

# Croeso i'r Wyddgrug

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## Welcome to Mold

# About Mold

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Mold situated in beautiful North East Wales.

Established Market Town, with a twice-weekly street market, an indoor market and a Farmers market.

Award winning independent shops, rich cultural history and many great events.





# About Mold

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Mold population of approximately 10,000

Located just a short distance from the Loggerheads County Park the gateway to the Clwydian Range and Dee Valley Area of outstanding Natural Beauty.

Home to Theatr Clwyd, where you can experience many performances that have featured on the West End of London.



### Strengths

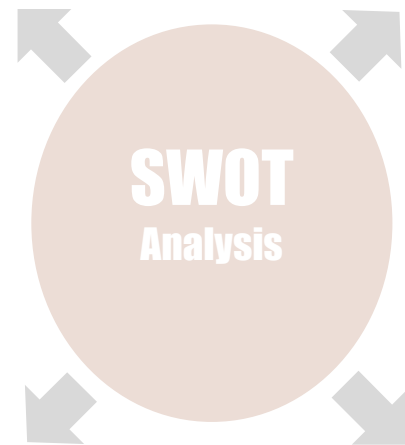
- High proportion of independent shops / low vacancy rate
- Excellent customer service/friendly welcome
- Renowned street markets/indoor market
- Town Centre - farmers and livestock market
- Monthly Artisan Market
- High Levels of footfall
- Parking availability
- Town Centre signage
- Culture/heritage/architecture
- Bailey Hill restoration
- Welsh culture and language
- Sense of place/AONB
- Events space and year-round events schedule
- Acclaimed Theatr Clwyd
- Community spirit and cohesion
- Wide range of employment opportunities locally
- Location with good road linkages

### Opportunities

- Tourism offer/destination
- St Mary's church
- Library/museum
- Cycle routes/cycling holidays
- River Alyn Walks
- Linkages to Theatr Clwyd
- Town Trail/digital Trail app
- Evening economy
- Enhance local food/drink offer
- Social media /blogs/events
- Group travel/coaches to the town
- Resident Town Centre population
- Community Asset transfer

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### Weaknesses

- Lack of bed spaces
- Sunday trading
- Lure of big brand names such as Snowdonia
- Building frontages
- Linkages to Theatr Clwyd
- Directional signage within the town
- LA cuts, public conveniences/street scene
- Parking charges perception/negative publicity

### Threats

- Consumer confidence
- Increasing Local Authority budget cuts
- Visitor perceptions – negative press and publicity
- National trends in highstreets
- Increasing trend of on-line shopping
- Out of town shopping centres – Broughton Park/Cheshire Oaks (free parking/investment)
- Future housing needs and demands

# Challenges

Town centres face escalating economic challenges.

Changing customer behaviour, accelerated during the pandemic.

Dramatically reduced expenditure in high street shops.

Dramatically reduced footfall in our town centres.

Longer-term vacant properties in towns.




**COVID-19**

**Important Announcement**

The team at M-Fest have had to make a very difficult decision. Given that we are currently experiencing unprecedented times not just in the UK but globally, we feel that it is only right to cancel this year's M-Fest.

The next few months will be an incredibly difficult and challenging time for our many loyal sponsors, supporters and volunteers and as such the committee feel that to carry on planning and organising the event would not be responsible as no one can predict how long Covid-19 will be around and what the situation will be in July.

Refunds for tickets purchased via eventbrite will be made in due course and all trade bookings will be issued with a refund, but please bear with us.

Massive thanks must go to the volunteer organising committee who have been working extremely hard on this years event for over 6 months. We will be back next July bigger and better than ever. Please #StaySafe everyone

#THEPEOPLESFESTIVAL



**CANCELLED**

**Do you want to take part in a charity abseil?**

On **Thursday 30th April** the Mayor of Mold will be carrying out a **100 ft** abseil down the side of County Hall in Mold, do you want to join him?

Places are limited, if you want to take part please email [events@moldtowncouncil.org.uk](mailto:events@moldtowncouncil.org.uk) for further information or call Jane on 01352 758532

All money raised will go towards the Mayor's fundraising appeal with the main beneficiary being NEWSAR (North East Wales Search & Rescue charity no 512956)



# What We Did?



A local voucher scheme to help encourage people to shop local / use local services and look at what Mold has to offer before taking their custom outside of the town.

Vouchers are available in £5 denominations and can be spent in one or more of the 80+ participating businesses in Mold.



# How did we do it?



LEGAL / REGISTRATION



BRAND



WEBSITE



LAUNCH

# Why We Did it?

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“If Every Adult in Mold spent **just £5** per week in their local shops and businesses, instead of online or outside of the town, it would be worth **£2 MILLION** going directly into our **local economy**. Which means

more jobs, a better high street, a stronger economy and a nicer place to live and visit” *source 'Totally Locally'*



Totally Mold voucher scheme is organised and managed by Mold Town Council and was launched in response to the massive unprecedented challenges that Coronavirus is having on the fabric of our Town and Community. No fee or cost is being passed onto the participating businesses and businesses accepting the vouchers will receive full reimbursement of the value of the vouchers from Mold Town Council.



# Success

£12,500 Vouchers sold to date

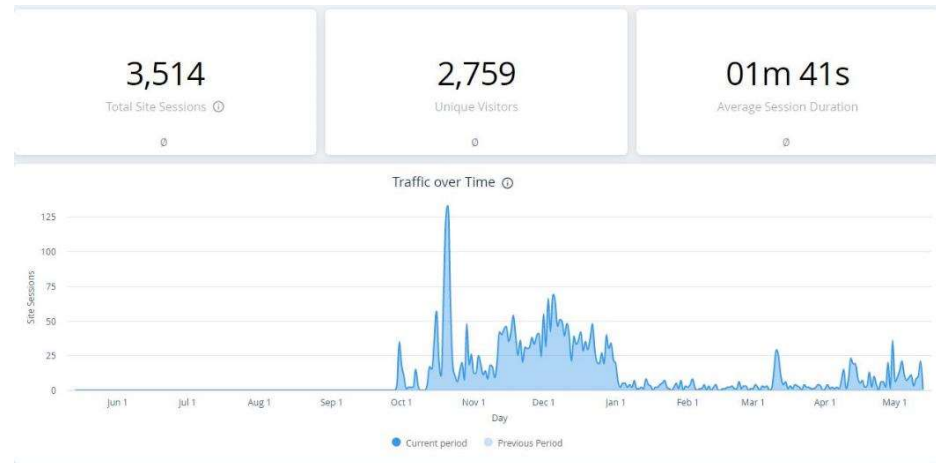
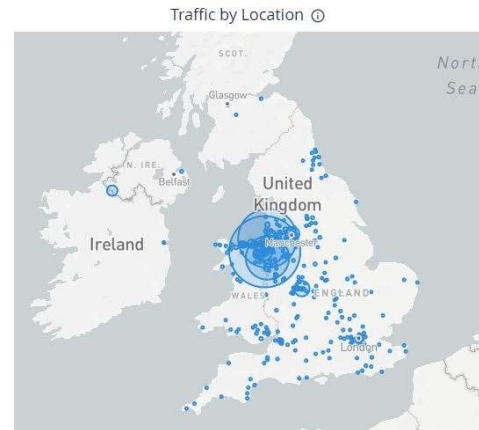
81 Businesses signed to the scheme (initially 69)

3,514 hits to the website

Some businesses put on voucher only special offers

Great publicity and promotion

Putting Mold on the Map



# Impact



HOME HERITAGE & CULTURE VISITING RETAIL & SHOPPING BUSINESS LISTINGS FESTIVALS AND EVENTS GETTING HERE CONTACT



**Celebrate Totally Mold**  
Explore, Experience, Enjoy

Expiry date 30th June 2021

**£5.00**

YR WYDDGRUG YN LLWYR  
TOTALLY MOLD

Transfer cannot be made to cash. No change given. Please note the maximum of 100 vouchers per business. Please email [totallymold@totallymold.org.uk](mailto:totallymold@totallymold.org.uk)

No. 0001



RETAIL & SHOPPING

VOUCHER SCHEME

BUSINESS LISTINGS

## Welcome to Mold

Welcome to Mold, with its acclaimed **street market**, wide range of independent **shops**, wonderful venues to both **eat and drink**, rich **cultural history** and our many great **events**. A lovely place to **visit**, work and live – take the time to explore what our great town has to offer.

Mold is also home to **Theatre Clwyd**, renowned for its great plays, music, cinema, and community activities. Here you can experience many performances that have featured on the West End of London and major cities, as well as performances that have a more Welsh cultural appeal.

Many businesses developed their own websites

Developed new Town Website - <https://totallymold.org.uk/>

Click and collect services

Free home delivery

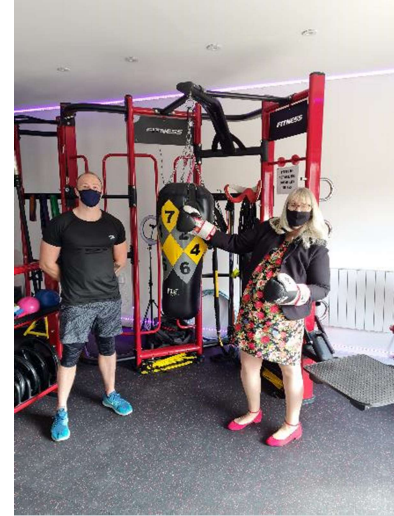
Very Strong Community Spirit / loyal support

Raised awareness on what was available in Mold

Personalised service

Over 40 new or expanded Businesses in Mold since 2020

Shop vacancy rate of less than 7%



# Stronger Together- #TotallyMold

**Eyelicious - Brow, Lash & Skin Clinic** is in Mold, Flintshire.  
21 October 2020

**!! Totally Mold Gift Voucher Scheme launched today !!**  
Eyelicious is proud to be supporting its local Totally Mold voucher scheme 🥰

Anyone who pays for their HD Brows treatment with a Totally Mold voucher, will receive a Provoce sem permanent eye or lip liner totally FREE! (Subject to availability)

The Totally Mold local voucher scheme is a brand new initiative to help promote the message "Shop Local/ Use Local Services" instead of revenue being spent out of Mold Town or spent online, our local businesses need the support of the community more than ever before! 🙌🙌🙌

Please consider purchasing vouchers for gifts for Christmas, there are 69 local businesses participating and lots have unique special offers!

Totally Mold Vouchers can be purchased via [www.totallymoldvouchers.org.uk](http://www.totallymoldvouchers.org.uk) or you can telephone 01352 758532 or you can collect in person from the Totally Mold pop up shop, Mold Town Hall, Earl Road, CH7 1AB 🙌🙌🙌

**SPECIAL OFFER**

**eyelicious**  
BROW, LASH & SKIN CLINIC

**Totally Mold Voucher only offer**  
from Eyelicious Brow, Lash & Skin Clinic  
3 Earl Road, Mold, CH7 1AJ  
T: 07775 182871

**YR WYDDGRUG YN LLWYR**  
TOTALLY MOLD

**MOLD VOUCHER SCHEME LAUNCHING 21ST OCTOBER 2020**

Totally Mold Local voucher scheme is a brand new initiative to help promote the message SHOP LOCAL / USE LOCAL SERVICES

What are Totally Mold Vouchers?  
It's a brand new initiative for Mold, A local voucher scheme to help encourage people to shop local & use local services. Each of our Mold has to offer before being our own initiative of the brand.

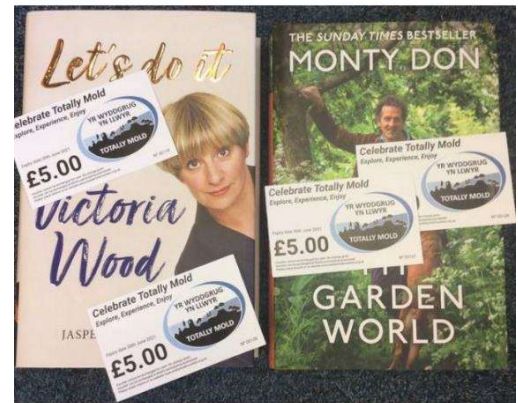
**SIMMI WOMENWEAR Mold** is at SIMMI WOMENWEAR Mold.  
Yesterday at 11:28

Good morning !! Don't forget we also accept the Mold Loyalty Vouchers here !! And with the vouchers you get 10% off the value you have in vouchers so worth buying a few as so many business's in Mold accepting and having different offers! Just pop to the town hall to buy them xx  
#moldtowncentre



**Mold Bookshop**  
9 November 2020

We have had a busy start to our first day back after the lockdown, and we have already received some Totally Mold vouchers. These are available from Mold Town Council and make a great Christmas gift and they support local businesses. #shoplocal



Mold during Covid-19

Yr Wyddgrug yn ystod Covid-19



#CommunityStrongerTogether





# Totally Mold

Diolch yn fawr iawn

Thank you very much

Any Questions?

Joanna Douglass

Business and Regeneration Officer at Mold Town Council

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<https://totallymold.org.uk/>

