

At a **MEETING of COUNCIL** held on Wednesday 17<sup>th</sup> March 2010 in the Council Chamber, Civic Offices, Wellington Road, Rhyl commencing at 6.00pm.

## **PRESENT**

Councillor G. J. Pickering (Mayor)

Councillors J. B. Bellis, B. Blakeley, J. Butterfield, Mrs J. Butterfield, Mrs P. M. Butters, Mrs J. Chamberlain-Jones, Mrs L. M. Edwards, M. C. Espley, I. A. Gunning, Ms D. Hannam, Ms G. A. Jones, Miss M. A. Jones, Mrs P. M. Jones, D. W. Lee, Mrs M. McCarroll, Mrs W. M. Mullen-James, W. N. Tasker and D. A. J. Thomas.

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

### **134. OPENING OF MEETING**

The Reverend Prebendary John Glover commenced proceedings by leading all present in prayer.

### **135. APOLOGIES**

Apologies for non-attendance were received on behalf of Councillors C. Davies (indisposed) and G. Williams (family illness).

### **136. MINUTES**

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

Council - 17<sup>th</sup> February 2010 - Min.Nos.126-133

Councillor D. A. J. Thomas advised that he did not Chair this meeting, as stated in the Minutes, and that the Mayor was in the Chair.

***RESOLVED*** that the Minutes be amended accordingly.

Proposed by Councillor G. J. Pickering and seconded by Councillor Mrs M. McCarroll and ***RESOLVED*** as a correct record.

Planning Committee - 17<sup>th</sup> February 2010 - Min.Nos.46-49

Proposed by Councillor Mrs W. M. Mullen-James and seconded by Councillor M. C. Espley and ***RESOLVED*** as a correct record.

Planning Committee - 3<sup>rd</sup> March 2010 - Min.Nos.50-52

Proposed by Councillor Mrs W. M. Mullen-James and seconded by Councillor M. C. Espley and ***RESOLVED*** as a correct record.

**To Confirm or otherwise:**

Special Finance & - 17<sup>th</sup> February 2010 - Min.Nos.177-180  
General 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.

Finance & General - 3<sup>rd</sup> March 2010 - Min.Nos.181-196  
Purposes Committee

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

**137. MAYOR'S REPORT**

The Mayor referred to the list of engagements he and the Deputy Mayor had attended since the last meeting of Council (circulated with Agenda), adding that unfortunately the Celyn Fairtrade Farmers Market planned for 21<sup>st</sup> February, had not gone ahead due to bad weather.

***RESOLVED*** that the Celyn Fairtrade Farmers Market be deleted from the report.

**138. PRESENTATION: TOURISM MARKETING OF RHYL**

Further to Minute No.122 of the meeting held on 4<sup>th</sup> November 2009, the Mayor welcomed Denbighshire County Council's Marketing and Tourism Manager, Ms Ruth Williams, to the meeting and invited her to address the Town Council.

Ms Williams duly thanked the Town Council for inviting her and responded as follows to the questions submitted to her prior to the meeting:

- There is no single marketing policy, although there is a joint Rhyl and Prestatyn area campaign which focuses on the heritage and countryside sites and leisure venues owned by Denbighshire County Council. Ms Williams added that they were also working with the BRAND project towards a longer-term objective.
- £82,000 had recently been invested in Denbighshire's two Tourist Information Centres (Rhyl and Llangollen) from North Wales Tourism. Denbighshire are very happy with the service provided by the Rhyl Centre which was receiving more enquiries now since the closure of the Centre in Prestatyn.

- We are a county wide small team of just three full-time and one part-time post who are shared across a number of services. We spent a fifth of our time on Rhyl specifically and are looking at establishing partnerships with key players in Rhyl, like the Business Group and the Town Council in the future. At the moment we are without a Head of Service, but once the post is filled we expect a new structure to be implemented.
- We promote Denbighshire County Council events only via flyers and posters distributed to libraries, leisure centres, etc and through the County Council's website and the local press. Ms Williams acknowledged that in the past promotion of events had not gone out early enough usually because funding had not been available to do so sooner, but stated that this should not happen again as monies had been allocated in good time.
- Every quarter we send out between 40 and 50 pieces of print asking for feedback on the services we provide, we issue monthly e-mails, promote our services in the annual 'Funtime' magazine and Tourist Information Centre staff liaise with local businesses like B&Bs, Rhyl Golf Club, etc, to offer further support.
- We find compiling comprehensive events list for the Easter and summer holiday periods quite problematic. Ms Williams reported that there was little happening in Rhyl over Easter and suggested that the Town Council asks Ms Sian Davies about planning events over summer, as Rhyl was very fortunate to have its own Events Officer and Assistant, something no other area has.

Members then put further questions and comments to Ms Williams arising from the information she had given and she responded as follows:

- they were working on attractive coach trip packages like the ones offered in Llandudno, now that Rhyl had a good coach parking facility almost completed.
- the Events Arena was an underused venue and she was sure Ms Davies would be pleased to hear any ideas Members had to increase usage. Maybe an Events Arena organising committee would be a way forward?
- Denbighshire County Council could offer organisations the use of barriers for crowd control and general equipment, as well as assistance with publicising their events. Ms Williams suggested that other good starting points for organisations looking to promote their events would be the [eventsnorthwales.co.uk](http://eventsnorthwales.co.uk) website and Denbighshire County Council's 'What's On' guide.
- we do not receive any funding from 'Visit Wales' but they to raise awareness of Denbighshire on a larger scale to attract visitors, and we influence their marketing plans as their 'people on the ground', which we ride on the back of. Ms Williams stated that the relationship with 'Visit Wales' was of great value.

- last year Ms Sue Haygarth (Principal Officer for Area Regeneration and Investment) ran a surgery to encourage owners of large properties in Rhyl to consider offering a B&B service, and that as a result 12 people came through and are receiving support.
- that £75,000 worth of promotion goes through Rhyl's Pavilion Theatre.
- 'Visit Wales' or 'AA' grade B&Bs and Hotels annually at a cost to the owner of roughly £150 a year, and that grading of three stars and above opens up new marketing opportunities. Ms Williams said that she would consider running a workshop in Rhyl in early October to help and encourage local B&Bs and Hotels to invest in their properties a little with a view to gaining three stars and above.
- that the 'Out and About in Denbighshire' brochure featured Brickfield Pond and other wildlife areas in Rhyl.
- that as a result of a 'Visit Wales' marketing review, the current five marketing areas in Wales could become three, but that there was no need to panic. Ms Williams added that any changes afoot would be led by focus groups not by us as stakeholders, which was the right way to go.

At the conclusion of Ms Williams presentation she agreed to take the following suggestions back to Denbighshire County Council:

- Ms Sian Davies be approached with a view to discussing the possibility of setting up an Events Arena organising committee with the Town Council.
- the inclusion of a proper Land Train in Rhyl like the one currently operating in Torquay, which is hugely popular.
- less "scantily clad" images on flyers and posters for family events like 'Fun in the Sun'.
- better input from the Town Council on the 'Funtime' brochure.
- having a 'hard tent' type roof over the Events Arena to make it an "all weather" facility throughout the year.
- could the cost of street closures for community events be lowered to encourage local groups to come together?

Ms Williams also agreed to adding the Town Council to the 'What's On' distribution list and asked the Town Clerk to let her know how many she should send.

**139. ADDITIONAL ITEM: RHYL AIR CADETS**

The Town Clerk referred to correspondence received from the above, distributed to Members prior to the meeting, inviting them to their Annual Presentation Evening at the Combined Cadet Centre on John Street at 6.45pm on Wednesday 31<sup>st</sup> March 2010.

***RESOLVED*** that Councillors Mrs J. Chamberlain-Jones and Miss M. A. Jones accompany the Mayor and his Consort to the event.

**140. CLOSURE OF MEETING**

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

Mayor: .....

Date: .....