

PLANED forges links across Europe

Impressive medieval fortified manor, Llancaich Fawr, near Caerphilly, provided the backdrop to the recent launch of PLANED's Adding Value to Community Tourism project.

Jane Howells, PLANED Coordinator, explained that the aim of the project is to promote Pembrokeshire's culture and heritage throughout Wales and overseas, and to enable businesses to benefit from sharing ideas and methods, and learn from other countries by visiting successful examples across Europe.

Other speakers were Gwyn Evans, of Visit Wales, who spoke about the importance of tourism to the Welsh economy; Lucy O'Donnell, Cadw, informed the audience of the immense value of our heritage assets; and Louise Austin, Dyfed

Archaeology, described how they support communities, helping them to investigate their own local heritage.

More than 60 delegates from across Wales attended the launch which provided an excellent opportunity to share information with other Local Action Groups (LAGs) and community representatives, and explore opportunities to work together to promote the project.

Sarah Diment, PLANED's Project Officer, said: "I'm delighted with the day's events and I have already arranged to meet with LAGs across Wales to consider the best way to develop community tourism."

PLANED was given the opportunity to further our already well-established profile as a leader in rural regeneration in Europe at a

Working with communities delivering for Pembrokeshire

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prestigious event in Rome attended by 150 delegates from across the continent. This gave us the chance to forge productive links with European LAGs.