

## WREXHAM TOURISM FORUM

### Minutes of meeting held on Thursday 20 September Rossett Hall, Rossett

<b>Present:</b>	Darryl Shaw	DS		Rossett Hall
	Mike Kagan	MK	-	Cross Lanes Hotel
	Nia Hollins	NH	-	Tourism Officer
	Colin Hyde	CH	-	Marketing & Communications Manager
	Allan Forrest	AF	-	Northern Marches Cymru Manager
	Steve Williams	SW		Clays Golf Centre
	Ray Squire	RS	-	Bluestone Cars
	Sue Kelly	SK		Open Churches Network

		<b>Action</b>
1./	<p><b>Welcome and Apologies</b> DS welcomed everyone and asked the group to introduce themselves.</p> <p>Apologies were received from Canon G Marshall - St Giles Church &amp; Open Churches Network, Allan Forrest – Northern Marches Cymru Manager, Michelle Kozomara – British Waterways.</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 updated the meeting on the North Wales Business Tourism Strategy. The North Wales Economic Forum had accepted the recommendations of the report and asked TPNW to pursue with Conwy CBC. CH was aware of the concerns of WTF and had asked his colleague in Flintshire CC to assess the feeling amongst trade there.</p> <p>However, until such time as the North Wales option was fully explored it was felt no ultimate decision should be taken. To that end it was agreed to nominate Darryl Shaw and Pat Bannon as representatives for Wrexham on the North Wales Steering Group once this is convened by TPNW.</p> <p>NH reported that the familiarisation visit was attended by 50 people and had been successful in showing tourism trade staff elements of the Wrexham offer. Many people would like to see this happen again in the future. Very positive feedback was received.</p> <p>SK reported on the Open Churches Conference. They had 100 people attending. The venue was good and the feedback was excellent. ONC now have a new presentation which SK is happy to give to anyone if wanted.</p> <p>The group picked up on the increase in Spanish tourists due to the Barcelona/Liverpool airport links. SK suggested that ONC could broaden their market to include the Spanish tourists.</p>	

4./	<p><b>Rural Development Plan – Ideas from Tourism Trade Survey</b></p> <p>Plan is being submitted in November to WAG. Meeting was held last week to consider initial project ideas with one submitted by WCBC on behalf of WTF around the development of a St David’s Day event.</p> <p>No other ideas had been forthcoming despite over 200 questionnaires being sent to the trade at the end of July: 14 responses have been received and no ideas for possible projects. After much discussion on why this could have been it was agreed that NH would re-circulate by mail/e-mail and web. Deadline for returns will be end of October.</p> <p>There is £108 million and 18 bids in. If there is enough in the pot all 18 bids may get what they asked for. CH asked the group to think of more projects which they could apply for. WCBC would be willing to put an element of funding for approx £5k to go towards match funding. CH to ask AF for potted version and DS to circulate to group.</p> <p>Discussions took place regarding using the £5k for an event to get everyone together and explain the benefits of the tourism trade survey funding. DS to draft a letter from WTF for the AGM with a view to try and get some support.</p> <p>CH to speak to North Wales Tourism regarding potential speakers.</p>	<p>NH</p> <p>CH/DS</p> <p>DS</p> <p>CH</p>
5./	<p><b>Accommodation Stock Survey</b></p> <p>NH stated that the Accommodation Stock Survey has now been completed and that the new contact details will be utilised on all new mailings.</p>	
6./	<p><b>Destination Wrexham - Update</b></p> <p>6.1 <b>Branding Report</b>  CH presented the findings back to the forum. 5 organisations have been contacted for funding. CH has had a response and secured some funding. Executive Board have agreed to go to the next step which is the visioning of what Wrexham wants to be. WCBC will lead on this project but it is a partnership between the public, private and voluntary sectors.</p> <p>CH also informed the group that Visit Wales will be conducting a review of marketing areas in the first half of 2007.</p> <p>6.2 <b>Visitor Survey</b>  Research has been carried out by WCBC and Visit Wales. It was found that the main visitors are independent explorers and the older generation. Wrexham struggles to attract families as it can’t compete with Chester. Most of the visitors come from West Midlands, North East England and now South East England too. The majority of the visitors are repeat visitors.</p>	

<p>6.3</p> <p>6.4</p>	<p><b>Real Wrexham</b> The Real Wrexham Visitor guide supports North Wales Borderlands which remains the main piece of destination print. The Real Wrexham guide is made available to TICs across the UK but is mainly distributed locally to increase time and money spent in the area. Rate cards for the 2008 guide will be distributed this week.</p> <p><b>DVD</b> NH informed the group that the DVDs have been distributed and asked the group to use them wherever they can, to include, websites, hotel bedrooms, television systems, reception areas. If anyone wants additional copies they are available from Nia Hollins. NH is aware that improvements could be made to the DVD but has not received any comments back since distributing them.</p>	
<p>7./</p>	<p><b>North Wales Borderlands - Update</b> There are only minor changes to the brochure for 2008. Rate cards have been taken in and brochure is now at proofing stage.</p>	
<p>8./</p> <p>8.1</p> <p>8.2</p>	<p><b>Any Other Business</b></p> <p><b>Golf Packages</b> Steve Williams and Darryl Shaw have met up and been discussing golf packages. SW has been in contact with Roger Lewis, Consultant at TPNW to discuss this idea. Clays is the Welsh Learning Centre for Wales and could use this in their marketing of the packages, ‘Learn to Play in Wales’ The group discussed how to move forward with this idea and the following points were raised:- Need to link with hoteliers, possibly need two more golf courses to develop a genuine cluster, visitors would expect courses to be within approx 5 miles of their accommodation, need to guarantee course times, courses booked on internet as a one stop shop, maybe look at marketing it with horse racing.</p> <p>It was agreed that SW and DS to discuss further with Roger Lewis and agree on a package to offer. SW to decide on something specific and forward to NH to NH to advertise in the 2008 Real Wrexham.</p> <p><b>Open Churches Network Award</b> SK reported that one of the Open Churches Networks projects, The Discovery Trail, has been nominated for an award at the Visit Wales National Tourism Awards 2007 for the Best Marketing Campaign.</p>	<p>SW</p>
<p>9./</p>	<p><b>Date and Time of Next Meeting</b> The next meeting is the AGM and was provisionally diarised for the Plassey Oaks Golf Centre on Thursday 24 January at 10am.</p>	