

## **MOLD TOWN COUNCIL**

Minutes of the meeting of Mold Town Council Tourism Committee held on Wednesday 3<sup>rd</sup> May 2006 at the Town Hall.

**PRESENT:** Councillors: Jack Laing (Chairman), Chris Bithell, Ray Dodd, Robin Guest, and Carol Heycocks with the Clerk and Finance Officer.

**APOLOGIES:** Councillors: Bryan Grew and Andrea Mearns.

### **10. MINUTES**

**Resolved:** It was resolved that the minutes of the meeting of the Committee held on 7<sup>th</sup> December 2005 be approved as a correct record.

### **11. MATTERS ARISING**

The Committee dealt with matters arising on the minutes as the items on the agenda were discussed.

### **12. TOURISM INITIATIVES & TOURIST INFORMATION CENTRE**

The Chairman welcomed Esther Roberts, Managing Director of North Wales Tourism and David Evans, Tourism Manager, Flintshire County Council to the meeting. A copy of a report prepared by North Wales Tourism on the Mold Tourist Information Centre (TIC) was circulated.

Mrs Roberts presented the report to the Committee giving details of the funding arrangements, staffing and opening hours and confirmed that the Welsh Tourist Board does not contribute towards the running cost of the TIC.

Reference was made to the number of enquiries and the effect that use of the internet was having on TICs generally. The statistics presented did not include numbers of e-mail enquiries although these would be included in future years returns.

Members queried the reasons for the fall in the number of enquiries. Mrs Roberts again referred to the general public's use of the internet which probably resulted in the reduction of bed bookings, a trend that affected all TICs. Reference was also made to the timings of the Easter holidays in 2004 and 2005 both of which fell outside of the period in question.

Members made reference to a number of concerns including the lack of information held within the TIC about the local area, staffing and the need to accommodate leaflets advertising attractions within the catchment area. Mrs Roberts agreed to raise the concerns with members of staff but also pointed out that the local attractions need to produce their own leaflets for North Wales Tourism and the Mold TIC to display and promote them.

It was felt that it would be appropriate to hold more regular meetings to discuss the TIC than previously and that this would allow for matters of concern to be brought forward and addressed at the earliest possible opportunity.

The Chairman thanked Mrs Roberts and Mr Evans for their attendance.

### **13. CITTASLOW APPLICATION**

8.1 Item 5 Blooming Mold Competition – It was noted that a number of entrants and Graham Wright, the judge, had commented upon the timing of this years event and it was agreed that the 2006 competition should be held earlier in the year.

### **14. BLOOMING MOLD**

### **15. MAP OF MOLD – SITES FOR IMPROVEMENT**

To Committee noted that the previously circulated report and schedule had been considered by the Town Council, and that it had been agreed that this Committee should manage the project with delegated responsibility to take the appropriate action.

It was noted that the areas highlighted were both privately and publicly owned and that one solution would not be appropriate to ensure the clearance of the sites.

Councillor Mearns circulated a pro forma sheet that could be used for each site and which could assist in helping to determine the action to be taken. It was felt that this form could be used by Members to specify sites in need of attention and it was agreed that Committee Members should complete a number for the next meeting.

The Committee referred to the previously circulated schedule and proceeded to determine the action to be taken in respect of those sites identified.

**Resolved:** It was resolved that:

- a) Members should use the form provided for the identification of sites and that these be reviewed at the next meeting;
- b) The action agreed, for the sites previously identified, be taken; and
- c) The matters be reconsidered at the next meeting.