

**WREXHAM TOURISM FORUM**  
**Minutes of meeting held on Thursday 17<sup>th</sup> April 2008**  
**The Plassey Oaks Golf Complex, The Plassey Craft Centre, Eyton**

<b>Present:</b>	Darryl Shaw	<b>DS</b>	Rossett Hall
	Mike Kagan	<b>MK</b>	Cross Lanes Hotel
	Nia Hollins	<b>NH</b>	WCBC- Tourism Officer
	Colin Hyde	<b>CH</b>	WCBC- Marketing & Communications
	Ray Squire	<b>RS</b>	Bluestone Cars
	Sally Williams	<b>SW</b>	Visit Wales
	Ian Murray	<b>IM</b>	Visit Wales
	Pat Bannon	<b>PB</b>	Ramanda Plaza Hotel
	Janice Stritch	<b>JS</b>	Corner House, Rossett
	Peter Brignall	<b>PB</b>	St Marys
	Robert & Julie Broad		Emerald Gardens Caravan Park
	Sue Kelly	<b>SK</b>	Open Churches Network
	Vince Brown	<b>VB</b>	NEWI

		<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 Allan Forrest, Northern Marches Cymru; Rachel Dyer, Erddig; Andy Bond, Trinity Adventure; Gwyneth Forrester, Gresford TIP, and Peter Morgan, Motor Safari.</p>	
2.	<p><b>Minutes of the Previous meeting</b>            Minutes were agreed from previous meeting</p>	
3.	<p><b>Matters Arising</b></p> <p><b>Presentations</b>            DS suggested the group may benefit from having topical speakers at each meeting, for example presentations from Eagles Meadow, Wrexham &amp; Shropshire Railway and Web4U.</p> <p><b>Ski Slope</b>            DS asked for an update on the Ski slope. CH advised that work was now underway with site investigations taking place.</p> <p><b>Branding Update</b>            CH advised that the member's workshop has been postponed until June due to the impending elections.</p>	<b>NH</b>

4.	<p><b>Visit Wales Presentation</b></p> <p>IM provided the group with a talk on the functions and facilities provided by Visit Wales. IM also advised that Visit Wales is available to offer advice on business and grading issues, and he is hopeful that Visit Wales will shortly be able to offer grants (subject to funding)</p> <p>MK asked IM for the advantages of membership with Visit Wales compared to AA membership. IM responded that Visit Wales is able to allocate grant money, however all other benefits remain identical to AA memberships.</p> <p>All businesses wishing to advertise on the Visit Wales web site must be graded</p> <p>SW provided information regarding her role within Visit Wales, she outlined her role as being to:</p> <ul style="list-style-type: none"> <li>- encourage new business throughout North Wales</li> <li>- chat with people to offer advice</li> <li>- sign-post individuals and businesses to information on grant funding.</li> <li>- distribution of guide books.</li> </ul> <p>Sally Williams' contact details are as follows:</p> <p>Sally L Williams  Business Development Sales Officer  Quality Assurance Department  Visit Wales  Department for Heritage  Welsh Assembly Government  Ffon/ Tel: 07919 210833  <a href="mailto:sally.l.williams@wales.gsi.gov.uk">sally.l.williams@wales.gsi.gov.uk</a></p>	
5.	<p><b>Business Tourism</b></p> <p>VB advised on the developments currently underway within NEWI. The fact that NEWI is heading towards University status may bring many benefits into Wrexham, and currently Commercial Services at NEWI are building a conference and performance centre, which will have a 220 – 250 capacity. The centre should be built by January 2009 and will be equipped with full conference facilities and breakout rooms.</p> <p>VB advised there is discussion on further accommodations.</p> <p>PB expressed that Wrexham does not have any big conference facilities unlike Conwy / Llandudno and that the news about NEWI is very exciting as many businesses would use this venue.</p> <p>PB and DS are going to work together to develop business tourism in Wrexham as there is great potential for Public Relations, for example Eagles Meadow and Wrexham &amp; Shropshire Railway. PB had visited the Chester Conference Forum and was advised that Chester generate 55% of their business tourism through the web. PB suggested that we look at developing the Web to enhance business tourism, and increase awareness.</p>	

	<p>CH advised that the proposed business section on the on Borderlands web site would be a major part of the work. A meeting with TPNW has been arranged on May 6<sup>th</sup> to discuss funding and he requested that trade members attended. VB asked whether Wrexham Borderlands was stand alone or linked to TPNW, CH advised that we have to work under Wrexham Borderlands, and that TPNW only support us as a partnership.</p>	
6.	<p><b>Marketing Update</b></p> <p><b>North Wales Borderlands</b>  NH informed the group that changes have been made to improve the look, feel and read of the North Wales Borderlands brochure; as each year it requires an element of re-design. The pick up rate of the brochure is decreasing, however this is not a concern as this is a trend throughout Wales.</p> <p>NH advised that WCBC are looking at a complete review of the above brochure, and are proposing to slim the guide down. The funding saved by slimming the guide down would go into promoting Web based marketing.</p> <p>CH informed the group that WCBC are looking into producing a saver brochure – 8 pages maximum plus accommodation directory. The aim is that we can drive more bookings through the web site. CH asked for feedback from the group.</p> <p>The group were in agreement that in principle they would like it to be carried forward.</p> <p><b>Destination Wrexham</b>  NH advised that the guide is now out for distribution, and asked the trade to complete their order request forms.</p> <p><b>Familiarisation Visit for Trade</b>  NH informed the group that following the success of last years event, another event has been arranged for 4<sup>th</sup> June 2008, and plans to visit: Open Churches Network; All Saints; Clays; Erddig; Bangor Race Course; Plas Power Adventure and Alyn Waters Country Park.</p> <p><b>Wrexham Champion Sausage</b>  RS Williams Butchers in Bank Street, Wrexham was the winning butcher of the Wrexham Champion Sausage competition. The concept behind WCS is to develop a sense of place and promote local produce, NH emphasised that the champion sausage needs to be taken forward by actively marketing in local hotels, and that WCBC may be happy to support via a marketing campaign. NH would write to all trade with RS Williams contact details.</p>	NH
7.	<p><b>Pontcysyllte Aqueduct – World Heritage Bid Update</b>  CH followed up from last meeting, advised that nomination has made it into the first 45, and that we are now awaiting a visit from UNESCO advisors in September.</p>	

