

WREXHAM TOURISM FORUM

Minutes of meeting held on Thursday 20th April 2006 Cross Lanes Hotel

Present:

Darryl Shaw	DS	-	Rossett Hall Hotel
Colin Hyde	CH	-	Wrexham County Borough Council
David Powell	DP		Wrexham County Borough Council
Nia Hollins	NH	-	Wrexham County Borough Council
Pat Bannon	PB	-	Ramada Plaza Hotel
Sue Kelly	SK		Open Churches Network
Ray Squire	RS	-	Bluestone Cars
Della Brookshaw	DB	-	The Plassey
David Thomas	DT		Riverside Cottages
Sheila Dee	SH		Chester Shrewsbury Rail Partnership
Jamie Sant	JS		Borderlands Line C.R.O
David White	DW		The Stableyard Cottage Hotel

		Action
1.00	<p>Welcome and Apologies Introductions were made. Apologies were received from John Newton Jones, Gwyneth Forester, Allan Forrest, Huw Jones and Bryn Hughes.</p> <p>JS gave a presentation on Linking Wales and Merseyside.</p> <p>SD also gave a presentation on the Chester Shrewsbury link explaining routes for Chester to Wrexham. The forum discussed the future proposals for a direct rail link between Wrexham and London, Marlborough Station.</p>	
2.00	<p>Minutes of the Previous Meeting Everyone agreed accurate record.</p>	
3.00	<p>Matters Arising</p> <p>DW made reference to the previous discussion on the Safari Bus Tours, and suggested that the bus route could pick people up on the way to Wrexham and then back round to Chester.</p> <p>SK explained that they are looking into it but it was difficult as they only had a 16 seater bus and people had to book if they wanted to come on it. It may be a future option.</p>	
4.00	<p>Destination Wrexham</p> <p>4.1 IQM Update CH explained that the branding for Destination Wrexham is pending and is needed to be presented to other Councils, Community Strategy Partnerships, Senior Management Team and Executive Board. The Tourism Section is moving forward but are waiting for approvals.</p>	
	<p>NH Thanked RS for meeting to discuss the setting up of a Business Forum website. Following their meeting, NH explained that she met with the I.T</p>	

department and the Web Team. The Web Team explained that they would be happy to provide a link from the WCBC website to a Tourism Business Forum page which would be at no cost.

RS explained how he thought it would be better for the Wrexham Tourism Forum to have their own website as it would be easier for users to find the website if someone was to search using a search engine.

NH explained that the issues with having a separate website would be cost implications and also ownership/legal issues as local authority wouldn't be able to take ownership of it, or be able to provide the maintenance costs.

NH suggested that the forum needs to decide exactly what we need from this website and the level of use by the trade, in order not to exclude any of the trade. CH explained that any funding we do have will have to come out of the Marketing budget.

CH agreed that the website would be a good idea for sharing information and will also be useful to put the minutes and agendas of the meetings on the website as it is problematic to send them to the trade by email.

DW asked what would we gain from the website? RS explained that it's a great opportunity to advertise our businesses, also would be convenient for other people who have businesses in Wrexham who cannot attend the forum, could look on the website.

PB suggested that we could get in touch with other companies who are trying to bring more people to Wrexham to fund the website such as the Wrexham Technology Park as they are trying to put together a website of their own.

CH suggested setting up a Business Forum from the WCBC website first to see if there is much demand. It was agreed that a link from the WCBC website with a message board would be a good idea for the time being to see if it works.

4.2 Marketing Update

NH gave an update on Real Wrexham and explained that the guide was being delivered to as many of the trade as possible at the moment.

NH then introduced David Powel, Tourism Assistant for WCBC and explained that he would be taking over some of her role whilst she was on maternity leave.

NH then circulated a map that WCBC had had produced and explained that the map was free of charge for businesses to give out to their customers and was designed just to give people an overview of Wrexham. The map had been produced with limited budget, utilising artwork that had been produced through other projects, in response to suggestions by the trade at previous meetings that there needs to be a greater awareness of our local facilities.

	<p>DW expressed concern that the map maybe difficult to read.</p> <p>CH explained that the map was not designed to be used for a road map, but was designed as a basic map for people visiting Wrexham with a section on the back for people if they need to write down any directions.</p> <p>Some operators suggested that a larger version could be produced to display on walls. NH agreed to investigate this.</p> <p>NH then gave a quick update on the Discovery Trail and explained that they are working together with Northern Marchers Cymru to develop links to the Open Churches Network in the surrounding area.</p>	
5.00	<p>North Wales Borderlands Update</p> <p>NH updated the forum on the North Wales Borderlands and explained that they have submitted a bid to TPNW and should soon hear if we have been successful. The £45k bid included three elements; Attractions campaign (£30k), Additional Advertising (£10k), and Administration & Secreteriat (£5k)</p>	
6.00	<p>Pontcysyllte Aqueduct – World Heritage Status Update</p> <p>CH explained that they have been working with British Waterways and are going to have a Family Funday early July, which will be held at the aqueduct.</p>	
7.00	<p>Any Other Business</p> <p>CH gave a brief explanation on IQM and explained that research is key at the moment and are just waiting for funding so that it can be pulled together.</p> <p>DS suggested that people put themselves forward to form a steering group to drive forward IQM.</p> <p>DT, a new member to the meeting, was welcomed and introduced his business, Riverside cottages.</p>	
8.00	<p>Date and Time of Next Meeting</p> <p>Tuesday 12th September 2006 10am. DS offered to host the meeting at the Rossett Hall Hotel.</p>	