

At a **MEETING of COUNCIL** held on Wednesday 15th December 2010 in the Council Chamber, Civic Offices, Wellington Road, Rhyl commencing at 6.00pm.

PRESENT

Councillor Mrs M. McCarroll (Mayor)

Councillors J. B. Bellis, J. Butterfield, Mrs J. Butterfield, Mrs P. M. Butters, Mrs J. Chamberlain-Jones, C. Davies, Mrs L. M. Edwards, Ms D. Hannam, Miss G. A. Jones, Miss M. A. Jones, Mrs W. M. Mullen-James, G. J. Pickering, W. N. Tasker, A. C. Thomas, D. A. J. Thomas and G. Williams.

Mr G. J. Nickels - Town Clerk
Mr P. M. Thomas - Finance Officer
Miss H. J. Windus - Personal Assistant & Secretary

71. OPENING OF MEETING

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

72. APOLOGIES

Apologies for non-attendance were received on behalf of Councillors B. Blakeley (indisposed), M. C. Espley (work commitment), I. A. Gunning (other commitment), D. W. Lee (work commitment)

73. MINUTES

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

Council - 17th November 2010 - Min.Nos. 62-70

Proposed by Councillor Mrs W. M. Mullen-James and seconded by Councillor Ms G. A. Jones and **RESOLVED** as a correct record.

Planning - 17th November 2010 - Min.Nos. 42-46
Committee

Proposed by Councillor Mrs W. M. Mullen-James and seconded by Councillor G. J. Pickering and **RESOLVED** as a correct record.

Planning - 1st December 2010 - Min.Nos. 47-49
Committee

Proposed by Councillor Mrs M. McCarroll and seconded by Councillor Ms G. A. Jones and **RESOLVED** as a correct record.

To Confirm or otherwise:

Finance & General - 1st December 2010 - Min.Nos. 126-146
Purposes Committee

Proposed by Councillor D. A. J. Thomas and seconded by Councillor Mrs J. Butterfield and **RESOLVED** as a correct record and confirmed for action.

With regard to Minute No.145 (Community Payback Pilot Project Proposal) a Member reported a possible breach of confidentiality by another Member in approaching a Denbighshire County Council officer and discussing the proposed pilot scheme.

RESOLVED that the Town Clerk will investigate the alleged breach and report back to Council.

In reference to Minute No.131 (Presentation: North Denbighshire Community Services Health Project) the Town Clerk reported that he had invited representatives of the Health Authority to attend a future meeting but they had not yet responded. The Town Clerk advised that he would report back once he had received confirmation.

A Member requested that the invitation be extended to the Chief Executive of the Betsi Cadwaladr University Health Board.

RESOLVED that the information be received and that the Town Clerk be instructed to issue the additional invitation.

74. MAYOR'S REPORT

The Mayor referred to the list of engagements she and the Deputy Mayor had attended since the last meeting of Council (circulated with Agenda) for Members information

RESOLVED that the report be received.

75. PRESENTATION: THE BRAND INITIATIVE

The Mayor welcomed Ms Lisa Walchester, BRAND Project Officer, Mr George Pye from Thinking Place and Ms Carolyn Brindle, Denbighshire County Council's Tourism Development and Marketing Manager to the meeting and invited them to address Members on their work to date and their aims for the future.

Ms Walchester duly responded and advised that:

- the BRAND project was EU funded and would come to an end in September 2012.
- the four areas it was working with were Rhyl, Holyhead, Dún Laoghaire and Athy
- the project's main objective was to improve people's perception of Rhyl.
- she had begun the process by meeting with 40 local organisations, including the Town Council to determine Rhyl's positive and unique qualities.
- the project had come up with four main themes – Playful, Animated, Accessible and Simple and that these themes would link into the Big Idea, which was "Timeless Beachscape Experience".

Mr Pye explained that the project was not simply about creating a static logo for the town to be used on a number of letterheads and publications but more about establishing a new and honest optimism, feel and style for Rhyl based on the many qualities the town has and creating a unique selling point that no other town can offer.

Mr Pye advised that the Timeless Beachscape Experience would be symbolised by a very fluid graphic language to be used by all key players in Rhyl to strengthen the new feel, and that this would be very much behind the scenes rather than a loud “in your face” approach, and would produce a useable toolkit of visual expression.

Members were shown examples of this such as shopping bags and how it could be used to brighten up hoardings in the town.

Mr Pye showed some examples of the physical work they had completed in towns like Derry and Belfast in Northern Ireland, reflecting both towns rich cultural history.

Ms Walchester informed that the project was currently working:

- on a new Rhyl website to be funded by the project and which was hoped to be up and running in February next year. She referred to the partnership approach being adopted and that this included the Town Council.
- with Apollo cinema on its external and internal design.
- with Rhyl College on ideas for the hoardings around the old funfair site, Ocean Plaza.
- on new Welcome signs for the town.

In response to Members questions and comments the officers stated that:

- they felt Rhyl differed from other towns in that it was already going through physical changes with many big initiatives underway, which provided a consistent direction for them to work with and now apply a theme to, not to mention a fantastic beach and general atmosphere!
- Thinking Place was a private consultative company and its costs were being met as part of the overall project, 75% of which were grant aided from European funds with Denbighshire County Council meeting the balance. It was reiterated that funds were not being sought from the Town Council, just its support.
- they hoped the project would succeed where others had failed because both the private and public sectors were on-board and working together.
- the concept was not one everybody would instantly understand and all visions and imagery were of course subjective.
- the work was all about long-term change.
- a Member was right in his understanding that the project was delivering a new vision not physical change, and creating one strong identity.

- the BRAND Project was not linked to the old Rhyl Athy Project funded by Interreg which ended years ago, but did follow on from it and was working to improve four different areas.

The Mayor thanked Ms Walchester, Mr Pye and Ms Brindle for their presentation.

76. FINAL ACCOUNTS 2009/2010 – EXTERNAL AUDIT REPORT

Further to Minute No.52 of the Finance and General Purposes Committee held on 1st September 2010, the Finance Officer presented his report including that of the external auditor (circulated with Agenda), advising of an unqualified audit certificate. He advised further about the detailed paperwork enclosed, the new procedural regime and the need for the Annual Return to be approved by the Council and signed off by the Mayor and the Officers.

With regard to the question raised by the auditor about a difference in asset values between the statement of accounts and the annual return the Finance Officer's report included a full explanation to be given to the external auditor.

RESOLVED that the report of the external auditor be received and the Finance Officer's report be approved.

77. QUESTION TIME

No members of the public were present.

78. 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.

79. HONORARY FREEMAN / FREEWOMAN AWARDS

Further to Minute No.128 of the Finance and General Purposes Committee held on 1st December 2010, the Town Clerk submitted his confidential report (circulated with Agenda) and asked Members to begin considering nominations for its new Honorary Freeman / Freewoman scheme in 2011 and to put such in writing to him.

The Town Clerk confirmed that there had been no nominations for this year.

RESOLVED that the report be received.

80. TOWN COUNCIL WEBSITE

The Town Clerk presented his confidential report (circulated with Agenda) identifying the previous recommendation of the Publication sub-committee to develop a new Town Council website but within a larger and more comprehensive Rhyl site. Funding had been set aside within the Community Development Fund and whilst initial progress had been slow a very recent opportunity from the BRAND project to participate in such a site had arisen. The report identified that all principal site design costs would be met by the BRAND project but that some incidental costs

would fall to the Town Council. However overall the new Town Council site would be delivered at a much reduced cost and the opportunity to provide a welsh bilingual site would be taken at this time.

Members welcomed the proposal and it was -

RESOLVED that the necessary action identified within the report be approved.

81. CLOSURE OF MEETING

There being no further items of business the Mayor declared the Meeting of Council closed and wished everybody a very Happy Christmas.

Mayor:

Date: