

## WREXHAM TOURISM FORUM

### Minutes of meeting held on Thursday 19<sup>th</sup> April Ramada Plaza Hotel

<b>Present:</b>	Mike Kagan	MK	-	Cross Lanes Hotel
	Nia Hollins	NH	-	Tourism Officer
	Colin Hyde	CH	-	Marketing & Communications Manager
	Allan Forrest	AF	-	Northern Marches Cymru Manager
	Pat Bannon	PB	-	Ramada Plaza Hotel
	Keith Challoner	KC	-	K & S Cottages
	Canon G Marshall	GM	-	St Giles Church & Open Churches Network
	Ray Squire	RS	-	Bluestone Cars
	Sue Kelly	SK	-	Open Churches Network
	Michelle Kozomera	MK	-	British Waterways
	Nichola Bird	NB	-	North Wales Conferences
	Melissa Davies	MD	-	North Wales Conferences
	Rachael Gill	RG	-	Conwy County Borough Council
	Duncan Rial	DR	-	Ramada Plaza Hotel
	Steve Benbow	SB	-	Springhill Farm and CCVP
	Sue Sopwith	SS	-	Springhill Farm and CCVP

		<b>Action</b>
1./	<p><b>Welcome and Apologies</b> MK welcomed everyone and asked the group to introduce themselves.</p> <p>Apologies were received from Del Roberts-Jones - WCBC, Haydn Hughes – NEWI, Darryl Shaw - Rossett Hall Hotel, Bryn Hughes – Ceiriog Country Holidays and Della Brookshaw – Plassey Leisure Park, Peter Brignall -</p>	
2./	<p><b>Minutes of the Previous Meeting</b> Minutes were agreed as a true record of the last meeting.</p>	
3./	<p><b>Matters Arising</b> CH asked if there was any feedback on the Smoking Ban which came into place on 2<sup>nd</sup> April.</p> <p>MK replied the Cross Lanes is now totally non-smoking and there have been no problems.</p> <p>PB stated that they have to have smoking rooms being Ramada. They have 10% smoking rooms and have noticed the increased use of these rooms.</p>	
4./	<p><b>North Wales Conferences</b> CH thanked North Wales Conferences for coming along today to speak to the group. CH explained that he has had meetings with RG and she is keen to hear feedback as to what support we require in the area.</p> <p>RG was keen to express that although she works for Conwy County Borough</p>	

	<p>Council and most of the funding comes from Conwy CBC, North Wales Conferences do not favour Conwy. She explained that there is no charge for membership as some funding comes from TPNW annually for North Wales, however, stated that this did not cover the whole cost of the operations and therefore they were keen to explore any other funding streams.</p> <p>MD explained that she has been busy visiting the trade around the North Wales area, 15 areas of her work have been in the Wrexham County Borough. The only 2 that she hasn't been able to visit yet are, Bangor on Dee Racecourse and West Arms Hotel, due to not being able to get appointments.</p> <p>MD and NB have been attending various exhibitions across Europe representing North Wales as a whole. NB explained that the most common issue raised was travel to North Wales with regard to not many people realising how close we are to Liverpool and Manchester airport.</p> <p>North Wales Conferences do not recommend any particular venue for conferences etc. They respond to client needs by producing costings for venues that meet customer's requirements from their database.</p> <p>CH asked if they have anything that will pick up on how close we are linked to Flintshire and Chester?</p> <p>RG replied that there isn't currently but NW Conferences could look at WCBC priorities and would be able to.</p> <p>PB asked if NW Conferences take commission on the business they acquire. RG confirmed that a 10% commission charge is taken for any business placed, however, this money is ring fenced for North Wales Conferences. MK requested the figures for the amount of business they have brought into the Wrexham area. NB will run figures off the computer and RG to forward to CH.</p> <p>RG was keen to build personal relationships with the local businesses and have the opportunity to keep communications open. RG would welcome coming back to the Wrexham Tourism Forum to keep us informed of facilities, planned events etc.</p> <p>North Wales Economic Forum are commenting on the draft Business Tourism Strategy and this will be circulated to the WTF by CH once it is finalised.</p>	<p>NB/RG</p> <p>CH</p>
<p>5./</p>	<p><b>Report on Sense of Place compiled by Angharad Wynne, Visit Wales</b>  Angharad has completed the Sense of Place report. CH handed a copy to the group, and explained that it has been downloaded onto the web-site for anybody to look at.</p> <p>DS has volunteered to be part of a sub-group to go through the report. Subsequently, PB, RS, AF, MK &amp; GM, volunteered to be part of this sub-</p>	

	group. NH will arrange an appropriate meeting date for the group to meet.	NH
6./	<b>Destination Wrexham - Update</b>	
6.1	<b>Branding Report</b> A market research and branding team are currently carrying out an exercise to see how Wrexham is perceived. The report will be carried out on the general perception of Wrexham and not just Tourism. The report will hopefully indicate future potential strategies and is due for completion in May and will go to Council to agree the next steps.	
6.2	<b>Destination Wrexham Campaign</b> NH reported this project is coming to fruition at the moment and bedroom browsers were available for anyone who wants to take them. There are enough stocks for one in every room in the Wrexham area. If they start to look tired or leaflets are taken, which we expect to happen, let NH know and she will be able to send replenishments. Updated versions will be automatically sent out when produced.  CH explained that they are not just purely for bedrooms, they can also be displayed in reception areas and information points. All information included in them are related specifically to Wrexham.  PB praised the bedroom browser.	
6.3	<b>Wrexham Map</b> NH reported that maps have been produced and everyone can now place their orders.	
6.4	<b>DVD</b> NH has been out with a film crew around Wrexham. The DVD is being produced to highlight the main attractions to promote Wrexham. The DVD will be approx 15 – 20 minutes long and could be put in bedrooms or on rolling screens and reception areas. The DVD includes Erddig, Aqueduct, Motor Safari and Chirk Castle as well as other sites across the County Borough. A first draft of the DVD was due in early May.	
6.5	<b>Real Wrexham</b> NH told the Forum that Real Wrexham is now out and comments are welcome.	All
6.6	<b>Fam Visit</b> NH reported that there has been massive interest in the Fam day, so far 60 people have asked to attend the full day trip organised for Wednesday 6 <sup>th</sup> June. The provisional list at the moment would be Tea/Coffee at starting destination. GM offered for the starting destination to be St Giles Church. NH thanked GM and continued that they would then go on to Erddig, Plassey for lunch, on to Chirk Castle and finishing at the Aqueduct.	

	<p>MK asked NH to check that Cross Lanes staff were included.</p> <p>CH would like to pass on his congratulations to Della Brookshaw at the Plassey Leisure Park on being declared the overall winner of the Top 100 Parks award by Practical Caravan magazine.</p>	<b>NH</b>
7./	<p><b>Accommodation Stock Survey</b>  NH reported that WCBC will be carrying out another accommodation stock survey. This is being carried out for WCBC in conjunction with VisitWales but no other third party would receive any information. Accommodation providers would be contacted as the survey gets underway. If anyone has any queries, please contact NH.</p>	
8./	<p><b>North Wales Borderlands - Update</b>  CH informed brochures have been distributed, VisitWales distribution have asked for an additional 10,000 copies. Any feedback, let CH know.</p> <p>The Attractions campaign has been launched with a map, day trip decider and web-site including e-vouchers. Wrexham featured 22 attractions which gave us the majority. E-vouchers are available on the web-site. SK praised the high quality of all the promotional material produced.</p> <p>MK asked if we were committed for next years Borderlands. CH confirmed that we are. The Eagles Meadow development will be completed in 2008 and would be included in the Borderlands too.</p>	
9./	<p><b>Any Other Business</b>  AF told the group the Rural Development plan has been submitted to WAG. 18 plans were submitted out of 22. AF won't receive formal feedback until after elections on 3<sup>rd</sup> May.</p> <p>NH confirmed that we would have a presence at the Eisteddfodd in Flintshire, the space has been confirmed, however, the look has not yet been decided.</p> <p>RS commented that the Real Wrexham booklets are excellent and are displayed in all his vehicles. He is looking forward to the DVD. RS also stated that the Conference Market would be good for them.</p> <p>CH updated the group on Landmark Wales. Entries are now on display at the Art Centre until 28<sup>th</sup> April.</p> <p>GM informed the group that The Open Churches Network Conference will take place on 29<sup>th</sup>-30<sup>th</sup> August. The Conference is entitled 'Discovering Sacred Wales at NEWI. It will include a ½ day Fam Trip and dinner. Speakers include Angharad Wynne.</p>	
10./	<p><b>Date and Time of Next Meeting</b>  The next meeting will take place at Rossett Hall on Thursday 20 September at 10am.</p>	

