

Tourism Committee meeting Wednesday May 12th 1330

Notes and Action Points

J Kibble (JK) C Weston (CW) L Weaver, Sarah Gilder (SG)

ACTIONS

- 1 Apologies: Haydn Andrew, Lesley Williams (LW)
- 2 No declarations of interest
- 3 **Notes from last meeting (14/04/21):**
Agreed as a correct record. CW to upload to website. CW
CW taking notes today.
- 4 **Matters:**
 - Can Do v.12 went out. Things are changing rapidly so a further version soon. JK
 - Promotions claim submission by Mon preceding Council meeting. CW/Clerk
 - Caradoc (Severn Baroque) music event most likely 2022 outdoors; perhaps Nov 2021 indoors. JK
 - Hungarian Day perhaps autumn (see Apr notes no. 6). JK & team
 - Plaque at saw mills – Clerk to check on progress. Clerk
 - Welcome folders (see Apr notes no. 8): Providers interested. Soft folders ~£50 for 25 branded. Talk to Keith Williams re logo, branding, colours etc. Order 25 and trial in 2021. Specifically ask accom providers to feedback on this experience.
Have the budget line, but run spend past Council at May meeting. JK
 - Tourism Committee status now uncertain – clarify at Council Annual Meeting – Clerk et al
n.b. need to retain delegated budget.
 - Tourist Info Area given a once over for weeds; will need replanting after daffs. JK
 - Arthur Street garden – further info awaited – future agenda. JK
- 5 **Tourist Information Hub at the Library - Lesley Williams**
LW was unable to attend but had sent an email; SG spoke about this.
Various ideas under consideration for use of library/institute spaces, one of which is to enhance visitor and community information facilities. Details to follow. LW/Inst/SG
- 6 **News Events team update - Cllr Weston** CW/CNT
 - Events include exercise classes at TH; art and craft exhibition/shop from May bank hol through June/July; a yard sale/free stuff rehoming day (6th June) “
 - Community News Team will struggle when Cllr Thomas moves away. Additional personnel needed. Capacity and skills + diversity across town and community. “
 - Community awareness of CNT. Put the news-events business cards round again. Put a note in the Crier. “
- 7 **Destination Montgomery** SG/DM
 - Development Officer report circulated to Tourism Committee members. SG current focus on TH and market promo. “
 - Promote TH for small events ASAP; planned large events on hold. “
 - Market – no official coordinator/contact other than Clerk re stall booking and fees; difficult to promote not knowing who/what will be there; need to improve communication/relationship with stall holders. Around 8 regular stall holders + other attending some weeks. Promote market to shoppers/visitors and new stall-holders. “
 - MidWales4U new market page promoting all Mid Wales markets together.

- 8 **MWT (Mid Wales Tourism)**
- Review our info on Visit Wales / Show Me Wales – rewrites, updates, additions SG
 - MWT up and running with revamped website.
 - Visit Wales are giving registered accommodation providers opportunity for certification re walking/cycling – JK has circulated info
 - Regular smaller MWT update meetings proposed
- 9 **Web site for tourism / businesses:**
 [Website team = Adam Cusack, Sarah Gilder, Claire Weston, Gwil Stephenson]
- Town website needs to have tourism and business info very easily available. Web team
 - Town website to include link to CADW for castle info and opening hours. Web team
 - Ask CADW again about reciprocal link to Montgomery Wales page. JK
 - Website team had met and made various proposals about use of the existing website; some proposals will go to Council. Acting on various suggestions. Web team
- Requested feedback from users re what they want to do on the site and the experience of trying it. What is difficult or missing? All
- 10 **Shropshire Enterprise Blue Forgotten Hills project**
- JK and SG had met with David Crane. Substantial project to promote a cross-border area including Shrops Hills AONB plus Borders incl Montgomery, Presteigne and Knighton. History, landscape, tranquillity, heritage incl industrial, walking and cycling. Lottery bid including apps, co-ordinator etc. Will circulate draft when available. Partnership working. Welsh relationship and language. JK
- 11 **Signage – Castle path and Whitegates Pool**
- Castle path sign to include “permissive path” and “during opening hours” plus yellow sign re slippery – JK will send a draft around JK
 - Whitegates signage to be kept minimal but thinking about (a) wildlife (b) safety. Incl e.g. respect the area, don’t move items, no dogs. “Stay on the path” may cover a lot without being negative. Look at what MWT (wildlife) have at e.g. Severn Farm Ponds / Llyn Coed y Dinas. Talk to MWT wardens / Tammy. CW / JK
- 12 **Any updates on events/ activities or information from members**
- See also item 6 re events
 - Walking Festival taking place in Oct; booking opens 1st June with first chance to those who booked for 2020. Max ~16 per walk. Pizza at pool on Sat 2 Oct. JK
 - Rhyd y Groes campsite will be run by family members. Need contact details. SG
 - Library reopening after election – details? LW
- 13 **Invitees to future meetings**
- Jeremy Thorp re MEG volunteers, community gardens etc. (see Apr notes no. 9)
 - Gill Bridgwater re Market and other promo / joint working
 - LW as Institute plans progress
- 14 **Items for next agenda**
Tbc
- 15 **Date of next meeting(s)**
 Proposed: 9th June then 7th July
 [Edit: date of next meeting finalised to 23d June, at which July date to be confirmed]