved cycling infrastructure investment, have the potential to become stand-out cycling destinations.

This year's fund is open to:

- Local Authorities
- National Park Authorities

All projects must demonstrate partnership collaboration with wider destination partners and cross sector consultation (for example, with transport/public rights of way/leisure departments). Local Authorities will need to demonstrate that they have engaged with wider destination partners and with the Destination Management Partnerships / Organisation where they are established. Local Authorities and National Park Authorities are encouraged to include projects delivered by third sector and other non-profit organisations in their bids.

Eligible Activity

- Eligible professional fees that can be treated as capital costs are eligible. However, these cannot exceed 20% of the total project costs and must relate to one-off tasks specific to delivering the project e.g. project management of contractors, designer, architect, planning fees, or road safety & technical / specialist reports and audits. These can be in the form of internal expenditure, and we will need evidence (e.g. invoices) of the costs incurred.
- Workshops costs are only eligible if they can be treated as capital costs, for example if they are delivered by consultants and not existing staff.
- Retention costs are only deemed eligible if included with your final claim and the retention amount must be shown on the invoice/s.

The following activities are **not** eligible and will **not** be considered for funding:

- General repairs & maintenance work.

- Revenue costs such as marketing, overheads and internal/existing staff time for co-ordination roles.
- Consumable & low-cost items.
- In-kind match funding costs.
- Room hire costs and hospitality.
- Expenditure prior to the project start date.

This list is not exhaustive, and costs will be reviewed at offer stage.

5. Application Process

The fund opening dates and timeline are as follows:

Date	Project stage
7 August 2026	EOI closing date (1pm)
From 24 August 2026	Application stage to commence
2 October 2026	Application closing date (1pm)
From 26 October 2026	Grant Offer Letters issued

If you are submitting more than one EOI, you will need to rank your EOIs in order of priority.

Project Assessment

This is a two-stage competitive process:

Stage 1 (Expression of Interest): Following the submission of the Croeso i Feicwyr Fund Expression of Interest (EOI) form, checks are undertaken to ensure that the eligibility criteria have been met.

Each EOI will be assessed against the following criteria:

- Is the organisation eligible to apply?
- Is the activity / expenditure eligible under the fund?
- Has the applicant addressed the *Driving business productivity and economic growth* priority and at least two of the other fund priorities?
- Has the applicant provided evidence of consultation / discussion with wider destination partners?
- Does the applicant own all of the land applicable to the project or have a lease agreement in place for a minimum of 5 years?
- If applying for a short term project, can it be delivered and all costs incurred and claimed by 01 March 2027?
- If applying for a 2 year project, is there a clear need for the additional delivery time and can it be delivered and all costs incurred and claimed by 31 January 2028?
- If planning permission is required, has the applicant provided evidence of initial discussions with the local planning authority?

- Is the amount requested and intervention rate in line with the fund guidelines?
- Can the project be supported under the Subsidy control rules?

EOIs that meet all the eligibility criteria will be invited to submit a full application. Passing the EOI stage is no guarantee that the project will pass the Stage 2 (Application) process.

During the EOI assessment, we may identify certain elements of the application that are deemed ineligible or do not fit sufficiently with the fund priorities. In this situation, you will be informed of the outcome and expected to remove those elements from your full application and amend the costs accordingly.

Stage 2 (Application): The full applications will be assessed and scored against the criteria outlined below.

This is a competitive process and only the highest scoring applications will be recommended for approval.

The applications will be assessed against the following criteria:

Appraisal Criteria
Project Quality (weighting x10) • Quality of project idea/concept • Overall quality of application and description of proposal • Benefits and impact - Interventions must be clustered around strategic cycling destinations
Strategic Fit (weighting x5) • Alignment to the Croeso i Feicwyr Fund priorities as outlined above • Fit with their own destination / local authority infrastructure priorities
Evidence of Need (weighting x5) • Reasons for undertaking the activity • Reasons for the strategic importance of the chosen location/s • Evidence and research regarding market need / consumer feedback
Risks, Project Implementation and Delivery (weighting x10) Quality of information provided for: • Project plan • Planning permission submitted and timescale • Sustainable Drainage approval if required and timescale • Environmental risks • Land ownership or lease agreements in place • Risk assessment & mitigation • Project management team and structure • Claims schedule • Deliverability record on previous projects

Project Deliverables (weighting x5)

- Quality of the project outcomes
- Quality of the information provided on how the impact of the project will be monitored

Project Costs & Value for Money (weighting x10)

- Overall proposal represents value for money to Welsh Government
- Project costs are acceptable
- Expected benefits are proportionate with costs
- Match funding is identified and confirmed
- The need for the grant funding is clear
- Whether the facilities will be open all year round

6. Approval & Decision

You will be notified of the decision and the reasons for it. This is a discretionary fund and if successful in your application, a Grant Offer Letter will be issued. There is no appeal process for this fund. 'Start of work' on the project, or a formal commitment, must not happen prior to the decision as this will void the application. Welsh Government is not responsible or liable for any costs incurred in the preparation of an application. Whilst we are inviting Expressions of Interest, this is being done on a provisional basis only and we are unable to make any financial commitments until the Welsh Government's budget allocation has been confirmed.

7. Claims Process

As part of the full application process, you will need to provide a payment profile for the complete funding period for your project. Where the project is split over 2 years you will need to identify your spend for year 1 and year 2.

There will be a minimum of 3 mandatory claim periods for a project that completes by 01 March 2027 and a minimum of 6 mandatory claim periods for those projects supported until 31 January 2028. Claims must be submitted in accordance to the agreed payment profile or the funding could be lost.

The payment profile will be set out in the Grant Offer Letter.

The Welsh Government policy is to make payments in arrears. Payments will be made in arrears based on costs incurred with supporting evidence provided.

Each project will have a set timeframe to be achieved and delivery targets will be included in the Grant Offer Letter. Expert project management is highly important as funding could be lost to the project if the delivery targets are not adhered to.

Claim forms must be submitted electronically and must be accompanied by expenditure evidence as identified in the Grant Offer Letter together with a project update, progress and forward plan. Updates can include photographic evidence. If claims are incomplete or inaccurate, this may result in payment being delayed.

8. Match and Complimentary Funding

It is the applicant's task to secure the remaining match funding to cover all project costs. You will need to provide evidence that the match funding is in place with your application. The match funding can be sourced from other public funding sources, some of which are referenced below. Where the match funding is a subsidy, the total amount of funding must satisfy Subsidy Control requirements. We cannot accept in-kind match funding.

Possible sources of Match/Complimentary funding to consider:

Access Improvement Grants	A Welsh Government grant is provided to all Local and National Park Authorities that have public rights of way responsibilities. The grant aims to improve access to the countryside, green space and open access land. The grant is provided via a formula and is weighted according to length of public rights of way, amount of access land and population.
Local Growth Fund	The Local Growth Fund replaces money that used to come from the European Union. The Local Growth Fund is for a three-year period and will deliver against the Welsh Government's Economic Mission and the UK Government's agenda for growth.
Wales Coast Path	Natural Resources Wales lead on Welsh Government grant distribution of the Path.
Corporate Committees (CJs) Joint	We recommend that applicants engage with their Corporate Joint Committee (CJC) to explore whether any match or complementary funding may be available to support the project.

9. Project Deliverables – Monitoring

The success of the Croeso i Feicwyr will be measured against the number of new and improved quality visitor facilities at key cycling destinations that will lead to improved visitor and local satisfaction and propensity to return.

At project level, you will need to demonstrate how you will measure the success of your project against the following outcomes:

- visitor usage (cycling visitor numbers) and access
- visitor and local satisfaction

The project's outcomes could be measured by collecting and monitoring visitor and local feedback, e.g. feedback provided on social media or via visitor surveys; monitoring visitor complaints; collecting visitor numbers via footfall counters and photographic evidence, taking account of the costs associated with such measures.

We expect monitoring data to be collected and recorded against the outcomes for at least 5 years following completion of the project and this will be a condition of offer.

We will work with successful applicants to define suitable monitoring and evaluation schemes, appropriate to the location/intervention type.

10. Operational delivery

All applicants will be required to set out the operational delivery arrangements of their projects relating to maintenance and cleaning, access and opening times. We expect applicants to demonstrate what measures will be taken to extend their existing opening hours above and beyond what they are currently offering.

11. UK Subsidy Control

On 4th January 2023, the new UK subsidy control regime entered into force.

In order to determine if a proposed scheme or individual provision of support is a 'subsidy', the Welsh Government will need to determine if the awards of funding meet the four - limbed test under the UK subsidy regime in advance of an award.

If the award is deemed to be a subsidy, then the Welsh Government will consider whether the award can be made either under MFA (Minimal Financial Assistance) where the aid does not exceed £315,000.00 over three fiscal years (current year plus two previous years), a relevant Welsh Government registered Subsidy scheme, or a standalone award whereby all 7 subsidy control principles will need to be met. The award will need to meet the conditions of the chosen route of support, which will be set out in your Grant Offer Letter.

12. Procurement

All projects will be required to follow their organisation's procurement policy when procuring goods and services with grant awarded under this fund. We may from time to time request evidence from you to demonstrate your compliance with your procurement policies.

13. Welsh Language

Applicants should seek early advice regarding the bilingual requirements of their projects and ensure that they have been costed and included in their proposals. The Welsh Language requirements that relate to this fund are:

- bilingual signage, educational, interactive and interpretative materials.
- bilingual publicity relating to the project.

14. Publicity

You will need to acknowledge the support on all publicity, press releases and marketing material produced as being funded by Welsh Government. Such acknowledgement must be in a form approved by us beforehand and must comply

with the Welsh Government branding guidelines. All requirements will be clearly outlined in the Grant Offer Letter.

15. UK General Data Protection Regulation – Privacy Statement

Welsh Government is the Data Controller for any information you provide. Information collected 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 Welsh Government to process and administer this application. Information supplied here and in the accompanying paperwork may be shared 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 Welsh Government support service teams and 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 attached [privacy notice](#), including your rights under the UK General Data Protection Regulation, together with the above.

16. The Well-being of Future Generations (Wales) Act 2015

The objectives of the Act show how each public body will work to achieve the vision for Wales set out in the 'well-being goals'. [The seven well-being goals](#) show the kind of Wales we want to see. The Act makes it clear that the listed public bodies must work to achieve all of the goals, not just one or two. The objectives of the fund have been devised to reflect all of the well-being goals.

17. Further Information

To discuss your application or project ideas please contact:

CyclistsWelcomeFund@gov.wales / CronfaCroesoFeicwyr@llyw.cymru