



Yr hanes cyn belled

The story so far...



Y cyfarfod cyntaf – the first meeting Medi 28 September - 2005

- Dave Heggarty - FCC
- Medwyn Roberts- Holywell
- Andrea Mearns - Mold
- Rebecca Alfonso – FCC

trefnwyd cyfarfod i ddilyn yn y
Beaufort Park Hotel
a follow up meeting was arranged



Chwefror 2006 – February 2006

Meeting of 150, hosted by FCC to include:

- Mold Town Council
- FCC
- FTA
- Restaurants, public houses, cafes,
- Accommodation providers
- Local food producers and distributors
- Guest contributors/speakers

and so it began!!! – Committee formed



At the beginning:

- 2006 – 4,500 visitors, 47 stalls

And now:

- 2013 – 13,000 visitors, 114 stalls



Nodau – Aims:

- Promote local producers and the local produce market
- Promote the historic market town of Mold
- Boost the Flintshire/ local economy
- Support Cittaslow status
- Develop skills and knowledge in local produce
- Support the hospitality industry

As the Festival has grown, we have developed:

- A dedicated, responsive website that works across all mobile devices
- Twitter [1,500 followers]
- Facebook page

all promoting: Festival-Mold-Flintshire



Manteision - Benefits:

- Boost to the local economy including hospitality
- Up to £325,000 spent at the Festival
- At least £50,000 spent in the town
- Festival spends nearly £80,000 in the local economy on:-
 - hire of Marquees
 - hire of fencing/toilets
 - hire of generators
 - printing and marketing



According to a Welsh Government report:

- Up to £800,000 = value of Festival – every year

Marketing:

On current rate card values:-

- £78,961.43 worth of advertising - free; covering local, regional and some national media (press, radio and TV)

Plus advertising we pay for including:

- Mold and Clwyd Connection Magazines – Papur Fama
- Yattar Yattar Magazine
- Welsh Border Life Magazine – Caerwys Chronicle
- What's On Chester, Cheshire, Warrington and Wales



Developing Skills and Knowledge:

- Teen Cuisine competition - Coleg Cambria
- Schools food themed art competition - FCC
- Flintshire Chef of the Year Competition – C.C.
- Photography Competition – Mold Camera Club
- Best of Welsh Bake off Competition – WI



At the Festival we also have:

- Interactive Zone - Coleg Cambria
- Children's Indoor area – Spavens
- Children's Outdoor area – Andy White
- Other attractions – owls
- Outdoor music stage – 20 local artists/bands

All designed to keep people there, spending, and create a fun family atmosphere.



Management and Leadership:

- Full list in your pack
- Company Limited by Guarantee
- 2 directors – John Les Tomos / Lindsay Hicks
- Management committee – 7 people
- Consultants - John Scott – Health & Safety
Carolyn Poole – Marketing & PR



Working Partners:

- Coleg Cambria
- FCC – regeneration-schools-highways-tourism
- Mold Town Council
- Flintshire Tourism Association
- Destination Flintshire – Adrian Barsby
- Voluntary Groups – W.I., Beekeepers, Rotary, Cadets, Cytun, Menter Iaith.



Future:- Finance:

- Public funding support diminishing
- Sustainability is key
- Reduce budget by £10k for 2014
- Service level agreement with FCC £3k
- Closer cooperation with Llangollen and Conwy
- 3 year contracts with suppliers – costs down



Future Development:

- Stay on present site
- More variety in producers, e.g. Fish, vegetarian
- Developed technology, e.g. apps.
- Develop activities i.e. in the Daniel Owen Square
- Pre Festival activities across Flintshire e.g. in Holywell, Buckley and other locations
- Awards evening - The Best of Flintshire.



2014:

- 38 confirmed bookings already

Looking forward to 2015 - Celebrating 10 years.

Diolch yn fawr – thank you very much

Oes Cwestiwn? - Questions?