

At a **MEETING of COUNCIL** held on Wednesday 17<sup>th</sup> February 2016 in the Council Chamber, Civic Offices, Wellington Road, Rhyl commencing at 6.00pm.

## PRESENT

Councillor B. Mellor (Mayor)

Councillors B. Blakeley, Mrs J. Butterfield JP MBE, Ms J. Hughes, A. R. James, Mrs P. M. Jones, Ms J. McAlpine, B. F. Moylan, Mrs W. M. Mullen-James, P. Prendergast, Miss S. L. Roberts, A. J. Rutherford and Miss R. Siddall.

Mr G. J. Nickels – Town Clerk  
Miss H. J. Windus – Deputy Town Clerk

### **112. OPENING OF MEETING**

The Mayor's Chaplain, Father Charles Ramsay, commenced proceedings by leading all present in prayer.

### **113. APOLOGIES**

Apologies for non-attendance were received on behalf of Councillors I. Armstrong (indisposed), Mrs J. Chamberlain-Jones (on holiday), Mrs E. M. Chard (other commitment), S. H. Ratcliffe (indisposed), D. Simmons (other commitment), W. N. Tasker (indisposed), Rev. S. F. Walker (indisposed) and Miss C. L. Williams (on holiday).

### **114. MINUTES**

The minutes of the following meetings of Council and Committees were submitted for approval as a correct record:

Meeting of Council - 20<sup>th</sup> January 2016 - Min.Nos. 95-111

Proposed by Councillor B. Mellor and seconded by Councillor Miss S. L. Roberts and **RESOLVED** as a correct record.

Planning Committee - 20<sup>th</sup> January 2016 - Min.Nos. 45-47

Proposed by Councillor A. R. James and seconded by Councillor Ms J. McAlpine and **RESOLVED** as a correct record.

Planning Committee - 3<sup>rd</sup> February 2016 - Min.Nos. 48-50

Proposed by Councillor A. R. James and seconded by Councillor Ms J. McAlpine and **RESOLVED** as a correct record.

## **To Confirm or otherwise:**

Finance & General - 3<sup>rd</sup> February 2016 - Min.Nos. 73-85  
Purposes Committee

Proposed by Councillor P. Prendergast and seconded by Councillor A. R. James and **RESOLVED** as a correct record and confirmed for action.

### **115. MAYOR'S REPORT**

The Mayor referred to the list of engagements he and the Deputy Mayor had attended over the last month, and in particular to the North Wales Cancer Appeal's (formerly the Ron & Margaret Smith Cancer Appeal) AGM, adding that there was a lot of very good work being done by them for the benefit of cancer patients.

### **116. PRESENTATION: 'CHANGING PERCEPTIONS OF RHYL'**

Further to minute no.101 of the meeting held on 20<sup>th</sup> January 2016, the Mayor welcomed Denbighshire County Council's Ms Vicki Shenton-Morris and from Weber Shandwick Ms Heather Blundell and Mr Bill Ranatunga and invited them to address Members.

They advised that:

- the campaign was built around five key themes (Retail & Neighbourhoods, Education & Research, Tourism, Sport & Leisure and Business)
- so far the team had secured 14 pieces of national coverage, reaching an estimated 63.8 million people which would have cost in the region of £102,679 via more traditional advertising methods.
- 10 key messages had been promoted through the coverage with four Rhyl businesses having been profiled in local, regional and national press with the Marina Quay development profiled in a leading property publication 'Property Week'.
- they had met with key players in Rhyl like the Headteacher at Rhyl High School, the Willmott Dixon construction company, Scarborough Developments and the Daily Post, BBC Wales, The Independent and the Guardian who were all keen to promote and run with particular positive news stories.
- they had monitored the most popular words associated with Rhyl on social media via word clouds and seen a significant improvement since the beginning of the project.
- they wanted to elevate the 'Love Rhyl' brand beyond its localised campaign.
- they were looking to engage with real people to act as Champions for Rhyl, targets being Pro Kitesurfing, DCC's Garry Davies, the Pier Hotel, the Mayor and Detour, etc.
- would be working closely with Neptune Developments Ltd to generate coverage as the works progress.
- plan to invigorate other areas of Rhyl too, via various projects like public exhibitions, investor relations, talking to Premier Inn, Future Sixth and 'Gig on the Green'.

In response to Members comments and questions, they said that:

- they would stem the flow of negative news stories by providing the media with positive ones, by challenging inaccuracies and demanding retractions. Adding

that they had met with the Daily Post and the Journal and that both were onboard.

- the monitoring group determines who they should engage with and encouraged Councillors provide them with any others.
- they needed to push content now rather than reacting to negative comments.
- they agreed that they shouldn't give visitors false impressions by promising the earth too soon.
- they had a good working relationship with Gunsmoke Communications, the local PR and Events company recently commissioned by the Town Council.

The Mayor thanked Ms Shenton-Morris, Ms Blundell and Mr Ranatunga for their presentation.

#### **117. PRESENTATION: DENBIGHSHIRE COUNTY COUNCIL'S ENFORCEMENT TEAM**

Further to minute no.57 of the meeting of Council held on 16<sup>th</sup> September 2015, the Town Clerk advised of Mr T. Wynne-Evans' apologies due to another commitment.

**RESOLVED** that the Town Clerk to arrange for Mr Wynne-Evans to present to a future meeting.

#### **118. MEMBERS CODE OF CONDUCT – PROPOSED SELF REGULATORY PROCEDURE**

The Town Clerk referred to correspondence from the Denbighshire Standards Committee (circulated with agenda) relating to low level breaches of the Code for Members' consideration.

Members felt that the current mechanism worked well and saw no reason to change it.

**RESOLVED** that the Town Council does not wish to adopt the new protocol.

#### **119. INFORMATION ITEM: UPDATE ON NEPTUNE DEVELOPMENTS**

In response to Members' disappointment at learning of the latest position in the local Press, rather than the Town Council being properly informed beforehand, Councillor Mellor advised that on 16<sup>th</sup> February Denbighshire County Council's Cabinet approved a new Overarching Regeneration Agreement granting a further period of exclusivity, i.e. that DCC will not negotiate with another party. Works would be completed in five distinct phases (Cultural & Hospitality, Active Leisure, Family Entertainment, Aquatic Centre and Town Centre) with the planning application for phase one, Cultural & Hospitality on course to be submitted within the next month.

Councillor Mellor added that all future developments within the scheme would be reported to joint Member Area Group meetings, that is, with both Town and County Councillors present to keep them fully informed.

#### **120. QUESTION TIME**

There were no members of the public were present.

**121. EXCLUSION OF PRESS AND PUBLIC**

**RESOLVED** that the Press and Public be excluded from the Meeting for consideration of the following items of business in accordance with Section 1(2) of the Public Bodies (Admission to Meetings) Act, 1960, on the grounds of confidentiality.

**122. STANDING ITEM: POLICE CLOSURE ORDERS**

Further to minute no.79 of the meeting of the Finance and General Purposes Committee held on 3<sup>rd</sup> February 2016, the Town Clerk advised that no applications had been received from North Wales Police.

**123. RHYL TOWN AND AREA PLAN**

The Town Clerk submitted his confidential report (circulated with agenda) advising of proposed expenditure by the Town Council to compliment a Town and Area Plan Promenade initiative.

**RESOLVED** that:

- (i) unspent monies in the High Street Improvement budget be allocated to the Promenade scheme.
- (ii) the Town Council's representatives on the Town and Area Plan Committee are authorised to progress with the enhancement of the scheme.

**124. BENEFITS ADVICE SHOP**

The Town Clerk referred to his confidential report following receipt of correspondence from the above (circulated with agenda).

**RESOLVED** that:

- (i) the Town Clerk to arrange a Special Strategic and Operational Planning (SOP) Committee for further consideration of the matter.
- (ii) DCC's Ms Nicola Stubbins to be invited to attend the Special SOP meeting.

**125. CLOSURE OF MEETING**

There being no further items of business the Mayor declared the meeting of Council closed.

Mayor: .....

Date: .....