



Social Impact of first year's trading.

Membership of WOTGA

Training courses delivered by Wales Best Guides Enterprises Ltd have given over 40 individuals the option to join WOTGA. WOTGA membership has increased from 47 members in 2020/21 to 72 in 2021/22. There are also 5 non-guiding members and 6 honorary members. This is a terrific result. The WOTGA Executive were very concerned that with total loss of income for Tourist Guides during the pandemic would lead to loss of membership. In fact, the opposite has happened. Through the development of online CPD activity, increased social media networking as well as the delivery of online training courses through the limited company, WOTGA is now thriving.

WOTGA Executive

This renewed confidence in WOTGA has led to several new members coming forward to take part in Executive duties for WOTGA. This bodes well as the limited company looks for additional directors.

Profile of Wales' tourist guides in Wales

Contracts delivered for Visit Wales and Cynnal y Cardi, as well as courses delivered with guest speakers from key tourism stakeholders has meant that the profile of qualified tourist guides who are members of WOTGA has increased.

Visit Wales - members of the marketing and travel trade teams at Visit Wales were reminded of the existence of WOTGA and were supportive of the creation of the limited company, indeed their endorsements were key to enabling us to set up, e.g. permitting the use of the words "Wales Best" in our company title.

Cynnal y Cardi in Ceredigion - an extensive feasibility study into "Guided Cultural Adventures", guided tours to entice the mass of visitors from the coastal areas into the rural hinterlands of Ceredigion meant that guides were active talking to members of the rural communities, visitors to the county and members of the tourism support networks, such as the county tourism officer.

Economic value passed on to members of WOTGA

20 of the WOTGA membership have gained income from Wales Best Guides Enterprises project work in 2020/2021 totalling £32,500.

Wider community benefit

Wales Best Guides Enterprises Ltd has begun to have impact in communities in line with aims and objectives set out at company creation. The recommendations of the Ceredigion feasibility study have suggested the creation of a group of local tourist guides in each town to welcome visitors and lead tours to bring economic benefit, instil a sense of local pride and share local heritage stories.

Policy development

Wales Best Guides Enterprises Ltd has developed policies for Equality and Diversity and Environmental matters. Both are useful to inform all our activities.

Equality and Diversity - we are not yet measuring characteristics amongst our membership, but we know that we need to encourage younger people to apply to be tourist guides.

Environmental - we use shared transport to deliver our guiding services (coaches and minibuses). Many training course sessions are delivered online, saving transport, heat and lighting in external venues.

Further policies will be developed in 2022, including bilingualism.

Christine Evans

Wales Best Guides Enterprises Ltd

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