

At a **MEETING of COUNCIL** held on Wednesday 17th September 2014 in the Council Chamber, Civic Offices, Wellington Road, Rhyl commencing at 6.00pm.

PRESENT

Councillor D. Simmons (Mayor)

Councillors I. W. Armstrong, C. S. Ball, Mrs J. Butterfield JP MBE,
Mrs J. Chamberlain-Jones, Mrs E. M. Chard, Ms J. Hughes, A. R. James,
Mrs P. M. Jones, J. May, Mrs M. McCarroll, B. F. Moylan, S. H. Ratcliffe,
A. J. Rutherford and Miss C. L. Williams.

Mr G. J. Nickels – Town Clerk
Mr R. A. Hughes – Finance Officer
Miss H. J. Windus – Personal Assistant & Secretary

54. OPENING OF MEETING

The Mayor's Chaplain, Rev. Stan Walker, commenced proceedings by leading all present in prayer.

55. APOLOGIES

Apologies for non-attendance were received on behalf of Councillors B. Blakeley (family commitment), B. Mellor (indisposed), Mrs W. M. Mullen-James (other commitment), P. Prendergast (on holiday), Miss S. L. Roberts (family commitment), Miss R. Siddall (other commitment) and W. N. Tasker (on holiday).

56. MINUTES

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

Meeting of Council - 16th July 2014 - Min.Nos. 33-49

Proposed by Councillor D. Simmons and seconded by Councillor A. R. James and **RESOLVED** as a correct record.

Planning Committee - 16th July 2014 - Min.Nos. 10-12

Proposed by Councillor A. R. James and seconded by Councillor Mrs E. M. Chard and **RESOLVED** as a correct record.

Special Meeting of Council - 20th August 2014 - Min.Nos. 50-53

Proposed by Councillor D. Simmons and seconded by Councillor Mrs E. M. Chard and **RESOLVED** as a correct record.

Planning Committee - 3rd September 2014 - Min.Nos. 13-16

Proposed by Councillor A. R. James and seconded by Councillor Mrs E. M. Chard and **RESOLVED** as a correct record.

To Confirm or otherwise:

Finance & General - 3rd September 2014 - Min.Nos. 30-47
Purposes Committee

Proposed by Councillor A. R. James and seconded by Councillor Mrs E. M. Chard and **RESOLVED** as a correct record and confirmed for action.

57. MAYOR'S REPORT

The Mayor referred to the list of engagements he and the Deputy Mayor had attended over the last month for Members' information, and on the Deputy Mayor's behalf passed on that the Air Show, Proms on the Prom and the Gwyl Ger y Mor had been a fantastic success, despite the weather not being kind for the latter.

The Mayor explained that he unfortunately missed all three of the above mentioned events due to taking a special holiday that had been booked for over a year.

58. PRESENTATION: CHANGING THE PERCEPTION OF RHYL

Further to Minute No.41 of the meeting of Council held on 16th July 2014, the Mayor welcomed Ms Vicki Shenton (DCC's Tourism, Marketing and Events Officer) and Ms Rebecca Maxwell (DCC's Corporate Director for Economic and Community Ambition)

Ms Maxwell thanked the Council for allowing space on its agenda for her and Ms Shenton to make the presentation. Ms Maxwell was delighted that the regeneration work underway in Rhyl was starting to bear fruit after significant amounts of time, effort and money had been committed, and that although locally the perceptual change was shifting focus now had to move to the national message.

Ms Shenton advised that:

- The reason for the presentation was to seek the Town Council's endorsement and hopefully a financial contribution of £5,000 per annum for three years to the project to assist it in sending out a clear and co-ordinated message on developing Rhyl as a desirable place to live, work, invest, visit and do business.
- A strong and swift response was needed to any future negative news stories in the national media about Rhyl (this was key in turning Margate around – a town with geographical similarities and social issues).
- Key individuals like taxi drivers could be asked to come on board to act as ambassadors for Rhyl giving consistent positive messages to their customers and promoting its facilities and attractions.
- Better and wider spread marketing of the many good news stories like the refurbishment of town centre buildings and residential areas, Proms on the Prom, Air Show and Gwyl Ger y Mor events was needed.

- Fully embracing the 'Love Rhyl' brand and building on the momentum was now essential.
- Welsh Government as committed to giving £30,000, Pennaf and North Wales Housing had each agreed to £5,000 per year for three years, DCC £10,000 per year for three years – all to be reviewed after two years.

Members made reference to the Children's Village looking tired and in need of a lick of paint, and to the need for DCC to keep on top of the basic cleaning and maintaining of Rhyl's streets and buildings. It was felt that DCC did not take the opportunity to promote Rhyl when there were over 140,000 people here the weekend of the Air Show. Instead Rhyl had some sub-standard promotional pavement vinyls that promptly curled up and peeled off.

Members spoke of the promises the Town Council had been made by DCC for more than 20 years now, which had come to very little and were the reason for regeneration plan fatigue felt by some of the more senior Town Councillors.

A Member advised that there had been a recent TV publicity about 'eyesore buildings' in the Denbighshire area and that 12 of them were in Rhyl. The Members felt that this was a big part of problem and that a lot of the time they were buildings falling into disrepair.

Ms Maxwell said that:

- the views aired were a good example of the problem being faced. 50% of people love Rhyl and the other 50% don't and those who don't seem to be more active on social media sites, which was damaging.
- Rhyl is very much underplayed as a place to live and visit. It's location is great and although it has lost some of its attractions, a number had been replaced and it was these attractions that we need to shout about.
- she acknowledged that new attractions like the Pont y Ddraig were certainly not all down to DCC and were thanks to outside investment and that she and Ms Shenton had not come to the Town Council to tell Councillors otherwise.
- they were working with Marsh Tracks in Rhyl on much needed signage to the facility, but that unfortunately Welsh Government rules were hampering this a little.
- DCC were trying to keep on top of the more basic maintenance of its buildings in Rhyl but that this was very difficult as there was very little money around after significant budget cuts and monies being diverted to deal with more pressing areas affected by the December floods, but accepted that they could do better.

The Mayor thanked Ms Shenton and Ms Maxwell for their attendance and advised that the Town Council would consider their request for a financial contribution to the programme at a future meeting of its Finance and General Purposes Committee.

59. REVIEW OF D. L. ELITE GRANT TO COMMUNITY GYM

The Finance Officer distributed his report on the actions taken so far to recover the Town Council's grant to the above and outlining the options available to the Council.

The Finance Officer advised that three quarters of the grant had been returned and that a further amount was outstanding. He had spoken to one of the company's Directors this week who has promised that a cheque will be hand delivered to him tomorrow morning.

RESOLVED that in the event of the final payment not being received by Thursday 18th September, the Finance Officer to keep dialogue open with D. L. Elite with a view to recovering the remaining amount by October's Finance and General Purposes Committee, where a decision to move to external means could be taken.

60. CONSULTATION: DENBIGHSHIRE COUNTY COUNCIL – STOPPING UP OF THE HIGHWAY GRONANT STREET / AQUARIUM STREET, RHYL.

The Mayor reported receipt of the above (circulated with agenda) for Members' consideration.

RESOLVED that the proposal be approved.

61. INFORMATION ITEMS

The Town Clerk advised that:

Chair of DCC's Christmas Concert – this year's concert would be held at St. Thomas' Church in Rhyl on Tuesday 9th December.

'Support Your High Street' campaign – Rhyl's Business Group/Denbighshire County Council had approached the Town Council to ask whether one of Rhyl's free parking days could be used on Saturday 27th September to support the campaign?

RESOLVED that the request be approved.

Next Flood Warden Meeting – there were four of the Council's Flood Wardens yet to respond to the e-mail he had sent out and asked them to do so as soon as they could.

Battle of Britain – Sunday 21st September – five Town Councillors plus the Mayor and Mayoress indicated that they would be in attendance.

Rhyl Business Group's Annual Dinner – Friday 19th September – the Business Group were asking for the Town Council to provide a raffle prize.

RESOLVED that two bottles of wine be donated.

Works to the Foryd Bridge – the planned works for October had been put back to the New Year.

A Member advised that:

High Street Refurbishment – due to a change in project engineers the refurbishment would now not be taking place until after Christmas (originally due to begin in October), which although was a little disappointing was unavoidable and confidence in the scheme remained high.

62. QUESTION TIME

There were no members of the public present.

63. 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.

64. REVIEW OF STRATEGIC AND OPERATIONAL PLANNING COMMITTEE

Further to Minute No.131 of the meeting of Council held on 19th February 2014, the Town Clerk submitted his confidential report (circulated with agenda).

RESOLVED that:

- i) The SOP Committee to continue in its current format.
- ii) Councillor C. S. Ball to join the SOP Committee.

65. MEDIUM SIZED PROJECTS

The Town Clerk referred to the SOP Committee's confidential report (circulated at the meeting) seeking the Council's authority to progress its emerging regeneration programme.

RESOLVED that projects 2, 4 and 5 be approved for progression.

66. OFFICE ACCOMMODATION – PROGRESS REPORT

The Mayor advised that the Risk Assessment Sub-Committee had nothing new to report at this time.

67. CLOSURE OF MEETING

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

Mayor:

Date: