**MOLD TOWN COUNCIL**

Minutes of the meeting of Mold Town Council Tourism Committee held on Wednesday 15th October 2014 at Mold Town Hall.

**PRESENT**: Councillors: Carol Heycocks, Anthony Parry, Andrea Mearns, Phil Thomas, Geoff Collett, Brian Lloyd, Town Centre Manager and Support Officer.  
  
**IN ATTENDANCE**: Lorna Jenner Heritage Consultant, Ceri Owen IS-Design, Niall Waller, Economic Development Manager Flintshire County Council.

**12. APOLOGIES:** Councillors: Chris Bithell and Richard Brookes **13. DECLARATIONS OF INTEREST**

There were no declarations of interest expressed.

**14. MINUTES**

**Resolved:** It was resolved that:

14.1 The minutes of the meeting of the Tourism Committee held on Tuesday 29th July 2014 be approved as a correct record

14.2 The minutes of the meeting of the Tourism Committee held on Monday 18th August 2014 be approved as a correct record

**15. TOURIST INFORMATION POINTS**

Design for the TIP’s was agreed in the tourism meeting on 29th July, following on from this Ceri Owen showed members colour swatches A and B for members to discuss and agree the colour of the TIP’s.

Ceri Owen informed members there was a four week lead time for materials. The Town Centre Manager confirmed an order had been placed with the IS Design to ensure the timescale for the funding was met.

Nial Waller confirmed planning consent was needed for the TIP’s. The Town Centre Manager confirmed he had received written confirmation from the Conservation Officer at Flintshire County Council that he was happy with the agreed locations of the TIP’s.

Ceri Owen left the meeting at 5.50pm

The Town Centre Manager confirmed the height of the TIP’s would be 2.4mts high with a changeable “what’s on” section and 9 locations had been agreed;-

1. King Street by the bus station
2. Chester Street by the bus station
3. High Street outside Lloyds TSB
4. High Street outside HSBC
5. Wrexham Street outside Vaughan Davies
6. Upper High Street by church
7. New Street car park
8. Love Lane car park
9. Griffiths Square car park

Concern regarding the TIP outside Vaughan Davies obstructing view of oncoming traffic was raised, the Town Centre Manager informed members Flintshire County Council Highways had to confirm it would not cause any obstruction of view.

Councillor Andrea Mearns asked if there would be a wall mounted TIP on the wall of the public toilets in New Street car park. Town Centre Manager confirmed he would check with planning department about this and also possibility of having wall mounted TIP’s in Griffiths Square car park and indoor market. These would be subject to a supplementary planning application if required.

Lorna Jenner showed members a copy of the bi lingual information which was proposed for the inner side of the four sided TIP, ‘L’ shape. The photos will change depending on the location of the TIP.

Heritage panel would be included covering areas:-

a) Trade & Commerce

b) Shops & Services

c) Best of Mold

Councillor Mearns asked if the colours on the “official” logos at the bottom could be reversed (white back ground currently stood out too much), Lorna confirmed the colouring on the logos would need to remain as they where part of the funding agreement but would look at reducing the size of the logos.

Councillor Mearns requested the photos on the events section represent all ethnicities, all ages and abilities to ensure a fair representation of all.

Councillor Anthony Parry requested the photo representing the cattle market was changed from sheep to cows.

Town Centre Manager was asked to provide a “what’s on” guide which is to include a brief description of the key events in the town. “What’s on” was looking to be changed 3 times a year to ensure kept up to date but following an agreed template.

All members were asked to source photos for the “Best of Mold / Must See”, suggestions where:-

* Museum – gold cape replica
* Cattle market
* Church – inside and out
* Dodds Auction House
* Butchers
* Vaughan Davies
* Cafe’s – suggested the walkway by Cibo
* Street market
* War memorial
* Bailey Hill
* Theatr Clwyd

Old photos had been supplied by David Rowe and included quotes from residents. However some of the historic photos were not in good enough condition so pen & ink drawings would be used. Councillor Mearns suggested introducing some humour into the drawings.

Lorna Jenner asked, in principle, whether members agree that the car park TIP’s should have a “Best of Mold” instead of historic panel.

**Resolved:**   
1. It was agreed the shades for the TIP’s would be swatch A on both sections of TIP’s, dark blue ROL5003 and light blue ROL9839-42.

**2**. To have a changeable Whats On guide – to be ideally changed 3 times per year.

**3**. The Best of Mold principle was agreed.

**16. TOWN MAP**

Following discussions in the last meeting regarding recommendations for the map, Lorna Jenner showed members the proposed map which would be used in the TIP’s and confirmed this would also be available in a downloadable format for use on Town Council website and other uses. It was agreed by all that all street names should be included in the downloadable version and the map be available seperately in English and Welsh.

**Resolved:** It was resolved that members would feed back their comments regarding the map to the Town Centre Manager for further discussion in the next meeting

The Town Centre Manager thanks Lorna for all the hard work she had carried out to date. Lorna Jenner left the meeting at 7.00pm

**17. SIGNAGE STRATEGY**

The Town Centre Manager had received a very detailed strategy report from an outside consultant regarding signage in the town. This report would be available to members if they wished to view. Funding was not available currently however the proposal was currently with Ian Jones the Highways Signage Officer at Flintshire County Council.

The Town Centre Manager said there was a possibility of funding part of the replacement costs with revenue from the car parks but further information would be provided once he and the Town Clerk had met with Ian Jones.

**Resolved:** The Town Centre Manager would provide members with an update following his meeting with Ian Jones, Flintshire County Council.

**18. CHRISTMAS LIGHTS**

Members were asked to consider options for improving the Town’s Christmas lighting following a quotation which had been previously circulated.

As only one quote was provided, Councillor Geoff Collett said before a decision is made a second quote will need to be provided and asked for it to be noted for the Town Clerk to take forward. It was agreed by all that purchasing of the new lights would be delayed untill the New Year.

**Resolved:** The Town Clerk would take forward and obtain an additional quote for comparison

**19. DANIEL OWEN SQUARE**

The Town Centre Manager provided members with a verbal update on the development work on the Daniel Owen Square.

The time capsule had not been found when Daniel Owen statue had been moved. A new time capsule would be made by Airbus and Nia Jones from the library was taking forward with local school children regarding contents.

The contractor had given the Town Centre Manager verbal assurances that the majority of the area would be made good for use in time for the festive weekend, 13th and 14th December.

Councillor Anthony Parry asked if there was a penalty clause written into the contract regarding delay, Nial Waller confirmed there was no penalty clause however he was meeting with the lead contractor regarding the delay in shipping the granite and would stress the implications this had had on the town and trade.

Councillor Brian Lloyd suggested the new time capsule could be placed inside a hollow pillar rather than in the ground.

Councillor Andrea Mearns stressed a plan of what the finished area would look like was very much needed for display around the area, and importantly this should show how the project was funded. Niall Waller confirmed he would take this forward.  
  
**Resolved:** The verbal update be noted.

**20. EVENTS 2015**

The Town Centre Manager gave out a copy of the events calendar for 2014 and deferred discussions to the next meeting.

**21. BLUES & SOUL FESTIVAL**

Discussions were deferred to the next meeting.

**22. Visitor Survey**

The Town Centre Manager gave members a verbal report on the previously circulated report on the visitor’s survey which had recently been carried out.

Analysis and conclusions had been drawn from two pieces of work undertaken by and for Flintshire County Council in partnership with Mold Town Council to help inform decisions on car parking policy in Mold.

County Council staff undertook a count of parking spaces, types of use and remaining capacity of public owned and some privately owned car parks and compared it with historical data previously gathered. Towns Alive, a nationally recognised towns support organisation has undertaken an independent visitor survey for the town.

* 626 survey forms had been completed, both on-line and face to face in July 2014 by Towns Alive who report that the resulting sample size and response is significant and valid.
* Car park use analysis conducted in 2005, 2012 & June 2014 provides “snap-shots” on specific days.
* Regular management information on car parks is not currently available, but is now being collected.

The survey and relevant data was available for examination from the Town Manager if required.

In summary, the Strategic Conclusions were

1. Most people using Mold visit the town on a regular basis. It is used as a Service rather than a Comparison centre, although visitors on market days in particular use the town for more comparison purposes. Visiting the town for work purposes is also an important economic factor for the town. Developing alternative town functions will provide greater resilience and a more sustainable future.
2. There is a critical need to increase car parking spaces in Mold on market days in particular. The current situation is damaging to the economic viability of the town. Better signage is needed.
3. Frequently, the only car parking spaces available on market days in Mold are to be found on land in private ownership.
4. Current car parking charges are not a barrier to visiting the town, however the current car parking charging regime does impact on the level of dwell time many visitors spend in Mold.

Car park review was now due and the Town Centre Manager proposed the Tourism Committee consider the suggested changes:-

22.1 Short stay car parks returned before Christmas

22.2 Parking charge for 3 hours to change to 50p

22.3 On street parking restrictions amended from 7am-7pm to 8am-5pm

22.4 Agree how to progress with visitor’s survey results

**Resolved:** All members agreed with the recommendations which would now be put forward for Town Council discussion when outcomes of the discussion with the County Council became known.

**23. Flintshire Tourism Association**

The Town Centre Manager asked members for approval to join the Flintshire Tourism Association, annual membership cost £50.

**Resolved:** All members approved

The meeting was closed at 8.25pm

**SUMMARY OF DECLARATIONS MADE BY MEMBERS**

**IN ACCORDANCE WITH MOLD TOWN COUNCIL’S**

**CODE OF CONDUCT**

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| --- | --- |
| **TOURISM COMMITTEE** | **DATE: 15th October 2014** |

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| --- | --- | --- |
| **MEMBER** | **ITEM** | **MINUTE NO. REFERS** |
|  | None |  |