



PRESTATYN
TOWN COUNCIL

CYNGOR
TREF PRESTATYN



7 Nant Hall Road
Prestatyn
LL19 9LR

7 Ffordd Llys Nant
Prestatyn
LL19 9LR

28th October 2015

28^{ain} Hydref 2015

Dear Councillor

Annwyl Gyngorydd

You are invited to attend a meeting of **COMMUNITY DEVELOPMENT AND REGENERATION COMMITTEE** to be held in Council Chamber, Municipal Offices, Nant Hall Road, Prestatyn on **Wednesday 4th November 2015** at 6.15pm

Fe'ch gwahoddir i gyfarfod y **PWYLLGOR DATBLYGU AC ADFYWIO CYMUNED** yn Siambr y Cyngor, Swyddfeydd y Cyngor, Ffordd Llys Nant, Prestatyn ar **Ddydd Mercher 4^{ydd} Tachwedd 2015** am 6.15pm

Yours sincerely

Yn gywir iawn

Town Clerk

Clerc y Dref

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|---|---|
| <p>1 APOLOGIES</p> <p>2 PRESTATYN HIGHWAYS PM25
Mr M. Jones, Traffic, Parking and Road Safety Manager, Denbighshire County Council.</p> <p>3) TOWN REGENERATION
Mr M. Dixon, Economic and Business Development Officer, Denbighshire County Council</p> <p>4a) COMMUNITY DEVELOPMENTS
Reports from Sue Edwards and Debbie Hughes, Prestatyn Town Council.
Copy attached</p> <p>b) TOWN EVENTS 2016/17
Report and discussion paper to be presented by Rachael Wheatley.
Copy attached</p> <p>5) NORTH WALES TOURISM
To consider membership of North Wales Tourism Body. Copy attached
Financial Implications: Membership Fee £99</p> | <p>1 YMDDIHEURIADAU</p> <p>2 PRIFFYRDD PRESTATYN PM25
Mr M. Jones, Rheolwr Traffig, Parcio a Diogelwch y Ffyrdd, Cyngor Sir Ddinbych.</p> <p>3) ADFYWIO TREF
Mr M Dixon, Swyddog Datblygiad Economaidd a Busnes, Cyngor Sir Ddinbych</p> <p>4a) DATBLYGIADAU CYMUNEDOL
Adroddiadau gan Sue Edwards a Debbie Hughes, Cyngor Tref Prestatyn. Mae copi wedi'i atodi.</p> <p>b) DIGWYDDIADAU'R DREF 2016/17
Adroddiad a phapur trafod i gael eu cyflwyno gan Rachael Wheatley. Mae copi wedi'i atodi</p> <p>5) TWRISTIAETH GOGLEDD CYMRU
I ystyried aelodaeth o Gorff Twristiaeth Gogledd Cymru Mae copi wedi'i atodi
Goblygiadau Ariannol: Ffi Aelodaeth o £99</p> |
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| 6) FINANCIAL ASSISTANCE APPLICATIONS
Copy attached | 6) CEISIADAU AM GYMORTH ARIANNOL
Mae copi wedi'i atodi |
| 7) FINANCIAL ESTIMATES 2016/17
To identify any significant plans or changes
to service operations to be considered during
preparation of financial estimates | 7) RHAGAMCANION ARINANOL 2016/17
I ganfod unrhyw gynlluniau arwyddocaol neu
newidiadau i weithgareddau gwasanaeth sydd
i gael eu hystyried wrth baratoi rhagamcanion
ariannol |

To: All Town Councillors
Officers and Press Representatives
Mr T. Brown – Internal Auditor
Prestatyn Library
www.atPrestatyn.co.uk

I: Holl Gynghorwyr y Dref
Swyddogion a Chynrychiolwyr y Wasg
Mr Tom Brown – Archwilydd Mewnol
Llyfrgell Prestatyn
www.atPrestatyn.co.uk

25 PRESTATYN TOWN CENTRE CAR PARKS

Committee considered a detailed paper circulated with agenda explaining Town Council historical support for provision of free car parks as Council recognised the benefits/opportunities to help boosting local economy and increase footfall to High Street. Discussion took place on measurement criteria and methodology for recording car park usage.

The two sites highlighted for introduction of free day visitor parking included Fern Avenue and Ty Nant site car parks. Both car parks were in ownership of Denbighshire County Council who were seeking a guaranteed income stream in return for free car parking. Local businesses, Prestatyn Business Forum and Healthy High Streets team had all supported principle of free car parking and it was a nationally recognised driver of footfall numbers that enabled High Street businesses to compete with 'out of town' shopping centres.

Committee was reminded that there was always a cost for 'free car parking' and the current proposals included a rental agreement that would be reviewed after twelve months to assess success or otherwise.

RESOLVED

- 1) That Committee enters twelve month rental agreement with Denbighshire County Council for introduction of free day visitor parking at Fern Avenue and Ty Nant site car parks.
- 2) That Denbighshire County Council be requested to install signage acknowledging support of Town Council for free car parking initiative and arrangements for measuring car park usage.

Financial/Legal Implications: £12,000 contained in budget provision 2015/16 for car parks and local community services. Road traffic Regulation 1984.



Report of Ms Sue Edwards, Health and Community Development manager.

Subject: Health and Community Developments.

Date 22/10/2015.

Summer HLA Programme

Activities offered throughout the holidays:

Music & Singing 50 places

Football 120 places

Table Tennis 60 places

Eco Eco 30 places

Bowling 60 places

Sketch draw and paint 48 places

Street Dance 100 places

Happy feet 50 places

I Can Cook 24 places (last of lottery funding)

Tennis 120 places

Swimming lessons for non-swimmers over 5yrs. 120 places

Total 662 places

The Booking/deposit/refund system unfortunately did not work perfectly due to the large number of bookings and admin required to support this, especially keeping track of moneys refunded. This has since been looked at and a new improved system has been set up (Thanks to JS!) on a spread sheet, to show with ease monies due when requested.

Bookings made 750 (More than places offered due to cancellation places being re-booked)

Cancellations made 94

Definite attendances 532.

An amount of £186.50 was retained which is a combination of deposits from non-attenders and some who simply did not reclaim their deposits. This goes back into the general services pot.

We are definitely having an increased amount of cancellations rather than people simply not turning up.

Fit For All 5th Sept '15

This health awareness event was held at the North Wales Bowls Centre. The idea was to raise awareness of local groups and activities in the area for all ages and also give people an opportunity to improve encouraging healthier lifestyles and help to improve social, psychological and physical. We had a minimum of 260 people attending the event.

23 Tables were booked to exhibitors which included health professionals from Hafod, Mind Prestatyn, BCUHB Cardiac rehab team, Design to smile (children's dental health). Family information service, The Alzheimer's Soc. Red Cross, Know your numbers Blood Pressure Ass. (Thanks to Cllr Jan Szabo). No Smoking Wales.

Also local groups including YNWA, Social Ballroom, Men's Shed, Air Cadets, Finns Swim School, Bokwa fitness, Dance Fun, Social cyclers, Prestatyn Leisure Centre, Pop in centre and more.

Live demos were held throughout the day of Bokwa, Zumba, Tai Chi, Yogalates and Dance. A Nordic walk and bike ride also took place on the day.

The bowls centre were offering a free bowls taster sessions and picked up a few new members on the day.

PTC's Debbie Hughes took people on for an 8 week fitness challenge, doing fitness tests and weigh ins.

DCC Leisure services had a stand doing CPR and defibrillator demonstrations.

We had a smoothie bike with fruit kindly donated by Jeff's fruit market in the high street which was popular with the children. There was also a bouncy castle and face painting and 'story time' (healthy topics) was run by the library.

The event had great feedback from exhibitors. I am considering making it an annual event at least, possibly in the Spring. Membership figures for the bowls centre, social cycling group, men's shed and Nordic walk have all improved following the event which to me is the biggest measure of its success.

James Davies MP attended the event in his new role and gave a very complimentary quote for the papers.

Thanks also go to Cllr. Anton Sampson for being MC for the day.

The cost for PTC of the whole event was under £200.

Men's Shed Prestatyn

Currently meeting at the Artisans CIC, this group is now in full swing with a great bunch of men turning up each week, as many as 19 recently. They have now formed a committee and have many projects underway one of which is to design and build a sleigh for The Town Council's Christmas Grotto.

Great News! :-

The group have been looking for a more suitable premises where they can have their own workshop and meeting place to call their own and yes, they have found their new home. Details are just being finalised. The late Councillor John Morris's wife Eurwen has very kindly offered them John's old

Morris Mowers work shop behind the shops off the high street by the allotments. The location is perfect for the group. The building needs quite a lot of work on it to make it secure which the group are more than happy to undertake. The Artisans CIC have offered to continue to support them until this venue is suitable for use.

Credit Union Campaign

The Town Council continues to work in partnership with the local credit union. Last month we supported them with their 'Say No to Debt Row' campaign. The mayor and deputy mayor Cllrs. Bob Paterson and Cllr. Bob Murray, Sue and myself joined the credit union team in a march up the high street with banner and leaflets and then the Mayor and deputy were "arrested" for not being members of the credit union. They were released once they had 'signed up'. The credit union had invited the journal along and issued a press release which made page 2.

The credit union reported having a very busy day the following day with new people coming in saying they hadn't known they were there before and had taken on new members. See e-mail App 1.

Prestatyn & Meliden Community Awards 2015

Work towards the community awards 2015 has been started and Nomination forms are available through the web site (at Prestatyn). The event is to be held at The North Wales Bowls Centre, Ferguson Ave on Tuesday 24th November at 6pm. Friday 30th October is the closing date for nominations.

Mind Prestatyn

Attendance at the drop in session we have set up at Ty Pendre in partnership with Mind is taking off with around 6 or 7 visitors each week.

Community Centres

I have drafted a new leaflet giving details of room hire charges for the community centres and posted in the towns notice boards and will post regularly on social media sites. This should help raise awareness of these facilities and help bring in new revenue.

Up and coming projects

Mind Music

Following completion of the 'I Can Cook' National Lottery funded project the bid for this scheme has now been sent to 'Awards for All' Wales.

Defibrillators

We are currently reviewing the availability/placement of defibrillators around Prestatyn & Meliden and possibly more important, signage for the same. The Rotary Club Prestatyn are donating money for more defibs' and are looking for further grants. They are working with us and the first responders.

The NWBC and Meliden school are presently looking to raise funds for their own defibs'. There will be a defib at the Nova Centre when it re opens.

We are proud of the fact that defibrillators are more prolific in Prestatyn & Meliden than any other Welsh town, and have already been used to save a life.

Diabetes/heart disease prevention.

D.H. and I are looking to run a new weight management project aimed at people with a high BMI. Involving nutrition and exercise advice similar to our old 'Choices' programme. There is a possibility of some funding for this.

Staff Training

I am about to take my 3yrly revalidation examination for my level 4 Cardiac rehabilitation qualification.

I am taking a course on Safeguarding of Vulnerable Adults (SOVA) on line.

Sue Edwards.

App-1.

Sue Edwards - Prestatyn Town Council

From: Sandy Williams <Sandy.Williams@northwalescu.co.uk>
Sent: 26 October 2015 10:24
To: Sue Edwards - Prestatyn Town Council (sue.edwards@prestatyntc.co.uk)
Subject: FW: Today

As promised have a good day ☺

From: Chris Linney
Sent: 16 October 2015 15:50
To: Sandy Williams
Subject: Today

Hi Sandy, just to let you know that today has been very busy, two new members and two enquires (took forms away) two loan applications and others taking loan forms. I think yesterday really has had a positive impact on people who are aware of the promotion. I will sleep well tonight..thought you may like to know..Chris..

Sandy Williams
Business Development Officer
North Wales Credit Union Limited
0333 2000 601
07884 056547
Website: www.northwalescu.co.uk

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Debbie Hughes

Report October 15

Prestatyn Social Riders

Group expanding with approximately 8-10 riders attending 3 times weekly. Monthly maintenance sessions set up this year and the group now maintain the bikes which are being used weekly. The trailer is used most Wednesdays to ride other cycle routes.

The PTC paying for spares at present which is minimal. The Group willing to take responsibility for the maintenance of the bikes but not able to buy spares. We are hoping to find funds to support this.

Children's Allotment Club

The last session was held on 15th September. Over the past 4 years we have had 32 children taking part with 10 having their own plots with their families over this time. 2 of the older girls have been with the club from the beginning and during this last year have completed their Practical Allotment Agored accreditation qualification. They also volunteered their time over the past 12 months to help support younger members of the club.

The plan is to start a Community allotment and incredible edible growing session starting next March which will be open to all adult's families and children.

Schools cycling

Ysgol y Llys and Clawdd Offa now set up their after school cycling clubs. Aiming to set up a second schools cycling coaching course soon, with welsh cycling and DCC, to include the other 3 schools.

Table tennis sessions

Setting up social table tennis sessions for adults and a children's club from Ty Caradoc CC.



July – October 2015

Events 2015

The Fantasy Fun Day was planned out at the end of June and went ahead at the beginning of August. The event was heavily promoted including via BBC Radio Wales.

There are three remaining events this year – Halloween, the Christmas lights switch on and the Christmas grotto.

Changes have been made to two of the events, with sponsorship-in-kind found for a third. For Halloween, a spooky bus (Routemaster) has been introduced to give the event an extra lift. The Scala has also agreed to support the town council's event, hosting scary creatures and providing the start and end point for the treasure hunt. The spooky bus will also take people from the town to the Ffrith where an additional Halloween event is being staged. Tying in to other events in this way can provide an additional boost to town events without additional costs being incurred.

The Christmas lights switch on will largely remain the same this year but will be reviewed as part of the 2016 event schedule. However, given that the event happens around the same time as the Nova reopens, the Nova's catering team have agreed to provide refreshments for those coming to the light switch on – effectively in-kind sponsorship. There will also be Nova discount vouchers available for those that attend.

There will be a significant change to the Christmas Grotto this year. It will go ahead over three Saturdays in December – 5, 12, 19 - but the venue will be different. We will be working with the Artisans Collective to host the grotto in the old library. This links in with the high street and hopefully should attract higher footfall. There is also a community element to the grotto as Men's Shed will be helping with the grotto design and also building a sleigh which will be used for photo opportunities outside the library.

The first day of the grotto falls on the same day as the Nova's family event (Dec 5th). As such, I have been working with Denbighshire County Council to maximize the opportunities this brings. The Routemaster bus will make another appearance, ferrying visitors between both the grotto and the Nova. Denbighshire are again providing sponsorship-in-kind providing an elf for the bus to entertain children and giving away gifts.

Events plan 2016

Historically events have been very successful in the town. However there is now an opportunity to revisit and refresh the offerings, together with the exploration of alternative funding options such as sponsorship. Meetings have been held with event providers to explore options for 2016 and the Prestatyn Town Council team has also been encouraged to brainstorm ideas and put forward suggestions.

A report on events – where the council is at now, where it would like to be, and opportunities for future development/funding together with new event ideas for 2016 – has been put together as a result. From this work the events plan for the next 12 months should be determined along with partnership working and funding options.

Event healthy and safety

Event protocols are key to the delivery of any successful event. It is a requirement from Denbighshire Count Council that event proposal forms and risk assessments are completed and sent in a minimum of six weeks before an event. This has been in place for some time but now DCC are applying this quite rigorously. As a result, forms are being filled in and risk assessments prepared and completed on time as required, and DCC has praised the thoroughness of this work. Internally at Prestatyn, an events form and checklist has also been developed that provides an up-to-date view of where each event, particularly through the planning stages, is at. This should enable any member of staff to pick up an event and deliver it if needs be.

Website and social media

Works is ongoing in these areas. The council would benefit from a social media policy and style guide to ensure all messages across social media platforms (Visit Prestatyn/What's On Prestatyn Facebook and atprestatyn Twitter feed) are engaging, accurate, responsive and clearly 'Prestatyn'. More use is being made of Facebook and Twitter to drive engagement with the town, businesses, residents and visitors. However other social media channels have gone unused for some considerable time and these are being reviewed. The www.atprestatyn.co.uk website – in particular the news section – is being updated more regularly. However the website is not mobile responsive and, as that is where most website traffic will come from, options are being explored to further develop and make better use of this site.

Visit Wales

Opportunities exist with Visit Wales and North Wales Tourism to drive interest in Prestatyn, particularly around events or new initiatives. 2016 will be the Year of Adventure in Wales and we will be looking to maximize social media opportunities for the town around this campaign, together with tying in some town events. This will enable greater coverage and publicity opportunities.

Town newsletter

It has been proposed that a town newsletter, issued every two months, may be helpful for advising retailers and residents of ongoing town developments and forthcoming events. A design is being developed together with a plan for cost-effective distribution.

Prestatyn Coach Plan

The introduction of a coach drop-off point in the High Street affords the opportunity to drive day and short-break visitors to the town. A destination marketing pack is being written and developed for tour

operators and tourism journalists with a view to inviting them to discover Prestatyn. Once complete this branded pack will also be used to sell the town and help businesses and people looking to move into the area. The pack will also be accompanied by a suite of pictures, some of which have already been taken with more to be done at a later date. In the meantime, copy has been written and images provided for a national Coach Driver's handbook, again selling the town as a destination.

Business Together

The letter and agenda for the Business Together meeting was prepared. Following this meeting, a press release on the first anniversary of the Healthy High Streets initiative was written and feedback given to businesses who were not able to make the meeting. An application was also written and sent off for the Great British High Street awards.

Press

A number of press releases and statements have been drafted and issued since the end of June. These include:

Fantasy Fun day (two releases: pre and post event)

Free parking

Sandcastle festival

Pendyffryn surgery

Seabank surgery

TK Maxx opening

Caravan site planning request

Healthy High Streets anniversary

Holding statement re Scala

Great British High Street application

Fit for All

Mayor's calendar launch

Community Awards

Half term activities

CCTV (two releases)

Halloween and Christmas lights switch on

Quote re Nova delayed opening

Quote and release re Lesley Griffiths visit

Additional media activity included a live Interview with BBC Radio Wales re Fantasy Fun Day

Credit Union awareness campaign

Copy has also been drafted for:

Coach Drivers' brochure

Battle of Britain speech – Scala event

Letter re Ty Nant consultation

Report: Rachael Wheatley

Ends