

## **Mid Wales Tourism Awards**

### **Award for accommodation created from recycled shipping containers**

**Immediate: October 21, 2019**

Energy-efficient and highly sustainable, affordable accommodation created from seven recycled shipping containers won the Tourism Innovation Award at the inaugural Mid Wales Tourism Awards.

Ty Cwch, Cwmttydu near Llandysul received the award, sponsored by Cambrian Training, at a glittering awards ceremony held at The Hafren, Newtown, which was attended by Deputy Minister for Culture, Sport and Tourism, Lord Elis-Thomas. Compere was Welsh tourism personality Jonathan Jones, CBE.

The business will now go forward to represent Mid Wales at the National Tourism Awards for Wales in May 2020.

Designed to celebrate and showcase the region's exceptional tourism industry, the biennial awards are organised by MWT Cymru with support from Mid Wales Regional Tourism Forum, a public and private sector partnership and Visit Wales, the Welsh Government's tourism arm. A dedicated Tourism Awards Advisory Group was established specifically to assist with the awards.

Rhydian Wilson, who received the award on behalf of Ty Cwch owner Nigel Humphrey, said: "Ty Cwch is very proud to win this award looks forward to welcoming new visitors to the Cambrian Coast in Mid Wales.

"Ty Cwch is part of the mix of self-catering accommodation in the area and Nigel is keen to ensure that visitors experience local food, attractions and restaurants during their stay.

"I would most definitely recommend these awards to other tourism businesses. It's a fantastic event."

Using local materials, knowledge and experience, Ty Cwch offers unique, contemporary, warm and dry accommodation alongside facilities suited to outdoor

activities. The build cost and energy consumption are low, and materials were recycled or sourced locally wherever possible.

Business owners Nigel and Christine Humphrey have teamed up with two outdoor activities organisations who provide add-on discovery activities for visitors, tailored to meet their interests.

Local Welsh larch provides cladding for the containers, doors and form the deck. The steel frame and doors are made and supplied locally and three large sails above the deck reflect a coastal and boathouse theme. Construction was all by local people.

Whilst the containers, some with oversized portholes, are fully insulated and very easily heated with 500W oil filled radiators, hot water for kitchen and showers is provided by an air source heat pump. Electricity comes from a 100% renewable provider. Photovoltaic cells will be put on the roof of the containers in future to provide nearly all the electrical space and water heating on site.

The building is capable of being used in many ways, as all the doors on the deck can open and allow different configurations, from a cinema, exhibition, pop-up performance to local events.

Since Easter, Ty Cwch has seen 42% occupancy, with bookings received into 2020. It has been used by families, over 50s and as a base for the Ramblers Cymru Festival. LGBT groups, motorcycle clubs, politicians and a national newspaper journalist have all used the accommodation.

Booking, payment and entry to the building can be over the telephone or Internet using Wi-Fi enabled locks and personal entry codes. It's possible to call from the Coast Path, pay and get into the building within minutes.

Runners up for the award were moduLog Glamping Pods & Cabins, Builth Wells and West Wales Holiday Cottages, Aberporth.

Granted an Awards Trust Mark by the Independent Awards Standards Council, the awards were open to all businesses, organisations and individuals who contribute to tourism within Mid Wales.

MWT Cymru is the regional destination marketing and membership organisation for Powys, Ceredigion and Meirionnydd district of Southern Snowdonia. As a not-for-profit social enterprise company, MWT Cymru supports and represents more than 550 tourism businesses and organisations across the region.

Picture caption:

Rhydian Wilson (right), representing Nigel Humphrey, owner of Ty Cwch, receives the Tourism Innovation Award from Arwyn Watkins, managing director of sponsor Cambrian Training, at the Mid Wales Tourism Awards held at The Hafren, Newtown.

Ends

For more information, please contact Val Hawkins, MWT Cymru chief executive, on Tel: 01654 702653 or Duncan Foulkes, publicity adviser, on Tel: 01686 650818.