

## WREXHAM TOURISM FORUM

### Minutes of meeting held on Monday 27<sup>th</sup> February 2006 Techniquet@NEWI

**Present:**

Darryl Shaw	DS	-	Rossett Hall Hotel
Mike Kagan	MK	-	Cross Lanes Hotel
Colin Hyde	CH	-	Marketing & Communications Manager, WCBC
Hadyn Hughes	HH	-	NEWI
Nia Hollins	NH	-	Wrexham County Borough Council
Pat Bannon	PB	-	Ramada Plaza Hotel
Gwyneth Forrester	GF	-	Gresford Tip
Ray Squire	RS	-	Bluestone Cars
Della Brookshaw	DB	-	The Plassey
Allan Forrest	AF	-	Northern Marches Cymru
Karen Harris	KH	-	Northern Marches Cymru
Sue Kelly	SK	-	Open Churches Network
Mel Evans	ME	-	Littleton B&B Wrexham
Erin Robinson	ER	-	Erddig National Trust
Greg Pearn	GP	-	Tecniquest@NEWI

		<b>Action</b>
1.00	<p><b>Welcome and Apologies</b> Introductions were made.</p> <p>Apologies were received from David White, Bryn Hughes, John Newton Jones, June Coop, Del Roberts-Jones and Dawn Roberts.</p>	
2.00	<p><b>Minutes of the Previous Meeting</b> Everyone agreed accurate record.</p>	
3.00	<p><b>Matters Arising</b></p> <p>DS noted that he found the Walking North Wales talk very interesting. Operators were encouraged to contact Peter Hewlett of 'Walking North Wales' to inform them of any specific walking facilities/promotions they had. (<a href="mailto:info@walkingnorthwales.co.uk">info@walkingnorthwales.co.uk</a> / 07977 586363)</p> <p>CH explained that they are in process of putting together a Walking North Wales website with a link from the WCBC website, which included a section on walks for people with disabilities</p>	Trade
4.00	<p><b>IQM Action Plan</b></p> <p>CH explained that there was positive feedback following the circulation of the draft action plan. The main starting point was going to be increasing knowledge of the local area. At the end of the month a Community Strategy Meeting is due to be held to discuss the future branding of Wrexham. It was suggested that the title 'IQM' should be changed to 'Destination Wrexham' in line with the changing of the title 'Talking Wrexham Up' campaign. This was</p>	

	<p>agreed.</p> <p>Following the previous meeting, and the suggestion by the trade of establishing a Business Forum website to service the WTF, NH investigated utilising the tourism pages within the WCBC website for this purpose. It was explained that there were numerous pros and cons to following this route. It was decided that NH work with RS to investigate alternative routes, in particular the costs associated with developing an external dedicated website to service the forum.</p> <p>RS suggested that with the potential of IQM being a such high profile project, a T.V company and the local newspaper could be invited to be involved in order to gain publicity from an early stage. DS agreed that it was a good idea to involve T.V company but perhaps when the project had been developed further down the line.</p> <p>CH explained that he was meeting with Members and community partners at the end of March regarding the future branding of Wrexham, and would brief WTF at the next meeting.</p> <p>MK asked if Wrexham CB were steering away from the NW Borderlands partnership? CH explained that for 2006/7 WCBC are committed to working with the marketing area but its' future, in particular due to the changes within the industry following WTB's amalgamation into WAG, may need to be reviewed.</p>	<p>NH/RS</p> <p>CH</p>
5.00	<p><b>'Talking Wrexham up'-Update</b></p> <p>NH gave an update as to the activity within the 'Talking Wrexham up' campaign over the past couple of years, in particular the development of the 'Real Wrexham' visitors guide, first produced in 2005.</p> <p>NH explained that the NW Borderlands campaign couldn't promote all that Wrexham has to offer, therefore 'Real Wrexham' was developed to highlight Wrexham as a destination in its own right. The 2006 guide has been completed and is due to be distributed during the next couple of weeks. NH asked that trade operators ensure they send in their orders to guarantee deliveries throughout the season. The 2006 version has included all comments received from the 1st guide.</p> <p>MK explained that they find the guide useful to give to visitors when they first arrive.</p> <p>NH explained that an accompanying CD and DVD had been produced. It is hoped that this can be developed to be screened in the TIC and also at accommodation venues in bedrooms and in foyers. WTF will be informed of progress on this element. Members of the forum expressed an interest in the CD/DVD version, which could be useful for promotion to agents etc.</p>	<p>NH</p>
6.00	<p><b>North Wales Borderlands - Update</b></p> <p>NH then gave an update on activity within the NW Borderlands campaign. It</p>	

	<p>was explained that the interests of WTF are being met within the partnership as JNJ sits on the North Wales Borderlands partnership board.</p> <p>NH gave an update on NWB bids to TPNW, which provide increased funding towards activity within the campaign. She explained that each year we are invited to put bids in at Marketing Area (MA) level. The main focus of the 2006/7 bid is to focus on increased promotion of NWB Attractions campaign. Up to £40k is available each year to each MA to bid for.</p>	
7.00	<p><b>Rural Safari Bus Tours – Update</b></p> <p>HW gave an update on the Rural Bus Tours explaining how it is a pilot scheme, developed in partnership with Cheshire, Shropshire and WCBC, aimed to support the community and increase tourism spend in rural areas. It has been running since October 2005.</p> <p>HW explained that visitors to Chester are picked up at various points and bought out to experience surrounding rural attractions.</p> <p>CH asked if it would be possible for the bus to pick up passengers en route within WCB.</p> <p>HW explained that it is currently being looked into. It is hoped that, as with all RCA projects, the pilot project will eventually become self-financing and taken over by a private company.</p>	
8.00	<p><b>Any Other Business</b></p> <p>HH reported that the Wrexham Science Week is a smaller event this year but that it is planned for the larger Science Festival to return in 2007 and that a business plan was being put together for discussion by all funding and organisational partners.</p>	
9.00	<p><b>Date and Time of Next Meeting</b></p> <p>Thursday 20<sup>th</sup> April 2006 10am. MK offered to host the meeting at the Cross Lanes Hotel</p>	