

# Adroddiad Cynnydd y Prosiect

## Project Progress Report



<b>Prosiect / Project:</b>	Denbighshire Tourism Ambassador Scheme
<b>Sir / County:</b>	Denbighshire
<b>Cyfnod / Period:</b>	Q3-July-Sept 2018
<b>Rhif Hawliad / Claim no.</b>	4

### Cyllid / Finance

<b>Cyfanswm Cost y Prosiect / Total Project Cost</b>	£32,000
<b>Gwariant hyd yma / Spend to Date:</b>	£10,657.92
<b>Balans / Balance:</b>	£21,342.08

### Diweddariad Cynnydd y Prosiect / Project Progress Update

Diweddariad ysgrifenedig gyda lluniau o weithgaredd yn ystod y cyfnod hawlio hwn a chynnydd wrth gyflwyno'r prosiect a amlinellir yn y ffurflen gais. Eglurwch yn glir sut mae'r trafodion gwariant yn cysylltu â gweithgaredd prosiect / *Written update with pictures of activity during this claim period and progress in delivering the project outlined in the application form. Clearly explain how the expenditure transactions link to project activity.*

Following further discussions, the modules have slightly been revised –please see below

1. Welcome to Rural Denbighshire
2. Denbighshire Rural Towns & City
3. Walking in Rural Denbighshire
4. Cycling in Rural Denbighshire
5. History & Heritage in Rural Denbighshire
6. Arts in Rural Denbighshire
7. Welsh Language & Culture
8. Food & Drink in Rural Denbighshire
9. Clwydian Range & Dee Valley Area of Outstanding Natural Beauty
10. Pontcysyllte Aqueduct & Canal World Heritage Site
11. Things to do in Rural Denbighshire ...for families, for free, on rainy days

The first 2 modules are nearing completion and the walking module has been circulated to key stakeholders to gather final comments. Pragma Training continue to work with the Tourism Team to finalise the module content.

A number of meetings have taken place with Artychoke (company doing the module and website build). The external facing website is currently being built – please see

## APPENDIX 4

<https://ambassadors.artychoke.com> for latest version. Discussions about the module layout, quiz format, registration process and online resources are currently taking place.

A number of meetings have taken place with Follow Films to finalise film requirements. The films for the first 2 modules are nearing completion – this includes a film to illustrate the STEAM figures, key people taking about their towns, visual films of each of the towns and a film highlighting Llangollen Tourist Information Centre.

JPDS have been contracted to carry out the brand development part of the project. An inception meeting took place to discuss the project in more detail. Draft branding and style toolkit has been produced (please see attached).

### **Gweithgaredd Hyrwyddo / Promotional Activity**

Datganiadau l'r wasg, digwyddiadau hyrwyddo, diweddariadau cyfryngau cymdeithasol / *Press releases, promotional events, conferences, social media updates, TV or radio coverage*

The branding together with an update on the project took place at the Denbighshire Destination Management Partnership meeting on 20<sup>th</sup> September. The branding received positive feedback.

### **Cyrhaeddiad Dangosydd Perfformiad (DI) / Performance Indicator (PI) Achievements**

Rhowch wybodaeth am y Dangosyddion Perfformiad a gyflawnwyd yn ystod y cyfnod hawlio hwn (sy'n manylu ar y dystiolaeth archwilio a gasglwyd fel y'u rhestrir yn y ddogfen Fframwaith DP), y cynlluniau ar gyfer cyflawni unrhyw Ddangosyddion Perfformiad sy'n weddill, a chynnydd tuag at gyrraedd y canlyniadau prosiect a restrir yn adran 10 o'r ffurflen gais/

*Please provide information on the Performance Indicators (Pis) that have been achieved during this claim period (detailing the audit evidence gathered as listed in the PI Framework document), the plans for achieving any remaining Pis, and progress towards reaching the project outcomes listed in section 10 of the application form*

This quarter has mainly focussed on meeting and working with the 4 companies involved in delivering this project – Pragma, Artychoke, Follow Films & JPDS. All the various parts of the project are progressing in order to reach the final outcomes.

The Performance Indicator for 'number of information dissemination actions/promotional and/or marketing activities undertaken' – the remainder of this will be achieved during the marketing and promotion phase of the modules e.g. press releases, promotion at events/meetings, drop in sessions.

The Performance Indicator related to the 'number of participants supported - 100' will be achieved once the online training modules have been launched and participants begin to complete the modules.

The outcomes mentioned in section 10 will be achieved once the online training modules and online toolkit of resources are completed and launched.

Dangosydd Perfformiad / Performance Indicator	Targed / Target	Cyflawnwyd y cyfnod hwn /	Cyfanswm a Gyflawnwyd /	Cyfanswm yn Weddill /
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## APPENDIX 4

		Achieved this period	Total Achieved	Total Remaining
Nifer o astudiaethau dichonolrwydd rydych chi am eu cwblhau / <a href="#">Number of Feasibility Studies completed</a>	-			
Nifer o rwydweithiau rydych chi am eu sefydlu / <a href="#">Number of Networks established</a>	-			
Nifer o weithgareddau peilot rydych chi am ymgymryd â nhw (dulliau newydd/cynnyrch newydd/prosesau newydd/gwasanaethau newydd)/ <a href="#">Number of Pilot activities undertaken (new approaches/new products/new processes/new services)</a>	-			
Nifer y Canolfannau Cymunedol <a href="#">Number of Community Hubs</a>	-			
Nifer o ymarferion cyflwyno gwybodaeth/hyrywyddo a/neu farchnata rydych chi am ymgymryd â nhw / <a href="#">Number of Information dissemination actions/promotional and/or marketing activities undertaken</a>	25	1	10	15
Nifer o randdeiliaid rydych chi am gydweithio â nhw / <a href="#">Number of Stakeholders engaged</a>	25	0	78 (individuals)	0
Nifer o bobl rydych chi am eu cefnogi / <a href="#">Number of Participants supported</a>	100	0	0	100

### **Newidiadau i'r prosiect / Requesting Changes to project**

Rhowch fanylion yma am unrhyw newidiadau yr hoffech eu gofyn i'ch prosiect o'r hyn a amlinellir yn y ffurflen gais (ee newidiadau i weithgaredd, newidiadau i wariant neu symud rhwng penawdau cyllideb, unrhyw newidiadau i staffio, Dangosyddion Perfformiad, hyd y prosiect / prosiect dyddiad diwedd ac ati. Sylwch, mae'n rhaid i Cadwyn Clwyd gytuno ar unrhyw newidiadau i brosiect yn ysgrifenedig cyn y gellir eu gweithredu /

*Please provide details here of any changes you would like to request to your project from that outlined in the application form (e.g. changes to activity, changes to spend or movement between budget headings, any changes to staffing, Performance Indicators, length of project/project end date etc. Please note, Cadwyn Clwyd must agree any changes to a project in writing before they can be implemented*

- A cost of £5,000 is stated for Q1 for the research, consultation and writing of the modules. Pragma Training is still writing/finalising the module content therefore this will be paid in Quarter 4 (£4,625 to be exact)

