

8 January 2024

Dear

Complaint in respect of ATISN 19228 - Welsh Government grant funding for Discover Delicious.

Thank you for your emails which were received on 7 December 2023 and 5 January 2024. You raised three questions regarding our handling of the case, as follows:

1. Why wasn't the TPIF project funded at £150k shown in the response to my FOI?

Please accept my apologies for excluding the TPIF grant in our original response. The TPIF contract was awarded through a different funding mechanism and was overlooked in the initial response.

2. When was the TPIF funding distributed and to whom?

The TPIF grant was awarded to Way Out Events Ltd. Funding was distributed to this project from November 2019 to June 2021

3. What delivery has there been for the Laura Pickup 800K spend?

The £804,479 funding awarded to Way Out Events Ltd delivered two projects, the aims of those projects are set out below. In both cases the projects were delivered successfully and achieved their required outputs:

Discover Delicious Wales Foodie Adventures - £150,000 Grant Award

The aim of the project is to help position Wales as a high quality foodie destination, targeting and attracting new visitors to 'Discover Delicious Wales' on a uniquely Welsh, handcrafted foodie adventure. The project comprises four elements: 1) Curating best in class food tourism products & experiences into pan-Wales bookable packages & itineraries. We will work with food producers & experience providers, accommodation providers and restaurants to develop authentic, uniquely Welsh 'one click' bookable packages. 2) Development of an online Planner & Booking facility - helping potential visitors to easily discover, plan and book the new product created above. 3) Digitally led, content rich marketing campaign driving traffic to the online planner and booking facility, with strong CTA to shop the bookable product (simplifying the research and buying process). 4) Experiential and UGC marketing through a series of 'Wales Made' secret supper clubs that will shine a light on Wales' diverse range of uniquely Welsh food & drink, innovative chefs and world leading restaurants. It will be collaboratively delivered by Welsh Foodie Adventures Association, which comprises: Way Out Events – event management company Discover Delicious – online marketplace for Welsh food and drink products and experiences Cambria Tours – DMC/tour operator Howel Food Consultancy – Welsh food consultancy.

Discover Delicious Wales - £654,479 Grant Award

A pilot co-operation project to test the viability of a facilitated route to market for small, independent food producers and manufacturers using direct sales mechanisms (festivals

and e-commerce) under the umbrella brand name DiscoverDelicious.Wales - supported by an innovative, integrated brand marketing solution. The project will also generate market intelligence/data that will be collated, interpreted and disseminated to producers and manufacturers in order to support improved business competitiveness through data driven/market led product innovation and supply chain development.

I have considered your complaint in accordance with the procedure outlined in the Welsh Government's Practical Guide for Making Requests for Information which is available by post on request or via the internet.

If you remain dissatisfied with this response you have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF.

Yours sincerely

Head of Rural Payments Division