

# MOLD

# EN MASSE

**FOOD, FUN & FUTURE**

Report for Cadwyn Clwyd:

Developing & Promoting Local Food & Community Aspirations in Mold.

Research with 'Hard to Reach' groups on 'How to Improve the Wellbeing of Mold Communities' and the prospects of Mold as a 'Food Town'.

Mold en Masse: Food, Fun & Future

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## 1. PROJECT OVERVIEW

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It had been determined that there were gaps in previous research that needed to be addressed relating to the level of consumer demand for local produce and the general agreement of the six Community Aspirations. Although Mold Town Partnership had approved these Aspirations it was felt that further, and broader, consultation was needed with 'hard to reach' groups in order to fully validate these Aspirations as being something that are common goals to the residents of Mold.

Certain hard to reach groups were identified who had not been consulted and the focus of this project was to provide an innovative way in which to engage with these groups in order to ascertain their opinions on these subjects. These hard to reach groups are categorised as being young people and economically active/time poor people (aged 18 to 45 years old) and were be the main focus of this research. However it was decided at the initial meeting that this project would also seek the opinion of as wide a spectrum within the community as possible.

The initial plan, as discussed in the original tender, was as follows:

- Hold an meeting to plan the project with the Steering Group
- Devise a suitable event that would be attractive to 'hard to reach' groups and the wider community
- Promote this event to 'hard to reach' groups and the wider community
- Work with the Steering Group to devise a relevant questionnaire
- Devise methodology for collating data for presentation
- Report findings back to the Steering Group

During the first meeting with the Steering Group, on 30th September 2010, the outline, venue, name and focus of the project were all finalised, this included the name 'Mold en Masse: Food, Fun & Future'.

It was agreed that the Steering Group and myself would draw up a questionnaire based on previous questionnaires and the need to ascertain the level of support for the six Aspirational statements. It was also agreed that the questionnaire should included qualitative and quantitative questions in order to gather as much data from people as possible.

There were a number of ideas tabled, with some being more successful than others. I had hoped to encourage greater participation from young people through the local high schools, Mold Alun and Maes Garmon. Due to lack of time it was not possible to arrange this, however a large number of young people still attended and filled in a questionnaire; some were attracted by the free music, others by the free soft drink.

## 2. THE EVENT

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The Mold en Masse event was held in Daniel Owen Square & Centre on Sunday 21st November 2010, 12pm to 7pm and was held under the Cittaslow name.

### **Marketing & PR**

2 weeks prior to the event Dave Hill sent out a press release, with articles appearing in the Leader and the Chronicle for 2 weeks. 2,000 leaflets were printed with approx 1,500 of these being distributed by Andrea Mearns to all local junior schools. I visited Maes Garmon and presented to the sixth form and handed out leaflets and posters in the school; an attempt to do something similar at Mold Alun was unsuccessful.

In addition 30 posters were printed and displayed at various popular locations throughout Mold including Daniel Owen Centre, Back Alley Music, the Book Shop, Tesco etc... The remaining 500+ flyers were also distributed at various shops and venues across Mold. A 4m x 90cm banner advertising the event was also displayed in Mold Town Centre for 2 weeks prior to the event. A Facebook event page was created with over 500 invitations sent out. The event was also promoted on various Facebook pages that generated over 50 people who rsvp'd that they were attending, this proved to be an excellent way of targeting young people.

### **The Event**

A 50ft marquee covered the square within which local musicians played throughout the day into the early evening (7pm). The entertainment included a variety of artists ranging from local sixth form pupils to other members of the community, both in English and Welsh language. Local business Y Pentan provided an outdoor bar and the Centre's café was organised by a Welsh language charity, Meithrin, as a fundraiser. In addition to this, activity stalls, children's storytelling and drum workshops ran in the hall until 5pm.

The focus of the day was to encourage local people to come and 'have their say' regarding Mold Town Partnership's six aspirations for 2025 and to ascertain people's support for Mold becoming a 'food town' and having a 'food hub'.

With this in mind volunteers organised by Cittaslow Mold manned 2 questionnaire points and actively approached visitors to fill in a questionnaire. There were plenty of tables, chairs, pens and paper set out and people who did take time to fill in a questionnaire received a token to exchange at the bar for a glass of mulled wine or a soft drink. This proved to be hugely popular.

### 3. THE DATA

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In total there were 290 English language questionnaires completed, 22 Welsh language, giving a total of 312 usable questionnaires.

Please see the attached sheets for the results.

It is important to note that not everybody answered all of the questions, which is why the numbers of answers won't add up for each question; additionally some people put 3 or 4 suggestions for each part of Qu. 2.

With the quantitative questions I have simply added up the answers and provided a total.

The qualitative answers were more difficult to quantify as people gave a variety of different responses and thoughts; it was important to log everybody's opinions whilst still having something that could be of use as a report.

If somebody gave an answer, I typed it under the relevant question. If they gave an answer that matched a previous comment I would add a number next to that statement. Although everybody is different, many people in the community have similar ideas about what they would like to see in Mold and this was proved in the responses. Any suggestions that did not match with other peoples were listed underneath.

The Aspirational statements for Mold do overlap and this means that some of the answers did too. For example, in question 2.1. one person had said they would like to see 'cycle paths' developed, however in question 2.4. 23 people said that they would like to see 'better cycle paths/be more cycle friendly/bikes for hire'. As this had happened across a number of the sections in question 2, and to ensure that everybody's opinion was grouped with others of the same nature, I then collated the data again under the following 5 headings:

- business/retail
- community
- arts/culture/leisure
- history/heritage/tourism
- space & place/environment/transport

These headings arose naturally from the opinions of the participants of the questionnaire. I was then able to further group people's suggestions together based upon their answers. (In the final figures attached information was only added if more than one person made that point. All additional data can be found in the questionnaires or in the initial data gathering files.)

It was also important to ensure that people's answers were logged correctly, so for example if an answer stated, "I want to see more local businesses" this was put under the "Support small industries/local produce & businesses/specialist shops/co-operatives (for business, community & environmental reasons)", and for the same reasons there is a separate category for people who specified that they wanted to see an M&S or Primark in town. However a third category of people were not specific about what type of businesses they wanted to see in Mold, examples of this are "I want to see the shops filled in town" or "the high street shops should be developed", these answers were put into the section, "Good retail centre/more variety of shops/develop high street/fill empty shops".

From this a very clear picture emerged as to what matters to the people of Mold and what they are interested in supporting. After consulting with members of the steering group it was decided that it would be best if the figures were left to speak for themselves which is why the data attached is provided as lists.

## 4. SUMMARY

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To briefly summarise, the people of Mold are very much in support of projects that will underpin the development of local businesses, community activities and cultural programmes. People liked being consulted openly in the manner utilised for the Mold en Masse project and want more of this. They also wish to be kept informed of updates personally, this is proven by the 197 people who gave their email/postal address for future updates and correspondence.

The overwhelming response was that people hold the market in very high esteem and will continue to support its growth through expanding the market days and having more specialist markets.

Many local residents want to support the next generation, as by doing this we are investing in the future of Mold which is why the section regarding youth centres/skate parks etc.. was put in the 'community' category as opposed to 'leisure'. Additionally people are very interested in getting involved in community activities and want to see more events held in the town.

There is also huge support for environmental initiatives such as improving public transport and developing cycle & footpaths, expanding the use of green spaces to include more allotments and to plant trees, and encouraging recycling initiatives.

The majority of people questioned would also support a food hub in the centre of town as this addresses a number of issues including being able to source local produce and keep the town centre a thriving hub of local businesses.

When asked how people view the future of Mold, again the response was overwhelmingly positive, a word that consistently was used was 'thriving', with 97 people saying that they envisaged a thriving market town with successful local businesses, arts & culture with own identity (or words to that effect). There have been some interesting suggestions made as to which directions to take regarding the future of Mold, and again these are evident when reading the attached data.

In conclusion, the attached information speaks for itself with regards to the opinions of those who filled in a questionnaire. It illustrates how many people in Mold have similar opinions when it comes to important subjects such as supporting local businesses, building strong community ties, developing the town with care and attention to environmental issues and promoting local arts and culture, including the Welsh language.

## 5. QUESTIONNAIRE RESULTS

### Qu.1 - Aspirational Statements

By the year 2025 Mold will be:	Very important	Quite important	Not important
1. an attractive town	230	78	4
5. a high quality commercial environment	228	78	6
3. an inclusive community	223	89	3
2. a distinctive place	201	106	5
4. a model of environmental sustainability	166	54	15
6. an active contributor in local partnerships	163	129	16

### Qu.2

#### business/retail

Support small industries/local produce & businesses/specialist shops/co-operatives (for business, community & environmental reasons)	203
Market is strong point/develop food/farmers markets/themed markets	134
Good retail centre/more variety of shops/develop high street/fill empty shops	110
More arts, media, creative/music & culture jobs	27
Like/want more large corporation store eg... Tesco, Argos, M&S, Primark, KFC	26
Want more environmentally friendly/sustainable jobs/green technology/have an eco-centre	20
Reduce rates to attract business (higher rates for multi-nationals)	17
Tourism/heritage jobs	14
High-tech jobs/IT	14
More restaurants/bars/clubs/cafés	13
Factory/production line manufacturing	10
Industry & businesses which can offer high quality and meaningful work to local people	10
Non-retail – more higher level positions/executive jobs eg international companies	10
We need more jobs – any jobs	6
Countryside jobs eg outdoor sports/gardening/wildlife centre	5
Open shops/have market on Sunday	3
No fast food places	3
No large corporations with people on minimum wage	3
Service sector/call centres jobs	3
Agriculture/farming jobs	3
Retail centres on the outskirts & local shops in the centre	3
Local grown garden centres jobs	2
Welsh nursery school jobs	2
Encourage private businesses	2

## community

Create opportunity for participation through better communication/awareness/consultation eg Mold en Masse event/questionnaire	161
More youth centres with youth workers/regular youth events/skatepark	86
Financial/technical/moral support/work with local community groups/young people and Families involve community, business/council/arts organisations/support grassroots Initiatives/more referendums	66
People are strong point/friendly/already strong sense of community/I love living here	25
More family-friendly/child friendly places/baby changing facilities	22
Strong/innovative local councillors who live in this area doing/listening/consulting more	18
Going into schools/listen to young people/have young people on the council	13
Open/public meetings and accountability	7
Online consultation/information also via text/email	8
The schools/education facilities here are good	5
Community participation via the council	4
Encourage church communities to be part of town community	4
More police on the beat/safer environment	4
Support/promote Cittaslow/Slow Food initiatives	4
Listen to people how many times has skate park been rejected?	3
Free Welsh lessons/a Welsh centre in town/support Welsh language	3
Thanking people properly for contributing and making people feel welcome	2

## arts/culture/ leisure

Regular community events & festivals for all ages (free/affordable) (Evening street events/markets/community arts/carnivals/music festivals/Eisteddfod more family events eg Carnival/Bailey Hill Festival/Food Festival/Tegengel/historical events/art exhibitions/ heritage weekends/specialist markets)	295
Better advertising/promotion about events/what's happening in the town	63
Welsh culture/community/language use good/support & promote more	29
Promote languages and culture/bilingual events better ties with Welsh & English	26
Theatr Clwyd important/excellent (good links with/better links wanted with)	25
Needs an arts & crafts centre/gallery/dedicated performance/meeting space/ music venue in town/ have a purpose built site for festivals	15
Food festival good/develop this	11
Library good – (want better IT in there)	8
bigger library	5
cinema	5
more art projects/organisers/businesses that support events/art etc.	4
Mold is becoming a centre for contemporary art and music/need large sports centre for all ages/ more sports recreational grounds	2

### **history/heritage/tourism**

Develop/promote history/heritage/local	44
Better signage at points of local interest/historical value/historical tours	15
Emphasise/support Welsh language/culture/history/better integration	11
Publicise museum/improve	6
Top church/churches good point	6
The Gold Cape	3
A central information centre communicating events and attractions/visitor's centre	4
Improve current visitors/information centre/open at lunchtimes/Sundays	4
Good mix of architecturally interesting buildings and modern developments	3

### **space & place/environment/transport**

Better public transport links/park & ride/increase parking fees/car share schemes/ Sunday services could be better	76
Better footpaths/cycle paths/be more cycle friendly/bikes for hire/walking & cycling trails	58
Good open spaces/use spare land to have gardens/grow trees/allotments/ more green spaces/parks/hanging baskets/flower garden/Recreation ground	55
Recycle bins/facilities around the town	40
Encourage/improve household waste system/coloured bins/composting	38
Small, attractive town surrounded by countryside & well connected/location	30
Close high street to all traffic/more pedestrian areas in town/pedestrianise town centre	27
Daniel Owen Square/Centre good/needs developing/improving	26
Bailey Hill is good/more should happen there	23
Cheap parking/more parking/family parking/better parking/more disabled parking	22
Make recycling & buying local produce fun/an attractive option for people, not a chore	13
More seats/benches in town	12
Promote wind and solar power/renewable energy	12
Stop litter and have more spring cleans/Tidy town/cleaner streets	10
Businesses must recycle more	6
Too many take-aways that spoil the appearance/create litter/want less fast food places	5
Turn off street lamps/every other street lamp/not all necessary	5
Support Fair Trade/FoE/Sustrans/ become a Transition Town	4
More information to households on energy consumption	3
Become a 'no plastic bags' town	3
Better/more public toilets	2
Get rid of Harleys garage – disgrace	2
Less fuel stations	2

Qu.2 continued...

Encourage green technology through planning and taxation systems OR lobby for changes 2

Would like more say/involve local businesses in building planning 2

Not interested in this, we need to keep jobs in the town. Do NOT waste ANY public money on anything to do with this (environmental issues).

### Qu.3

#### How do you see Mold in 15 years time – what is important to you?

Thriving market town with successful local businesses, arts & culture with own identity 97

strong community 30

We need more activities/a centre for young people/children/skate park 30

Connection to the town's history, culture and land (including Welsh) 27

A unique area rich with quality local shops & food producers 29

Supporting a bilingual town/Welsh language 21

A town where shops are all used and people can work without going out of town 16

Cleaner/greener town/sustainable/more cycle paths 16

The same as it is now 9

Safer/law & order/more dog wardens/less anti-social behaviour 9

If it carries on like this the town centre will be boarded up/Mold will be a dead town 8

Develop as a tourist town/walks etc. 8

Jobs - we need to keep the town alive 6

Needs more community areas/exhibition spaces/recreational grounds/parks 5

High quality/affordable housing 3

Keep big corporations/superstores out 2

A city 2

Less traffic in town, better peripheral car parks 2

Promote tourism 2

Good library and local services 2

Encourage Christian community/Mold is at the forefront of the Christian movement 2

Taken over by big supermarkets/corporations which would not be good 2

#### Qu.4

##### How do you find out about what is going on in Mold?

Word of Mouth	220	
Leader	95	
Flintshire Chronicle	92	
Mold Connection Magazine	97	
Social Networking Websites	71	
Internet	63	
Cittaslow Mold Newsletter	52	
Tourist Information Centre	40	
Radio- BBC & Heart	22	
Other	Papur Fama - 7	Posters – 6
	Skate park forum - 6	School – 4
	Town Councillors/council - 3	Banners – 3
	Mountain Music & arts associations - 3	Radio Cymru - 2
	Cylch/Ti a Fi - 2	Menter Iaith Sir y Fflint – 2
	Flyers - 2	Church groups - 2
	The Absurd - 2	Free Paper – 2
	Business groups	Welsh classes
	Library	Daniel Owen Centre

#### Qu.5

##### What locally grown/produced food and drink do you buy?

Bakery	185
Eggs	183
Meat	181
Vegetables	167
Dairy produce	159
Cakes and confectionery	145
Fruit	132
Poultry	80
Alcoholic drinks	70
Preserves and sauces	57
Ready meals	40
Non alcoholic drinks	39

**Qu.6****Are there any barriers to you buying locally produced food and drink?**

Availability	150
Price	125
Quality	22
Other	None - 12
time to shop during the day	7
Tesco - supermarket convenience	4
convenience	3
knowledge of what's available & where	3
parking	
tax payers should not support a co-operative	
not clearly labelled	
frequency of farmer's market	
There are already many farm shops/farmers markets	
Need an ethical store with local produce here	

**Qu.7****Would a local food hub be useful to you if you wanted to source more local produce?**

Yes	167
Maybe	72
Don't know	38
No	12

**Qu.8****(reason for answer to Qu.7)**

Support local growers/producers/business	
Community is more self sufficient	42
Convenience/accessibility	28
We need value for money/depends on price	18
I lack the time to visit individual places but would make the effort to go to 1 local place	17
Will support and wants information about local produce/ what's available/what a food hub is	11
What is/never heard of a food hub	5
I prefer local, in season, food	5
Needs more variety – all year round	4
To cut down my carbon footprint/food miles	4
I would like to buy/I always buy local produce	4

Qu.8 continued...	Already support Bryn Gwalia co-operative/farmers markets/Swan's farm shop	4
	I have more confidence in local food quality	3
	Better than going to a supermarket	2
	Good community activity	2
	Supermarkets are more convenient/cheaper	2
	Tax payers should not pay for this, must be owner funded	1
	High prices force people away and not all local food is high quality	1
	We are going into serious financial decline	1
	I can't drive	1
	Would like to see central, permanent market	1
	Use the closed shops in town centre at low rent	1

### Qu.9

#### If you did want to source more local produce what sort of a food hub would suit you?

Local shop in the town centre	213
A shop on the edge of town	50
A box delivery scheme	48
From an internet site	34

### Qu.10

#### If Mold promotes itself as a 'food town' what does this mean to you?

Able to buy good quality local food at decent price	167
A genuine commitment to supporting independent producers of high-quality food to ensure decent livelihoods and support creativity and innovation in the town and surrounding areas	72
Good restaurants & pub food with locally sourced food	44
Nothing/not a lot	14
That there is only food in the town and nothing else/no choice/too many food places/ take aways/supermarkets	11
Food promoted with a strong local/Welsh identity	10
Supports the food festival	10
Organic/fair trade food	7
Traditional/homemade	6
Healthy living/eating	5
Lots of food events/farmer's markets	4
More consumerism/snobbery/expensive/ middle class/middle aged takeover	4
A town that would rely on food to make its money	3
A large, prestigious, highly visible food festival, not one shoved in a car park	2
Cittaslow	2