



# Town Council Plan 2012 - 2017

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# **IMPROVING THE QUALITY OF TOWN LIFE**

## **CONTENTS**

### **SECTIONS**

|                   |   |               |
|-------------------|---|---------------|
| <b>SECTION A:</b> | <b>WHY PRODUCE A TOWN COUNCIL PLAN?</b> | <b>2 - 3</b>  |
| <b>SECTION B:</b> | <b>ABOUT RHYL TOWN COUNCIL</b>          | <b>4 - 7</b>  |
| <b>SECTION C:</b> | <b>VISION AND MISSION STATEMENT</b>     | <b>8</b>      |
| <b>SECTION D:</b> | <b>THE STRATEGIC PLAN 2012 – 2017</b>   | <b>9 - 22</b> |

### **OBJECTIVES**

|  |           |
|--|-----------|
| <b>STRONG LOCAL LEADERSHIP</b>   | <b>9</b>  |
| <b>COMMUNITY CONSULTATION, ENGAGEMENT, COMMUNICATION &amp; DEVELOPMENT</b> | <b>17</b> |
| <b>TOURISM FOR JOBS</b>  | <b>20</b> |
| <b>INVESTING IN COMMUNITIES</b>  | <b>21</b> |
| <b>LIFELONG LEARNING</b>   | <b>21</b> |
| <b>SUPPORTING PEOPLE WITHIN OUR COMMUNITIES</b>                            | <b>22</b> |
| <b>ECONOMIC WELLBEING OF THE TOWN</b>                                      | <b>22</b> |

### **APPENDIX**

|          |  |                |
|----------|--|----------------|
| <b>1</b> | <b>Welsh Index of Multiple Deprivation (2011) – Rhyl Results</b> | <b>24 – 25</b> |
| <b>2</b> | <b>Town Council Representatives on Outside Organisations</b>     | <b>26 - 27</b> |
| <b>3</b> | <b>Town Council activities</b>                                   | <b>28</b>      |

## **SECTION A**

### **WHY PRODUCE A TOWN COUNCIL PLAN?**

*'If you do not know where you are going, how will you know when you have got there?'*

Communities everywhere are constantly changing. The government wants local communities to take more control of their own lives, to say what they want doing in their own neighbourhoods and to engage with other organisations to get it done.

Similarly Denbighshire County Council have made clear statements that they wish to become closer to the communities they serve and recently agreed and signed a new charter between them as the local authority and Rhyl Town Council.

You cannot prevent change, but what you can do is influence it. Our Plan can help our community to make change happen.

The Welsh Index of Multiple Deprivation (Appendix 1) has repeatedly identified Rhyl as a community suffering from deprivation. Although numerous public sector and voluntary organisations are responding to the deprivation it remains a constant indicator the 'health' of Rhyl as a community is far below what would be considered acceptable and below both the Denbighshire and Welsh averages.

Our plan sets out how community action can meet these local needs, and will help to prioritise resources, which in turn will provide important information to help influence the policies, decisions and actions of others.

By way of its budget allocations and particularly through its grant regime, the Town Council has been able to provide financial support to a vast array of community initiatives. However, as is the case generally, the ability of the council to continue spending at such a level is no longer sustainable without increasing its precept to an unacceptable level.

Thus for the foreseeable future the financial support it is able to offer its community will be significantly reduced and the council will need to prioritise the award of grants in line with the objectives of the council.

As a community we can show that we are taking our future seriously, the Town Council plan might increase our chances of getting local authority support to enhance our community's economic, social and environmental well-being.

It will give us the evidence to help inform policymaking by a range of organisations, from the local planning authority to police and health services. It will also help us to develop and maintain effective working relationships with all those outside bodies that provide services to our community, now and in the future.

The benefits of producing this plan are many. It will:

- Give all local people, not just the confidence, the chance to develop a vision for their community, identifying positive and negative issues
- Influence and inform others including Community Strategies and Local Development Frameworks
- Provide clear evidence of community needs and priorities for the Town Council to plan our resources and effort.
- Strengthen the Town Council's relationship with all sections of the community
- Help the community enhance its status
- Develop increased local voluntary action
- Create a real sense of community spirit, getting people involved and talking to each other.
- Reinvigorate local democracy by stimulating interest in community affairs
- Gain funding for local initiatives by demonstrating we have been through a needs assessment with full community participation.
- Highlight projects which need involvement from other agencies
- Encourage partnership working.

Over a number of years various bodies have developed plans and strategies for addressing the needs of Rhyl. Often these plans relate to the remit of delivery obligations of the commissioning organisations that may extend far beyond the town's boundaries or relate to specific areas of the town or specific services.

The most recent of these is the 'Rhyl Going Forward' delivery plan which by its nature concentrates on initiatives seeking to address issues relating to deprivation in areas of the town.

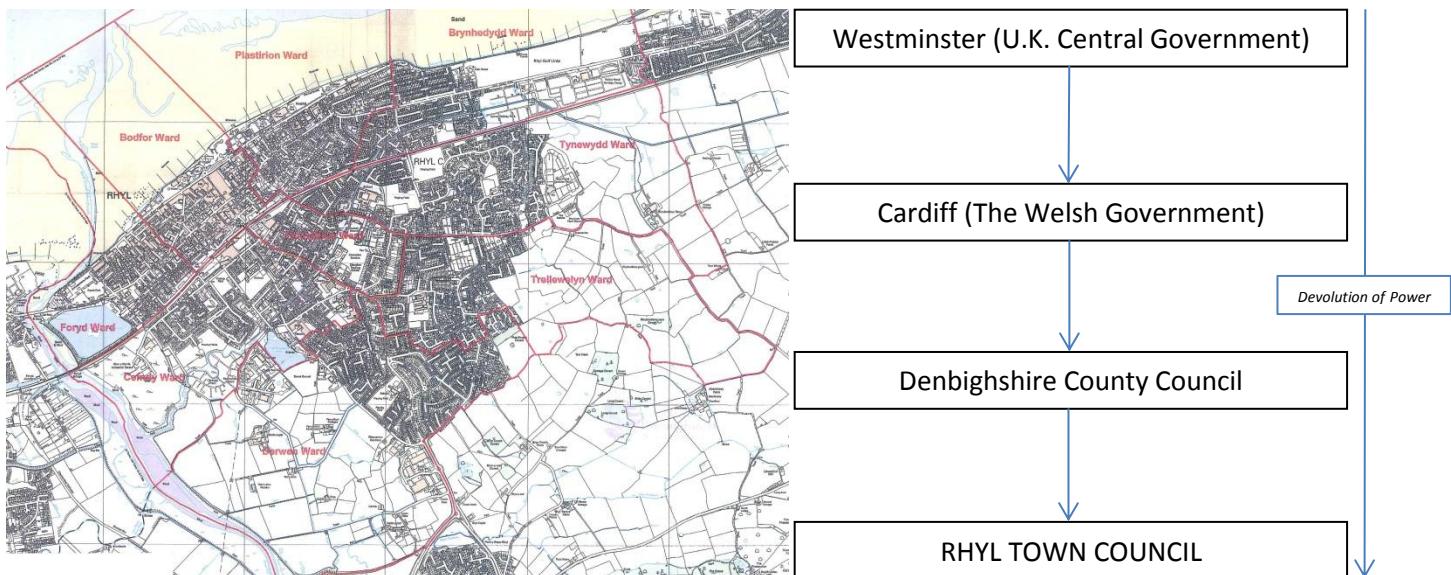
Denbighshire County Council, the delivery plan author, have also recently introduced town plans for most of the major towns within the County "*these will be living documents which will set out the current situation in the towns, the key challenges and opportunities they face over the next decade, a vision for each town which will provide it with a sustainable future and realistic and achievable actions which will help deliver the plans*"

No such plan has been developed for Rhyl with the County Council determining that the 'Rhyl Going Forward' delivery plan will achieve the above objective for Rhyl. However the Town Council has not been consulted on whether the 'Rhyl Going Forward' plan will achieve this holistic approach for the whole of Rhyl.

Hence the Town Council Strategic Plan should be designed to meet the needs of the whole of Rhyl.

## SECTION B

### ABOUT RHYL TOWN COUNCIL



A Town Council (or Community Council as they are also known) is the level of government closest to the people. These Councils are based on specific geographical areas and the Rhyl Town Council seeks to serve and represent the needs of the community of Rhyl. Each community is divided into smaller geographical areas called wards.

Elections are held normally every four years (the most recent election being in May 2012), whereby the residents of the Town are asked to elect between two and four (some wards are larger than others) Councillors for their ward to represent the particular interests of their wards and the general interests of the Town.

Details of the Councillors representing each ward can be found on our website. There are nine wards within the Town and a total of 22 members are elected and collectively they form the Town Council.

The Town Council annually appoints one of its Councillors to the position of Town Mayor who then represents the Town Council at various events throughout the year.

Town Councillors are volunteers who stand for election because they care about the community and wish to see a difference made - there is no remuneration for this role.

Rhyl Town Councillors meet at least twice a month to discuss a variety of topics relevant to the running and development of the Town. The Town Council prides itself on conducting its business in an open and transparent manner.

It makes its agendas and minutes available at the public library and at every Full Council meeting held on the third Wednesday of each month (except August); Rhyl residents have the opportunity

to ask questions of the Council.

Rhyl Town Council is one of 37 Town and Community Councils within Denbighshire – it is the largest in terms of population and financial activity. The Town's boundaries stretch from the Fordy Harbour in the West to the Eastern end of the Rhyl Golf Course. Southwards the Town boundaries have recently been extended to include the Clwyd Retail Park and the Maes Y Gog Estate on Dyserth Road.

The Town Council is limited in what it does by law it does not have the extensive powers of the Denbighshire County Council which is the unitary authority responsible for delivering most of the essential day to day services within the Town.

The Town Council's principal role is to represent the views of its residents, businesses and other organisations in the Town and it does this by regularly debating issues at its meetings. It considers matters referred to it by the Welsh Assembly Government, Denbighshire County Council, other public agencies, local organisations and members of the public.

Sometimes these are issues on which it must express a view by law e.g. planning matters. At other times it is consulted as an interested party, for example on a future tourism strategy for Rhyl or a proposal to improve the promenade.

At other times it has to seek out information on which it feels it should have been consulted or where it can influence decision making on behalf of the Town e.g. policing resources to tackle crime and disorder; Rhyl Market, Ocean Plaza Development, 'Rhyl Going Forward' programme, environmental issues such as Brickfields Pond, Local flooding, The Rhyl Cut remodelling.

Additionally, the Council regularly invites a number and variety of speakers to address the Council on matters of general interest or local significance to be aware of improvements and exciting developments in the town. We challenge where necessary to get the best outcome for our town.

To facilitate this process the Council employs a small group of dedicated staff to manage the Council's legal, financial and administrative affairs and additionally they conduct the research necessary to keep the Council as fully informed as possible about the issues affecting the Town.

### **Rhyl Town Council Code of Conduct for Town Councillors**

In carrying out their duties Councillors have undertaken to be bound by the Rhyl Town Council Code of Conduct. The Code requires Members to act in accordance with six general principles:

1. Promotion of Equality and Respect for Others.
2. Accountability and Openness.
3. Duty to Uphold the Law.
4. Selflessness and Stewardship.
5. Objectivity and Propriety.
6. Integrity.

In addition, in all their dealings the Code requires Councillors to consider whether they have a personal interest in any matters being considered by the Council and whether the Code of Conduct requires Councillors to disclose that interest.

Failure to observe the Code can lead to a Councillor being suspended or removed from office. Copies of the Code of Conduct can be inspected at the Town Council Offices during normal working hours.

### **Published and Audited Accounts**

All Town and Community Councils in Wales are subject to an annual external Audit. During this process the accounts are available for public inspection. Additionally, the Council engage an independent internal auditor which also ensures accountability to the public.

### **Delivering for Rhyl**

The Town Council actively campaigns to maintain or increase standards, and develop community cohesion. The Town Council is involved in –

#### ***Financial***

- Civic Leadership
- Illuminations
- Bus shelter cleaning and repairs
- Provision of seats and bins (*not including high street*)
- Garden of Remembrance
- Events for example, Christmas, Arena, Rhyl Air Show, Mayors Gala....
- Tynewydd Community Centre
- Physical activity programme
- Town promotion, including Town Centre Manager
- Is a stakeholder in the Town Centre Manager initiative
- Grants to voluntary organisations.

#### ***Non-Financial***

- Community Leadership
- Representation on outside bodies for example, Marine Lake Users forum, Harbour Forum, Rhyl City Strategy, Rhyl Community College.
- School Governors
- Expressing opinions on Planning
- Responding to consultations on behalf of the town
- 

In addition to the above Town Councillors are involved in all aspects of community life and assist many organisations through voluntary work.

### **Supporting local Organisations**

The Town Council is frequently asked to support voluntary and community groups operating within the Town.

Often this may take the form of no more than a letter of support for a particular project to help that organisation attract grant funding.

On a more long-term basis, the Town Council is often asked to appoint a representative on to the committees of local organisations which are not directly related to the Council. In such cases the Council will decide whether it wishes to be represented and if so appoints a Councillor(s) to represent its views at the organisation's meetings.

This has the advantage of enabling the Council's representative to not only advise the organisation of the views of the local community, but to feed back the aspirations of the organisation to the Town Council. In a similar way, the Town Council will also be asked to send a representative to meetings of other Public Authorities to inform those bodies of the Council's views and to raise awareness of relevant concerns in the community of Rhyl.

### **Financial Support to Local Organisations**

Every year via public advertisement, the Council invites local organisations to submit applications for financial support and it regularly receives over 50 such applications from across a significant range of social, educational, leisure, recreational, environmental and youth activity conducted by volunteers within the town.

The council will also signpost voluntary organisations to alternative sources of support.

### **Does the Council give Value for Money?**

The Council manages its finances carefully. It is financially stable and considers that it does provide value for money to its citizens. For 2012/13 it raised £407,000 via local Council Tax which is the equivalent of £44.97 for a Band D property and this equates to 87 pence per week per household.

### **Representing the wider interests of the Community**

Set out below are some of the particular current or past issues previously discussed, and actions undertaken by the Town Council.

#### **The Council:**

- ✓ Made representations about the potential closure of Hafan Deg day centre.
- ✓ Responded formally to consultations on major changes to Health service delivery in Rhyl
- ✓ Continued campaigning regarding parking and speeding traffic issues at nearby schools
- ✓ Promoted flooding initiatives within the town and local schools
- ✓ Actively campaigned for repairs and improvements to the local environment and highways
- ✓ Consulted residents on their expectations on their use of Tynewydd Community Centre.

## **SECTION C**

### **VISION and MISSION STATEMENT**

#### **VISION STATEMENT:**

**RHYL TOWN COUNCIL – Improving the Quality of Town Life**

#### **MISSION STATEMENT:**

**Rhyl Town Council will work towards ensuring a thriving community/town which will be a healthy, vibrant, clean and attractive place to live, work and visit.**

#### **COUNCIL OBJECTIVES 2012 - 2017:**

- **STRONG LOCAL LEADERSHIP**
- **COMMUNITY CONSULTATION, ENGAGEMENT, COMMUNICATION & DEVELOPMENT**
- **TOURISM FOR JOBS**
- **INVESTING IN COMMUNITIES**
- **LIFELONG LEARNING**
- **SUPPORTING PEOPLE WITHIN OUR COMMUNITIES**
- **ECONOMIC WELLBEING OF THE TOWN**

## SECTION D

### The STRATEGIC PLAN 2012- 2017

#### OBJECTIVE: STRONG LOCAL LEADERSHIP

***The Town Council is committed to the very best principles of good governance. We will focus on the organisation's purpose and on outcomes for citizens and service users.***

Rhyl Town Council is responsible for ensuring that its business is conducted in accordance with the law and proper standards, that public money is safeguarded and properly accounted for and used economically, efficiently and effectively.

The Council has adopted a code of corporate governance, which is consistent with the principles of the Chartered Institute of Public Finance and Accountancy / The Society of Local Authority Chief Executives and Senior Managers (CIPFA/SOLACE) Framework Delivering Good Governance in Local Government which includes arrangements for management of risk.

This governance framework comprises the systems, processes, culture and values, by which the authority is directed and controlled together with activities through which it accounts to, engages with and leads the community. It enables the authority to monitor the achievement of its strategic objectives and to consider whether those objectives have led to the delivery of appropriate services.

This will be contained in the Council's Corporate Constitution which will set out how the Council operates and how decisions are made and the procedures which are followed to ensure that these are efficient, transparent and accountable to local people. Some of these processes are required by the law, while others are a matter for the Council to choose. In particular it will set out a clear statement of the roles of committees, the full council, members and senior officers.

The following AIMS and OBJECTIVES link to the six core principles of effective governance.

#### **FOCUSING ON THE PURPOSE OF THE AUTHORITY AND ON OUTCOMES FOR THE COMMUNITY BY CREATING AND IMPLEMENTING A VISION FOR THE LOCAL AREA.**

**AIM:** The Council aims to use resources effectively and provide high performing, value for money services that focus on customer needs.

|     | <b>Objective: Being clear about the organisations purpose and its intended outcomes for citizens and service users</b> |  |
|-----|--|--|
|     | Action   | How  |
| 001 | The Council to set a 5 year strategic objectives plan of its priorities and review every 12 months                     | This document, and its successor documents, outlines the strategic objectives. It is reviewed annually by Council. |
| 002 | The Council's priorities will be set annually to support strategic objectives.   | Councillors will review priorities annually taking account of past years performance.                              |
| 003 | Review RTC's committee and subcommittee structures, roles and responsibilities to ensure                               | Reviews of the Council's Committee and Sub-Committee structures and terms of reference will                        |

|     |   |  |
|-----|---|--|
|     | decision making delegation appropriate to meet council objectives.  | take place at a minimum of 3 yearly intervals going forward following a review in 2013/14 municipal year.  |
| 004 | Review annually the roles of chairs and vice chairs to ensure compliance with the role descriptions.  | The Council has determined role descriptions for the Mayor/Deputy Mayor and Chairs/Vice Chairs of Committees. These descriptions are reviewed annually at the Annual Council Meeting                                 |
| 005 | Staffing committee to carry out an annual review to ensure compliance and good practice with employment law.  | The Council's Staffing Committee to meet at regular intervals to ensure that policies are current and fit for purpose.   |
| 006 | Continue to develop methods to communicate performance to the public, including the website, annual report as well as the opportunity for the community to attend council meetings. | The Town Council maintains a bilingual website and notice board provision. A commitment to social media has been made with a Facebook and Twitter presence to be part of future communications.                      |
| 007 | Set action plans for the Risk Assessment subcommittee.  | The Council will undertake a Risk Assessment Annual Review, in accordance with good practice. This shall incorporate a Forward Work Plan of activities that the Risk Assessment Sub-Committee will review in detail. |
| 008 | Review annually the council appointments to outside bodies.   | Council convenes an Informal Meeting of Members to review appointments. This is confirmed at the Annual Council Meeting of Council   |

|     | <b>Objective: To put in place a range of financial management measures to ensure the effective use and management of resources.</b>   |  |
|-----|---|--|
|     | Action  | How  |
| 009 | Revise medium term financial plan covering both revenue and capital spend which provides a framework for the planning and monitoring of resource requirements to reflect and meet objectives of the strategic plan. | The Council's Section 151 Officer, in the process of budget setting will provide Council with a medium term financial plan. This plan will be reviewed on an annual basis in conjunction with the Strategic and Operational Planning Group.  |
| 010 | Produce a capital strategy that aims to ensure that investment is linked to strategic objectives.   | The Council will approve an investment strategy at the same time as it approves the budget. The Town Council is not allowed to borrow money; therefore, procurement of tangible assets is outside of the scope of this plan.   |
| 011 | Financial stewardship is reported to Councillors twice yearly and is considered regularly by the Chair of F&GP committee, supported by established budget monitoring processes.                                     | The Council's Section 151 Officer reports to Council the financial position after 6 and 12 months as required by statute. This is supplemented by bi-monthly reports outlining current expenditure and forecasts to the end of the year. The Chair of the F&GP Committee is tasked with reviewing the financial affairs further where necessary. |
| 012 | Standing orders and financial regulations set out the overall framework that governs the management of the council's finances.  | The Council has adopted financial regulations and contract standing orders, last reviewed in 2011. The Finance Officer is committing the Council to a further review in the 2013/14 Municipal Year and to a minimum of 3 yearly intervals subsequently.  |

**AIM:** To attract investment from both public and private sectors to ensure the economic well-being of the residents in Rhyl.

| <b>Objective: Offset project costs through external grants and sponsorship</b> |  |  |
|--|--|--|
|  | Action   | How  |
| 013  | <b>Christmas lights</b><br>Undertake a review of their provision, creating improved quality and promote greater potential sponsorship by local businesses. | The Council, through its F&GP Committee, will review the budget for Christmas lights annually. The Council will meet with local businesses, charities and other stakeholders to discuss issues with the Christmas lights scheme. The Christmas lights strategy will develop over the life of this plan.  |
| 014  | <b>Mayor's Gala</b><br>Undertake an annual review and increase local business participation.   | The Council will commit to a full annual review of the Mayor's Gala and seek more regular meetings with local businesses to increase participation.  |
| 015  | Explore external funding opportunities for new projects.   | The Council's Finance Officer will research funding streams available to both the Council and other local bodies to pay for new projects. When avenues open up they will report to the relevant committee with their findings.   |
| 016  | Explore partnership working with other organisations to promote and benefit the town   | The Council will examine the strategic documents and aims/objectives of potential partners to ascertain opportunities for joint working or joint grant applications. Where requests for aid are received, the Council will review the request with respect to seeking a partner to share the aid burden. |

**AIM:** To provide funding for approved major capital projects by the provision of long term finance on a cost effective basis.

| <b>Objective: Maximise external funding for major projects</b> |   |   |
|--|---|---|
|  | Action  | How   |
| 017  | Carry out an annual review of investment policy | The Council's Investment Policy is considered annually at the same time as the budget. It is prepared in accordance with the statutory guidance on Local Government Investments issued by the Welsh Government. |

**AIM:** Maintain the highest standards of corporate governance in the administration, performance and conduct of the Town Council.

| <b>Objective: Ensure that the Town Council is doing the right things in the right way for the right people in a timely, inclusive, open, honest and accountable manner.</b> |   |  |
|---|---|--|
|   | Action  | How  |
| 018   | Engage the services of a professional internal auditor.   | The Council has engaged a professional internal auditor. The service is due to be reviewed and tendered on a 3 yearly basis                    |
| 019   | Agree and implement an annual schedule of internal audit.   | The Council is required by statute to receive an interim audit and a year-end audit owing to the value of its precept.                         |
| 020   | Undertake the council's annual risk assessment review.  | The Council's Risk Assessment Sub-Committee will perform this on annual basis.   |
| 021   | Timetable a schedule of review for all policies ensuring any changes in legislation have been incorporated. | To be reviewed by the Council's Risk Assessment Sub-Committee as part of the Risk Assessment forward work plan over the life of this document. |
| 022   | Draft and adopt policy to ensure compliance with the Equality Act 2010.                                     | To be implemented by the Council's Staffing Committee and Risk Assessment Sub-Committee within a year of adoption of this document.            |

|     |  |  |
|-----|--|--|
| 023 | Draft and implement a new complaints procedure                                   | The Finance and General Purposes Committee will consider in 2013/14 Municipal year   |
| 024 | Review the council's standing orders.  | Scheduled for the 2013/14 Municipal Year with future reviews at a minimum of 3 yearly intervals.   |
| 025 | Review the council's financial regulations.                                      | Scheduled for the 2013/14 Municipal Year with future reviews at a minimum of 3 yearly intervals.   |
| 026 | Timetable and implement a schedule of review of all the council's ICT processes. | Hardware was reviewed in 2012 and replaced. Software is scheduled for the 2013 Municipal Year. ICT is to be reviewed on a 5 yearly cycle, as a capital investment. |
| 027 | Review the council's Welsh language scheme.                                      | Scheduled for the 2013/14 Municipal Year with future reviews at a minimum of 3 yearly intervals.   |

| <b>Objective: Work to meet all 'Quality Town Council' status criteria</b> |                                       |   |
|---|---------------------------------------|---|
|   | Action                                | How   |
| 028   | Not released yet but expected shortly | To be considered following the release of statutory guidance. |

## GRANTS AND DONATIONS

**AIM:** To help groups deliver projects and activities that benefits the local community

| <b>Objective: Make funding available to groups to help them deliver projects and activities that benefit the local community.</b> |   |  |
|---|---|--|
|   | Action  | How  |
| 029   | Review annually the grant criteria, allocation criteria, monitoring arrangements and the grants budget.                             | The Strategic & Operational Planning Group will review the grant scheme on an annual basis to ensure it supports the strategic town plan. Its recommendations will be passed to Council.   |
| 030   | Review the application forms ensuring clarity over the % of Rhyl residents who benefit from grants and donations.                   | Application forms require applicants to outline the number and types of residents to benefit from any funding provided.  |
| 031   | Financially support community organisations where there is a quantifiable benefit to the towns people or the towns facilities       | Applications to be assessed for quantifiable benefits using an accepted scoring methodology. A hardship fund to be set up to enable the Council to support those organisations that provide benefits, but are in financial difficulty, to stay as a going concern. |
| 032   | Give special consideration to supporting community organisations that may have difficulty in attracting funding from other sources. | The hardship fund to be set up can ensure the Council supports these groups. This is also a criterion for allocation of grant funding.   |
| 033   | Publicise widely and effectively the availability of the funding available in the grants budget.                                    | The Strategic & Operational Planning Group will review the publicity streams on an annual basis to ensure maximum delivery to a wide target audience.  |

**MEMBERS AND OFFICERS WORKING TOGETHER TO ACHIEVE A COMMON PURPOSE WITH CLEARLY DEFINED FUNCTIONS AND ROLES.**

**AIM:** The council aims to ensure that the roles and responsibilities for governance are defined and allocated so that clear accountability for decisions made and actions taken are clear.

| <b>Objective: Ensure roles and functions of Members, Officers and Committees are clearly defined.</b> |  |   |
|---|--|---|
|   | Action   | How   |
| 034   | Establish a member/officer protocol  | Staffing Committee to view current practices to ensure that they are fit for purpose.   |
| 035   | Ensure all committees have clear terms of reference that set out their roles and responsibilities. | The Council will review its Standing Orders in the 2013/14 Municipal Year and, going forward, at a minimum of every 3 years. These reviews will identify the terms of reference for all Committees and Sub-Committees |
| 036(a)  | Develop committee work programmes.   |   |
| 036(b)  | Develop any corporate governance procedures required by the Wales Measures Acts.                   | The Council will consider all guidance issued and implement it accordingly.   |

**PROMOTING AND DEMONSTRATING THE VALUES OF GOOD GOVERNANCE THROUGH UPHOLDING HIGH STANDARDS OF CONDUCT AND BEHAVIOUR**

**AIM:** To work to the highest standards of conduct and behaviour.

| <b>Objective: Ensure that Members and Officers exemplify good standards of behaviour.</b> |  |  |
|---|--|--|
|   | Action   | How  |
| 037   | Issue all Members with Code of Conduct as adopted and any subsequent revisions | The Council's Code of Conduct is reviewed in line with the election cycle at a minimum. As and when amendments to national guidelines are issued the Council will review these and amend their Code of Conduct appropriately. All Members receive a Code of Conduct immediately following their election to office, and following any revisions required by national guidelines. |
| 038   | Review and revise as required all HR Policies                                  | The Staffing Committee will review all policies in the 2013/2014 Municipal Year. Subsequent reviews will occur every 5 years at a minimum. Should there be a need – be it statute or best practice driven – reviews and revisions will take place earlier, as necessary.   |

**TAKING INFORMED AND TRANSPARENT DECISIONS WHICH ARE SUBJECT TO EFFECTIVE SCRUTINY AND MANAGING RISK.**

**AIM:** To work in an open and transparent way.

| <b>Objective: Set out how the Council operates and the processes for policy and decision making.</b> |  |  |
|--|--|--|
|  | Action   | How  |
| 039  | Produce and publicise annual calendar of Council and Committee meeting | The Council will undertake this during each Annual Council Meeting. The calendar will be displayed on the Town Council's website as a minimum each year. |
| 040  | Develop action plan for Risk Assessment Sub Committee                  | An Action Plan for the Risk Assessment Sub-Committee has been established and will be implemented over the life of this document.                        |

## DEVELOPING THE CAPACITY AND CAPABILITY OF MEMBERS AND OFFICERS.

**AIM:** The Council aims to ensure that members and officers of the Council have the skills, knowledge and capacity they need to discharge their responsibilities and recognises the value of well trained and competent people in effective service delivery.

| Objective: To provide training. |  |   |
|---------------------------------|--|---|
|                                 | Action   | How   |
| 041                             | Review and revise Member Handbook/Disc and induction pack.   | The Council will review and revise the Members' Handbook directly prior to each local government election to update it with new guidelines and best practice.                                     |
| 042                             | All new members and officers undertake an induction to familiarise them with the policies, procedures, values and aims of the Council. | The Council will approve an induction schedule for all new Members and officers to be completed within the first month of taking up the position including the on-going mentoring of new Members. |
| 043                             | Deliver Member Training workshop.  |   |
| 044                             | Offer Members training opportunities offered via outside bodies  | The Council will, as standard practice, inform all Members of training opportunities in the appropriate forum, afforded them by outside bodies.   |
| 045                             | Review as part of budget setting Member and staff training budgets.  | The Council will set Training budgets as part of its budget setting process, both for the year ahead and as part of its Medium Term Financial Plan.   |

## ENGAGING WITH LOCAL PEOPLE AND OTHER STAKEHOLDERS TO ENSURE ROBUST PUBLIC ACCOUNTABILITY.

**AIM:** As a community leader the Town Council works with numerous partners to contribute to the overall quality of life in the town, but it is also concerned with providing the highest quality public services and the widest access to those services.

| Objective: Ensure The Council has a continuous programme of consultation and engagement with its residents and communities. |   |  |
|---|---|--|
|   | Action  | How  |
| 046   | <b>Wales Measures Acts</b> - Consider and implement | The Council will consider and implement them as and when they are announced by the Welsh Government. |
| 047   | RESERVED  |  |

## REVIEW OF EFFECTIVENESS

***The Town Council is committed to continuous real improvement in its internal controls. The Council will conduct regular in depth reviews of its functions and processes and will act on recommendations received.***

**AIM:** The Town Council will meet its responsibility for conducting, at least annually, a review of the effectiveness of its governance framework including the system of internal control.

| Objective: Ensure the processes for maintaining and reviewing the effectiveness of the governance framework are in place and active. |   |   |
|--|---|---|
|  | Action  | How   |
| 048  | Provide the town council with comprehensive reports throughout the year considering overall financial and performance management risk management reports. | The Council's Section 151 Officer will submit quarterly reports to the F&GP Committee. These reports will outline financial management to include cash flow, investment performance, out-turn |

|     |   |  |
|-----|---|--|
|     |   | forecasts and project costing.   |
| 049 | Present annual reviews of the Council's financial accounts and records by the External Auditors leading to their opinion as published in the year-end statements.             | The Council's Section 151 Officer will submit annual reports to the F&GP Committee outlining the Council's financial affairs and the External Auditors' opinion as to their truth and fairness.                    |
| 050 | Conduct on-going reviews of strategic and operational risks in each service area and the risk analysis and management in respect of major projects undertaken by the Council. | The Council's Risk Assessment Sub-Committee as part of their annual plan will conduct risk analyses on major projects. The risks will also be reviewed by the appointed Internal Auditor.                          |
| 051 | Review and, where appropriate, update the Council's Financial Regulations and Standing Orders   | Scheduled for the 2013/14 Municipal Year with future reviews at a minimum of 3 yearly intervals.   |
| 052 | Present annually to the council a 'statement of assurance' for approval.  | The Council's Section 151 Officer, in conjunction with the appointed internal and external auditors, will present the Council with a statement of assurance. This will be signed by the Town Mayor and Town Clerk. |

## MANAGING RISK

***The Town Council is committed to preserve and protect the council's staff, assets and reputation. The Town Council will promote corporate governance by ensuring that risk and business continuity management and internal control systems are effective and robust.***

**The risk assessment subcommittee reviews the Council's objectives, approach, procedures and responsibilities.**

**AIM:** Manage the Council's financial, operational and reputational risk.

|     | <b>Objective: Ensure risk management strategies are in place.</b> |   |
|-----|---|---|
|     | Action  | How   |
| 053 | Review risk management strategies                                 | The Council will delegate this to its Risk Assessment Sub-Committee. The Sub-Committee will review the risk treatment options available and compare them to those currently in use on an annual basis.  |
| 054 | Implement operational changes as required                         | The Council will implement any changes as recommended by its Risk Assessment Sub-Committee or Internal Auditor. The Council's officers will take risk into account in all things they do and will report operational weaknesses to the Risk Assessment Sub-Committee as they find them. |
| 055 | Create and maintain a Risk Register                               | The Council will create a Risk Register and review it annually in conjunction with the Town Clerk and Section 151 Officer, making amendments as necessary.  |
| 056 | RESERVED.   |   |

|     | <b>Objective: Provide adequate budget to engage external legal advice as required.</b> |  |
|-----|--|--|
|     | Action   | How  |
| 057 | Review budget annually   | The Council will review this budget annually as part of the budget setting process and in the determination of the medium term financial plan. |

| <b>Objective: Ensure adequate insurance provision.</b> |                           |  |
|--|---------------------------|--|
|  | Action                    | How  |
| 058  | Review insurance policy   | The Council's Section 151 Officer reviews the policy annually with the independent insurance broker and retenders every 3 years. The next retender is due in 2016. |
| 059  | Review insurance provider | The Council's Section 151 Officer reviews the policy annually with the independent insurance broker and retenders every 3 years. The next retender is due in 2016. |

| <b>Objective: Ensure that RTC complies with all Occupational Health &amp; Safety legislation applicable to its business activities (Health &amp; Safety at Work Act 1974 as amended).</b> |  |  |
|---|--|--|
|   | Action   | How  |
| 060   | Review and revise Health and Safety policy                     | Risk Assessment Sub-Committee and Staffing Committee will review as and when appropriate to ensure best practice is adhered to |
| 061   | Review and revise Risk Assessments and logs for all operations | Risk Assessment Sub-Committee to review as appropriate to ensure that the Council adheres to best practice.                    |

## CIVIC AND CEREMONIAL

***The Town Council is working to improve the civic life of Rhyl's communities and to maintain the Civic and Ceremonial functions and traditions of the council and the town.***

**AIM:** **To arrange RTC's civic and ceremonial activities in a dignified manner so as to uphold and enhance the status of the Council and Mayor, engender civic pride and sustain the civic and ceremonial traditions of the town.**

| <b>Objective: Promote Councils civic functions.</b> |   |   |
|---|---|---|
|   | Action  | How   |
| 062   | Ensure that the Civic regalia are maintained in good condition  | The Mayor and Deputy Mayor will inspect the regalia for their office and that of their consort on a 6 monthly basis to ensure they remain in good condition. Any signs of impairment will be notified to Council to effect repairs. |
| 063   | Engender a civic pride in the town, particularly through the active participation of the Schools, Armed Forces, Community Groups, in the town | The Council will provide a variety of Civic functions throughout the Mayoral year ensuring inclusivity and where possible all approaches will be welcomed.  |
| 064   | Participate in Remembrance Sunday   | The Council will take a leading role in the organising of the Remembrance Sunday Service each year.   |
| 065   | Hold an annual Civic Service  | The Council's Mayor's Secretary will organise an annual Civic Service on behalf of the Council.   |

| <b>Objective: Support the Mayoralty.</b> |   |   |
|--|---|---|
|  | Action  | How   |
| 066                                      | Maintain, uphold and actively promote the dignified status of the Town Mayor, Deputy Mayor and the Town Council | The Council has implemented a job description for its Mayor, Deputy Mayor and Committee Chairs. Each Councillor has signed a Code of Conduct outlining expected behaviour. Where the Mayor is engaged at an event, a pro-forma is completed outlining the expectations required of them. A feedback form is to be instigated for each Mayoral engagement to ensure the Mayor is acting in a |

|     |   |   |
|-----|---|---|
|     |   | proper manner.  |
| 067 | Produce a Mayor's Christmas card the design to be the winner of an annual children's competition                                  | The Council will operate a competition in Rhyl's schools on an annual basis. The winning design will be converted into the Mayor's Christmas Card.  |
| 068 | Award a Past Mayor's Badge to the outgoing Mayor at the Annual Town Council Meeting   | At each Annual Meeting of Council, the newly elected Mayor will present the outgoing Mayor with the badge.  |
| 069 | RESERVED.   |   |
| 070 | Produce a Mayor's Christmas illumination the design to be the winner of an annual children's competition [subject to sponsorship] | The Council will operate a competition in Rhyl's schools on an annual basis. The winning design will be converted into the Mayor's Christmas Illumination and be displayed with previous winners in the Town. |

| <b>Objective: To recognise those who have made a significant contribution to the lives of the residents of Rhyl.</b> |   |   |
|--|---|---|
|  | Action  | How   |
| 071(a)   | <b>Civic Award Scheme</b><br>Review Civic Award Scheme  | The Council will review their Civic Award scheme on an annual basis as part of the preparation for the Mayor's Annual Gala.   |
| 071(b)   | Publicise widely and effectively the annual call for nominations for the annual Civic Award Scheme.   | The Council will review all available publicity streams annually.   |
| 072  | <b>Street Naming</b><br>Continue to work with Denbighshire County Council in this process and lobby for new street names to be of local people of distinction | The Council will commit to lobbying the principal authority when the naming of a new street or streets are to be decided. The Council will maintain its position that new street names should be named after local people of distinction. |
| 073  | <b>Honorary Freeperson of the Town Awards</b><br>Review and consider nominations from citizens of the town  | The Council has established a policy and procedure in accordance with statutory requirements. The Council will review these documents at a minimum of 5 yearly intervals.   |

## **OBJECTIVE: COMMUNITY CONSULTATION, ENGAGEMENT, COMMUNICATION and DEVELOPMENT**

### **CONSULTATION & ENGAGEMENT**

***The Town Council is democratically accountable to residents and acts in the interest of the whole community and works to improve its quality of life and environment.***

***The Councillors try to provide this service responsibly and openly, in accordance with a strict code of conduct to ensure high standards in the way they undertake their duties.***

***The Council is committed to consulting and engaging with residents and communities across Rhyl.***

## REPRESENTATION

**AIM:** To represent the views and wishes of all the residents of Rhyl.

| Objective: Continue to improve cross sector community engagement. |   |   |
|---|---|---|
|   | Action  | How   |
| 074   | Develop and implement a Community Engagement Strategy                                     | The Council will examine examples of good practice and seek to implement over the life of the document.                       |
| 075   | Actively promote Rhyl Town Council's role as the first tier of local government for Rhyl. | See chart – actively promote the work of council through social website   |
| 076   | Elect a Democracy Champion  | To be appointed through an election from within the Town Council with clear objectives  |
| 077   | Promote the opportunity for members of Rhyl's electorate to become Town Councillor's.     | The Council will advertise all Member vacancies beyond the minimum statutory limit using all reasonable avenues of publicity. |

## INCLUSION AND ACCESSIBILITY

Rhyl Town Council is committed to the principles of Access and Equity in all its work and recognises the need to:

- ✓ Promote fairness in the distribution of resources, particularly for those most in need.
- ✓ Recognise and promote people's rights and improve the accountability of decision makers.
- ✓ Ensure that people have fairer access to the economic resources and services essential to meeting their basic needs and improve their quality of life.
- ✓ Give people better opportunities for genuine participation and consultation about decisions affecting their lives.

**AIM:** Promote equity of access to every resident.

| Objective: Work to make RTC meet best practice on inclusion and accessibility. |  |  |
|--|--|--|
|  | Action   | How  |
| 078  | Review and implement Accessibility and Inclusion needs/requirement at all Rhyl Town Council facilities   | To be reviewed by Risk Assessment Sub-Committee using the Equality Impact Assessment tool  |
| 079  | Engage citizens through online media for example, Website, Twitter and Facebook                          | The Council will ensure it maintains its website with current information and that all content will be bilingual. The Council has made a commitment to social media and will improve its presence on Facebook and Twitter. |
| 080  | Elect a Democracy Champion   | To be appointed through an election from within the Town Council with clear objectives   |
| 081  | Use surveys to obtain detailed feedback about our services, for example, market survey or events survey. | Council will determine as and when required for Town Council services.   |

## YOUTH ENGAGEMENT

**AIM:** To enable all Young People in Rhyl to participate in making decisions affecting their lives and those of other Young People. The Council aims to make sure Young People's voices are heard and ensure its services and facilities reflect the needs and expectations of Rhyl's Young people.

|     | <b>Objective: To work with all appropriate bodies to ensure that the quality and scope of provision for youth of all ages is appropriate and reflects the changing needs of the community.</b> |   |
|-----|--|---|
|     | Action   | How   |
| 082 | Use whatever consultation processes are available to ask young people in the town what facilities and activities they require for example, website, Twitter and Facebook.                      | The Council will utilise any opportunities available to it to communicate In addition to social media, youth Community groups, and young persons The Council will seek to work with School Councils through appointed Governors |
| 083 | Actively encourage and work in partnership with the Rhyl Children's Schools Council's  |   |
| 084 | Work in partnership with local authorities or other agencies concerned with provision of youth facilities  | The Council will continue working with local groups engaged in youth activities to ensure a wide provision of youth services in the town  |
| 085 | Liaise with schools on Town Council priorities   | Seek to work with schools through appointed governors to encourage schools to promote Town Council priorities and for Governors to report annually on progress achieved.  |
| 086 | Create a Youth Town Council  | The Council will seek to engage with local youth service providers to achieve this objective, with the YTC formed by democratic means over the life of this document.   |
| 087 | RESERVED   |   |
| 088 | Promote/sponsor a youth business competition (allow to sell at markets)  | The Council to review over the forthcoming year to test the viability and demand amongst the young people of Rhyl.  |
| 089 | Battle of Bands Competition  | The Council to review over the forthcoming year to test the viability and demand amongst the young people of Rhyl.  |
| 090 | Elect Member to be Youth Champion  | The Council will appoint Champion(s)  |

## INTERNAL & EXTERNAL COMMUNICATIONS

**AIM:** To make sure that we communicate effectively with our employees and Members providing useful information in such a way that the recipient understands it.

|     | <b>Objective: To use a wide range of appropriate channels of communication.</b>  |  |
|-----|--|--|
|     | Action   | How  |
| 091 | Utilise appropriate channels of communication: emails or memos, website and noticeboards (internal and external) Staff and Members meetings. | The Council will provide guidance to Members and Staff as to the appropriate channel of communication dependent upon what they wish to communicate. The Risk Assessment Sub-Committee will check a sample of communications annually to determine the appropriateness of the media used for the content. |
| 092 | RESERVED   |  |
| 093 | Communicate any resulting decisions from these meetings to staff and Members in a clear, concise and easily understandable way.              | The Council will ensure that all decisions made at meetings are appropriately minuted. The minutes will be proofed by the senior officer present at the meeting and approved by Council as true and accurate.  |

|     |   |   |
|-----|---|---|
| 094 | Full Council agenda can include presentations from outside bodies within the community, externally and DCC. | The Council will receive presentations from outside bodies as and when they are requested from either Members or external bodies. |
| 095 | RESERVED  |   |

## EXTERNAL COMMUNICATION

**AIM:** **To continue to improve communication with residents and the business community about the role of Rhyl Town Council, how decisions are made, its visions, policies and actions.**

| <b>Objective: To use a wide range of appropriate channels of communication.</b> |  |  |
|---|--|--|
|   | Action   | How  |
| 096   | Increase opportunities for face to face public contact with RTC outside of the normal committee and town office contact.   | The Council will hold Councillor-only workshops and surgeries in all electoral wards around the town. The Council will also hold open events in central locations, e.g. White Rose Centre, to include officers and Councillors for the public to attend.   |
| 097   | Meet the Mayor, Joint Town and County Members surgeries - Members would be available by request to speak at public meetings, representation at local community initiatives, etc. | The Council will hold Mayoral surgeries in central locations and approach the County Council to arrange joint surgeries with County and Town Councillors. The Council will automatically approve any request for a Member to be a public speaker or represent the Council at local initiatives.  |
| 098   | Full Council agenda can include presentations from outside bodies within the community, externally and DCC.  | The Council will receive presentations from outside bodies as and when they are requested from either Members or external bodies.  |
| 099   | Issuing regular press releases and maintaining a good relationship with the local & regional press.  | The Council will commit to issuing press releases on a regular basis, to coincide with Council schemes, initiatives and projects the Council considers itself a stakeholder. The Council will issue press releases to promote the activity of the Town Mayor. The Council will seek to maintain a good relationship with the media, through regular meetings with the press. |

## **OBJECTIVE: TOURISM FOR JOBS**

**Rhyl Town Council wishes to further stimulate private and public sector investment to maximize the town's potential and improve the quality of housing and leisure to increase local employment opportunities.**

**Aim:** **Rhyl Town Council will work independently and in partnership with others to promote Rhyl as a destination of choice for tourism throughout the year.**

| <b>Objective: Improve and Attract better tourism facilities for all</b> |  |     |
|---|--|-----|
|   | Action   | How |
| 100   | To encourage and promote use of existing facilities to maximize all year round use.<br>For example – <ul style="list-style-type: none"> <li>• The bowling greens</li> <li>• Themed weekends</li> <li>• Arts and craft fairs</li> </ul> |     |

|     |   |  |
|-----|---|--|
| 101 | To extend summer season of current seasonal facilities to maximize the visitor numbers, and ensure availability of access for users. Expand the current season beyond the 'traditional' six weeks window.     |  |
| 102 | Promote and increase usage of the events arena by investing in the promotion of community, national and international events.   | Continue to work closely with other organisations and where appropriate their elected representatives (See Appendix 2), to look at potential funding opportunities including grant finance.                  |
| 103 | Work with providers to consider the viability of developing a heritage centre and reintroducing a fairground, pier and other attractions to the town.   | Proactively challenge and support any new initiatives that are planned for the Town to ensure that the voice of the local community is heard and their views respected thus making consultations meaningful. |
| 104 | To encourage greater use of the Marine Lake by increasing the facilities and amenities available in order to promote water based activities.  |  |
| 105 | Campaign and support for the remodelling of the Children's Village and review opportunities that could be available in the space provided. Look at new innovative ideas to attract visitors to the sea front. |  |
| 106 | Continue to review the empty sites and determine long and short term best use.  |  |

## OBJECTIVE: INVESTING IN COMMUNITIES

**The town council is committed to work to help communities help themselves, encouraging people to take an active role in their communities and strengthening local networks**

**Aim:** **To work both independently and in partnership with others to improve the quality of life, by developing and improving facilities and services to the highest standards.**

|     | <b>Objective: Work with public sector and independent partners to develop community services that meet the current needs for the residents of Rhyl.</b>                     |   |
|-----|---|---|
|     | Action  | How   |
| 107 | Informing community by reviewing notice board provision within the town to ensure that the residents are able to access information published from the town council.        | Newsletter, internet media sites - develop RTC website, provide some finance for Community Notice Boards and publish regular information through local press including local radio.   |
| 108 | Engage with the PCSO's and Police within the town and build a relationship with the Police Commissioner in order to look at proactive ways to tackle anti-social behaviour. | The Council will seek to have quarterly meetings with the Neighbourhood Policing Team and will invite the newly appointed Police Commissioner to address a future meeting of Council in respect of Anti – Social Behaviour and other pressing issues that affect the quality of life of residents |
| 109 | Develop new mechanisms to engage and include all sections of our community.   | Through Rhyl Town Council website, inviting responses/comments from residents, and to work with local media outlets.  |
| 110 | Encourage, support and work with our partners to bring more community based events to the town.   | To work closely with other organisations and where appropriate their elected representatives, to look at potential funding opportunities including grant finance.   |
| 111 | Work with public realm to bring about clean, safe, well lit streets.  | Continue to influence bodies responsible for public realm to ensure improvements  |

|     |   |   |
|-----|---|---|
| 112 | Develop new sustainable planting schemes for the town including reintroduction of trees | Continue to influence bodies responsible for public realm to ensure improvements through our involvement in a number of bodies (see Appendix 2) |
| 113 | To campaign and lobby for the provision of a new dedicated burial ground in Rhyl        | The Town Council will continue to make representations for the provision of suitable facilities to be provided within the Town Boundaries.      |

## OBJECTIVE: LIFELONG LEARNING

**The Town Council is committed to provide opportunity for all age groups to maximize their personal development and employment potential.**

**Aim:** To empower residents and encourage them to achieve their personal aspirations in their personal and professional lives.

|     | <b>Objective: Work with all the statutory departments and independent bodies to promote access to identify all available opportunities for all ages</b> |   |
|-----|---|---|
|     | Action  | How   |
| 114 | Ensure community centres are providing relevant services to meet the needs of local residents.  | Work with residents to identify gaps in provision and liaise closely with the Community Centre providers to meet demand.  |
| 115 | Make school facilities available for the community outside school hours and holidays.   | Engage with the local schools through the Council's and Local Authority appointed Governors to encourage greater accessibility.   |
| 116 | Promote, encourage and support maximum use of all community and adult learning centres.   | Work closely with the Community Centre providers to ensure Centres are meeting local need. Examine grant-funding opportunities and promote through Council Champions.   |
| 117 | Map all available facilities and services to enable vocational training for all.  | Work closely with local providers to identify gaps in current provision.  |
| 118 | Match up training to meet the job needs in Rhyl.  | Monitor new employment opportunities by way of submitted Planning Applications and engage with training providers to ensure local people are able to apply for jobs arising   |
| 119 | Encourage uptake of apprenticeships to create sustainable employment for the future   |   |
| 120 | Ensure that all major development projects in Rhyl are encouraged to use local workforce.   | Lobby and encourage economic grant funders to consider local job provision and apprenticeships when major new employment opportunities arise that receive public funding support. (Including consideration of an " <i>Employ Local</i> " campaign). |

## OBJECTIVE: SUPPORTING PEOPLE WITHIN OUR COMMUNITY

**The Town Council is committed to providing support for vulnerable people in our community by working closely with statutory and third sector providers.**

**Aim:** To enable vulnerable people to have access to services and ensure dignity, independence, safety and wellbeing.

|     | <b>Objective: Work with all the statutory departments, private and third sector bodies to improve the quality of life for all vulnerable residents.</b> |   |
|-----|---|---|
|     | Action  | How   |
| 121 | Seek to ensure equality and accessibility to improve adequate transport to all health services  | The Council will lobby partner organisations to canvass for suitable transport provision to be provided by local health board.  |
| 122 | Work to seek accessibility of day/home care services ensuring that affordable day/home care provision is maintained within the town.                    | The Council will continue to canvass for appropriate provision to be provided.  |
| 123 | Support food and clothing banks whilst working towards eliminating the need.  | The Council will offer advice to relevant voluntary organisations in respect of seeking grants aid support                      |
| 124 | Support voluntary bodies to reduce drug and alcohol dependency.   |   |
| 125 | To work to promote a town accessible to all irrespective of any disability.   | To continue to work with all groups to ensure that disability legislation is adhered to and identify areas that appear lacking. |

## OBJECTIVE: ECONOMIC WELLBEING OF THE TOWN

**The Town Council recognises that maintaining economic growth is vitally important. In creating opportunities for growth the council understands and supports organisations working towards improving the town Centre and the town as a whole.**

**Aim:** **To promote Rhyl town centre as welcoming, interesting and varied as well as responding to the impact of the recession on businesses and individuals.**

|     | <b>Objective: To continue to work for improvements to the town centre, supporting local business and contribute as appropriate to activities that assist in securing economic sustainability of Rhyl.</b> |  |
|-----|---|--|
|     | Action  | How  |
| 126 | Work with local business groups.  | The Council will work with the Rhyl Business Group and Rhyl Town Centre Forum at a minimum to help improve the Town Centre. The Council will commit to working with any other local business groups that may start up through the life of this plan. |
| 127 | Review Town Centre Management.  | The Council will continue to review the work of the Town Centre Management Group and ensure that Members will receive regular updates as part of the funding commitment and beyond.  |
| 128 | Retain, encourage and support continued use of A1 use in retail units.  | The Council's Planning Committee will object to the loss of, or change of use from, any class A1 retail units when considering applications for planning permission within the Town Centre.  |
| 129 | Continue to review and monitor the development of street markets.   | The Council Members will continue to monitor and review the operation of the Market to achieve improvements and ensure that the community's views are heard.   |
| 130 | Strive for continued improvements to the environment within our town centre.  | The Council will strive for continual improvements with Public Realm and other interested groups via appointed representatives.  |
| 131 | To encourage and support the development of a safe, quality night time economy.   | The Council will engage by way of its Planning Committee with licensing authorities, local business groups, entrepreneurs and Police to achieve this   |

|     |  | objective.   |
|-----|--|--|
| 132 | Work towards improving the public perception of the Town Centre. | The Council will be a leader on promoting a positive perception of the town and encourage all parties to promote the Town's positive aspects through all media opportunities |

## APPENDIX 1 – WELSH INDEX OF MULTIPLE DEPRIVATION

The Welsh Index of Multiple Deprivation 2011 (WIMD) is the official measure of deprivation for sub electoral ward areas in Wales called lower super output areas (LSOA's). The Index is prepared nationally by the Welsh Government through its Statistical Directorate. The multiple deprivation statistical model is based on distinct deprivation indicators that can be recognised and measured separately across Wales.

Within the index, Rhyl is represented by 16 Lower Super Output Areas (LSOA) and these are compared to the total 1,896 LSOA's for Wales.

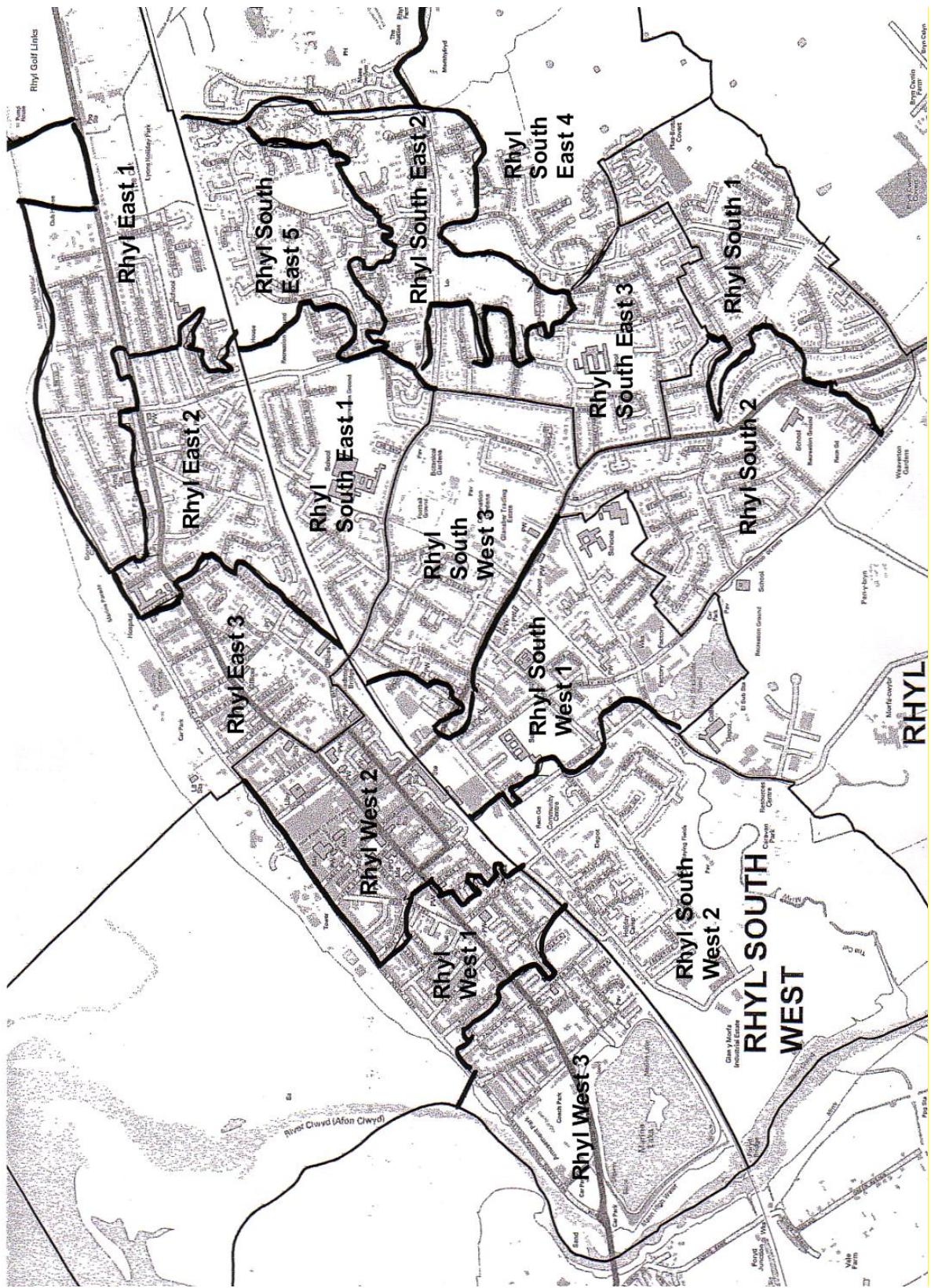
Each LSOA has been ranked according to the evidenced deprivation within that area with a rank of 1 being the most deprived and a rank of 1,896 being the least deprived. It is therefore desirable for each LSOA to receive a high rank number as this demonstrates that it suffers less deprivation. Any LSOA scoring less than 948 (1896 divided by 2) is therefore suffering below average deprivation any LSOA receiving a score below 189 is within the 10% most deprived in Wales.

The individual rankings are used by the Welsh Government to determine policy and to allocate resources – the Welsh Government's Community First Programme for example, is based directly on areas (clusters) identified within the top 10% most deprived in Wales.

The use of the data should enable public sector resources to be allocated to target need

The ranks for Rhyl are as follows:

| A                 | Rhyl Town Council Ward | DCC Ward(s)           | WIMD 2011 Rank<br>(out of 1,896) |
|-------------------|------------------------|-----------------------|----------------------------------|
| Rhyl East 1       | Bryn Hedydd            | East                  | 479                              |
| Rhyl East 2       | Plastirion/Brynhedydd  | East                  | 1040                             |
| Rhyl East 3       | Plastirion             | East                  | 216                              |
| Rhyl South 1      | Derwen                 | South                 | 533                              |
| Rhyl South 2      | Derwen                 | South                 | 1142                             |
| Rhyl South East 1 | Tynewydd               | South East            | 752                              |
| Rhyl South East 2 | Tynewydd/Trewellyn     | South East            | 1048                             |
| Rhyl South East 3 | Trewellyn              | South East/South West | 1053                             |
| Rhyl South East 4 | Trewellyn              | South East            | 287                              |
| Rhyl South East 5 | Tynewydd               | South East            | 1455                             |
| Rhyl South West 1 | Cefndy                 | South West            | 96                               |
| Rhyl South West 2 | Cefndy                 | South West            | 12                               |
| Rhyl South West 3 | Pendyffryn             | South West            | 586                              |
| Rhyl West 1       | Foryd/Bodfor           | West                  | 7                                |
| Rhyl West 2       | Bodfor                 | West                  | 1                                |
| Rhyl West 3       | Foryd                  | West                  | 34                               |



## Appendix 2

### External Organisations on which the Town Council is represented

| Organisation  | Brief Description/Summary  |
|---|--|
| Benefit Advice Shop                                       | The Benefits Advice Shop is located in Bedford Street and provides free advice, advocacy and representation in the field of welfare rights.  |
| Brickfield Pond Management Advisory Group                 | The Management Advisory Group allows site users to have input into the operation and management of the site.   |
| Connect 2 Steering Group                                  | The purpose of the Steering Group is to ensure that the local community are involved in the development of the new Foryd Walking and Cycling Bridge.   |
| Denbighshire Area Advisory Committee (formerly Y Dyfodol) | The purpose of the group is to help assist in the provision of support and positive encouragement to residents of the Y Dyfodol group. It aims to empower residents to take control of their lives to make a valuable contribution to society and the community in which they live.  |
| DCC Day Services Review Stakeholders Group (Hafan Deg)    | Following proposals to reduce/remove the Hafan Deg Day Services review the Council have appointed a representative to attend Stakeholder Group meetings  |
| Foryd Harbour Forum                                       | This is a Forum for users of the harbour to express views on future developments in the area and as such is regularly consulted by other agencies.   |
| Heart Town (British Heart Foundation)                     | In 2011, the Town Council agreed to Rhyl becoming a Heart Town in conjunction with the British Heart Foundation. Meetings of the Heart Town Committee are held to discuss how the initiative is progressed and are called by the BHF   |
| Marine Lake Users Forum                                   | The Forum allows Marine Lake users the opportunity to comment, participate and influence the management of Marine Lake.  |
| North and Mid Wales Association of Local Councils         | This organisation is a long established association of the larger Town and Community Councils across North and Mid Wales as far south as Welshpool. The Association discusses items of mutual interest and makes representations on behalf of its Member Councils to bodies such as the National Assembly. The meetings normally attract a guest speaker such as Welsh Assembly Minister to discuss issues likely to impact on the Community Council level of local government. The Association can also be approached to take forward and support local campaigns where they affect local need. Past examples include the closure of post offices, Neurosurgery services being transferred to South Wales, Local Government Charter Agreements. |
| Rhyl City Strategy Consortium Group                       | The City Strategy now encompasses all wards in Rhyl; its key aim is to tackle economic inactivity in the town which is key to regeneration of the area.  |

| <b>Organisation</b>   | <b>Brief Description/Summary</b>   |
|---|--|
| Rhyl College Council  | The primary function of the Committee is to allow interested parties the opportunity to have input into the operation of the Rhyl college.   |
| Rhyl Community Partnership Steering Group   | <p>Following the disbandment of the Rhyl Area Partnership, the Rhyl Community Partnership was formed to allow for a number of Members of the previous body to continue to meet and pass comment on issues affecting the Town. Membership is comprised of representatives of the Community, voluntary business and statutory sectors.</p> <p>The Partnership also has responsibility for allocating funding received from wind farms to local community Groups.</p> |
| Rhyl Going Forward Neighbourhoods and Places Programme Board  | <p>The Rhyl Going Forward initiative is a Denbighshire led programme of works to implement the aims and objectives of the Rhyl Going Forward Strategy</p> <p>Currently the “Delivery” arrangements are understood to be being reviewed and the Council is represented in this process.</p>   |
| Rhyl in Bloom   | The Rhyl in Bloom Group is established to promote entry in the Wales/Britain in Bloom competitions.  |
| Rhyl Town Centre Management Group   | This Group has been primarily established to oversee the work of the Town Centre Manager.  |
| Sustainable Denbighshire  | This Committee was formerly known as the Local Agenda 21 Committee and relates to a variety of environmental issues affecting life in Denbighshire and beyond. It meets on a monthly basis in the evening at 7pm at Denbigh Community College.   |
| School Governors appointed to:  |  |
| Ysgol Christchurch<br>Ysgol Bryn Hedydd<br>Ysgol Dewi Sant<br>Ysgol Emmanuel<br>Ysgol Llewellyn<br>Ysgol Mair |  |

## **Appendix 3**

Over the past months, your Town Council has:

- Made representations over proposals relating to a new joint faith school for Rhyl
- Received a presentation from G2G Communities in respect of the North Wales Innovation Centre
- Developed an initiative to enable local children to experience the new Marsh Tracks facility
- Provided a Physical Activity Programme for the Town's residents
- Hosted visits by local youth groups to the Council Chamber
- Made recommendations on over 130 applications for planning permission
- Presented the Town Mayors Gala, Civic Sunday, Christmas Illuminations, Christmas Pops.
- Appointed representatives to 21 local organisations
- Provided letters of support to community based organisations
- Raised matters of concern over highway safety in Dysert Road
- Acknowledged the students of Rhyl High School who were Olympic Torch bearers
- Relayed concerns over the floral planting programme undertaken in the Town
- Provided financial support to over 30 local organisations working to improve Rhyl
- Supported the Royal British Legions campaign for an Armed Forces Community Covenant
- Responded to proposals to reduce bus services
- Represented the Town at the Britain in Bloom Award Ceremony
- Appointed Governors to the Town's primary schools
- Examined and commented on the Corporate Plans of other public services providers
- Co-ordinated arrangements for the Annual Service of Remembrance
- Made representations in respect of the provision of cemetery facilities
- Met with Scarborough Developers - to express the Town's continuing frustration at the delay in redeveloping the former fairground site.
- Made representations over the future Day Care provision within Rhyl and the fees charged.
- Expressed concern regarding the quality of the Town's Bathing Water
- Appointed Flood Wardens
- Received presentations relating to Rhyl Cut Development, the National Eisteddfod, Gwynt Y Mor Off Shore Windfarm, and a Community Greening Project to understand the potential impact/benefit to the Town.
- Made representations on the implications to Rhyl of the Council Tax Reduction legislation
- Responded to the Betsi Cadwaladr U.H.B. on the impact of their future health provision proposals on Rhyl
- Commented on Parliamentary boundary proposals
- Provided a new "*Welcome to Rhyl*" sign at the Foryd entrance to the town
- Provided financial support for the provision of a Town Centre Manager
- Commented on the draft for the Towns Tourism Guide
- Expressed views on the Local Development Plan
- In conjunction with Denbighshire County Council provided free parking days to encourage increased activity in the Town Centre
- Commented on Highway management orders
- Expressed views of the Denbighshire County Council's Anti Fouling Strategy
- Made representations on roadside car sales
- Visited Rhyl College
- Made representations on proposals to relocate services from Rhyl Post Office