

WREXHAM TOURISM FORUM

Minutes of meeting held on Monday 16 January 2006 Ramada Plaza Hotel Wrexham

Present:

Darryl Shaw	DS	-	Rossett Hall Hotel
Mike Kagan	MK	-	Cross Lanes Hotel
Del Roberts-Jones	DRJ	-	Tourism & Rural Development Manager
Dawn Roberts	DR	-	Economic Development Manager, WCBC
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
Clare Doran	CD	-	NEWI Sport Hall
Peter Howett	PH	-	Walking North Wales

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1.00	<p>Welcome and Apologies Introductions were made.</p> <p>Apologies were received from John Newton Jones, Geoffrey Marshall and Mrs Coop.</p> <p>Matters Arising EOD presentation, there will be a follow up meeting 10th February, venue will be either Cross Lanes Hotel or Rossett Hall Hotel. Details will be sent to Hoteliers and included in the general correspondence to everyone in the next mail out.</p>	<p>NH</p> <p>NH</p>
2.00	<p>Developing an IQM Action Plan DR introduces the subject, and explains that WCBC staff will join the meeting at 11.30 for a tour round the hotel.</p> <p>DR explained that since we last looked at the IQM summary, she has done a lot of work on the Strategy Plan. DR then advised that every one on the Wrexham Tourism Forum should have a copy, and handed the document out which consisted of the main final report and the appendices.</p> <p>DR explained how it was important for everyone to understand the theory, so it would be helpful if everyone could read up on it, so that at the next meeting it could be discussed and then there may then be more things to add to it.</p>	<p>DR would like comment back on action plan</p>

<p>DR referred to Page 44 of the report and explained how the consultants put in the start of the Action Plan and DR redrafted the plan, which can be amended at any stage in the future.</p> <p>DR expressed concern on how it was important for visitors to see quality before they visit Wrexham by looking on the internet, or reading a leaflet etc. There is still a lot of work to be done, it is important for other departments to make that extra bit of effort, for example, by keeping the streets clean, making sure sign posts are clear and that public toilets are open, making sure that customer expectation are being exceeded.</p> <p>DS advised that a methodology on how to tackle the project would be helpful.</p> <p>DR then stated that she would be happy to go through the action plan so that people have a rough idea on how to undertake the project.</p> <p>DR expressed concern that it is important for the Wrexham Tourism Forum to make a difference and that it's not just a theory. One of the things that would be a good idea is to come up with a toolkit. It could be a pack or a booklet which would be simplified, e.g. 'knowing your area'. All reception staff should have a learning pack, so that they would know the opening times of venues or be able to give information about attractions in Wrexham.</p> <p>DS suggested Welcome Host MK agreed that Welcome Host would be a good idea, but you have to go to Llandudno to take the course, would it be possible to take on the training locally.</p> <p>DS advised DR to go through the action plan point by point</p> <p>DR gave details on Theme One – Working Together, and explained that it is going to be a task trying to make other departments work together, other departments need to know their roles. The Northern Marches Cymru rural work that we do is an important element. Wrexham Tourism Forum provides leadership, we need to try and appoint someone to be an IQM champion. When the consultant met with us it was before the Wrexham Tourism Forum had been revamped. We could look once more to see if we are happy with the forum, and should there be a community representative?</p> <p>DS agreed and suggested a political representative.</p> <p>DR explained that Cllr Bob Dutton is an ED representative and suggested that the Wrexham Tourism Forum could write to him to ask him to be a member.</p> <p>We need to look at a more effective communication, as newsletters tend to get lost, we need to address this early on in the action plan.</p> <p>DR referred to 1.4 of the action plan, we need to create and agree a vision,</p>	
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<p>and we need to focus the mind on what we want. DR questioned whether we need a strategy when we will have a workable action plan. TPNW have got £5,000 for TGA match fund toolkit. DRJ suggested including an extra column on action plan to explain where it fits in on the chain.</p> <p>DS explained that Jonathan Jones of WTB is keen to see the IQM model and got the impression that there could be some assistance available there.</p> <p>DR introduced a discussion on Theme 2 'know your area'. We should all be aware of our strengths and weaknesses in our area. TIC get assessed every year, by either a mystery shopper, or a telephone call, they get marked on going that extra step further, being customer friendly and giving that extra bit of information.</p> <p>CH suggested that we link research items together as we have done various elements of research but haven't linked them together. It would be more effective to pool them all together.</p> <p>The potential for a Wrexham Tourism Forum webpage was mooted. CH explained that we couldn't just have a page on the Wrexham Tourism Forum, as we would have to go through the WCBC web page first. CH to investigate possible routes with IS Dept</p> <p>DR then referred back to the action plan and suggested that we need to look at everyone's responsibilities. We need to share information on customer databases so we would have a better understanding of our customer profile.</p> <p>DRJ reported that the first step is to agree the action plan. DR suggested that the lead from WCBC for this would be CH from now on. CH explained how he thought that a lot of the themes overlap. We need to know what we want from it and aim for specific goals and outcomes to be achieved. PB advised that if people are going to join us they are going to want to know what they are going to get from it. DR agreed this is why visioning and targets are theme one. MK reported that when you visit the Trafford Centre you would have a map giving information about cinema listings, places to eat and a shopping guide. CH explained that it has been discussed internally for a map for hotels and attractions, but can be difficult to keep up to date and contain all the information people might want. NH explained that it is hard to know what information is valid to put on a map. MK reported that Disney World is much bigger than Wrexham, but they are able to do everything over the internet and also have a very detailed map, it needs to be co-ordinated. Questions often asked are Where can I get petrol? Where is the nearest supermarket? It would be better if we had it all produced on one map.</p>	<p>DR to write with copy of report</p> <p>CH</p> <p>ALL</p>
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	<p>CH suggested that we need to discuss the action plan at the next meeting once everyone had had an opportunity to assimilate the information. DR set two dates, 20th February for people to feed back their comments on the action plan, and 27th February for the date of the next meeting. RS suggested that we could set up a website for discussions on line, and we could also advertise on it too. CH explained that it would be extremely helpful but WCBC we can't produce it as we have web restrictions, but thought that the theory of it was great. DR then gave details on the web restrictions.</p> <p>CH explained that TPNW are open to bids. They are keen on e-material but we need to think of a specific project.</p>	ALL
3.00	<p>Any Other Business</p> <p>DS then introduced Peter Howett from Walking North Wales.</p> <p>PH asked what could be done to promote North Wales as a walking destination. He then spoke about going round and meeting people who were involved in walks around Wrexham, and asked how would we increase the number of walkers in Wrexham. DR explained that 75 % of our area is rural. We provide people with information which would suit different types of walkers DS explained we have a great environment, but how do we develop it and how do we package it? MK explained that there was a booklet on walking which we subscribed to, which was put in the bedrooms in the hotels which, was very informative. PH advised that we are now in the middle of producing a Walking North Wales website, and explained that people who go on the website will be able to see the quality of the hotels too.</p> <p>RS asked if the website is going to be just about on walking PH explained that the website would give information about anything to do with walking and will suggest places for people to stay when on walking holidays. DR then advised that the walk around the aqueduct is not to be missed.</p>	
4.00	<p>Date and Time of next meeting The next meeting will be on 27th February 2006 at 10 am in Techniquet, NEWI.</p>	