



# Town Centre Matters

.....an irregular newsletter from Mold Town Management

May 2016

## Mold's Festive Experience 2016

The Town Council is working alongside Flintshire County Council Markets Team to bring a unique Christmas experience to Mold this coming December.

Many of you will have visited the very successful and popular Celtic Fayre events that take place across North Wales and recall the highly successful Christmas Fayre held in Broughton Shopping Park over last few years. Llandudno, Conwy and Colwyn Bay all currently benefit from Celtic Fayre's events at different times in the year and all see substantial increases in visitors including many coaches, from as far afield as Liverpool, Manchester and the West Midlands attending.

Broughton Shopping Park Celtic Christmas Fayre, for example, attracted around 40,000 visitors over 5 days, with many attending primarily for the fayre. The event would have continued but for expansion of the retail park with new restaurants, retail outlets and a cinema being built on the site.

Whilst having other alternatives, The Celtic Fayre has now agreed to come to Mold with their prime Christmas Fayre during December 2016.

It is proposed that the event will run from Wednesday, 7<sup>th</sup> December through to Sunday, 11<sup>th</sup> December and encompassing the two regular market days within it. The main objective is to provide traders (both town and street market) with a substantial boost in footfall and increased trade, as well as providing residents from across Mold and surrounding communities with an alternative to shopping in Chester or Cheshire Oaks alongside a real injection of festive fun!

Key elements of the proposal include:

- The Mold Festive Experience will be a partnership event between Celtic Fayres, Flintshire County Council and Mold Town Council.
- The event will run from Wednesday 7<sup>th</sup> December to Sunday 11<sup>th</sup> December, with set up and take down either side of those days. Late night shopping is likely to be included within the experience, potentially on the Thursday evening.
- Marquees will be located on Meadow Place car park and "linked" to Daniel Owen Centre and other venues if demand for stalls is high.
- The popular street market will continue to trade on the Wednesday and Saturday, however the FCC Markets team will invite stallholders to trade on Daniel Owen Square and through the Precinct on all other days of the event.
- The town's retailers (with a suitable and compatible product range) will be invited to take a stall within the Celtic Fayre at a subsidised rate giving them both the opportunity to become directly involved and promote their main outlet.
- It is hoped to attract around 100 stalls, plus, given sufficient space, children's rides for the under 9's, entertainers and a Santa's grotto, etc.
- Mold Town Council will co-ordinate entertainment and possible street animation throughout the period primarily on Daniel Owen Square but also in other locations across the town.
- The town's successful Santa Dash will take place on Sunday 11<sup>th</sup> December as a finale to the festive experience alongside other activities.

**Mold Town Hall, Earl Road, Mold. CH71AB Email: [towncentremanager@moldtowncouncil.org.uk](mailto:towncentremanager@moldtowncouncil.org.uk) Tel: 01352 751819**

- A substantial regional marketing campaign will take place for the event, combining with the festive programme taking place at Theatre Clwyd.

The main challenge for everyone will obviously be car parking, especially on the Wednesday and Saturday, with Meadow Place car park being unavailable alongside the anticipated increased footfall to the town. This issue will require understanding and compromise by all; however, both the Markets team and Town Council are very aware of inconvenience to traders, which must be balanced alongside the potential benefits. As an early indicator, Celtic Fayre's are already receiving enquiries from coach operators as to where they will be holding their normal Christmas event!

It is hoped that all of the town's traders will want to give this proposal the opportunity it deserves to benefit the town during one of the most important shopping periods in the annual calendar. The Celtic Fayre are keen to work with the Mold community and all of its traders, to ensure that the Mold Festive Experience grows to become a "Must Do" destination in years to come, and based on their track record it will provide a great injection of vibrancy and vitality to the town during the important Christmas trading period.

Please register a preferred email address at [supportofficer@moldtowncouncil.org.uk](mailto:supportofficer@moldtowncouncil.org.uk), on Facebook: MoldTownCouncil or on Twitter: @moldtowncouncil for updates on progress and developments. Please contact Dave Hill, Mold Town Manager or Peter Hayes, Flintshire Senior Markets Officer if you wish to discuss particular issues and they will endeavour to address any queries.

Contacts:

Dave Hill – Mold Town Manager  
t: 01352 751819

e: [tcm@moldtowncouncil.org.uk](mailto:tcm@moldtowncouncil.org.uk)

Peter Hayes – Flintshire Markets  
t: 07919166279

e: [peter.hayes@flintshire.gov.uk](mailto:peter.hayes@flintshire.gov.uk)

### **Town Improvements update...**

The Town Council have now approved the design for the new "Welcome to Mold" signs which are now in manufacture and the additional Visitor Information Points are in their final stages of design.

The footpaths contractor is hopeful that weather and other circumstances permitting, the majority of the tarmac footpaths throughout the town will be refurbished by early July, with the work being undertaken primarily on a Sunday and Monday to minimise impact on trade. Individual businesses will be contacted a couple of days prior to work taking place to advise the actual day that the refurbishment may affect them. The Town Council have agreed that the refurbished footpaths will be black, so that the impact of any future street works will be less intrusive.

The installation of additional street lighting in Daniel Owen Precinct has commenced, as has the upgrade of the street lighting to new low energy heritage style lamps.

The new road signage has been introduced, replacing the multitude of existing road signs with a much clearer and modern appeal.

As a reminder, funding for the town improvements has come from Mold car parking revenues surplus prior to the County Council introducing charges throughout Flintshire, whereupon the funding was subsequently withdrawn from Mold. By law, any surplus from parking revenues has to be used to improve the visitor infrastructure

### **Keep in the know....**

Whilst nothing can replace Town Centre Matters..... Mold Town Council endeavours to communicate with all the people of Mold via various formats you can find the Town Council at [www.moldtowncouncil.org.uk](http://www.moldtowncouncil.org.uk) on Facebook, Twitter and if you wish to be included in a regular email circulation simply forward your preferred email address to Jane Evans at the Town Council on [supportofficer@moldtowncouncil.org.uk](mailto:supportofficer@moldtowncouncil.org.uk).

