

# MOLD TOWN COUNCIL

Minutes of the meeting of Mold Town Council Tourism Committee held on Wednesday, 30<sup>th</sup> October 2013 at Mold Town Hall.

**PRESENT:** Councillors: Geoff Collett, Richard Brookes, Anthony Parry, Andrea Mearns, Philip Thomas and the Town Manager.

**IN ATTENDANCE:** Niall Waller and David Evans (Flintshire County Council).

Councillor Collett agreed to Chair the meeting and welcomed Niall Waller & David Evans.

**1. APOLOGIES:** Councillor Robin Guest (Mayor)

**2. DECLARATIONS OF INTEREST:** None declared

### **3. MINUTES:**

Cllr Brookes pointed out that he wasn't in attendance at the last meeting (Minutes amended)

**Resolved:** It was resolved that the Minutes of the meeting held on 13<sup>th</sup> May 2013 be approved as a correct record.

### **Matters Arising**

Item 4 – covered in agenda

Item 5 – covered in agenda

Item 6 – covered in agenda

Item 7 – covered in agenda

Item 8 – discussion ongoing and awaiting response from FCC Highways. Mr Waller to follow up as a matter of urgency.

Item 10 – The Clerk and Town Manager to follow up with suitable companies and bring forward costed proposals before the end of February 2014.

Item 12 – The matter now being considered elsewhere.

Item 13 – QR Codes were not included within the reprint of the Town Trail which was an oversight by FCC. To be corrected on any future reprint.

Bailey Hill leaflet has not yet been reproduced and Mr Evans to liaise with Cllr Mearns who has the design layout.

Town Council still to explore opportunities for funding to undertake Marketing Mold markets campaign again.

Mr Evans to ensure electronic copies of leaflets are available via the Discover Flintshire website.

### **4. COACH OPERATORS**

Mr Evans explained that staff from the Visitor Centre had undertaken a survey of various coach operators coming into the North Wales and specifically visiting Flintshire and in particular Mold. There appears to be demand for an itinerary to be arranged for coach operators and when visiting Mold (especially on market days) that a "What to Do" leaflet which also included perhaps businesses offering visitor incentives would be a welcomed benefit.

He explained that discussion with FCC Highways had resulted in the conclusion that

at least for the next year or so, coach parking facilities should remain at New Street car park, but ideally these and the toilet facilities needed refurbishment. Cllr Mearns suggested alternative parking could also be agreed near to Theatr Clwyd Cymru and discussion held with the theatre about including matinee performances in the proposed itinerary suggestions.

Cllr Parry suggested that we needed a way forward now as this initiative had been around for some years and inadequate progress made so far.

Mr Evans agreed that Mold needed workable and pragmatic proposals to be in place for the 2014 season and would work to deliver a pilot Coach Visitor programme for Flintshire which included Mold as a matter of priority.

**Resolved:** It was resolved to ask FCC to develop coach parking facilities on New Street car park for the 2014 visitor season, with the suggestion that costs for improvement be the first priority from funding generated by the increased car parking charges.

## **5. LOCAL ACCESS FORUM**

Discussion took place on the valuable work undertaken by the Local Access Forum and the regular reports provided from Mr Neville Howell of the Forum and concerns expressed about threats to footpaths that regularly arose through proposed developments. It was noted that a suitable town plan, showing principle footpaths did not currently exist for Mold. Mr Waller commented that this task was beyond the capabilities of the County Council and would have to be undertaken externally.

Cllr Thomas provided an update on the work being undertaken to provide more wild flower areas in Mold with the first site being identified as in the Lead Mills area, which would include a footpath through to the Rugby Club area. The total proposal would be to develop a series of footpaths, in what is being termed “a petal approach” where people could enjoy different walks, taking in the planted areas, dependant on their capability and time.

**Resolved:** It was resolved that:

- a) The Town Council would welcome reports from the Local Access Forum and would respond to issues identified in the most appropriate manner.
- b) The wild flower initiative was welcomed and would be monitored with interest.
- c) The proposal for a new town plan would be taken forward by the Town Manager and necessary funding sought.

## **6. DISCOVER FLINTSHIRE WEBSITE**

Mr Waller and Mr Evans provided an update on progress with the discover Flintshire website and the proposed App for mobile data via smart phones.

The website is to provide a single point of reference for all tourism in Flintshire with links to relevant other sites and mobile applications. Mr Evans apologised that the Mold sub-pages were not yet operational even though the County Council know that the Visit Mold website had now been switched off as it was no longer fit for purpose and needed additional investment, which the Town Council had decided not to commit to in favour of the Discover Flintshire solution.

Members sought assurances from Flintshire County Council that the Mold section would be prioritised to be up and running as soon as possible and certainly within 4 to 6 weeks. That assurance was given by Mr Evans.

Mr Waller explained that the App was waiting technical development via the suppliers 3Mi, however an initial App product was used at Mold Food and Drink Festival, although there were some technical problems experienced in accessing it unless there was a strong data link.

The Flintshire App was initially to hold such tourism opportunities as:

- The Flintshire leisure tour
- The Rural Walks booklet
- Various attractions
- Food related access opportunities.

The Town Manager added that it was also to include the Mold Town Trail as the content was already in written format.

Mr Waller indicated that it was FCC's intention to have the App operating by the Spring of 2014.

Cllr Brookes queried in what formats it would be available? Mr Waller replied that for the moment, it would be available on iPhones and Android formats only.

Cllr Mearns queried whether the North Wales Coastal Path was to be included. Mr Waller stated that there was no intention at this time however this could be explored further.

**Resolved:** It was resolved that:

- a) Mr Evans would ensure that the Mold pages of the Discover Flintshire website would be operational within 4 to 6 weeks.
- b) The Council would await with interest the development of the Flintshire App by Spring 2014 and look forward to an update on progress.
- c) When the timing was right, the Town Council would wish to see the Mold Town Trail feature within the App.

## **7. TOURIST INFORMATION POINTS (TIP's)**

Mr Evans provided a breakdown of the situation regarding TIP's for Mold which had been ongoing for some time as the initial plans proposed by FCC were more modest than those envisaged by the Town Council.

Costs had revealed that each unit proposed by the Town Council if free standing, would be approximately £2700 plus graphics and installation. A unit cost installed therefore could easily be in excess of £4000, although the exact costs would not be known until actual quotes were obtained.

A cheaper alternative had been identified that could be secured to suitable lamp columns would be approximately £450 plus graphics and installation. There may be an issue with the ability of lamp columns to take the fixtures however and this would have to be checked with FCC's street lighting manager.

Bespoke maps would be required whichever solution was decided and this related back to the need for a town map as discussed under item (5).

Discussion followed.

**Resolved:** It was resolved that TIP's were required in 6 – 8 locations throughout the town and that quality should be preserved, to reflect the importance the town placed on meeting expectations of visitors. Funding could be available via the car parking investment fund or another source to be determined.

**The Press and public (none present) were then excluded for item 8.**

### **8. VISITOR CENTRE (FORMER TOURIST INFORMATION CENTRE)**

A written report was received from Mr Evans and the matter discussed at length.

An early follow up meeting is to be arranged as soon as key issues have been explored further.

#### **SUMMARY OF DECLARATIONS MADE BY MEMBERS IN ACCORDANCE WITH MOLD TOWN COUNCIL'S CODE OF CONDUCT**

<b>TOURISM COMMITTEE</b>	<b>DATE: 30<sup>th</sup> October 2013</b>
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<b>MEMBER</b>	<b>ITEM</b>	<b>MINUTE NO. REFERS</b>
	None	