

WREXHAM TOURISM FORUM
Minutes of meeting held on Thursday 25th September 2008
Ramada Plaza Hotel, Wrexham Technology Park

Present:	Darryl Shaw	DS	Rossett Hall
	Colin Hyde	CH	WCBC- Marketing & Communications Manager
	Stuart Mackie	SM	Ramada Plaza Hotel
	Pat Bannon	PB	Ramada Plaza Hotel
	Mike Kagan	MK	Cross Lanes Hotel
	Sue Kelly	SK	Open Churches Network
	Haydn Hughes	HH	NEWI
	Steve Williams	SW	Clays Golf Club
	Chris Henshaw	CH	WCBC
	Lisa Hilton	LH	WCBC
	Jeannie Chandler	JC	Bangor on Dee Racecourse
	Rob March	RM	Chester Racecourse
	Ray Squire	RS	Driven by Q
	Keith Challoner	KC	Cox Wood Farm Cottages

		Action
1.	<p><u>Welcome and Apologies</u> DS welcomed everyone and asked the group to introduce themselves.</p> <p>Apologies were received from Allan Forrest- Northern Marches Cymru, Gwyneth Forrester – Gresford TIP, Canon Peter Brignall, Vince Brown - Newi</p>	
2.	<p><u>Minutes of the Previous meeting</u></p> <p>Minutes were agreed from previous meeting</p>	
3.	<p><u>Matters Arising</u></p> <p><u>Pontcysyllte Aqueduct</u> CH advised that the assessors visit is taking place 23rd, 24th, 25th and 26th of September. The group will have a 3 day itinerary, which will include a helicopter ride and a canal boat ride over the aqueduct. We are hopeful that an announcement will be made next summer regarding the aqueduct bid.</p>	

4.

Eagles Meadow Presentation

Apologies were received from Simon Pullen, unfortunately he was called away to a meeting at short notice.

The development will be officially opened by the mayor on October 30th. There will be a parade from Queens Square down to the new footbridge, where the mayor will cut the ribbon. Celebrations will continue throughout the day, both in Eagles Meadow and in the town centre.

The shops are now 87% let, River Island, Next, Bank and Jane Norman will be among many stores opening their doors on the 30th.

Debenhams will have a cardholder event on 29th October, where cardholders will have exclusive access to the store before it is officially opened on the 30th.

Arcadia Group which owns Dorothy Perkins, Burtons, Top Shop and Top Man will not relocate until November, when they will close their existing town centre shops and open their new stores on the same day.

The entertainment sector which includes Ten Pin Bowling and numerous restaurants will also open on 30th October. Odeon Cinema will open in Spring 2009.

Currently the development is getting good media coverage from all sources.

DS asked about the expected footfall through the development. CH advised that the developers are expecting 150,000 people per week. CH emphasised that this is not a separate shopping mall, it is an extension to the town centre.

Opening hours for the shops are:

9am – 8pm Monday –Saturday
11am -5pm Sunday

Vinci will be running the car parks at Eagles Meadow and the costs are expected to be:

0-2 hrs £1.00
5 + hrs £ 6.00

For further information on Eagles Meadow, please log onto www.eagles-meadow.com

5.	<p><u>Golf Tourism - Update</u></p> <p>Golf North Wales brochure revamped.</p> <p>Chris has established the golf cluster, it currently has 5 hotels and 4 golf complexes. The skeleton website is now set up and the web address is www.golf-wrexham.co.uk</p> <p>The web site has been relatively cheap to set up, however we are restricted to certain templates. There is an option in the future to set a bespoke template but this would incur additional costs.</p> <p>The draft design of the golf leaflet has been distributed to members of the golf cluster. If comments can be directed to Chris Henshaw immediately.</p> <p>Chris and Steve have arranged to meet up to discuss how to target the correct audience with the leaflets.</p> <p>There is the potential for the Wrexham Golf Cluster to be tied into wider markets such as North Wales Golf or North Wales Borderlands.</p> <p>CH asked for input from the group as to how we distribute the leaflets.</p> <p>SW stated that it is important how we market the cluster, the more numbers we have on board the stronger the brand.</p> <p>PB explained that she is happy to help in any way but as she is not familiar with golf she would like some guidance.</p> <p>SW stated that the website needs an enquiry form link, in order to pick up any potential bookings etc.</p> <p>The members of the cluster now need to meet to discuss the marketing campaign, golf magazines etc. Business tourism may attract potential clients for golf packages.</p> <p>MK mentioned that it may be an idea to tap into the weekend leisure market</p> <p>SW mentioned that Clays are hosting the Mizuno National Finals in 2009, this may be a good avenue to publicise the Golf Cluster and create some potential business. SW to provide Chris with the dates and contact names.</p> <p>SW, MK Chris and Roger Lewis to meet to discuss and develop a strategy.</p> <p>Chris to arrange meeting with Roger Lewis</p> <p>CH congratulated SW on Clays Golf Club's World Record</p>	<p>SW</p> <p>Chris H</p>
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6.	<p><u>Business Tourism</u></p> <p>The sub-group met on 1st July to discuss a way forward for Business Tourism, and had the opportunity to look round the facilities at Glyndŵr University. The group were impressed with the facilities available.</p> <p>TPNW are funding the work under the Borderlands banner. Chris H attending exhibitions, the first of which was held in Birmingham NEC and went relatively well, and the second which is due to be held in Earls Court in February 2009. This event is expected to generate a lot more interest, and more potential business.</p> <p>PB attended the NEC exhibition with Chris, and together they manned the Visit Wales stand. After a slow start, they did manage to compile a database of businesses and information has been sent to the interested businesses.</p> <p>PB felt that the Visit Wales stand was a little bland and compact, and therefore had nothing much to attract potential clients.</p> <p>Chris has prepared a communications plan, with costs which is to be widened to the ten areas. Please can Chris have all responses back regarding the communications plan asap.</p> <p>SM stated that it is vital to contact the 50 people who gave details at the NEC exhibition.</p>	
7.	<p><u>North Wales Borderlands</u></p> <p>Tangible have been appointed following the tender process to produce the 2009 brochure and website.</p> <p>The brochure will be 10-12 pages and will inc. a listing of all graded accommodations.</p> <p>There will also be ongoing campaigns throughout the year.</p> <p><u>Destination Wrexham</u></p> <p>Producing a Real Wrexham visitor guide in 2009, DP to be co-ordinator.</p> <p>The print run will again be 60,000 as the distribution has gone well</p> <p>MK asked which TIC's it goes to, CH advised 1 copy goes to every TIC and it is then up to them if they wish to order more copies.</p> <p>DS asked if this is available as a PDF version, CH advised that this is available to upload into individual's website. For further information, please contact David Powell, 01978 292421.</p>	

	<p>CH advised that the TIP in Chirk has closed, however Chirk Trout Farm had now taken on the role.</p> <p>DS asked if 'The What's on' is available in PDF format. CH responded that yes it is available in PDF format. It is also available on Wrexham Council's Internet Site.</p>	
8.	<p><u>TPNW Directors Nomination</u></p> <p>DS has completed the paperwork and has been nominated as a Director. CH urged members to support DS to ensure the Forum was represented on TPNW's board.</p>	
9.	<p><u>AOB</u></p> <p>Rural Development Plan – SK suggested that the members of the group may wish to have a think about any projects the tourism forum may wish to take forward. Certain projects may qualify for up to 80% funding in 2011.</p> <p>Wrexham is to host the Men's European Hockey Trophy in August 2009 at Glyndŵr University.</p>	
10.	<p><u>Date of Next Meeting</u></p> <p>November 13th @ Bangor-on-Dee Race Course, 10.30am</p>	