

To: Members of the Communities
Scrutiny Committee

Date: 31 August 2017

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Dear Councillor

You are invited to attend a meeting of the **COMMUNITIES SCRUTINY COMMITTEE** to be held at **10.00 am** on **THURSDAY, 7 SEPTEMBER 2017** in **CONFERENCE ROOM 1A, COUNTY HALL, RUTHIN.**

PLEASE NOTE THAT THERE IS A BRIEFING FOR ALL COMMITTEE MEMBERS AT 9.30 A.M. IMMEDIATELY PRIOR TO THE MEETING

Yours sincerely

G. Williams
Head of Legal, HR and Democratic Services

AGENDA

PART 1 - THE PRESS AND PUBLIC ARE INVITED TO ATTEND THIS PART OF THE MEETING

1 APOLOGIES

2 DECLARATION OF INTERESTS

Members to declare any personal or prejudicial interests in any business identified to be considered at this meeting.

3 URGENT MATTERS AS AGREED BY THE CHAIR

Notice of items which, in the opinion of the Chair, should be considered at the meeting as a matter of urgency pursuant to Section 100B(4) of the Local Government Act 1972.

4 MINUTES (Pages 3 - 12)

To receive the minutes of the Communities Scrutiny Committee held on 20 July 2017 (copy enclosed).

5 DENBIGHSHIRE AS A TOURISM AND EVENTS LOCATION (Pages 13 - 38)

To consider a report (copy attached) on the work undertaken by the Tourism Team to promote Denbighshire as a tourism and events location and make recommendations on how to further develop tourism in the county.

6 SCRUTINY WORK PROGRAMME (Pages 39 - 56)

To consider a report by the Scrutiny Coordinator (copy enclosed) seeking a review of the committee's forward work programme and updating members on relevant issues.

7 FEEDBACK FROM COMMITTEE REPRESENTATIVES

To receive any updates from Committee representatives on various Council Boards and Groups

MEMBERSHIP

Councillors

Councillor Huw Williams (Chair)

Councillor Graham Timms (Vice-Chair)

Brian Blakeley
Rachel Flynn
Tina Jones
Merfyn Parry
Arwel Roberts

Anton Sampson
Glenn Swingler
Andrew Thomas
Cheryl Williams

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COMMUNITIES SCRUTINY COMMITTEE

Minutes of a meeting of the Communities Scrutiny Committee held in Conference Room 1a, County Hall, Ruthin on Thursday, 20 July 2017 at 9.30 am.

PRESENT

Councillors Brian Blakeley, Tina Jones, Merfyn Parry, Anton Sampson, Glenn Swingler, Andrew Thomas, Graham Timms (Vice-Chair), Cheryl Williams and Huw Williams (Chair)

Councillor Brian Jones, Lead Member for Highways, Planning and Sustainable Development was in attendance at the Committee's request.

Observers: Councillors Martyn Holland, Brian Jones, Huw Jones, Rhys Thomas, Tony Thomas, Emrys Wynne and Mark Young.

ALSO PRESENT

Corporate Director: Economic and Community Ambition (RM), Head of Planning & Public Protection (GB), Traffic, Parking & Road Safety Manager (MJ), Development Manager (PM), Corporate Research & Intelligence Co-ordinator (DM), Geographic Information System Officer (TW), Scrutiny Co-ordinator (RE) and Committee Administrator (SLW).

1 APOLOGIES

Apologies for absence were received from Councillors Rachel Flynn and Arwel Roberts

2 DECLARATION OF INTERESTS

No declarations of interest.

3 URGENT MATTERS AS AGREED BY THE CHAIR

No urgent matters were raised.

4 APPOINTMENT OF VICE-CHAIR

Councillor Graham Timms was nominated and seconded for the role of Vice-Chair of the Communities Scrutiny Committee. No other nominations were received and it was:

RESOLVED that Councillor Graham Timms be appointed Vice-Chair of Communities Scrutiny Committee for the 2017/2018 municipal year.

5 MINUTES

The minutes of the meeting of the Communities Scrutiny Committee held on 15 June 2017 were submitted.

***RESOLVED** that the minutes of the meeting held on 15 June 2017, be received and approved as a correct record.*

6 UPDATE ON THE MANAGEMENT OF CAR PARKS

The Lead Member for Highways, Planning and Sustainable Travel, introduced the report (previously circulated) to provide an update on the development of the Car Park Asset Management Plan and the other recommendations which were contained in the car park report which went to Communities Scrutiny in October, 2016.

The recommendations related to the development of a car park asset management plan and income generation initiatives with a view to increasing resources to invest in the county's car parks. Members were advised that the proposals presented to them at the meeting had also been presented to most of the Member Area Groups (MAGs) with the exception of the Elwy MAG. Officers were due to present it to the Elwy Group prior to the end of July. All five MAGs visited to date had been receptive and supportive of the proposals.

Responding to members' questions the Lead Member and officers advised that:

- the proposed investment plan, if approved by the Strategic Investment Group (SIG), would be financed from within the Car Parking Service's budget along with an element of Prudential Borrowing, which would be necessary due to the scale of investment required to realise the Service's ambition for its facilities;
- the previous report presented to the Committee in October 2016 had contained detailed analysis of the impact of the increase in car parking charges on their usage;
- the increase in car parking charges in 2016, the first increase for 7 years, had been necessary in order to address a budget deficit. Committee members at that time had been clear that they supported a consistent pricing policy across the county;
- latest statistics on car park usage in the county indicated that current usage levels were on a par with usage levels prior to the increase in charges. Generally, usage levels had remained consistent for some period of time. Similarly the income received from the Council's car parks had increased slightly;
- new pay and display machines which were to be installed in the Council's car parks could be easily re-programmed by staff if the need arose i.e. if subsidised parking was to be provided by a town council. They would also accept both coin and card payments;
- if the investment plan received SIG's approval it was anticipated it would take approximately five years to deliver the car park asset management plan in its entirety;
- the plan would include providing improved, clearer signs in Council owned car parks with a view to improving the user experience and enhancing car parks to be gateways to Denbighshire for tourists;
- some of the current signs and information boards sited within the county's car parks had been funded by other services or organisations i.e.

countryside services, town councils etc. Funding for some of these signs had been secured through specific grant funding streams i.e. European funding;

- it was anticipated that the current option of paying for car parking by mobile phone would be phased out. This would be due to the introduction of the new pay and display machines having a facility to accept cash and card payment. The current contract for transacting mobile phone payments was due to expire within two years; and
- the 2014/15 Denbighshire Town Centre Parking and Traffic Management Study had examined in detail the extent of the misuse of town centre on-street parking and car park facilities and their consequential impact on businesses and residents.

At the conclusion of the discussion the Committee:

RESOLVED:

- (i) that as part of its consideration, it had read, understood and taken account of the Well-being Impact Assessment (Appendix D);*
- (ii) having considered the information presented in the report and answers received to the questions raised, to support the continuation of the work to develop the Car Park Asset Management Plan and the other initiatives listed; and*
- (iii) that a report be presented to the Committee in March 2018 detailing the progress made with the implementation of the Car Park Asset Management Plan and outlining the findings of the cross-service Car Park Task and Finish Group exploring potential options to improve the visitor experience in terms of parking.*

7 CONSIDERATION OF FREE PARKING FOR DISABLED BADGE HOLDERS

The Lead Member for Highways, Planning and Sustainable Travel, introduced the report (previously circulated) to consider whether holders of Disabled Parking Badges (Blue Badges) should be allowed to park for free within the Council's Pay and Display Car Parks.

During the introduction the Head of Planning and Public Protection Service advised that it was the Community Support Services, within the Social Services Department, that administered and issued disabled parking badges (blue badges). He informed the Committee that the report had been presented to members in response to a notice of motion to County Council in January 2017 relating to the principle of charging 'blue badge' holders for parking their vehicles in council-owned car parks.

During the discussion members raised the following points:

- they felt that as Denbighshire was the only Council in North Wales to charge 'blue badge' holders for parking in council car parks, this led to confusion, particularly for those visiting the area;
- people with a disability would generally require an extended period of time to undertake the same activities as able-bodied people i.e. shopping, visiting the bank etc. Therefore they would require to purchase a more expensive

parking ticket to allow for the extended period of time they would require to undertake their activity;

- that, compared to other local authorities, Denbighshire seemed to be adopting an ungenerous approach to 'blue badge' holders;
- that the report did not contain details of the financial implications to the Council if it decided to change its policy to allow disabled badge holders to park free of charge in its car parks;
- that it would be useful for all local authorities if the Welsh Government (WG) gave a clear directive in relation to charging 'blue badge' holders for parking in council owned car parks;
- there was a need for a consistent policy in relation to disabled parking in both the county's urban and rural areas;
- to avoid confusion and uncertainty in relation to charging clear signage was required in all car parks. It was suggested to facilitate this, discussions should take place between the County Council and town and community councils;
- whilst accepting that the need for a 'blue badge' was not means tested people with a disability often incurred additional expenses related to their mobility needs, although some disabled people did receive benefits to help meet their mobility costs;
- with the current demographic changes taking place in the county, there would likely be an increase in the number of disabled parking permit requests in the near future;

Responding to the points and questions raised by members, officers:

- advised that whilst Denbighshire was the only authority in North Wales that charged 'blue badge' holders for parking in its car parks, it was not unique in adopting this approach. A number of other councils in Wales and across the UK adopted a similar approach. Of those that charged, some adopted the same approach as Denbighshire, others permitted additional time for the same charge i.e. an extra hour on top of the time charged;
- emphasised that being a 'blue badge holder' did not reflect a person's ability to pay for parking. 'Blue badges' were issued to people who required assistance to access services or facilities due to mobility problems, not because they were of limited means. Disabled parking badges were not 'means tested', they were issued to people who met a mobility criteria assessment and the badges belonged to the person and not to a specific vehicle. There could be a number of other car park users who were more likely to struggle financially from having to pay for car parking than 'blue badge' holders i.e. the unemployed, pensioners or benefit recipients;
- advised that without undertaking a detailed analysis of the potential impact of withdrawing parking charges for 'blue badge' holders it was difficult to predict the financial implications of a change in policy. However, as a guide, officers estimated the monetary loss of income to be in the region of £20K to £25K. In addition to the financial loss, there could be associated consequential implications if the current policy was changed, such as 'blue badge' holders using designated parking spaces for an extended period of time i.e. all day if working nearby thereby reducing the number of designated parking spaces available for disabled people who wished to access shops or other services,

an increase in the number of applications for 'blue badges' which would place additional pressure on administrative staff within the Community Support Services' department. In addition 'blue badge' holders would continue to utilise their rights to on-street parking if that was more convenient for their place of visit;

- confirmed that WG guidance clearly stated that the decision on whether to charge disabled badge holders for parking in council-owned car parks was a decision for each individual local authority, it was not a central government decision;
- the concessions granted to disabled badge holders on a UK wide basis in terms of parking locations and time restrictions, as listed in paragraph 4.10 of the report, were quite wide-ranging and aimed at improving accessibility and their quality of life;
- confirmed that the law required 6% of the number of car parking spaces in any public car park to be reserved for disabled people;
- advised that they were confident that the Council could substantiate that it had the required number of designated disabled parking bays across its car parks if it was challenged to do so;
- confirmed that 'blue badge' holders that displayed their badges in vehicles parked in non-disabled designated parking bays were afforded the same rights as those parked in designated disabled parking bays;
- confirmed that presently there were just under 7,000 'blue badge' holders in Denbighshire, of which nearly 2,500 had been issued during the past 12 months. Each permit was issued for a period of three years;
- advised that they were not aware of any extensive misuse of the 'blue badge' scheme. Staff from the Social Services department were charged with verifying badge applications, whilst civil enforcement officers patrolling the Council's car parks were charged with challenging any suspected misuse; and
- confirmed that the power to take the decision in relation to car park tariffs was delegated to the Head of Service, as per the Council's Scheme of Delegations.

The Head of Service advised the Committee that he was satisfied having listened to the discussion that the current arrangements were not agreeable to members and he offered to undertake some further work on the implications of various options relating to car parking tariffs for disabled blue badge holders, including free car parking in designated disabled bays and the potential of permitting all 'blue badge' holders an additional fixed period of time for the same tariff as other users when parked in any council-owned car park i.e. an additional 1 hour, prior to publishing his 'Delegated Decision'. If at that stage members continued to have concerns about the matter they could, within the rules laid out in the Council's Call-In Procedures, call the decision in for further scrutiny.

At the conclusion of a comprehensive discussion the Committee:

RESOLVED:

- (i) *to confirm that, as part of its consideration, it had read, understood and taken account of the Well-being Impact Assessment (Appendix B); and*

(ii) that the Head of Service, in consultation with the Lead Member for Highways, Planning and Sustainable Travel, having considered the above observations take a delegated decision in relation to car park tariffs for 'Blue Badge' holders.

At this juncture (11.00 a.m.) there was a 15 minute break.

The meeting reconvened at 11.15 a.m.

8 REVIEW AND UPDATE OF HOLIDAY CARAVAN REGULATION PROJECT

The Lead Member for Highways, Planning and Sustainable Travel, introduced the report (previously circulated) to update members about the on-going regulation of holiday caravan parks within the county and how the council was monitoring and enforcing possible breaches thereon.

The Head of Planning and Public Protection and the Development Manager (Planning and Public Protection) informed members that the initial work relating to the Project had commenced around four to five years previously and had been based on anecdotal evidence relating to alleged breaches of planning and licensing conditions on some of the county's holiday parks. At that time both members and officers had concerns in relation to the perception that some individuals were living as permanent residents in holiday caravans, and whilst they were not paying Council Tax they were accessing Council Services, as well as other public services i.e. health services in the county.

With a view to corroborating the anecdotal evidence, enquiries were instigated with a number of Council services to determine whether caravan occupiers were accessing Council run services as was suspected. The enquiries did confirm that some 'holiday' caravan occupiers were actually accessing various services. Following this initial piece of work the Council's Business, Improvement and Modernisation (BIM) Service was approached with a request to undertake further work to help co-ordinate Council databases in order to make it easier for Enforcement Officers to gather evidence of recent access to services by caravan dwellers. BIM developed a monitoring tool specifically for this purpose – a demonstration of the tool's evidence base and its capabilities was given to members at the meeting. This monitoring tool had the capacity to drill down to Member Area Group (MAG), Council ward, and individual caravan detail, which was extremely useful to Enforcement Officers when undertaking their work. Information recorded in the tool was updated on a monthly basis. The confidential document at Appendix 1 to the report illustrated the tool's effectiveness in reducing the number of services delivered to holiday caravan dwellers since 2015. This reduction had been achieved through effective partnership working with the British Holiday and Home Park Association (BHHPA) and other partners. With its limited resources of 1 Planning Compliance Officer and 0.5 of a Licensing Officer the Council would have encountered difficulties in undertaking compliance and enforcement work in relation to the 6,000 static and 400 touring caravan pitches in the county. Partnership working was therefore crucial if compliance work was to succeed. Through working with the BHHPA it soon became evident that the root cause of

caravan dwellers accessing Council services from 'holiday caravans' was that a handful of large caravan sites had either been unable to effectively manage their site records or had disregarded the planning and licensing conditions granted for their sites. The BHHPA's assistance had been crucial in assisting the Council to reach the position it was at currently. As a result of this work the number of holiday caravan dwellers accessing Council services had reduced, caravan site owners were now more willing to co-operate with the Council and take responsibility for managing their sites in line with the conditions granted. One pending prosecution for breach of planning conditions had also resulted from the work involved with the Project.

Officers were now confident, on the basis of the work undertaken to date and the strong working relationship that existed between officers and BHHPA officials, that compliance work could be undertaken on a 'business as usual basis' from now on.

Responding to members' questions officers:

- outlined how in their opinion a situation had developed over an extended period of time which had led to 'holidaymakers' by stealth becoming 'residents'. The closer working relationships forged between Council departments as part of this project, as well as the links established with external partners, should safeguard against a similar situation developing in future;
- confirmed that holiday caravans were not liable for Council Tax, consequently people 'residing' in them were not included in the population assessment which was the basis for the Council's annual Revenue Support Grant (RSG) settlement;
- confirmed that the Council had ceased issuing bus passes to individuals that resided in holiday caravan sites since 2015;
- advised that long-term caravan occupation, be it on a large site or an individual plot, should in future be easily detected through the use of the monitoring tool. If at any time a caravan resident attempted to access a service, or register a holiday caravan as a postal address, it would trigger a compliance enquiry. Any attempt to register a caravan for the purpose of receiving mail would generate a land and property gazetteer entry. Information held on the land and property gazetteer was available to a number of services, including the Health Service;
- advised that holiday caravan residents who had access to their caravan for specific periods of the year i.e. 10 months should always have a 'main' residence address – an address at which they were registered for Council Tax, Electoral Roll purposes etc.;
- confirmed that the Council's Social Services' Department did occasionally use holiday caravans for the purpose of homing vulnerable people on a very short term basis, usually in emergency situations. The numbers were very low, usually no more than about six individuals. The Council closely monitored the situation to ensure that the individuals concerned were moved to more suitable accommodation, one which better suited their needs, as swiftly as possible;
- outlined Planning and Licensing Officers' rights of entry to caravan sites, emphasising that if the licensed operator/manager refused entry to

regulatory officers the Council could, within 24 hours, access the site accompanied by the Police;

- confirmed that generally it was the site operator or manager, the named licensee, who was liable for ensuring that the site and its users conformed with any planning and licensing conditions granted. It was extremely rare for the owner of an individual caravan to be liable;
- advised that in future the Council would consider attaching stricter clauses when permitting planning permission and granting licences for caravan sites e.g. including a requirement for the licence holder to provide Council Tax registration details for all caravan owners on an annual basis;
- advised that if the Council suspected that people were using a caravan as a permanent residence, officers would approach the site licence holder who would then be responsible for approaching the caravan resident to request evidence that it was not their permanent home. If evidence was not provided the onus was on the licence holder to take any necessary action to ensure that all planning and licensing conditions were complied with in order to avoid the Council taking enforcement action. This could result in individuals or families presenting themselves to the Council as homeless, which in turn could potentially place pressures on the Social Services Department;
- confirmed that it was crucial for park owners/operators to stringently manage their sites to make sure that caravans were being used for holiday purposes only and not being misused i.e. owners sub-letting caravans to vulnerable individuals, because as licence holders they were liable for any breach of conditions and resulting penalties ; and
- advised that if a person presented themselves as 'homeless' as a result of being evicted from a 'holiday' caravan they would need to satisfy the 'local connections test' before the Council would become liable for providing them with housing. The responsibility for providing housing would lie with the local authority within whose area they had their last registered permanent address.

Prior to concluding the discussion members registered concerns in respect of whether there were any vulnerable people residing on caravan sites in the county of whom the Council was unaware due to the fact that they had not attempted to apply for a service. Concerns were also raised in relation to whether individual caravans or sheds in rural areas of the county were actually being used for residential purposes. In response to these concerns officers requested members to report any concerns or suspicions which came to their attention to officers at the earliest possible convenience to enable them to be investigated.

The Committee congratulated officers on the extensive work undertaken in relation to this Project over an extended period of time. It was of the view that it represented a worthwhile piece of scrutiny work and an excellent example of effective cross-service and partnership working which benefited the Council, protected vulnerable people and supported economic development by ensuring that holiday caravan sites were used for their intended purpose. Members:

RESOLVED: *subject to the above observations to -*

- (i) *support and commend the data management and monitoring systems set up as part of the Project;*

- (ii) agree for officers of the Planning and Public Protection Service to continue to investigate potential unauthorised residential occupation and to regulate parks accordingly; and*
- (iii) agree that the regulation work should now continue on a 'business as usual' basis without the need for any further referral to Scrutiny.*

9 SCRUTINY WORK PROGRAMME

A copy of a report by the Scrutiny Co-ordinator, which requested the Committee to review and agree its Forward Work Programme and which provided an update on relevant issues, had been circulated with the papers for the meeting.

A copy of the Members Proposal Form had been included in Appendix 2. The Cabinet Forward Work Programme had been included as Appendix 3, and a table summarising recent Committee resolutions and advising on progress with their implementation, had been attached at Appendix 4.

It was confirmed that the Chair, Councillor Huw Williams would sit on the Planning and Public Protection Service Challenge Group and serve as the Committee's representative on the Strategic Investment Group.

RESOLVED – *subject to the above to approve the appointments and the Committee's forward work programme.*

10 FEEDBACK FROM COMMITTEE REPRESENTATIVES

None.

The meeting concluded at 12.05 p.m.

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Report to: Communities Scrutiny Committee

Date of Meeting: 7th September 2017

Lead Member/Officer: Leader/
Head of Customers, Communication and Marketing

Report Author: Team Leader - Tourism, Marketing and Events

Title: Denbighshire as a tourism and events location

1. What is the report about?

To detail the work undertaken by the Tourism Team to promote and sell Denbighshire as a tourism and events location (Appendix 1 Tourism Overview 2016-17, Appendix 1B Scarborough Tourism Economic Activity Model-STEAM 2016 figures) with particular focus on partnership work with the Area of Outstanding Natural Beauty (AONB), the development and refinement of the Events Application Process and the innovation and development work undertaken.

2. What is the reason for making this report?

Formulation of recommendations in relation to improving the Council's tourism, marketing and events work ahead of the 2018 tourism season and to support the Council's strategic ambition for tourism in the county.

3. What are the Recommendations?

That Scrutiny:

- 3.1 considers and comments on the contents of the report and associated appendices; and
- 3.2 if appropriate, formulates recommendations with a view to further developing the Council's strategic ambition for tourism in the county.

4. Report details

Partnership work

Denbighshire Tourism Team works in partnership with local authority colleagues in Wrexham and Flintshire under the banner of North East Wales (Marketing Areas) to draw visitors to the region. Meetings take place on a monthly basis and are also attended by officers from the AONB. This partnership activity enables us to draw down significant funding for marketing activity from Welsh Government. For example, this year Denbighshire led a successful bid for funding of £40,000 (Appendix 2 North East Wales PR and Appendix 3 Press Coverage 2017) to promote the region under the theme of Year of the Sea 2018. Furthermore, this approach enables us to be part of a wider promotional offer funded through Visit Wales. This coordinated approach has played a part in the growing reputation

of North Wales as a prime tourism destination. Lonely Planet designated North Wales as “top ten” destination in the world for 2017. At present we are using this to promote our region in London on a specially decorated taxi, as part of a North Wales campaign. (Appendix 4 Taxi Campaign)

Without this partnership approach it would be impossible to access funding and put bids into Welsh Government. By leading on these bids we can ensure that key messages about Denbighshire have national coverage.

We currently fund two Tourist Information Centres (Rhyl and Llangollen) which are managed by North Wales Tourism. We’ve recently agreed to fund these for the next three years as part of our commitment to the visitor experience in Denbighshire. We see the value of these centres in providing good quality information and dispersing visitors around the county. We have also opened, in partnership, a number of Tourist Information Points in Denbighshire (Loggerheads, Nova and Rhug Farm (Appendix 5 Rhug TIP) to provide sustainable information provision across the county. The most recent TIP at Rhug was a good example of partnership working between the authority, Corwen Business Group and Rhug Estates.

The Tourism Team plays a significant role in Denbighshire’s Destination Management (DM) approach. This is a good example of the importance we place on external partnership working. This grassroots-led approach comprises a twice-yearly Tourism Forum, a Destination Partnership led by tourism businesses and a DM Liaison Group where the Partnership Chair meets with senior DCC officers (and Lead Member).

<http://www.discoverdenbighshire.wales/denbighshire-tourism-forum-09-05-17/>

Other members of the DM Partnership include AONB officers. The AONB is a key player at all levels within the Destination Management set-up: attending the Tourism Forum; represented by officers at the DM Partnership; attending DM Liaison Group meetings and included in work generated by the process (for example a recently set up Car Parks Task and Finish Group looking at issues in Moel Famau and visitor information).

Development and Refinement of the Events Process

The Tourism Team are the administrators of the council’s event application process. This approach was adopted to improve the experience of event organisers when dealing with the local authority. Currently, event organisers can contact the Tourism Team directly and will be provided with an events application form. They return it to our team and we then forward it to the relevant departments within the authority. Event application forms and a useful toolkit are also available on-line:

<https://www.denbighshire.gov.uk/en/visitor/things-to-do/whatson/holding-an-event.aspx>

There have been two iterations of the process since it was introduced in 2015. In early 2017 the Tourism Team decided to refine the process further. Engagement was carried out with DCC officers and event organisers. The feedback from this exercise revealed a number of key findings:

- The majority of those involved felt it was positive to have an initial point of contact
- The current application form was too long and needed simplification

On the 20th of July a paper was presented to the Senior Leadership Team (SLT) which made the following recommendations:

1. Move away from an application process to a notification process
2. Maintain single point of entry for event organisers but encourage services and event organisers to deal directly with each other once this has been established
3. Enable direct engagement between event organisers and relevant officers/departments/services at DCC from an agreed list

This approach was agreed by SLT and we will work in partnership with officers within DCC and event organisers to put this into place over the coming months.

The aims of this approach will be to offer more effective support for communities to hold successful events

Innovation and Development Work

The Tourism Team's role is, to a certain extent, two-fold. They promote the area using digital products currently around the "Year Of" themes (Appendix 6 Social Media Activity North East Wales, Appendix 7 Social Media Activity Discover Denbighshire). They then work to ensure that the visitor gets a first-class welcome and great quality information provision to enhance their experience whilst in Denbighshire.

Over the last two years they have created digital booklets and films marketed directly to potential visitors who have indicated an interest in visiting this area. We've ensured that our films are promoted through social media and via our websites.

<http://www.northeastwales.wales/listings/year-of-legends/>

For the last two years our team has operated a successful Tourism Ambassador Scheme. We have run learning journeys, workshops and other engagement activity to increase local knowledge and create opportunities for networking and sharing of best practice. Funding for this scheme came through Welsh Government as part of our North East Wales partnership working. More recently we have successfully applied for Rural Development Programme funding (£22,400) to create a more web-based modular scheme. This will begin in late 2017 and run until March 2019. As it's web-based it will enable a broader participation and is a more sustainable model. Learning Journeys and workshops will also be part of the new scheme as will an opportunity for businesses to mentor each other.

5. How does the decision contribute to the Corporate Priorities?

- An attractive and protected environment that supports communities' wellbeing and economic prosperity
- Raise the profile of the county as a place to hold outdoor events that capitalise on our unique environment (sport, culture, arts, food, etc.), and Denbighshire CC as a supportive partner to organisers of both professional and community-led events.

6. What will it cost and how will it affect other services?

Not Applicable

7. What are the main conclusions of the Well-being Impact Assessment?

Not Applicable

8. What consultations have been carried out with Scrutiny and others?

Not Applicable

9. Chief Finance Officer Statement

Not Applicable

10. What risks are there and is there anything we can do to reduce them?

Not Applicable

11. Power to make the Decision

Section 7.4.1 (e) of the Council's Constitution states that Scrutiny can consider the impact of policies to assess if they have made a difference whilst Section 7.4.2 stipulates that Scrutiny can review and scrutinise the work of Council services and arising from the review process make recommendations to improve outcomes.

Contact Officer:

Team Leader - Tourism, Marketing and Events

Tel: 01824 706152

Tîm Twristiaeth CSDd: annog ymwelwyr i Ddarganfod Sir Ddinbych

Dosbarthiad taflen Sir Ddinbych



Tafenni Teithiau Cerdded Trwy'r Dref wedi eu harchebu gan fusnesau twristiaeth: **95,791**

Be Sy'Mlaen yn Sir Ddinbych yn cael ei ddsbarthu bob chwarter ar draws Gogledd Cymru: **24,000 copiau y flwyddyn**

Taith Prydain 2016



Wedi trafod a chytuno dechrau cymal 4 yn Ninbych

Addurnwyd Dinbych ar gyfer dechrau'r ras: **1.24 milltir o bynting a 1,000 o faneri**

Wedi lansio Gŵyl Feicio i hybu beicio yn y sir

Diwrnod Lluoedd Arfog Gogledd Cymru 2016



Wedi dosbarthu tafenni ar draws Gogledd Cymru i roi cyhoedduswydd i'r digwyddiad: **180,000**

Ymwelwyr wedi eu denu i'r digwyddiad, gan gryfhau enw da'r cyngor: **10,000**

"Digwyddiad gwych. Ar ran y Lluoedd Arfog yng Nghymru hoffwn ddiolch yn ddiffuant i chi am y cyfan yr ydych wedi'i wneud i'r gymuned filwrol ledled Gogledd Cymru"
Cynul L Patterson, 160ed Brigâd y Troedfilwyr a Phencadlys Cymru

Hybu Sir Ddinbych ym mhob man



Blwyddyn Antur 2016 – llyfryn digidol a ffilmiau hyrwyddol

Blwyddyn Chwedlau 2017 – llyfryn digidol, llyfryn 12 siwrnai chwedlonol, ffilmiau hyrwyddol ac ymgyrch cyfryngau cymdeithasol

Ffilm yn arddangos Sir Ddinbych wedi'i datblygu ar gyfer y farchnad mordaith rhyngwladol sy'n tyfu

Wedi adnewyddu gwefan Darganfod Sir Ddinbych ar gyfer tymor yr haf 2017

Cyfrifon Facebook a Twitter

STEAM (Model Gweithgaredd Economaidd Twristiaeth Scarborough)

Cyfanswm effaith economaidd twristiaeth yn Sir Ddinbych 2015: **£458 miliwn, i fyny 6% ers 2014**

Rheoli Cyrchfan (beth sy'n digwydd pan mae'r ymwelydd yn cyrraedd)

Mae gan bob prif dref yn Sir Ddinbych fyrdau gwbyodaeth newydd

Cynllun Llysgenhadon Twristiaeth Llwyddiannus ar draws y sir: **"Gwych ar gyfer rhwydweithio gyda busnesau lleol eraill i hybu mwyr ar yr ardal."** – Jen Horan, Rivercatcher, Llandrillo

Ymrwymiad i ddarparu Canolfannau Gwybodaeth Twristiaeth yn Sir Ddinbych

Pwyntiau Gwybodaeth Twristiaeth Newydd wedi agor yn Loggerheads a Nova Prestatyn yn 2016 ac agorodd Fferm Rhug yn Ebrill 2017

Cyfarfodydd Rheoli Cyrchfan wedi eu cynnal bob chwarter gyda phrif gyfranogwyr twristiaeth ac uwch reolwyr Cyngor Sir Ddinbych



DCC's Tourism Team: encouraging visitors to Discover Denbighshire

Denbighshire leaflet distribution



Town Trail leaflets ordered by tourism businesses: **95,791**

What's On Denbighshire distributed every quarter across North Wales: **24,000 copies pa**

Tour of Britain 2016



Negotiated to bring the stage 4 start to Denbigh

Decorated Denbigh for the race start: **1.24 miles of bunting and 1,000 flags**

Launched Festival of Cycling to promote cycling in the county

North Wales Armed Forces Day 2016



Flyers distributed across North Wales to publicise the event: **180,000**

Visitors attracted to the event, strengthening the council's reputation: **10,000**

"A fantastic event. On behalf of the Armed Forces in Wales I would like to thank you most sincerely for all you have done for the military community throughout North Wales."
Colonel L Patterson, 160th Infantry Brigade and Headquarters Wales

Promoting Denbighshire far and wide



Year of Adventure 2016 – digital brochure and promotional films

Year of Legends 2017 – digital brochure, 12 legendary journeys brochure, promotional films and social media campaign

Film showcasing Denbighshire developed for the growing international cruise market

Refreshed Discover Denbighshire website ready for summer 2017 season

Active Facebook and Twitter accounts

STEAM (Scarborough Tourism Economic Activity Model)

Total economic impact of tourism in Denbighshire 2015: **£458m, up 6% on 2014**

Destination Management (what happens when the visitor arrives)



All main Denbighshire towns have new information boards

Successful Tourism Ambassadors Scheme operating across the county: **"Great for networking with other local businesses to promote the area more."** – Jen Horan, Rivercatcher, Llandrillo

Commitment to provide Tourist Information Centres in Denbighshire

New Tourist Information Points opened at Loggerheads and Nova Prestatyn in 2016 and Rhug Farm opened in April 2017

Destination Management meetings held every quarter with key tourism players and senior management of DCC



STEAM SUMMARY 2016 DENBIGHSHIRE COUNTY COUNCIL

Total economic impact of tourism £M	479.34
% change on 2015 (£'s 2016)	3.2%

Total visitor days (Millions)	11.38
% change on 2015	2.3%
Staying visitor days (Millions)	6.93
% change on 2015	3.0%

Total visitor numbers (Millions)	5.95
% change on 2015	1.7%
Number of staying visitors (Millions)	1.50
% change on 2015	3.1%
Number of day visitors (Millions)	4.46
% change on 2015	1.2%

Number of FTE jobs supported by tourism spend	6,250
% change on 2015	2.2%

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North East Wales Secures Grant for Tourism Activity

A grant of £40,000 from Welsh Government has been secured to highlight North East Wales' tourism offer.

Lead partner Denbighshire County Council together with Wrexham County Borough Council and Flintshire County Council have joined forces to run a 'Routes to the Sea' project during Visit Wales' themed Year of the Sea in 2018 and have been successful in the funding from Welsh Governments' Regional Tourism Engagement Fund 2017-2019.

The project, supported by the three county Destination Management Partnerships, aims to showcase and tell engaging stories about the region's coastline, cycle routes, walking trails, mountain biking, outdoor activities, landscape, historic sites, canals and rivers as well as celebrate the food offer.

Ian Lebbon, Chair of Denbighshire Destination Management Partnership said: "I'm really pleased to hear that the North East Wales partnership has secured this funding to continue the great work in promoting the region to both residents and visitors. We know tourism plays a vital part in the regions' economy, with a total economic impact in 2015 of £808m and over 11 million visits made and this funding will help to ensure we continue to build a thriving, sustainable tourism economy."

Economy Secretary, Ken Skates, said: "Innovative projects are key to the future success of tourism and attracting visitors to Wales. The North East Wales funding is part of £2 million which has been approved for a total of 38 projects across Wales under the Tourism Product Innovation Fund and Regional Tourism Engagement Fund. I'm delighted that this funding enables the private and public sectors to develop innovative projects that will stimulate demand and improve the visitor offer through supporting our themed years."

A variety of high quality images and short films featuring many of our key locations and landmarks such as the Pontcysyllte Aqueduct & Canal World Heritage Site, Wales Coast Path and Clwydian Range and Dee Valley Area of Outstanding Natural Beauty will be produced.

Building on the success of the 2017 North East Wales Food Challenge; a 'Year of the Sea' Food Challenge will also be launched in 2018 which will showcase our food offer and restaurants associated with our coast and waterways.

The three Destination Management Partnerships will be launching their Destination Management Plans for 2017-20 this year to build on the work already done and ensure long-term sustainability for the development of tourism. The North East Wales brand will continue to be a key feature of all three plans to promote the region for visitors and residents to enjoy.

For more information on North East Wales please visit www.northeastwales.wales

Editors Notes

North East Wales is a partnership between Denbighshire, Wrexham and Flintshire Destination Management Partnerships and the three unitary authorities. For more information please contact Denbighshire Tourism Team 01824 706915.

Date	Media	Headline
22 April	Daily Post online – film	Could this video draw more tourists to North East Wales?
20 April	Daily Post online - gallery of images	North East Wales for the Year of Legends tourism campaign
25 April	Daily Post	Legends of North East Wales star in new video
11 April	S4C-Newyddion 9 interview with Hawys Lebbon	N/A
12 April	Rhyl Journal Online & Newspaper (page 2)	Digital showcase is launched as part of Wales' Year of Legends
12 April	Denbighshire Free Press Online	Digital showcase is launched as part of Wales' Year of Legends
11 April	wrexham.com	North East Wales Celebrates its Legends!
12 April	News North Wales	Digital showcase is launched as part of Wales' Year of Legends
12 April	Denbighshire CC Website	North East Wales Celebrates its Legends
27 April	Denbighshire CC Website	Wales Tourism Week on agenda at next Denbighshire Forum
3 May	Daily Post	Wales Tourism Week on agenda at next Denbighshire Forum
3 May	Rhyl Journal	Wales Tourism Week on agenda at next Denbighshire Forum
9 May	Made in North Wales TV	Wales Tourism Week on agenda at next Denbighshire Forum
9 May	Travel Trade - Visit Wales - Online	North East Wales Celebrates its Legends
11 May	Visit Wales Industry Newsletter	North East Wales Celebrates its Legends
15 May	Wales Tourism Alliance	Denbighshire Celebrates Wales Tourism Week
16 May	Denbighshire CC Website	Denbighshire Celebrates Wales Tourism Week
27 June	wrexham.com	£40k Grant secured to promote tourism across North East Wales
22 June	Denbighshire CC Website	North East Wales Secures Grant for Tourism Activity
15 June	Visit Wales Travel Trade Website	Denbighshire opens a Tourist Information Point
28 June	Daily Post (Business Post)	A grant of £40,000 from Welsh Government has been secured to highlight North East Wales' tourism offer

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North East Wales (NEW) Social Media

April 2017

Key Highlights

- North East Wales legendary brochure, journeys, main film & heritage focussed film were all launched in April which provided great content and resulted in marked increase in overall activity
- Radio campaign and Catalink web page was launched
- Start of Denbighshire's 'Towns Campaign'-Ruthin
- Easter and school holidays provided opportunity to focus on children's/family activity
- Instagram account re-activated hence the large percentage increases – potential to be effective marketing channel in future
- Year of Legends main film picked up by Visit Wales and embedded on their channel (by using #FindYourEpic)


Facebook

- Over 131,000 impressions* (increase of over 600% since previous month)
- Nearly 80,000 users reached*
- 1,888 engagements* (increase of over 1,600% since previous month)
- 115 link clicks*
- Total followers increased by 11% since previous month
- Video – 19,500 video views (for more than 3 seconds). However, 3,200 users viewed videos for 30 seconds or to the end and 16,400 for more than 3 seconds but no more than 30 seconds/to the end. 95% of total video views were auto-plays and only 5% of users clicking to play
- Demographics – women between the ages of 35-44 appear to be the most popular fans. Top audience is from Wrexham, then Chester, London, Liverpool & Manchester

Impressions	The number of times any content associated with your Page was seen in News Feed, ticker, or on visits to your Page.
Users Reached	The number of users that were served any content associated with your Page via the News Feed, ticker, or visits to your Page.
Engagements	Total number of likes, comments, and shares on your posts.
Link Clicks	The number of clicks on links within your content. This data comes from Facebook Insights. Does not include other clicks, such as photo clicks, video clicks, or post expansion clicks.

Top Post on Facebook (by Reach & Engagement-North East Wales)

Video Post



North East Wales
 We're very excited to launch our North East Wales Year of Legends film today to inspire visitors to our legendary region! #FindYourEpic #GwladGwlad Wales Go North Wales This Is Wrexham Cadw Gladstone's Library Clwydian Range & Dee Valley AONB Ruthi...

3:31 · Uploaded on 04/06/2017 · View Permalink

Video Performance In This Post


Minutes Viewed	7,603
Video Views	16,297
10-Second Views	6,058
Video Average Watch Time	0:11
Audience and Engagement	

Video Post

North East Wales
 Published by Nicola Williams [?] · April 6 ·

We're very excited to launch our North East Wales Year of Legends film today to inspire visitors to our legendary region! #FindYourEpic #GwladGwlad

Wales Go North Wales This Is Wrexham Cadw Gladstone's Library Clwydian Range & Dee Valley AONB Ruthin Gaol - Carchar Rhuthun Ruthin Craft Centre Pontcysyllte Aqueduct Rhug Estate Farm Shop Underneath the Arches at Pontcysyllte Chirk Castle National Trust National Trust Love Wales Theatr Clwyd Canal & River Trust Hafod Brewing Company Ltd Hawarden Estate Farm Shop Mold Alehouse Offas Dyke Path Wales Coast Trevor Basin Visitor Centre Denbigh Castle And Town Walls Flint Castle Talacre Beach Talacre Castell Dinas Brân



03:32

44,465 people reached Boost Post

112 Reactions 15 Comments 274 Shares

Like Comment Share

44,465 People Reached

16,297 Video Views

1,282 Reactions, Comments & Shares

774 Like	99 On Post	675 On Shares
77 Love	13 On Post	64 On Shares
2 Haha	0 On Post	2 On Shares
1 Wow	0 On Post	1 On Shares
137 Comments	20 On Post	117 On Shares
293 Shares	274 On Post	19 On Shares

4,204 Post Clicks


976 Clicks to Play	5 Link Clicks	3,223 Other Clicks
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NEGATIVE FEEDBACK

5 Hide Post	3 Hide All Posts
1 Report as Spam	0 Unlike Page

Second Most Popular Facebook Post

Video
Post



North East Wales
 A taste of North East Wales' legendary heritage for your Easter break #FindYourEpic
 Wales Go North Wales This Is Wrexham Denbigh Castle And Town Walls Flint Castle
 Cadw Ruthin Gaol - Carchar Rhuthun Chirk Castle National Trust National Trust Love...

1:33 · Uploaded on 04/12/2017 · View Permalink


Video Performance In This Post

Minutes Viewed	969
Video Views	3,076
10-Second Views	1,135
Video Average Watch Time	0:09
Audience and Engagement	

Video
Post

North East Wales
 Published by Nicola Williams · April 12 ·

A taste of North East Wales' legendary heritage for your Easter break!
 #FindYourEpic
 Wales Go North Wales This Is Wrexham Denbigh Castle And Town Walls
 Flint Castle Cadw Ruthin Gaol - Carchar Rhuthun Chirk Castle National
 Trust National Trust Love Wales



01:34

7,133 people reached

Boost Post

31 Likes · 1 Comment · 39 Shares

Like · Comment · Share

7,133 People Reached

3,076 Video Views

270 Reactions, Comments & Shares

194 Like	28 On Post	166 On Shares
15 Love	3 On Post	12 On Shares
3 Wow	0 On Post	3 On Shares
18 Comments	1 On Post	17 On Shares
40 Shares	39 On Post	1 On Shares

671 Post Clicks

103 Clicks to Play	0 Link Clicks	568 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Twitter

- Over 45,000 impressions*
- Over 1,900 engagements* (increase of 60.9% since previous month)
- 84 link clicks*
- Total followers increased by 16.5% since previous month (although the number of messages sent decreased by 1.5%)
- The number of messages* received increased by 187% since previous month
- Demographics – men between ages of 25-34 continue to be the most popular fans

Impressions	Number of times a user was served your Tweets in their timelines or search results on Twitter
Engagements	Total number of times a user interacted with a Tweet. The interactions include clicks anywhere on the Tweet, retweets, replies, follows, favourites, links, cards, hashtags, embedded media, username or profile photo.
Clicks	Number of times users clicked on URLs in your Tweets. This data comes from Twitter (rather than Bit.ly).
Messages	Number of @mentions and direct messages received


Top Tweets for April (North East Wales)

Tweet activity





North East Wales @NthEastWales
Take a peek at our North East Wales legendary brochure for ideas for your next trip [#FindYourEpic](http://www.northeastwales.wales/wp-content/uploads/2017/04/NEW-Legends-ENG.pdf) <http://www.northeastwales.wales/wp-content/uploads/2017/04/NEW-Legends-ENG.pdf> ... [@visitwales](#) <pic.twitter.com/R5aY9YBIAg>



Reach a bigger audience
Get more engagements by promoting this Tweet!

[Get started](#)

Impressions	5,857
Total engagements	159
Link clicks	57
Media engagements	43
Detail expands	29
Profile clicks	12
Likes	8
Retweets	7
Hashtag clicks	3

Tweet activity



North East Wales @NthEastWales
We're very excited to launch our North East Wales Year of Legends film today! #FindYourEpic
<https://youtu.be/1WnaAoSXovE>



Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

Impressions	2,917
Media views	12
Total engagements	122
Detail expands	43
Link clicks	20
Retweets	14
Likes	14
Media engagements	12
Profile clicks	8
Hashtag clicks	6
Replies	4
App clicks	1

Instagram

- 111 followers (increase of over 30% since previous month)
- 196 likes received
- 5 comments received
- Most engaged hashtags –
 - #findyourepic
 - #igerswales
 - #gwladgwlad
 - #igerscymru
- 201 total engagements (increase of over 770% since previous month)

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Discover Denbighshire (DD) Social Media

April 2017

Key Highlights

- Start of 'Towns Campaign' (Ruthin) which resulted in a marked increase in overall activity across both Facebook and Twitter (hence the large % increases in some cases)
- Overview film of Ruthin proved most successful (more than films focussing on specific attraction/place)
- Easter and school holidays provided opportunity to focus on children's/family activity
- North East Wales legendary brochure, journeys, main film & heritage focussed film were all launched in April which provided great content for Discover Denbighshire channels
- The increased use of photos and film proved popular which had a direct impact on increased reach/engagement
- There was a big spike mid-month on Facebook which correlates to the timing of the Ruthin film being released

Facebook


- Over 81,000 impressions* (increase of over 200% since previous month)
- Over 45,000 users reached*
- Over 1,100 engagements* (increase of over 400% since previous month)
- 276 link clicks*
- Total followers increased by 6.5% since previous month (mainly due to the fact that the number of posts sent out increased by over 57% compared to previous month)
- Video - Over 11,000 video views (for more than 3 seconds). However, 1,600 users viewed videos for 30 seconds or to the end and 9,500 for more than 3 seconds but no more than 30 seconds/to the end. 98% of total video views were auto-plays and only 2% of users clicking to play
- Demographics – women between the ages of 45-54 appear to be the most popular fans. Top audience appears to be from Wrexham, then Denbigh, Ruthin, Rhyl & Prestatyn

Impressions	The number of times any content associated with your Page was seen in News Feed, ticker, or on visits to your Page.
Users Reached	The number of users that were served any content associated with your Page via the News Feed, ticker, or visits to your Page.
Engagements	Total number of likes, comments, and shares on your posts.
Link Clicks	The number of clicks on links within your content. This data comes from Facebook Insights. Does not include other clicks, such as photo clicks, video clicks, or post expansion clicks.

Top Post on Facebook (by Reach & Engagement) –

- Reach – over 16,000 (Number of unique people who saw any content about that post. This includes both fans and non-fans)
- Over 9,400 video views


Video
Post



Discover Denbighshire/ Darganfod Sir Ddinbych
Published by Nicola Williams [?] · April 15 · 🌐

Previous editor of The Times Simon Jenkins describes Ruthin as "the most charming small town in Wales." #FindYourEpic
Mae golygydd cynt y Times Simon Jenkins yn disgrifio Rhuthun fel "y dref fach fwyaf dymunol yng Nghymru". #GwladGwlad

[See Translation](#)



01:01

Get More Likes, Comments and Shares
Boost this post for £4 to reach up to 2,400 people.

16,119 people reached Boost Post

👍❤️ 76 5 Comments 147 Shares

[Like](#) [Comment](#) [Share](#)

16,119 People Reached

9,485 Video Views

651 Reactions, Comments & Shares

436 Like	71 On Post	365 On Shares
30 Love	5 On Post	25 On Shares
1 Wow	0 On Post	1 On Shares
36 Comments	5 On Post	31 On Shares
148 Shares	147 On Post	1 On Shares

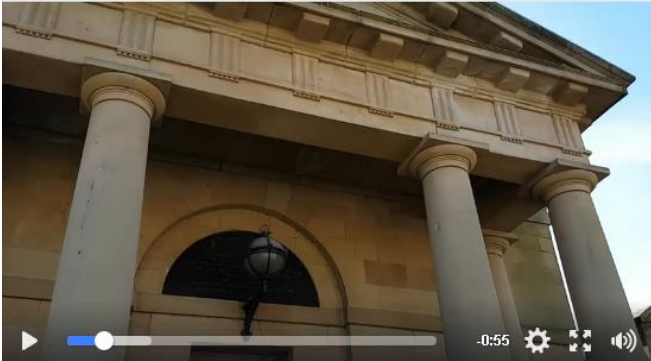
1,864 Post Clicks

234 Clicks to Play	1 Link Clicks	1,629 Other Clicks
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NEGATIVE FEEDBACK

5 Hide Post	4 Hide All Posts
0 Report as Spam	0 Unlike Page

Video
Post



-0:55

Discover Denbighshire/ Darganfod Sir Ddinbych

Previous editor of The Times Simon Jenkins describes Ruthin as "the most charming small town in Wales." #FindYourEpic Mae golygydd cynt y Times Simon Jenkins yn disgrifio Rhuthun fel "y dref fach fwyaf dymunol yng Nghymru". #GwladGwlad

1:01 · Uploaded on 04/15/2017 · [View Permalink](#)

Video Performance In This Post

🕒 Minutes Viewed	2,594
📺 Video Views	9,485
📺 10-Second Views	3,274
📺 Video Average Watch Time	0:08
👤 Audience and Engagement	

This video is used in 1 other post


Total views: 9.4K

Page 36

Congratulating Pwllglas Shop also performed well on Facebook -

Discover Denbighshire/ Darganfod Sir Ddinbych
Published by Nicola Williams [?] · April 28 ·

Well done Slop Gymunedol Pwllglas Community Shop



This small Denbighshire shop has been named the best in the UK

Slop Pwllglas staff take shopping home for customers and the store stocks a fantastic range of local produce

DAILYPOST.CO.UK | BY DAILY POST BUSINESS

Get More Likes, Comments and Shares
Boost this post for £4 to reach up to 2,400 people.

3,989 people reached Boost Post

75 3 Comments 16 Shares

Like Comment Share

3,989 People Reached

131 Reactions, Comments & Shares

109 Like	74 On Post	35 On Shares
2 Love	1 On Post	1 On Shares
4 Comments	3 On Post	1 On Shares
16 Shares	16 On Post	0 On Shares

268 Post Clicks

0 Photo Views	184 Link Clicks	84 Other Clicks
-------------------------	---------------------------	---------------------------

NEGATIVE FEEDBACK

3 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Twitter

- Over 27,000 impressions*
- Over 1,200 engagements* (increase of over 200% since previous month)
- 80 link clicks*
- Total followers increased by 13.7% since previous month (however the number of messages sent increased by over 200%)
- The number of messages* received increased by 9.5% since previous month
- Demographics – men between ages of 25-34 appear to be the most popular fans

Impressions	Number of times a user was served your Tweets in their timelines or search results on Twitter
Engagements	Total number of times a user interacted with a Tweet. The interactions include clicks anywhere on the Tweet, retweets, replies, follows, favourites, links, cards, hashtags, embedded media, username or profile photo.
Clicks	Number of times users clicked on URLs in your Tweets. This data comes from Twitter (rather than Bit.ly).
Messages	Number of @mentions and direct messages received


Top Tweets for April (Discover Denbighshire)

Tweet activity




DiscoverDenbighshire @DiscoverDenbs
 We've put together 12 legendary journeys in North East Wales. How many have you visited? <http://www.northeastwales.wales/wp-content/uploads/2017/03/12legendaryjourneys.pdf> ... [#FindYourEpic](#) [@visitwales](#) <pic.twitter.com/VgnznChxKW>

Impressions	2,290
Total engagements	71
Retweets	20
Link clicks	15
Likes	14
Media engagements	12
Detail expands	8
Hashtag clicks	1
Profile clicks	1



Reach a bigger audience
 Get more engagements by promoting this Tweet!


[Get started](#)

Tweet activity




DiscoverDenbighshire @DiscoverDenbs
 Did you know [@RuthinGaol](#) have won a Visit Wales Hidden Gem award for the second time? <http://www.ruthingaol.co.uk> [#FindYourEpic](#) <pic.twitter.com/vtYGxyXwHI>

Impressions	2,185
Total engagements	73
Media engagements	28
Likes	15
Retweets	14
Detail expands	11
Profile clicks	4
Link clicks	1



Reach a bigger audience
 Get more engagements by promoting this Tweet!

[Get started](#)

Report to:	Communities Scrutiny Committee
Date of Meeting:	7 September 2017
Lead Officer:	Scrutiny Co-ordinator
Report Author:	Scrutiny Co-ordinator
Title:	Scrutiny Work Programme

1. What is the report about?

The report presents Communities Scrutiny Committee with its draft forward work programme for members' consideration.

2. What is the reason for making this report?

To seek the Committee to review and agree on its programme of future work, and to update members on relevant issues.

3. What are the Recommendations?

That the Committee considers the information provided and approves, revises or amends its forward work programme as it deems appropriate.

4. Report details

- 4.1 Section 7 of Denbighshire County Council's Constitution sets out each Scrutiny Committee's terms of reference, functions and membership, as well as the rules of procedure and debate.
- 4.2 The Constitution stipulates that the Council's scrutiny committees must set, and regularly review, a programme for their future work. By reviewing and prioritising issues, members are able to ensure that the work programme delivers a member-led agenda.
- 4.3 For a number of years it has been an adopted practice in Denbighshire for scrutiny committees to limit the number of reports considered at any one meeting to a maximum of four plus the Committee's own work programme report. The aim of this approach is to facilitate detailed and effective debate on each topic.
- 4.4 In recent years the Welsh Government (WG) and the Wales Audit Office (WAO) have highlighted the need to strengthen scrutiny's role across local government and public services in Wales, including utilising scrutiny as a means of engaging with residents and service-users. From now on scrutiny will be expected to engage better and more frequently with the public with a view to securing better decisions which ultimately lead to better outcomes for citizens. The WAO will measure scrutiny's effectiveness in fulfilling these expectations.

- 4.5 Having regard to the national vision for scrutiny whilst at the same time focussing on local priorities, the Scrutiny Chairs and Vice-Chairs Group (SCVCG) recommended that the Council's scrutiny committees should, when deciding on their work programmes, focus on the following key areas:
- budget savings;
 - achievement of the Corporate Plan objectives (with particular emphasis on the their deliverability during a period of financial austerity);
 - any other items agreed by the Scrutiny Committee (or the SCVCG) as high priority (based on the PAPER test criteria – see reverse side of the 'Member Proposal Form' at Appendix 2) and;
 - Urgent, unforeseen or high priority issues

4.6 Scrutiny Proposal Forms

As mentioned in paragraph 4.2 above the Council's Constitution requires scrutiny committees to prepare and keep under review a programme for their future work. To assist the process of prioritising reports, if officers are of the view that a subject merits time for discussion on the Committee's business agenda they have to formally request the Committee to consider receiving a report on that topic. This is done via the submission of a 'proposal form' which clarifies the purpose, importance and potential outcomes of suggested subjects. No officer proposal forms have been received for consideration at the current meeting.

- 4.7 With a view to making better use of scrutiny's time by focussing committees' resources on detailed examination of subjects, adding value through the decision-making process and securing better outcomes for residents, the SCVCG decided that members, as well as officers, should complete 'scrutiny proposal forms' outlining the reasons why they think a particular subject would benefit from scrutiny's input. A copy of the 'member's proposal form' can be seen at Appendix 2. The reverse side of this form contains a flowchart listing questions which members should consider when proposing an item for scrutiny, and which committees should ask when determining a topic's suitability for inclusion on a scrutiny forward work programme. If, having followed this process, a topic is not deemed suitable for formal examination by a scrutiny committee, alternative channels for sharing the information or examining the matter can be considered e.g. the provision of an 'information report', or if the matter is of a very local nature examination by the relevant Member Area Group (MAG). No items should be included on a forward work programme without a 'scrutiny proposal form' being completed and accepted for inclusion by the Committee or the SCVCG. Assistance with their completion is available from the Scrutiny Co-ordinator.

Cabinet Forward Work Programme

- 4.8 When determining their programme of future work it is useful for scrutiny committees to have regard to Cabinet's scheduled programme of work. For this purpose a copy of the Cabinet's forward work programme is attached at Appendix 3.

Progress on Committee Resolutions

- 4.9 A table summarising recent Committee resolutions and advising members on progress with their implementation is attached at Appendix 4 to this report.

5. Scrutiny Chairs and Vice-Chairs Group

Under the Council's scrutiny arrangements the Scrutiny Chairs and Vice-Chairs Group (SCVCG) performs the role of a coordinating committee. The Group held its first meeting during the new Council's term of office on the 20 July 2017. During the course of that meeting the following items were referred to this Committee for consideration:

- Tourism, Marketing and Events Service related matters (see current agenda)
- Draft Tree Maintenance Policy (see Appendix 1 – item listed for October 2017 meeting)
- Seagull Management (see Appendix 1 – item listed for March 2018 meeting)

6. How does the decision contribute to the Corporate Priorities?

Effective scrutiny will assist the Council to deliver its corporate priorities in line with community needs and residents' wishes. Continual development and review of a coordinated work programme will assist the Council to deliver its corporate priorities, improve outcomes for residents whilst also managing austere budget cuts.

7. What will it cost and how will it affect other services?

Services may need to allocate officer time to assist the Committee with the activities identified in the forward work programme, and with any actions that may result following consideration of those items.

8. What are the main conclusions of the Well-being Impact Assessment? The completed Well-being Impact Assessment report can be downloaded from the [website](#) and should be attached as an appendix to the report

A Well-being Impact Assessment has not been undertaken in relation to the purpose or contents of this report. However, Scrutiny through its work in examining service delivery, policies, procedures and proposals will consider their impact or potential impact on the sustainable development principle and the well-being goals stipulated in the Well-being of Future Generations (Wales) Act 2015.

9. What consultations have been carried out with Scrutiny and others?

None required for this report. However, the report itself and the consideration of the forward work programme represent a consultation process with the Committee with respect to its programme of future work.

10. What risks are there and is there anything we can do to reduce them?

No risks have been identified with respect to the consideration of the Committee's forward work programme. However, by regularly reviewing its forward work programme the Committee can ensure that areas of risk are considered and examined as and when they are identified, and recommendations are made with a view to addressing those risks.

11. Power to make the decision

Section 7.11 of the Council's Constitution stipulates that scrutiny committees and/or the Scrutiny Chairs and Vice-Chairs Group will be responsible for setting their own work programmes, taking into account the wishes of Members of the Committee who are not members of the largest political group on the Council.

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Communities Scrutiny Committee Forward Work Plan

Note: Items entered in italics have not been approved for submission by the Committee. Such reports are listed here for information, pending formal approval.

Meeting	Lead Member(s)	Item (description / title)	Purpose of report	Expected Outcomes	Author	Date Entered
19 October	Cllr. Huw Hilditch-Roberts	1. Review of Primary School Provision in the Ruthin area [Education]	To outline the lessons learnt during the process of reviewing primary school provision in the Ruthin area (the report to highlight procedural flaws identified during and at the conclusion of the review process as well as methods/processes that worked well, and the impact on pupils at the schools subject to the review)	To improve processes relating to reviewing school provision in the county for the purposes of any future reviews	Karen Evans/Geraint Davies/James Curran	By SCVCG November 2016 and deferred by SCVCG February 2017
	Cllr. Brian Jones	2. Draft Tree Maintenance Policy	To examine the draft policy in relation to tree maintenance in Denbighshire	To provide observations and formulate recommendations with a view to developing a clear and robust policy in relation to tree maintenance across the county	Tony Ward	July 2017
30 November						

Communities Scrutiny Committee Forward Work Plan

Meeting	Lead Member(s)	Item (description / title)	Purpose of report	Expected Outcomes	Author	Date Entered
18 January 2018	Cllr. Huw Hilditch-Roberts	1. Procedure for schools wanting to amend current cluster arrangements [Education]	To consider the draft procedure for schools which want to change their current cluster arrangements	To formulate an effective procedure which schools can follow if their governing body determines they wish to amend their current cluster arrangements in order to deliver the best possible outcomes for pupils	Karen Evans/Geraint Davies/Ian Land	June 2017
22 March	Cllr. Brian Jones	1. Car Parks in Denbighshire	To report on the: (i) progress made in implementing the Car Park Asset Management Plan; and (ii) findings of the cross service Car Park Task and Finish Group's work in exploring potential options to improve the visitor experience in terms of parking etc.	(i) Ensuring that the Car Park Asset Management Plan is being delivered in line with the expected timescales and to budget for the purpose of improving the condition of the county's car park and users' experiences of using them; and (ii) To formulate recommendations in relation to improving visitors' experience of using the county car parks, their development as gateways into the county and consequently developing the local economy	Graham Boase/Mike Jones	July 2017
	Cllr. Tony Thomas	2. Seagull Management	To consider the progress made in implementing the Seagull Action Plan and its effectiveness in mitigating the nuisance caused by	To determine the effectiveness of the methods included in the action plan in reducing the nuisance caused by seagulls across the county and determine whether further action is required in order to address the problems caused	Graham Boase/Emlyn Jones	By SCVCG July 2017

Communities Scrutiny Committee Forward Work Plan

Meeting	Lead Member(s)	Item (description / title)	Purpose of report	Expected Outcomes	Author	Date Entered
			seagulls in areas of the county			
WAST and BCU GP OOH Service reps to attend (WAST can't make any of the committee's dates in 2017 or Jan 2018. Once WAST reps have confirmed their availability contact Sefton Brennan, BCUHB to see if he's also available)	Cllr. Bobby Feeley	3. Welsh Ambulance Service Trust (WAST) and the GP Out of Hours (OOH) Service (TBC) (date to be confirmed based on all parties' availability)	To brief the Committee on: (i) WAST's performance in reaching targets in the North Wales region and on the findings of recent pilot schemes in Denbighshire and North Wales; and (ii) the GP OOH Service's work and how its work complements the WAST's work and reduces pressures on WAST	To explore potential areas where the Council can help support the delivery of preventative and intervention services across the county	WAST/BCUHB	By SCVCG February 2017
17 May						
12 July						

Communities Scrutiny Committee Forward Work Plan

Meeting	Lead Member(s)	Item (description / title)	Purpose of report	Expected Outcomes	Author	Date Entered
6 September						
25 October						
13 December						
Jan/Feb 2019						

Future Issues

Item (description / title)	Purpose of report	Expected Outcomes	Author	Date Entered
Community Infrastructure Levy (CIL)	To outline the proposals for implementing the CIL in Denbighshire	The development of an appropriate and effective CIL scheme for the County	Graham Boase/Angela Loftus	February 2013

For future years

Information/Consultation Reports

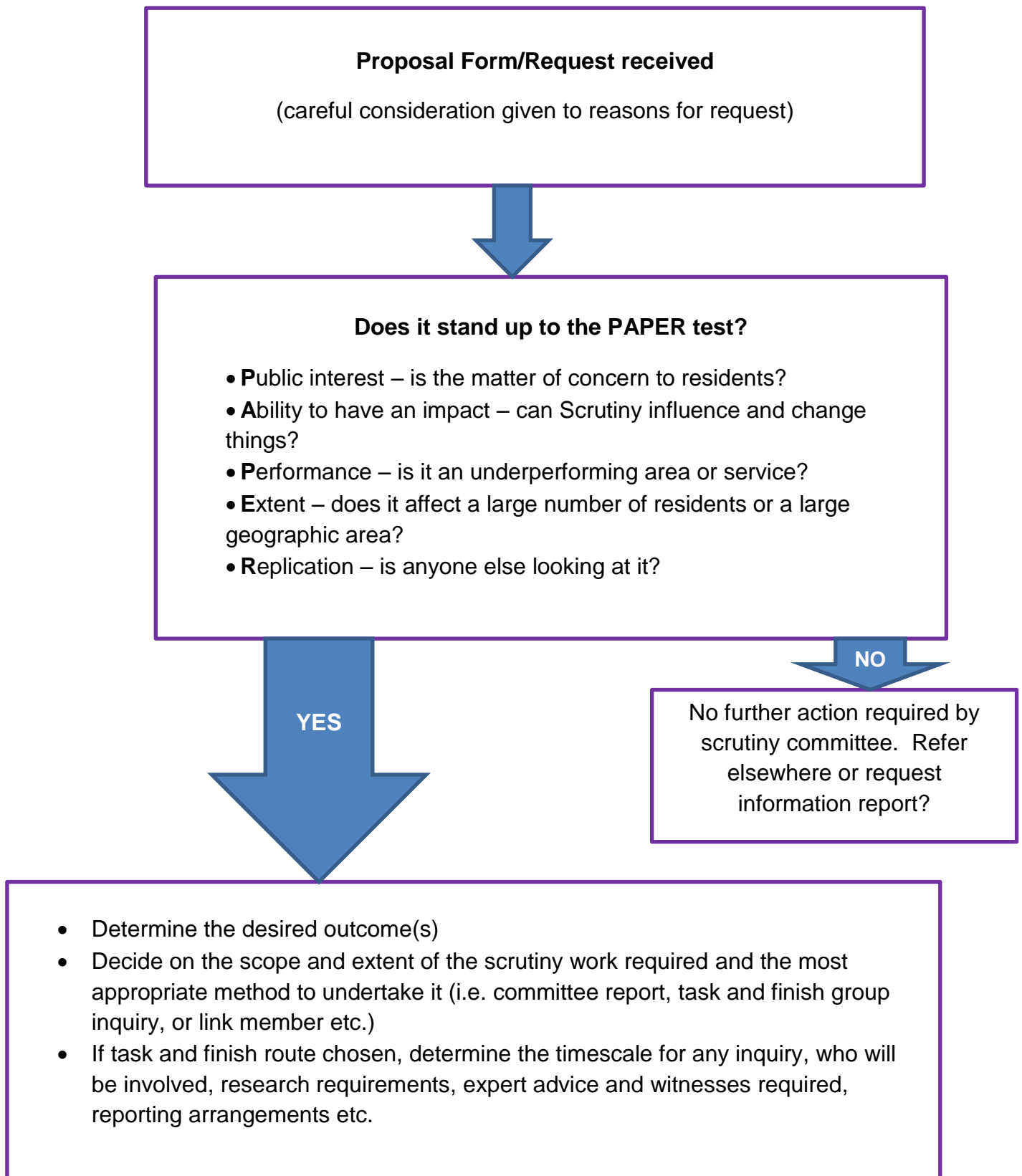
Information / Consultation	Item (description / title)	Purpose of report	Author	Date Entered

Note for officers – Committee Report Deadlines

Meeting	Deadline	Meeting	Deadline	Meeting	Deadline
19 October	5 October	30 November	16 November	18 January 2018	4 January 2018

Member Proposal Form for Scrutiny Forward Work Programme	
NAME OF SCRUTINY COMMITTEE	
TIMESCALE FOR CONSIDERATION	
TOPIC	
What needs to be scrutinised (and why)?	
Is the matter one of concern to residents/local businesses?	YES/NO
Can Scrutiny influence and change things? (if 'yes' please state how you think scrutiny can influence or change things)	YES/NO
Does the matter relate to an underperforming service or area?	YES/NO
Does the matter affect a large number of residents or a large geographical area of the County (if 'yes' please give an indication of the size of the affected group or area)	YES/NO
Is the matter linked to the Council's Corporate priorities (if 'yes' please state which priority/priorities)	YES/NO
To your knowledge is anyone else looking at this matter? (If 'yes', please say who is looking at it)	YES/NO
If the topic is accepted for scrutiny who would you want to invite to attend e.g. Lead Member, officers, external experts, service-users?	
Name of Councillor/Co-opted Member	
Date	

Consideration of a topic's suitability for scrutiny



Cabinet Forward Work Plan

Meeting	Item (description / title)		Purpose of report	Cabinet Decision required (yes/no)	Author – Lead member and contact officer
26 Sept	1	Corporate Policy: Income, Fees and Charges	To introduce a new corporate policy to strengthen the council's approach to income generation	Yes	Councillor Julian Thompson-Hill / Richard Weigh
	2	Minimum Revenue Provision (MRP)	To revise the council's MRP policy as part of the budget strategy for 2018/19	Yes	Councillor Julian Thompson-Hill / Richard Weigh
	3	Finance Report	To update Cabinet on the current financial position of the Council	Tbc	Councillor Julian Thompson-Hill / Richard Weigh
	4	Active Travel – Integrated Network Map	To provide information to Cabinet regarding the development of Denbighshire County Council's Integrated Network Map (INM) and to assure members that DCC is fully compliant with the legislative duties placed upon it as part of the Active Travel (Wales) Act 2013	No	Councillor Brian Jones / Graham Boase / Ben Wilcox-Jones
	5	Treasury Management Review Report 2016/17	To update members on the treasury management activity undertaken during 2016/17	No	Councillor Julian Thompson-Hill / Richard Weigh

Cabinet Forward Work Plan

Meeting	Item (description / title)		Purpose of report	Cabinet Decision required (yes/no)	Author – Lead member and contact officer
	6	Draft Corporate Plan	To review the draft plan prior to submission to Council in October	No	Councillor Hugh Evans / Alan Smith
	7	Items from Scrutiny Committees	To consider any issues raised by Scrutiny for Cabinet's attention	Tbc	Scrutiny Coordinator
24 Oct	1	Finance Report	To update Cabinet on the current financial position of the Council	Tbc	Councillor Julian Thompson-Hill / Richard Weigh
	2	Items from Scrutiny Committees	To consider any issues raised by Scrutiny for Cabinet's attention	Tbc	Scrutiny Coordinator
21 Nov	1	Eisteddfod yr Urdd	To agree investment in the county's presence on the Eisteddfod Maes	Yes	Councillor tbc / Gareth Watson
	2	Finance Report	To update Cabinet on the current financial position of the Council	Tbc	Councillor Julian Thompson-Hill / Richard Weigh
	3	Items from Scrutiny Committees	To consider any issues raised by Scrutiny for Cabinet's attention	Tbc	Scrutiny Coordinator

Cabinet Forward Work Plan

Meeting	Item (description / title)		Purpose of report	Cabinet Decision required (yes/no)	Author – Lead member and contact officer
12 Dec	1	Finance Report	To update Cabinet on the current financial position of the Council	Tbc	Councillor Julian Thompson-Hill / Richard Weigh
	2	Items from Scrutiny Committees	To consider any issues raised by Scrutiny for Cabinet's attention	Tbc	Scrutiny Coordinator
23 Jan	1	Finance Report	To update Cabinet on the current financial position of the Council	Tbc	Councillor Julian Thompson-Hill / Richard Weigh
	2	Items from Scrutiny Committees	To consider any issues raised by Scrutiny for Cabinet's attention	Tbc	Scrutiny Coordinator
27 Feb	1	Finance Report	To update Cabinet on the current financial position of the Council	Tbc	Councillor Julian Thompson-Hill / Richard Weigh
	2	Items from Scrutiny Committees	To consider any issues raised by Scrutiny for Cabinet's attention	Tbc	Scrutiny Coordinator

Cabinet Forward Work Plan

Meeting	Item (description / title)		Purpose of report	Cabinet Decision required (yes/no)	Author – Lead member and contact officer
20 Mar	1	Finance Report	To update Cabinet on the current financial position of the Council	Tbc	Councillor Julian Thompson-Hill / Richard Weigh
	2	Items from Scrutiny Committees		Tbc	Scrutiny Coordinator
24 Apr	1	Finance Report	To update Cabinet on the current financial position of the Council	Tbc	Councillor Julian Thompson-Hill / Richard Weigh
	2	Items from Scrutiny Committees	To consider any issues raised by Scrutiny for Cabinet's attention	Tbc	Scrutiny Coordinator
22 May	1	Rhyl and Prestatyn Business Improvement Districts	To consider the full business case relating to the establishment of business improvement districts	Yes	Councillor Hugh Evans / Mike Horrocks
	2	Finance Report	To update Cabinet on the current financial position of the Council	Tbc	Councillor Julian Thompson-Hill / Richard Weigh
	3	Items from Scrutiny Committees	To consider any issues raised by Scrutiny for Cabinet's attention	Tbc	Scrutiny Coordinator

Note for officers – Cabinet Report Deadlines

Cabinet Forward Work Plan

<i>Meeting</i>	<i>Deadline</i>	<i>Meeting</i>	<i>Deadline</i>	<i>Meeting</i>	<i>Deadline</i>
<i>September</i>	12 September	<i>October</i>	10 October	<i>November</i>	7 November

Updated 18/08/17 - SP

Cabinet Forward Work Programme.doc

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Progress with Committee Resolutions

Date of Meeting	Item number and title	Resolution	Progress
20 July 2017	6. Update on the Management of Car Parks	<p>RESOLVED:</p> <p>(i) that as part of its consideration, it had read, understood and taken account of the Well-being Impact Assessment (Appendix D);</p> <p>(ii) having considered the information presented in the report and answers received to the questions raised, to support the continuation of the work to develop the Car Park Asset Management Plan and the other initiatives listed; and</p> <p>(iii) that a report be presented to the Committee in March 2018 detailing the progress made with the implementation of the Car Park Asset Management Plan and outlining the findings of the cross-service Car Park Task and Finish Group exploring potential options to improve the visitor experience in terms of parking.</p>	The Lead Member and officers were informed of the Committee's recommendations. See Appendix 1 to the current Scrutiny Work Programme report – the requested report is listed for presentation to the Committee at its meeting on 22 March 2018
	7. Consideration of Free Parking for Disabled Badge Holders	<p>RESOLVED:</p> <p>(i) to confirm that, as part of its consideration, it had read, understood and taken account of the Well-being Impact Assessment (Appendix B); and</p> <p>(ii) that the Head of Service, in consultation with the Lead Member for Highways, Planning and Sustainable Travel, having considered the above</p>	The Delegated Decision is in the process of being prepared and will be published in the near future

		<i>observations take a delegated decision in relation to car park tariffs for 'Blue Badge' holders.</i>	
	8. Review and Update of Holiday Caravan Regulation Project	<p>RESOLVED: <i>subject to the above observations to -</i></p> <ul style="list-style-type: none"> <i>(i) support and commend the data management and monitoring systems set up as part of the Project;</i> <i>(ii) agree for officers of the Planning and Public Protection Service to continue to investigate potential unauthorised residential occupation and to regulate parks accordingly; and</i> <i>(iii) agree that the regulation work should now continue on a 'business as usual' basis without the need for any further referral to Scrutiny.</i> 	The Lead Member and officers have been informed of the Committee's recommendations