



Rhôs Pasture Restoration Project

Tourism feasibility study brief

October 2021

Background

Rhôs pasture is species rich marshy grassland, traditionally managed by extensive cattle grazing. It is a frequent component of the landscape of Mid Wales, though it is undervalued for its species richness and ecosystem services potential. Focussed on the area surrounding Rhayader, this project aims to restore biodiversity and raise the cultural value of rhôs pastures with both landowners and communities.

The project plans to:

- Survey and monitor the restoration of rhôs pasture.
- Improve the biodiversity, soil structure, carbon and water storage of rhôs pasture.
- Survey and monitor the biodiversity and evaluate the management methods applied.
- Help sustain farm businesses by investigating markets for products and developing tourism facilities.
- Use arts and heritage activities to engage the public, create a positive identity for rhôs pasture and provide educational, health and well-being benefits.
- Monitor and evaluate outcomes and use this information to inform others.

The Rhôs Pasture Restoration Project is a two year funded project funded by the Welsh Government Sustainable Management Scheme. This collaborative project is managed by Radnorshire Wildlife Trust and is supported by CARAD Rhayader Museum and Rhayader by Nature.

More information on the project can be found at www.rwtwales.org/rhospasture

Brief for Tender

Radnorshire Wildlife Trust wish to engage a contractor to undertake a feasibility study to assess the potential for nature-based tourism focused around rhos pasture and its associated habitats.

Tourism is an important element of the local economy and is a growing economic sector into which both farmers and other land owners are diversifying. A main attraction to this

area is the beautiful landscape, a natural and historic environment, rich in wildlife with the remains of past human activity.

This feasibility study will:

- **Research the current offer for and providers of** nature based tourism in the project area including the different audience groups that are currently targeted.
- **Assess the viability of nature-based tourism.** This will include working with farmers and landowners of rhos pasture involved in the project as well as existing local tourism providers to identify possible opportunities for development.
- **Identify ways in which wildlife tourism can be better marketed** to a range of audiences.
- **Research and develop the potential for a “Wildlife Experience” tourism offer** to enable visitors to get closer to nature and better understand the wildlife that Radnorshire has.

The focus of the study will be based around the Rhos Pasture Restoration Project area. This lies between Rhayader, Nantmel, Newbridge-on-Wye and Llanwrthwl. The project already has good links with many farmers, landowners and community organisations within this area (and can provide contact details).

You will have a good understanding of the tourism industry in rural areas and have knowledge of wildlife tourism. You will be able to suggest or develop ideas that will be of interest to existing tourism businesses as well as farmers and landowners who are looking to diversify. Much research has taken place in the area around outdoor tourism, this report looks to enhance these existing studies, as well as provide a specific focus on wildlife based tourism.

Contract details

The fixed price for the contract is £5000.

Your tender document needs to include:

- Your day rate, and how you anticipate that the budget will be spent
- How you plan to deliver the contract and timescale
- Your skills and experience that make you a good candidate for this contract

Closing date for a tender is 21 November 2021. The Report needs to be completed by 21st March 2022 with a first draft for discussion by 21st February 2022.

Please email your tender to Lucy Morton, Project Manager - lucy@rwtwales.org

Tender documents will be assessed by members of the tourism working group.

An invoice for 50% of the payment can be submitted after 21st February if RWT is satisfied with progress.