

# MOLD TOWN COUNCIL

Minutes of the meeting of Mold Town Council Tourism Committee held on Tuesday 26<sup>th</sup> July 2006 at the Town Hall.

**PRESENT:** Councillors: Jack Laing (Chairman), Chris Bithell, Geoff Collett, Ray Dodd, Bryan Grew (Mayor), Robin Guest, Joyce Jones and Andrea Mearns with the Clerk and Finance Officer.

**IN ATTENDANCE:** Councillor Peter McFarlane (Executive Member, Flintshire County Council, David Evans (Tourism Manager) and Esther Roberts (Managing Director, North Wales Tourism).

**APOLOGIES:** Councillor Carol Heycocks.

## 6. TOURIST INFORMATION CENTRE

The Chairman welcomed Esther Roberts, Councillor Peter McFarlane and David Evans to the meeting, the first of the review meetings allowing funding partners to have an involvement and to be able to review the operation itself in conjunction with North Wales Tourism (NWT).

Esther Roberts circulated information relating to the recent activities of the Tourist Information Centre (TIC) with comparisons to the previous year and referred to the intention to promote coach tours.

In response to questions from Members, Mrs. Roberts advised that the source of enquiries was altering such that many more email enquiries were being received. Enquiries and sales also reflected the weather, bank holidays and seasonal variations.

The following issues were discussed and action agreed:

- a. With the County Council introducing a new Leisure Management computer operating system it may be possible for the TIC to sell tickets for Clwyd Theatr Cymru. The issues of commission and transaction costs would need to be considered but North Wales Tourism would review this.
- b. Signposting of the TIC from the New Street car park still remained to be completed. It was hoped that this work would be undertaken shortly. Reference was made to the need to adjust the fingerpost sign at King Street that had been turned by vandals.
- c. It had previously been agreed that postcards of Mold would be printed. Images were now available and the postcards should be printed shortly and distributed to the TIC and retailers in the Town.
- d. David Evans advised that leaflets advertising Mold and Flintshire would be available at this year's Eisteddfod in Swansea and the telephone number of the TIC was included in the package.

- e. Reference was made to the Mold Food Guide and it was noted that the guide should be ready for mid-August and that it would then be widely circulated.

Councillor Peter McFarlane confirmed the support of the County Council, through its Regeneration Department, to the Mold Food Town initiative but advised that this was not a corporate issue, nor a policy of the Council. He stressed that whilst ownership of the initiative was not, and should not be, with the County Council, they were pleased to provide support to help promote the uniqueness and identity of the Town.

Councillor Jack Laing queried whether NWT had considered utilising the services of volunteers within the TIC. Esther Roberts advised of the difficulties involved. She also referred to the Abersoch TIC, which is managed by volunteers but advised that its success was limited and the support of the public sector was being sought.

**Resolved:** It was resolved that above issues be addressed where appropriate and that the next meeting be held in mid – late October 2006.

## 7. MINUTES

**Resolved:** It was resolved that the minutes of the meeting of the Committee held on 6<sup>th</sup> June 2006 be approved as a correct record.

## 8. MATTERS ARISING

### 3.1 Item 5 – Sites for Cinema Poster Displays

The Clerk advised it seemed likely that planning permission would be required for the siting of display cabinets and that the cost of submission would be £280. Further information was still awaited from the County Council and once received this would be relayed to Julia Grime.

## 9. MAP OF MOLD – SITES FOR IMPROVEMENT

The Committee considered the previously circulated schedule of sites that had been identified as in need of improvement. It was noted that the County Council had responded positively agreeing to assess the sites within the car parks and subject to the necessary funding being available, arrange for works of improvement. Members also commented that the area alongside HSBC Bank had been tidied.

Members agreed to seek assistance from owners of sites identified recognising that this would be a long-term project. The action agreed was noted and is reflected on the attached schedule.

**Resolved:** It was resolved to take action as identified on the schedule.