

WREXHAM TOURISM FORUM

Minutes of meeting held on Thursday 1st February Ramada Plaza Hotel

Present:	Nia Hollins	NH	-	WCBC
	Allan Forrest	AF	-	Northern Marches Cymru Manager
	Del Roberts-Jones	DRJ	-	Tourism & Rural Development Manager
	Pat Bannon	PB	-	Ramada Plaza Hotel
	Mel Evans	ME	-	Littleton B&B
	Keith Challoner	KC	-	K & S Cottages
	Erin Robinson	ER	-	National Trust Erddig
	Mike Kagan	MK	-	Cross Lanes Hotel
	David White	DW	-	Stableyard, Bangor on Dee
	Colin Hyde	CH	-	Marketing & Communications Manager
	Darryl Shaw	DS	-	Rossett Hall Hotel (Chair)
	Peter M Brignall	PMB	-	St. Marys Cathedral
	Ray Squire	RS	-	Bluestone Cars
	Caroline Wason	CW	-	Overton Garage
	Haydn Hughes	HH	-	NEWI

		Action
1./	<p>Welcome and Apologies</p> <p>DS welcomed everyone and asked everyone to introduce themselves.</p> <p>Apologies were received from Sue Kelly - Open Churches Network, Gwyneth Forrester - Gresford TIP, Michelle Kozomera – British Waterways and Della Brookshaw – Plassey Leisure Park</p>	
2./	<p>Presentation by Alison Watkin and Kimberley Ozano, on the introduction of the Smoking Ban April 2007.</p> <p>AW delivered a presentation on the Smoking Ban which will be introduced in Wales on 2 April 2007 and explained the provisions which need to be made by businesses in order to comply with the change in law.</p> <p>Smoking shelters have been erected in pub and hotel grounds in other areas. MK asked if planning permission would be required. AW stated that an awning or lean-to may not need planning permission but a permanent structure would. In all instances it was recommended that the Planning Dept were consulted.</p> <p>Guidance and information is available on the Welsh Assembly website, including the bilingual wording for the signage, which must be displayed in the main entrance to public buildings. Signs are free and are available from the Welsh Assembly but WCBC, Public Protection Department do have some to give out.</p> <p>Other information is available from:-</p> <ul style="list-style-type: none"> • Welsh Assembly Government, www.smokingbanwales.co.uk 	

	<ul style="list-style-type: none"> • All Wales Smoking Cessation Service, 0800 085 2219 • WCBC, Public Protection Department (01978) 292040 <p>NH suggested that the Smoke Free Wrexham pack could be distributed with the next monthly mail-out to local businesses.</p>	NH
3./	<p>Minutes of the Previous Meeting</p> <p>Agreed as a true record.</p>	
4./	<p>Matters Arising</p> <p>Item 5.2 - Pontcysyllte Aqueduct – World Heritage Status Update DRJ stated no real development on World Heritage Bid. Still working towards February 2008, the only thing that could set us back is the 2007 nominations.</p> <p>Item 5.5 – Market Research Project Tenders have gone out and 4 agencies will be submitting tenders.</p> <p>Item 5.7 – OCN DS informed the Forum that BBC Radio Cymru are broadcasting a celebration programme featuring the Open Churches Network theme and mentions 16 Churches. This will be broadcast on Sunday 18 February.</p>	
5./	<p>Report on Sense of Place compiled by Angharad Wynne, Visit Wales</p> <p>Angharad sends her apologies but due to technical problems she has been unable to complete the report but will be forwarding to CH by the end of the week.</p>	
6./	<p>Destination Wrexham - Update</p> <p>6.1 Real Wrexham</p> <p>NH told the Forum that the distribution of Real Wrexham is being undertaken by two distribution companies and copies would be available through the National TIC Network as well as more localised non TIC sites. The in-house distribution to operators will be within the next few weeks.</p> <p>Wrexham will have a presence in the Eisteddfod, and NH will be taking the welsh copies of Real Wrexham along.</p> <p>6.2 Destination Wrexham Campaign</p> <p>NH has met with PB to look at producing bedroom browsers for hotel bedrooms. At the moment NH is looking at designs but is hoping to get them out by Easter for every bedroom in Wrexham.</p> <p>6.3 Photography</p> <p>NH commissioning new photography which is more up-to-date than we have in the photographic library at the moment.</p>	

<p>6.4</p> <p>6.5</p>	<p>Wrexham Map 10,000 maps of Wrexham were produced and distributed last year. NH is working with designers to produce a better map due to comments received last year. The only way of doing this is to increase the size of the map. Everyone agreed. MK asked if the map showed attractions. NH stated it only shows locations, where Wrexham areas are in relation to Chester, Oswestry etc.</p> <p>DVD A DVD is being produced to highlight the main attractions to promote Wrexham. The DVD is approx 15 – 20 minutes long and could be put in bedrooms or on rolling screens. It will be running on the TIC screen. RS asked NH if it would be downloadable to put on the website as a link. NH replied she didn't see why not and will ask IT as they are in discussions at the moment.</p>	<p>NH</p>
<p>7./</p>	<p>North Wales Borderlands - Update CH informed the Forum that the Borderlands Brochure has had a major change in brochure style, this year's version called Space to Breathe features Wrexham on the first few pages with the adverts at the back. Attractions Campaign is a stand alone brochure. 36 attractions have signed up, of which 16 are Wrexham. A Day trip decider map will also be produced which will be available for a group organisers fam visit in April. Borderlands attractions website 'splashpage' is also under development and can be updated throughout the season. 2007/8 bid for funding has gone in to TPNW for borderlands. 19k additional brochures sent out last year due to buy-in to Visit Wales activities.</p>	
<p>8./</p>	<p>Rural Development Plan Consultation AF informed the group that the original deadline for the Local Development Strategy to be submitted to Cardiff was December. The deadline was extended and the strategy was submitted last week and the results will come out tomorrow. The consultation period runs until 23 February, after which, all responses will be taken to the Northern Marches Cymru Board and will be submitted again by 31 March. They will then know the status to apply for funds. AF was anticipating getting the invitation for the business plan this month. DRJ took the board through a handout designed to show the process used for the creation of the Local Development Strategy, which also explained the theme of the projects, and the objectives which potential projects will need to evidence. DRJ asked the Forum to look over the handout to see if they are in agreement with the objectives stated in axis 3 and 4.</p>	

	<p>CH asked DRJ to explain what is considered as rural in the Wrexham County Borough. DRJ explained that Wrexham Town Centre and the surrounding urban villages were classed as urban and the rest of the County Borough is now classed as rural.</p> <p>MK asked if projects need to be specific. AF replied that they would like generic projects but there could be a few specific projects.</p> <p>DW asked what kind of projects are required. DRJ referred DW to Axis 3 and 4 of the handout and explained that they must keep within these themes and meet the objectives. DRJ gave a few examples to explain eg access to facilities could fund for instance a cycle path. DRJ was clear that funding could not benefit a single business but would benefit a community.</p> <p>DRJ told the forum that a letter of support would be appreciated. DS agreed to write a letter of support.</p>	DS
9./	<p>North Wales Business Tourism Study</p> <p>CH informed the Forum the report is expected next week regarding the study on how best North Wales can tackle business tourism but it was anticipated that North Wales Conferences (NWC) would be the most cost effective route of achieving a regional desk.</p> <p>CH asked if Melissa Davies had been in contact with businesses. Very few had heard from her yet.</p> <p>A lot of doubt and issues were raised by the forum concerning NWC and the lack of support previously given by Conwy County Council. These concerns included the amount of publicity and benefits Wrexham would receive, the cost in particular the ongoing revenue costs. The Forum asked if it would be possible for Melissa Davies and/or Rachael Gill to attend the next forum to discuss what she can offer and the concerns raised.</p>	CH to arrange
10./	<p>Any Other Business</p> <p>10.1 Organised Trip NH informed the Forum that she had been approached about arranging an organised tour of Wrexham and its attractions for Front of House staff to give them a better knowledge of what is available in and around Wrexham and the local history. NH asked for the Forums support by allowing their staff to attend during their normal working day. It was agreed by the Forum and the preferred date was between Easter and Whit. NH to ask for passes to local attractions for staff. AF offered to ask the Rural Bus Tours to do a Tour of Wrexham for the staff.</p> <p>10.2 Events CH informed the Forum of the low key event taking place on Queens Square for St Davids day. There will be welsh cakes and soup given away free.</p> <p>10.3 Pictures</p>	NH AF

10.4	<p>NH offered the Forum some pictures for their businesses which were part of an earlier campaign.</p> <p>Living Landmarks There is a competition running at the moment to produce a landmark to be put on the A483 Chirk/Halton roundabout. It is all part of raising the profile of the area and is part of an all Wales bid being led by Monmouthshire County Council. The bid will be submitted to the BIG lottery fund by the end of May with the outcome expected in September.</p>	
11./	<p>Date and Time of Next Meeting</p> <p>The date of the next meeting is Thursday 19 April at the Cross Lanes at 10am.</p> <p>Peter Brignall gave his apologies for the next meeting.</p>	