

To: Members of the Communities  
Scrutiny Committee

Date: 10 May 2018

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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, 17 MAY 2018** in **CONFERENCE ROOM 1A, COUNTY HALL, RUTHIN.**

**PLEASE NOTE THAT THERE IS A BRIEFING FOR ALL ELECTED MEMBERS AT 9.15 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 (Pages 5 - 6)**

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

#### **3 APPOINTMENT OF VICE-CHAIR (Pages 7 - 8)**

To elect the Committee's Vice-Chair for the municipal year 2018/19 (see attached copy of the role description for Scrutiny Member and Chair/Vice-Chair)

**4 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.

**5 MINUTES** (Pages 9 - 20)

To receive the minutes of the Communities Scrutiny Committee held on 22 March 2018 (copy enclosed).

**6 UNIVERSAL CREDIT** (Pages 21 - 36)

To consider a report by the Contracts & Performance Project Manager (copy enclosed) detailing the likely effects of the introduction of Universal Credit Full Service (UCFS) on Council services and on the County's residents and the planning and preparation taken to date.

10.10-11.00 a.m

BREAK  
11.00-11.15 a.m.

**7 TOURISM SIGNAGE STRATEGY FOR DENBIGHSHIRE** (Pages 37 - 62)

To consider a report by the Traffic, Parking and Road Safety Manager and the Team Leader - Tourism, Marketing and Events, updating members on the initial development of a tourism signage strategy for Denbighshire.

11.15-12.00 p.m.

**8 SCRUTINY WORK PROGRAMME** (Pages 63 - 82)

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.

12.00-12.15 p.m.

**9 FEEDBACK FROM COMMITTEE REPRESENTATIVES**

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

12.15-12.20 p.m.

**PART 2 - CONFIDENTIAL ITEMS**

None.

## **MEMBERSHIP**

### **Councillors**

Councillor Huw Williams (Chair)

Brian Blakeley  
Meirick Davies  
Rachel Flynn  
Tina Jones  
Merfyn Parry

Councillor Graham Timms (Vice-Chair)

Anton Sampson  
Glenn Swingler  
Andrew Thomas  
Cheryl Williams

### **COPIES TO:**

All Councillors for information  
Press and Libraries  
Town and Community Councils

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## LOCAL GOVERNMENT ACT 2000

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### Code of Conduct for Members

### DISCLOSURE AND REGISTRATION OF INTERESTS

I, ( <i>name</i> )	<input type="text"/>
a *member/co-opted member of <i>(*please delete as appropriate)</i>	<b>Denbighshire County Council</b>
<b>CONFIRM</b> that I have declared a <b>*personal / personal and prejudicial</b> interest not previously declared in accordance with the provisions of Part III of the Council's Code of Conduct for Members, in respect of the following:- <i>(*please delete as appropriate)</i>	
Date of Disclosure:	<input type="text"/>
Committee ( <i>please specify</i> ):	<input type="text"/>
Agenda Item No.	<input type="text"/>
Subject Matter:	<input type="text"/>
Nature of Interest: <i>(See the note below)*</i>	<input type="text"/>
Signed	<input type="text"/>
Date	<input type="text"/>

\*Note: Please provide sufficient detail e.g. 'I am the owner of land adjacent to the application for planning permission made by Mr Jones', or 'My husband / wife is an employee of the company which has made an application for financial assistance'.

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- (vi) **Role:** **Scrutiny Member/Chair**  
**Salary:** Band 3 (Chair only)

*Please note: items highlighted are specific to the role of Chair*

### 1. PRINCIPAL ACCOUNTABILITIES

- To Full Council

### 2. PURPOSE OF ROLE

- **Providing leadership and direction**
- To participate fully in the activities of the Scrutiny Committee, the development and delivery of its work programme and any associated task and finish groups.
- To assist in the development and monitor impact of Council policy
- To hold the executive to account, monitoring performance and service delivery and challenge decisions through the call in arrangements where appropriate.
- To develop a forward work programme of the committee.
- To report on progress against the work programme to Council, and others as appropriate
- **To provide confident and effective management of meetings to facilitate inclusivity, participation and clear decision making ensuring that meeting objectives are met, and the code of conduct, standing orders and other constitutional requirements are adhered to.**
- **To act as a focus for liaison between the council, community and external bodies in relation to the scrutiny function.**
- **To encourage effective contributions from all committee members in both committee and task and finish groups**
- **To assess individual and collective performance within the committee and liaise with the relevant Group Leader to progress training and development opportunities.**
- Fulfil the accountabilities of the elected member role.

### 3. VALUES and EXPECTATIONS

- To be committed to the values of Denbighshire County Council and the following values in public office:
  - Pride
  - Integrity
  - Respect
  - Unity
  - Attend all relevant meetings
  - Carry out business electronically i.e. meetings and communication, wherever possible
  - To attend mandatory training as specified in the code of conduct and the constitution.
  - To participate in an annual development review to continually improve the performance of the member and the Council.

- To explain and account for personal performance as a County Councillor on a regular basis, particularly through the publication of an Annual Report on the Council's web site.



## COMMUNITIES SCRUTINY COMMITTEE

Minutes of a meeting of the Communities Scrutiny Committee held in Council Chamber, County Hall, Ruthin, LL15 1YN on Thursday, 22 March 2018 at 10.00 am.

### PRESENT

Councillors Brian Blakeley, Meirick Davies, Rachel Flynn, Tina Jones, Anton Sampson, Glenn Swingler, Andrew Thomas, Graham Timms (Vice-Chair) and Huw Williams (Chair)

Co-opted Members Mike Hall, Kathleen Jones, David Lloyd and Gareth Williams attended for business item 5.

Councillors Huw Hilditch-Roberts, Lead Member for Education, Children and Young People, Brian Jones, Lead Member for Highways, Planning and Sustainable Travel and Tony Thomas, Lead Member for Housing, regulation and the Environment were in attendance at Committee's request.

**Observers** – Councillors Jeanette Chamberlain-Jones, Barry Mellor, Arwel Roberts, Peter Scott, Rhys Thomas, Emrys Wynne and Mark Young.

### ALSO PRESENT

Corporate Director Economy and Public Realm (GB), Head of Highways and Environmental Services (TW), Head of Education and Children Services (KE), Principal Manager - Modernising Education (GD), Planning and Resources Manager (IL), Head of Planning and Public Protection (EJ), Traffic, Parking and Road Safety Manager (MJ) Team Leader - Communications & Campaign Management (GW), Flood Risk Engineer (WH), Scrutiny Coordinator (RE) and Committee Administrator (SJ)

### 1 APOLOGIES

Apologies for absence were received from Councillors Merfyn Parry and Cheryl Williams

### 2 DECLARATION OF INTERESTS

Councillors Huw Hilditch-Roberts, Brian Blakeley, Graham Timms, Glenn Swingler, Huw Williams, Meirick Lloyd Davies, Tina Jones, Emrys Wynne, Peter Scott and Anton Sampson declared a personal interest in Agenda item 5 – School Cluster Arrangements as they were all School Governors in local schools.

Co-opted Members Mike Hall and David Lloyd declared a personal interest in Agenda item 5 – School Cluster arrangements as they were School Governors in local schools.

### 3 URGENT MATTERS AS AGREED BY THE CHAIR

No urgent matters were raised.

#### 4 MINUTES

The minutes of the meeting of the Communities Scrutiny Committee held on 18 January 2018 were submitted.

**RESOLVED** that the minutes of the meeting held on 18 January 2018, be received and approved as a correct record.

#### 5 SCHOOL CLUSTER ARRANGEMENTS

The Lead Member for Education, Children and Young People introduced the report (previously circulated) which provided members with feedback on the work undertaken by officers in response to a request by the Committee, in June 2017, that consideration be given to the development of a process to facilitate schools, if they so wished, to request to review their school cluster arrangements. During his introduction the Lead Member advised that the Committee's request had stemmed from consideration of the Council's new Learner Transport Policy, effective from September 2018, and in particular in response to concerns from parents of pupils at Ysgol Pantpastynog, Prion and Ysgol Bro Cinmeirch, Llanrhaeadr on whether, dependent upon their home address, they would be entitled to free school transport to either Ysgol Glan Clwyd or Ysgol Brynhyfryd. During the development of the new Learner Transport Policy it became apparent that school cluster arrangements and the 'feeder school' relationship with the secondary schools was extremely important to pupils, parents/carers and schools alike. Consequently, provision was made within the new Learner Transport Policy to recognise the 'feeder school' relationship and provide discretionary free transport to either the nearest suitable secondary school or the recognised 'feeder' secondary school, providing the learner's address and nearest pick-up point was further than three miles from the secondary school. Ysgol Bro Cinmeirch had particular concerns in relation to parents/carers opting for Welsh-medium faith based education in order to access provision at Ysgol Pantpastynog and consequently transfer to Ysgol Glan Clwyd under the feeder school arrangements if Bro Cinmeirch pupils could not be given discretionary travel to Ysgol Glan Clwyd.

Members were advised by the Head of Education and Children's Services that in order to progress the Committee's request for consideration to be given to the development of a process for primary schools who wished to change their school cluster arrangements a Working Group was established. An overview of the Working Group's remit was attached at Appendix 3 to the report. Each 'secondary school cluster' across the county was invited to appoint two representatives to serve on the Working Group. The cluster representatives appointed constituted a cross-section of school expertise i.e. head teachers, business and finance managers and governors. Local authority representation on the Working Group was made up of members from the School Finance and Passenger Transport teams. The Head of Service informed the Committee that the Working Group at the conclusion of its work had deemed that there was no need to develop a process to enable primary schools to request to change their cluster arrangements. In their view the Council should continue to focus on the School

Modernisation Agenda. This view was similar to that of the Council's Education Service.

In response to members' questions the Lead Member, Head of Service and the Planning and Resources Manager (Education Resources & Support) advised that:

- whilst legislation stipulated that local authorities were required to provide free school transport to pupils who opted to receive Welsh-medium education, provided they attended the nearest suitable school and met the distance criteria, the provision of free school transport to faith-based schools was at the local authority's discretion. However, Denbighshire treated both Welsh-medium and faith-based choices on a par when determining school transport entitlement;
- learner transport legislation stipulated that the amount of time a pupil should be expected to travel in order to receive an education had to be reasonable;
- parental choice was a priority when parents/carers choose a school for their child, the Authority's duty in relation to this extended to the provision of free school transport to the pupil to the nearest suitable school if it exceeded the expected distance for the pupil/parent to make their own arrangements to get to the school;
- whilst one primary school had initially expressed an interest in asking the local authority to develop a process for changing school cluster arrangements once the Working Group was established it became evident that there was no appetite amongst the wider school cluster representation to progress this work further. Officers acknowledged that neither Denbigh nor the Llangollen clusters were fully represented at the Working Group meeting, nevertheless neither cluster had indicated their support for or against developing a process;
- the current school cluster arrangements had been in operation in Denbighshire for a number of years. It was a recognised model for forging and building relationships between primary and secondary schools. The school cluster model had been adopted by the Welsh Government (WG);
- one of the risks identified with developing a process for schools to change their cluster arrangements was the detrimental effect this could potentially have on individual schools' non-delegated budgets if they regularly opted to change their cluster arrangements; and
- if the Committee recommended that a procedure to enable schools to change their school cluster arrangements should be developed parents and other stakeholders would be consulted on the proposed procedure prior to it being submitted to scrutiny for consideration. The development of a procedure would require some significant work and resource on the Council's behalf.

Following an in-depth discussion the Committee:

**Resolved: subject to the above observations to determine that –**

- (i) the development of a process to enable primary schools to amend their school cluster arrangements was not required as this would work***

- against the co-ordinated approach to the modernisation of Denbighshire's schools;***
- (ii) the implementation of the new Learner Transport Policy 2017 be monitored, in line with the original resolution of the Committee on the 15<sup>th</sup> June 2017, and that the review also monitor the concerns of Ysgol Bro Cinmeirch; and***
- (iii) the Authority respond to the Headteacher and Governing body of Ysgol Bro Cinmeirch outlining the Committee's resolution.***

## **6 SEAGULL MANAGEMENT UPDATE REPORT**

The Lead Member for Housing, Regulation and the Environment introduced the Head of Planning and Public Protection's report and associated appendices (previously circulated) the purpose of which was to update members on the progress made to date in implementing the Seagull Management Action Plan and proposed future actions to mitigate the nuisance caused by seagulls in the county.

Members were advised by the Head of Planning and Public Protection that the Action Plan, Appendix 3 to the report, was a Council-wide plan with actions allocated to a number of services to take forward and implement. The priority at present was delivering the public awareness campaign, outlined in Appendix 4, and working with food businesses to reduce the availability of food waste which enticed seagulls. Currently the focus was on educating the public and persuading residents, visitors and businesses to work with the Council in a bid to reduce the nuisance and destruction caused by seagulls.

The Council's Team Leader: Communications and Campaign Management outlined the actions and initiatives underway as part of the public awareness campaign, which had been approved in February 2018. These included:

- social media campaign which would include awareness raising videos;
- contacting city, town and community councils to seek their support for the work and to encourage them to support the Council's work by sharing information with residents and ensuring that streets and public areas were kept clean and tidy;
- encouraging businesses, residents and visitors to dispose of any food waste responsibly and in a secure manner;
- contacting schools with a view to educating children about the nuisance caused by seagulls and other animals and of the need to safely dispose of food waste and other rubbish. It was envisaged that this approach would be useful for communicating the same messages to parents etc. as they were likely to listen to their children's views on matters;
- through the Education Service's Enrichment Programme to run a poster designing competition with the winning entry being used for the Council's awareness campaign

Councillor Anton Sampson shared with the Committee photographs of a poster used by Great Yarmouth Borough Council in a bid encourage people to dispose of food waste etc. responsibly, whilst Councillor Brian Blakeley shared a number of complaints and comments he had received from residents.

Responding to members' questions the Lead Member, Corporate Director: Economic and Community Ambition, Head of Service, and Team Leader: Communications and Campaign Management confirmed that:

- food waste was the main cause of concern as it attracted the seagulls. If access to food waste could be reduced it was anticipated that the problems caused by the seagulls would diminish;
- duty of care inspections on businesses to ensure that they had commercial waste disposal contracts and were using pest-proof containers for food waste were currently underway. Similar checks were being undertaken on food outlets during routine food hygiene inspections. Consideration was currently being given to whether to include securing food waste as one of the compliance areas for food hygiene inspections;
- street cleaning work was being undertaken on a regular basis in coastal towns with a view to reducing the amount of litter and keeping the streets and street furniture clean and tidy;
- whilst falconry had been used successfully as a deterrent in recent years to scare away the seagulls, its effects were short-term and once the birds of prey were withdrawn the seagulls returned. Using falconry was also quite expensive and therefore not sustainable in the long-term;
- the Council intended to lobby the WG, Welsh Local Government Association (WLGA) and National Resources Wales (NRW) with a view to having a national or regional cross-organisational campaign on seagull management and risk mitigation, and to better understand the gulls behaviour pattern with a view to predicting their evolving feeding patterns;
- discussions were underway with the Council's Legal Department on the viability of introducing bylaws or Public Space Protection Orders (PSPOs) in relation to preventing the feeding of gulls. However, before such measures could be considered the Service would need to provide evidence in relation to the actual number of complaints received by the Council pertaining to people feeding gulls. At present the number of actual complaints received by the Council was extremely low, although officers were well aware of the anecdotal complaints relating to the feeding of gulls and the problems it caused. The viability of introducing a bylaw or a PSPOs would be reviewed again in 12 months' time. In the meantime residents and visitors would need to be made aware of the importance of reporting any 'gull-related' incidents to the Council's Customer Services Centre;
- the Council did have powers under the Anti-Social Behaviour, Crime and Policing Act 2014 to serve Community Protection Notices on individuals who were found to be excessively feeding birds. However, this power was rarely used. The Council's initial approach would be to write to the individual concerned to advise them that complaints had been received about their behaviour and its impact on others. It was felt that utilising a non-adversarial, persuasive approach was more effective in the majority of cases;
- the use of bin bags in certain areas further compounded the problems caused by seagulls as they enticed them and could be ripped open easily by them. Unfortunately there were properties and areas in the county which could only be issued with bags rather than wheelie bins and secure food caddies due to access problems for the waste collection service. The Head of Planning and Public Protection undertook to discuss with the Head of

Highways and Environmental Services whether other more secure 'waste disposal' options were now available that could be issued to these properties and whether clips could be fitted on to current wheelie bins to secure their contents in adverse weather conditions or to stop seagulls and other vermin opening them;

- that they were not aware of any lobbying of the UK Government with a view to lifting the legal protection given to 'seagulls';
- the use of cartoon/picture posters for the purpose of raising public awareness was acknowledged as an effective method for engaging with people and educating them to consider changing their habits;
- they were aware of the problem caused by seagulls at Ysgol y Castell, Rhuddlan and the cost of introducing measures to address the problem. As far as they were aware this was an isolated incident, but they offered to enquire with the Council's Buildings Maintenance Service on who would be liable to pay for risk reduction work on school buildings;
- hotels, caravan and holiday parks would be included in the awareness raising work undertaken by the Communications and Marketing Team; and
- the work to raise public awareness was key if the Council was to be successful in reducing the nuisance caused by seagulls in the county. Any ambitions the Authority had in relation to increasing tourist footfall through seeing open air restaurants etc. flourish would be dependent on a large reduction in the number of seagulls in the county;

It was also suggested during the discussion that it may be worthwhile to contact Betsi Cadwaladr University Health Board (BCUHB) to enquire if they held statistics on the number of individuals who had attended the Emergency Departments or Minor Injuries Units at local hospitals with injuries or complaints caused by seagulls. At the conclusion of the discussion the Committee:

**Resolved: - subject to the above observations -**

- (i) to instruct the Lead Member and officers to contact the Welsh Government, Welsh Local Government Association and National Resources Wales to seek their commitment to work with the Council for the purpose of effectively managing and mitigating the risks and nuisance caused by seagulls;***
- (ii) that the public awareness campaign include the production of posters and stickers etc. to be placed in food outlets and on waste containers/bins asking people to safely and securely dispose of their food waste;***
- (iii) if appropriate, that officers utilise the powers to serve Community Protection Notices in accordance with the Anti-Social Behaviour, Crime and Policing Act 2014, to individuals who excessively feed birds and have a detrimental impact on other residents; and***
- (iv) that a report be presented to the Committee in twelve months' time on the progress made in developing and delivering the Seagull Management Action Plan and the associated Public Awareness Campaign***

## 7 CAR PARKS IN DENBIGHSHIRE

The Lead Member for Highways, Planning and Sustainable Travel introduced the Traffic, Parking and Road Safety Manager's report (previously circulated) the purpose of which was to update the Committee on the progress made with the implementation of the Car Park Asset Management Register and Investment Programme. Also included in the report were details of the progress made by the Car Park Task and Finish Group in developing measures to improve the visitor experience for car park users. Members were given an overview of various elements of the work undertaken to date as part of the development of the Asset Management Register and proposed Investment Programme (outlined in Appendix B to the report) and on the interventions identified by the Task and Finish Group by the Traffic, Parking and Road Safety Manager.

Responding to the Committee's questions the Lead Member, Corporate Director: Economic and Community Ambition and the Traffic, Parking and Road Safety Manager advised that:

- they were satisfied with the progress made in developing various aspects of the work that required to be undertaken. Undertaking the car park surveys had taken some considerable time, but the majority of the planning work had now been completed. Officers had visited each Member Area Group (MAG) to brief them on the proposals and seek their support for the plans;
- it was anticipated that the improvement programme in its entirety would take five years to complete. Implementation was at an early stage with only approximately 12 new pay and display machines installed to date. The cost of this work was being met from within the Car Parking Service's budget;
- the investment programme required further budget profiling prior to being developed into a Business Case for submission to the Council's Strategic Investment Group (SIG) for approval;
- a phased approach would be taken for undertaking the work. During the first two years present pay and display machines would be replaced with machines that would accept card payments and produce better data profiles of each car parks usage. Signage would be improved in car parks during the early stages of the plan's implementation as this would help improve the visitor experience by providing clear information on whether they were short or long stay car parks/areas of car parks. More cosmetic improvements i.e. lighting and landscaping would be upgraded during the latter stages of the investment plan's implementation;
- further work was required in order to impact assess some of the interventions put forward by the Car Park Task and Finish Group i.e. transferable pay and display tickets between long stay car parks across the county, paperless parking permits etc.;
- the investment plan constituted an investment in excess of £1.3m over a five year period in 44 of the county's Council owned car parks. Whilst the plan was fluid, work would be undertaken following a prioritisation exercise;
- the Council's contract for pay and display machines that accepted payment by telephone calls would run for another two years. However, this facility was not widely used therefore the pay and display machines may be replaced with machines providing different functions when the contract expired;

- the refurbishment works to be carried out on the underground car park in Rhyl would not form part of this investment plan. The business case for that work had been approved by both SIG and Cabinet recently;
- the five year Car Park Investment Programme was aimed at maintenance and upgrading work on current Council owned car parks, any proposed plans to change car parking facilities or increase car parking capacity in any areas of the county would require to be based on a separate business case which would need the approval of SIG ;
- Denbighshire had opted to replace its pay and display machines with newer models from Parkeon. Parkeon was widely acknowledged as a reliable supplier of pay and display machines with a large number of local authorities opting to install their machines. Whilst Denbighshire County Council had chosen to continue to use them Conwy County Borough Council used a different supplier. The purchasing of new pay and display machines was undertaken in line with the Council's Contract Procedure Rules (CPRs) and national procurement rules. By adhering to these rules and procedures the Council benefited from economies of scale pricing for goods;
- consultation on the proposals in the Investment Programme had been undertaken with the 6 MAG groups; city, town and community councils had not been consulted on the proposals;
- paperless permits would entail Civil Enforcement Officers either scanning or manually inputting car number plates using hand held devices to verify that a permit had been purchased for that particular vehicle;
- further work was required in relation to the type of electronic system that would be required to enable car park users to purchase flexible parking permits and on payment methods for such permits;
- there had been a drop in car park income during the current year. The potential for a further income drop in the future would be considered when determining the amount of prudential borrowing required to fund the improvements, so as to minimise the risk of creating a future budget pressure.
- civil enforcement work relating to car parks in the county was set up to be cost neutral.

Prior to the conclusion of the discussion Councillor Arwel Roberts appealed to the Traffic, Parking and Road Safety Manager for his assistance to resolve a matter in Rhuddlan relating to the transfer of a car park to the ownership of the county council. The Committee:

**Resolved: - subject to the above observations –**

- (i) to support the continuation of the work to implement the Car Park Asset Management Register, Investment Programme and the work of the Car Park Task and Finish Group; and***
- (ii) that a further report be presented to the Committee in twelve months' time on the progress made in developing, implementing and delivering all elements of the Register, Investment Programme and the initiatives identified by the Car Park Task and Finish Group***



## 8 INVESTIGATION INTO THE 19 JULY 2017 FLOODS

The Lead Member for Highways, Planning and Sustainable Travel introduced the Flood Risk Manager's report (previously circulated) which presented the Committee with the findings of the investigation into the 19<sup>th</sup> July 2017 floods in the north of the county. Attached to the report was a copy of the final report produced in accordance with Section 19 of the Flood and Water Management Act 2010. Under the Act's provisions the Council was required to investigate, prepare and publish this report in response to incidents of flooding within its geographical boundaries.

The Flood Risk Manager outlined the Council's duties with respect of investigating the floods that occurred and advised that the amount of rainfall that fell in the northern part of the county on 19<sup>th</sup> July 2017 equated to a 1 in 50 year event. He proceeded to outline the process undertaken to investigate the cause and extent of the floods and advised that, due to the large geographical area affected, it had taken some considerable time to collate and analyse all the evidence and information gathered. The investigation had concluded that the cause of the flood was a pluvial event due to an excessive volume of surface water being unable to enter the drainage and sewage systems at a fast enough rate to enable it to drain away. The volume of rainfall that day exceeded the amount of capacity within the local drainage and sewage systems to continually flow. This lack of capacity was further exacerbated by blockages in pipes and problems encountered in pumping stations, both of which were the responsibility of Dŵr Cymru Welsh Water (DCWW). The Flood Risk Manager emphasised that both DCWW and Natural Resources Wales (NRW) had worked closely with the Council when undertaking the flood investigation work and the Lead Member informed the Committee that the officer had forged a good working relationship with both organisations, both of whom had accepted that all partners had responsibilities in relation to flood risk management in this area.

Members from the Rhyl area detailed a number of long-standing flood related problems in the Rhyl area including the camber of the road in Ffordd Derwen, water flowing off Ysgol Dewi Sant's playing fields, fly tipping on Network Rail owned land and problems with drains and soakaways in its ownership, problems on Ffordd Elan and the new Rhyl Rugby Club pitch. The Head of Highways and Environmental Services and the Flood Risk Manager advised members that the cause of a number of these problems were very complex. Due to the complexities involved the Council had been able to secure funding from the WG to undertake an in-depth study into the type of work that would be required to improve the situation. Nevertheless, no one could give an absolute guarantee that such an event would never happen again, all that could be done was to reduce the risks of flooding in future. The results of the drainage study at Ffordd Derwen, Rhyl was expected in September 2018. Similarly the results of the collaborative work with DCWW and NRW to investigate whether improvements could be made to the management of the Rhyl Cut and Prestatyn Gutter as well as adjacent drains and sewers was expected around the same time.

Responding to members' questions officers advised that:

- DCWW was undertaking a study in the Bro Berllan area of Rhuddlan with a view to understanding the extent of the flood and drainage problems there;

- Council-owned gulleys were emptied on at least an annual basis, with those known to cause problems being emptied on a more regular basis. If members became aware of gulleys that could potentially increase the risk of flooding or which required emptying they should contact the Customer Service Centre to report the matter;
- the Council took incidents of fly-tipping very seriously and made every effort to work with the perpetrators to educate them on the problems caused by them and the associated costs;
- whilst proposals for the provision of separate sewers for sewage and surface water were put forward when water companies were privatised and DCWW had been developing plans to introduce these for some time, Council officers were not aware that any such schemes had been implemented in Denbighshire to date;
- with regards to the maintenance of ditches and river banks whilst NRW had powers to carry out this type of work it was not a duty of the NRW to undertake the work, usually it was deemed to be the responsibility of the riparian landowner to undertake the maintenance work; and
- staff from the Highways and Environmental Services worked closely with Education Service staff to mitigate the risks to schools and pupils from flooding and other adverse weather events.

The Committee at the conclusion of the discussion:

**Resolved: - subject to the above observations to**

- (i) request that officers to report on the findings of the Welsh Government grant funded drainage study at Ffordd Derwen, Rhyl to the Rhyl Member Area Group following the publication of the report in the autumn of 2018;***
- (ii) request officers to attend meetings of the Elwy, Prestatyn and Rhyl Member Area Groups to discuss local flood risk related matters; and***
- (iii) request that the findings of the study undertaken in conjunction with Dŵr Cymru Welsh Water and Natural Resources Wales into whether improvements could be made to the management of the Rhyl Cut and Prestatyn Gutter, adjacent drains and sewers, be presented to the Committee when completed, and that representatives from both organisations be invited to the meeting to discuss the findings and to outline each organisation's responsibilities in relation to flood management and flood mitigation.***

## **9 SCRUTINY WORK PROGRAMME**

The Scrutiny Coordinator submitted a report (previously circulated) seeking members' review of the Committee's work programme and provided an update on relevant issues.

Discussion focused on the following –

- the three items on the work programme for the Committee's next meeting were re-affirmed and it was agreed to invite the relevant Lead Cabinet Members to that meeting;

- members noted that the Scrutiny Chairs and Vice Chairs Group had met to consider a number of potential items for scrutiny, which had been included on the Committee's work programme;
- members were encouraged to complete the Scrutiny questionnaire which had been circulated, to evaluate the effectiveness of Scrutiny;
- the Scrutiny Coordinator explained to members that a change in membership of Communities Scrutiny Committee had created a vacancy on the Finance Service Challenge Group. Appointment of a member was sought to represent the Committee, Councillor Timms nominated the Chair Councillor Huw Williams to represent Scrutiny. The Committee were all in agreement with the appointment.
- reference was made to the Committee's information brief which included an update on actions from the last meeting together with further information as requested

It was:

**Resolved: - subject to the above to confirm the Committee's forward work programme**

## **10 FEEDBACK FROM COMMITTEE REPRESENTATIVES**

Committee representatives reported upon their attendance at meetings as follows –

Councillor Graham Timms had attended the Service Challenge for Facilities, Assets and Housing and noted that an update report had been included in the information update brief.

The meeting concluded at 13.15 p.m.

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**Report to:** Communities Scrutiny Committee

**Date of Meeting:** 17<sup>th</sup> May 2018

**Lead Member/Officer:** Lead Member for Finance, Performance and Strategic Assets/Contracts & Performance Manager, Finance

**Report Author:** Contracts & Performance Project Manager, Finance

**Title:** Universal Credit

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## 1. What is the report about?

The likely effects of the introduction of Universal Credit Full Service (UCFS) on Council services and on the County's residents and the planning and preparation taken to date.

## 2. What is the reason for making this report?

Members have requested this report to provide information on:

- the anticipated impact of UCFS on Council services and on residents during the early roll out stages in Denbighshire
- the measures taken to date in preparing services and residents to deal with the changes
- proposed plans for the remainder of the rollout and the eventual migration of current benefit recipients onto UCFS in due course

## 3. What are the Recommendations?

To consider the contents of the report, provide observations and continue to support the ongoing work of the Universal Credit Board to understand and manage the impacts for both Council services and Denbighshire residents.

## 4. Report details

### Background

Universal Credit is part of UK Government's programme of welfare reform and is an overhaul of the current benefit system. It is a means-tested benefit available from Department of Work and Pensions (DWP) for working age people who are on low incomes, either in work or out of work. It replaces six main benefits/tax credits for those of working age and combines all of these benefits into one single monthly household payment.

UK Government aims are to have a simpler system with one benefit instead of many; ensure people are better off in work than on benefits; better reflect the world of work and encourage financial responsibility.

UCFS commenced in south Denbighshire from October 2017 and the remainder of Denbighshire from April 2018.

DWP are planning full migration of all *existing* benefit claimants of working age across the UK by 2022. However the start date is not yet announced and we will continue to work closely with DWP to clarify impact and timelines for Denbighshire.

### Considerations for Denbighshire County Council

Key issue: We are now in the Universal Credit Full Service phase for new claimants and those who have a change of circumstances affecting their benefit status. This requires a period of adjustment for claimants and all the agencies and services who support them and engage with them. This inevitably includes multiple areas of the Council.

Some examples of the changes for residents:-

- A fully digital service. Claimants claim and manage their accounts online with support from Denbighshire Libraries / One Stop Shops
- Monthly payments in arrears
- One payment paid to couples
- Housing costs claims administered through DWP under UCFS, rather than housing benefit through the local authority
- The housing costs element will normally be paid direct to the claimant rather than direct to their landlord

Some key areas of impact on Council services:-

- Increase in demand for advice and support from areas such as Citizens Advice, Libraries / One Stop Shops, Revenues / Benefits and Homeless Prevention Team.
- Impact on existing processes within Revenues/ Benefits. Current processes work well and have previously received high assurance ratings by audit and by a recent review by DWP (appendix 1). Changes to process and the impact on service delivery will have to be carefully managed.
- Services such as Community Support Services and Education & Children's Services may see impact on some vulnerable residents and their families.
- Pressure on Housing and Finance with more residents struggling to pay rent on housing tenancies and pay Council Tax.

### Preparation for Universal Credit

In July 2017 the Denbighshire Universal Credit Board was established at the request of the Corporate Executive Team (CET) and through regular meetings has enabled a whole Authority and corporate approach to UC. This corporate approach has meant that the implications of UCFS have been considered across the Council and not just in the Revenues and Benefits area. The Board has taken responsibility for the strategic and operational decision making to ensure the transition to UCFS is as seamless as possible and any potential negative impacts upon residents, service providers and the Council are mitigated as far as is practical.

All impacted services are represented on the Board (appendix 2) plus key partners, namely DWP, Citizens Advice Denbighshire (CAD) and Housing Association representative. Board members ensure that their service area has clearly identified the risks and issues and is taking forward activities to mitigate. This is documented in detail in the risk register (appendix 3). A brief summary of key service areas is also attached (appendix 4) as a supplement to the risk register.

In addition Members attention is also drawn to the following:-  
Through the Board a close working relationship is in place between the individual Board Members and service areas to provide a strong strategic, cohesive approach. Operationally Denbighshire County Council and Citizens Advice have a presence in DWP's Rhyl Job Centre working alongside DWP staff to provide a multi-agency approach to supporting claimants. This provision has already generated positive results.

Much joint working is also being undertaken locally to put into place additional key processes between Denbighshire County Council and Rhyl Job Centre to ensure that claimants are able to quickly access additional support and information they may need.

There has been considerable engagement with WLGA and other Local Authorities, particularly Flintshire County Council to learn from their experiences and capture best practice (Flintshire Council UCFS start date was April 2017).

A data analysis report has been commissioned which provides a rich data source to help identify and then try to work with those who are likely to feel the most impact of changes under UCFS and the UK Government's wider welfare reform.

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

Universal Credit is not a Council decision. It is a UK Government welfare benefit being rolled out by the Department of Work and Pensions and so has not been designed with Denbighshire's Corporate Priorities in mind.

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

There are no direct outgoing costs for the Council with the implementation of Universal Credit. However the differences between UCFS and 'legacy' benefits will generate difficulties for some residents. This will increase demand for some Council services and put pressure on others as noted under section 4 and in the risk register.

DWP do provide minimal funding to the Council to provide personal budgeting support, digital support and project implementation. However this is against a drop in the DWP Administration Grant and the potential detrimental impact on a number of key services.

It is difficult to forecast possible numbers that will come through UCFS initially, as claimants will be new claimants or those with a change of circumstance. Going forward actual numbers and impact will be closely monitored, providing data to support financial forecasting. Finance are continually monitoring the potential financial impact and will report on this as appropriate. DWP aim to migrate those on existing legacy benefits, across the UK by 2022. The date when this will start to roll out in Denbighshire is not yet known but we will continue to work with DWP to understand impact and timelines.

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

It is not appropriate for the Council to prepare a Well-being Impact Assessment on Universal Credit as it is not a Council decision or proposal but a UK Government one. UK Government have prepared their own impact assessment.

<https://www.gov.uk/government/publications/universal-credit-impact-assessment>

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

Extensive communication and engagement has taken place to prepare all relevant stakeholders as fully as possible. The attached communications log (appendix 5) provides full details of activities to date. Focus has been on raising awareness of key issues for residents and the Council as relevant and the support in place to mitigate. The following activities are highlighted:-

- Elected members briefings at each of the 6 Member Area Groups supported by email briefings and copies of press releases
- Regular briefings to Head of Finance / Section 151 officer and in turn CET and the Senior Leadership Team (SLT). Formation and regular meetings of UC Board comprising of representatives from all impacted Council services plus key partners
- Briefings for other key internal Council teams who can support the work of the UC Board e.g. Strategic Planning Team, Economic & Business Development, Contact Centre, Management Accounting Team, Corporate Safeguarding Group
- Training and awareness sessions for frontline Council staff
- Showcase of support event for key internal staff and external agencies

Feedback and responses from all engagement has been documented on the UC Board risk register and reviewed by the UC Board for appropriate action.

**9. Chief Finance Officer Statement**

The reform of the benefit system is a UK government policy. The Council's role is to manage the impact of changes to process where required, understand and manage the impact on council services and as far as possible, help to mitigate the impact on council services, finances and residents. Significant effort has gone into delivering this role, both internally and working very proactively with external partners. The approach the Council has taken is being recognised as a model of good practice by partners and others. There are financial risks to the Council and the impact of these will be kept under close review.

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

The work of the Universal Credit Board is focussed entirely on the identification of issues and risks and taking forward mitigation activities to reduce them (appendix 3). The Board meets regularly and is well attended with active engagement.



The UC Board framework has ensured that a cohesive whole Authority/corporate approach is taken to understanding impact and take forward mitigation. We will continue to use this framework to monitor and review actual impact and so manage the remainder of the rollout and the eventual migration of current benefit recipients.

#### **11. Power to make the Decision**

Section 7.2.3 of the Council's Constitution states that Scrutiny Committees will consider any matter which affects the Council's area or its inhabitants.

**Contact Officer:**

Contracts & Performance Project Manager, Finance

Tel: 01824 712449

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## **Performance Development Team Consultants Report**

**Local Authority:** Denbighshire County Council

Consultant: Anne-Marie Read –DWP

Enclosed is a summary of the report Produced by DWP and edited by DCC with permission.

### **Purpose of Assignment/visit/contact:**

The LA asked PDT to undertake an evaluation of their current HB service to identify any further improvements they could make.

### **Consultant findings and recommendations**

The LA work in partnership with Civica who deliver HB and LCTR services on their behalf. PDT visited the LAs service centre in Rhyl on 22 February 2018 to undertake a walkthrough of their HB processes. This was to understand if there were any changes that could be made to further improve performance. The findings have been grouped into a number of areas and if appropriate recommendations for change made.

### **Checking**

The KPI for checks is 98.3% and this is always achieved.

The checking regime is robust and in line with expectations PDT would recommend this remaining at the level it is currently unless there is an increase in errors being found.

### **Performance**

Current performance for Feb is:

- 10.22 days for New Claims.
- 3.38 days for Changes.

YTD is:

- 15.3 days for New Claims
- 6.5 days for Changes.

This is against the current national average of 22 days for New Claims and 7 days for Changes.

All KPIs being exceeded.

## **Performance Development Team Consultants Report**

### **Process**

Subsidy is run every month so they know how they are doing throughout the year and there are no shocks.

Reports are run daily/weekly/monthly to enable careful monitoring for both Civica and the LA.

Staff are very fraud aware and consciously seek to detect any fraud in the caseload. There is also a dedicated fraud SPOC who deals directly with DWP FES.

### **DHP**

The LA have an anti-poverty strategy for all customers. For DHP they focus on the holistic issue, they refer customers for help with debt, offer to look at expenses and outgoings and help customers to get out of the position they have found themselves in. They use DHP for deposits, to help customers move out of Temporary Accommodation etc. The use of DHP is well focussed and not used as a sticking plaster therefore would recommend continuing with this approach.

### **Staff**

All have monthly one to ones at which current performance is discussed and any issues raised and resolved. All are aware of the KPIs and why they are set as they are.

Team meetings are held regularly however staff also know they can raise issues as and when they arise and they don't need to wait until a full team meeting.

Strong team – They are experienced and enthusiastic, there is an evident strong work ethic and staff told me they enjoy their jobs. I also saw a commitment to help and support colleagues at all times.

### **Conclusion**

Given all of the evidence above I would find it hard to make many recommendations for improvement at the LA. The only area that could possibly benefit from an improved focus would be the use of phone and email for evidence gather in all cases which would further improve New Claims performance.

<b>Denbighshire Universal Credit Board</b>	
<b>Organisation / DCC Dept</b>	<b>Representative</b>
DCC Contracts & Performance, Finance	Contracts & Performance Project Manager (Chair) / Contracts & Performance Manager
DCC Libraries / One Stop Shops	Customer Services Manager
DCC Communications Team	Lead Officer
Civica in partnership with DCC	Partnership Manager / Team Manager
DCC Housing	Lead Officer / Income Management Team Leader
DCC Homeless Prevention Team	Senior Practitioner
DCC Public Protection (Private landlords)	Public Protection Officer
DCC Community Services	Partnership Manager
DCC Finance	Chief Accountant
DCC HR	HR Specialist - Pay & Rewards
DCC Education & Children's Services	Principal Manager
DCC Legal & Democratic Services	Democratic Services Officer
DWP	Partnership Manager
Citizens Advice Denbighshire	CEO / UC Lead
Housing Association Representative	Clwyd Alyn H.A.
<b>Also in attendance</b>	
Civica UC consultant	
DCC Catering	
DCC Principal Manager Strategic Employment	

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**UNIVERSAL CREDIT - Risks / Issues Register and Action Plan**

Date of last review / update : 3rd May 2018

1. Strategic Risks & Issues				Action plan		
UNIVERSAL CREDIT - Risks / Issues Register Part 1 of 3				Action plan		
ID	Date	Risk / Issue	Status	Open / Cl	Organisation / Service	Actions / Activities / Controls / Mitigation
1.1	13/07/2017	Relationship with DWP / Job Centre Plus is ineffective	Open		Contracts & Performance, DWP	Regular dialogue, formal and informal meetings including fortnightly operational meetings and daily contact as needed. Membership of UC Board with regular meetings. Workshadowing. Dedicated contact within JCP Denbighshire. DCC attendance at national and regional DWP meetings.
1.2	20/12/2017	Not keeping up to date with DWP changes to UC (eg policies, processes, roll out dates) and not communicating changes to relevant parties	Open		Contracts & Performance, DWP, UC Board	Regular dialogue, formal and informal meetings including fortnightly operational meetings and daily contact as needed. Membership of UC Board with regular meetings. DCC attendance at national and DWP regional meetings. DWP update on UC a standing item agenda item at UC Board meeting. National DWP UC bulletin. Communication via the UC Board who in turn cascade to all in the areas they represent. UC Board Members ensure Universal Credit is discussed at their managers meetings.
1.3	13/07/2017	Relationship with UC Service Centre is ineffective	Open		Contracts & Performance, DWP	Undertake engagement activities, invitation to events, workshadowing, visits to one another's premises. DCC visit to Bangor Service Centre 13th March 2018. Service Centre staff attended UC Event on 23rd March 2018. DCC reps meeting with Bangor Service Centre 18th April 2018. Ongoing liaison through the DWP Partnership Manager for Denbighshire.
1.4	13/07/2017	Relationship with other service providers / key partners is ineffective	Open		Contracts & Performance, DWP	Regular meetings and dialogue with UC Board, complemented by email communications as needed. Monthly operational meetings with contracted partners (Civica & CAD), regular meetings of Tackling Poverty Operational Group. Joint DWP / DCC UC event undertaken 23rd March for key partners to showcase support available.
1.5	13/07/2017	Elected members and SLT are not engaged and fully briefed	Open		Contracts & Performance, Democratic Services	Communications and briefings. Regular briefings to Head of Finance / Section 151 Officer and in turn SLT and CET. Presentations at Member Area Groups taken place Nov 2017 - March 2018. Email briefings for elected members (Oct 17 & April 2018) with copies of press releases. Colleagues in Democratic Services briefed and sit on the UC Board.
1.6	13/07/2017	The LA receives negative publicity	Open		Comms Team, Contracts & Performance	Communications team represented on UC Board. Regular briefings with comms team. Comms team review external media including social media.
1.7	20/12/2017	Universal Credit website is not currently available in the Welsh Language	Open		DWP	05/12/17 DCC have raised this with DWP nationally who have this as a planned piece of work but timescales not yet available. DWP to keep us updated. Update 19/03/2018 the UC system/build is not in Welsh but all interactions through the build can be conducted through the medium of Welsh currently. DWP are in regular talks with the Welsh Language Commissioner and are working towards the Welsh Language version.
1.8	20/12/2017	Challenging to predict the numbers / impact in this phase as those moving onto UC are new claims and significant change of circumstances	Open		UC Board	Awareness through the UC Board. Working closely with DWP, learning from other LAs experience and using a range of tools to estimate and quantify numbers and impact. From go live monitoring and review to further inform forecasting.
1.9	16/01/2018	Pressures, both likely and unforeseen, put on the Local Authority's budgets due to the impact of UC	Open		Finance	A central reserve has been set up to help manage this risk. The annual review and update of the Medium Term Financial Plan (MTFP) involved identifying all pressures across the Council. Any strategic pressures that cannot be contained within service budgets are put forward as pressures and considered through the annual budget process. Finance are represented on the UC Board and sessions held with the wider Finance team.

2. High Operational Risks & Issues				Action plan		
UNIVERSAL CREDIT - Risks / Issues Register Part 2 of 3				Action plan		
ID	Date	Risk / Issue	Status	Open / Cl	Organisation / Service	Actions / Activities / Controls / Mitigation
2.1	13/07/2017	Customers are not signposted to the relevant support	Open		DWP, UC Board	A range of training and awareness sessions undertaken over the last 12 months with front line staff together with development of communication plan, implemented October 2017 - April 2018. Some key activities as follows. 20/12 Webpage for UC on Denbighshire website. UC awareness sessions 24th & 25th Jan 2018 for all / any DCC staff. Joint DWP UC event to showcase support 23rd March 2018. Training from DWP for Library / One Stop Shop staff April 2018. Briefing specifically for Contact Centre Staff April 2018. Reference to DCC UC webpage in communications from services eg correspondence from Catering to parents. Multi faceted campaign by Housing Dept for their tenants. Colocation of staff from April 2018, ie DCC and Citizens Advice presence in Rhyl Job Centre to work alongside DWP staff to provide multi agency support in one location to Denbighshire residents. Use of 'Refernet' by DCC Services to safely and quickly refer customers to CAD.
2.2	13/07/2017	Incorrect information is given out to customers due to the complexities around phased postcode roll out, exemptions, entitlement to legacy benefits etc.	Open		DWP, UC Board	Communication through the UC Board. Ongoing training and updates for those giving advice in this area. All other frontline staff to signpost to DWP and / or Citizens Advice Denbighshire. Promotion of DCC UC webpage to residents with the latest up to date information.
2.3	13/07/2017	Unable to meet the demand for digital support	Open		Libraries / One Stop shops	Digital Support offered through Libraries and One Stop Shops. Fact finding visit to Flintshire Connects offices to learn from experience. Monitoring and review from go live April 2018. Working closely with 'Working Denbighshire.' Provision of other digital support in the County being mapped by Digital Futures Project.
2.4	13/07/2017	Unable to meet the demand for personal budgeting support	Open		Citizens Advice Denbighshire	Personal Budgeting Support, contracted services provided by Citizens Advice Denbighshire (CAD). CAD have undertaken extensive preparation work including appointing a dedicated UC adviser, training all staff and volunteers. Assurance has been given of CAD's readiness. Monitoring and review from go live April 2018. 'Money manager' website also available for those digitally able.
2.5	13/07/2017	Unable to meet the demand for support from the most vulnerable	Open		UC Board	Awareness / training for support services and frontline staff. Phased migration will give time to support learning as number of UCFS claimants rise. Monitoring and review from go live April 2018. Use of 'Policy in Practice' data report to identify priorities proactively with early intervention.
2.6	20/12/2017	Adverse impact on frontline staff faced with increase in customer needs	Open		HR	HR represented on UC Board and are investigating support available. Rhyl Job Centre have a complex case plan for claimants with complex cases
2.7	20/12/2017	Adverse impact on DCC staff personally for those claiming UC and facing difficulties, including those who are on low pay + not entitled to statutory sick pay or occupational sick pay and have to wait for UC award.	Open		HR	HR represented on UC Board. Promotion of support available through CAD. Promotion of availability of advance payments. Promotion of DCC UC webpage to all staff on April 2018 payslips. News story on internal 'Denbighshire Today' during April 2018. 'Spotlight' on DCC home webpage.
2.8	13/07/2017	Council Tax Reduction Scheme (CTRS) - Loss of direct link to housing benefit data impacts negatively on CTRS process	Open		DWP, Revenues & Benefits, UC Board	Training of frontline services to support the message must claim Council Tax Reduction separate to UC via the Local Authority. Message on CAD UC materials. Promoted on DCC UC webpage. Included in 'contract forms' between DCC Housing and Tenants. Promoted with partners at Tackling Poverty Operational Group. Colocation of staff from April 2018 in Rhyl Job Centre to work alongside DWP staff to address this.
2.9	20/12/2017	Council Tax Reduction Scheme (CTRS) - Administrative burden in the frequent need to recalculate amount of Council Tax Reduction for individuals where there is a fluctuation in the amount of their UC award as other income fluctuates.	Open		Revenues & Benefits	National issue. WLGA have raised with Welsh Government and this is currently under review.
2.10	13/07/2017	Free School Meals (FSM) - Loss of direct link to housing benefit data impacts negatively on FSM process which impacts on pupils, school funding (WG pupil deprivation grant) and school league tables.	Open		Education, DWP, Revenues & Benefits, UC Board	Training of frontline services to support the message must claim Free School Meals separate to UC via the Local Authority. Message on CAD UC materials. Education reviewing communications sent by schools to parents on fsm so parents know to apply. Promoted on DCC UC webpage. Briefing session with School Business & Finance Managers. Included in 'contract forms' between DCC Housing and Tenants. Promoted with partners at Tackling Poverty Operational Group. Colocation of staff from April 2018 in Rhyl Job Centre to work alongside DWP staff to address this.
2.11	20/12/2017	Free School Meals (FSM) - financial impact on Denbighshire County Council due to increase in those eligible for FSM. Increase is forecast due to the interim measure taken by Welsh Government that those on Universal Credit can claim free school meals for their school age children. This is a broader criteria than under 'legacy' benefits.	Open		Finance	Welsh Government are to hold a consultation with a view to refining eligibility so that it is a closer match to those eligible under 'legacy' benefits. In the interim Revenues & Benefits to report data on fsm take up at the monthly Revenues & Benefits Operational Board so that this can be monitored. Numbers unknown currently as will only impact on those who claim UC (ie new claimants or significant change of circumstances).

2.12	20/12/2017	Free School Meals (FSM) - delay in providing fsm to eligible children due to proof of Universal Credit award not being available from DWP until end of assessment period (ie 5 weeks after claim).	Open	Revenues & Benefits	National issue. WLGA have raised with Welsh Government and this is currently under review. DCC has spoken to a number of authorities and is currently drafting an interim solution for senior management approval.
2.13	13/07/2017	Housing Benefit Overpayment are more difficult to recoup both those to individuals and payments made directly to landlords.	Open	Revenues & Benefits, DWP	Revenues & Benefits to follow the process available through DWP and monitoring through the monthly operational meetings with Revenues & Benefits.
2.14	20/12/2017	Housing Benefit - administrative burden of the 2 week transitional housing benefit payment which initially is a complex, manual process	Open	Revenues & Benefits, DWP	Revenues & Benefits to follow the process available through DWP and monitoring through the monthly operational meetings with Revenues & Benefits.
2.15	13/07/2017	Discretionary Housing Payments (DHP) - Loss of direct link to housing benefit data negatively impacts on DHP process during initial UC assessment period.	Open	Revenues & Benefits	National issue. WLGA have raised with Welsh Government
2.16	13/07/2017	Rent element of UC is not passed onto the Registered Social Landlord by the tenant leading to rent arrears	Open	Housing, Associations.	Alternative Payment Arrangements to be set up where appropriate. Active engagement with tenant. DCC Housing activities include Financial Inclusion action plan, tenant surgeries, roadshows, social media campaigns, website information and animation, new IT system, development of a Customer Engagement Contract. Housing Associations are represented on the UC Board.
2.17	13/07/2017	Rent element of UC is not passed onto the Private Landlord by the tenant leading to rent arrears	Open	Public Protection	Appropriate awareness raising of UC with private landlords as far as possible.
2.18	13/07/2017	Private landlords do not engage with the UC process effectively or wish to take on UC tenants	Open	Public Protection	Engagement with private landlords through Rent Smart Wales, Private Landlord Forums, Homeless Team's database of landlords, Benefits Team database of landlords who receive h.b. direct.
2.19	13/07/2017	Rent arrears - as claimant unable to manage their budget (eg assessment period / any additional delays, single monthly household payment, fluctuating payments)	Open	UC Board, Citizens Advice Denbighshire. Homeless Prevention Team	Ensure Personal Budgeting Support from Citizens Advice Denbighshire is well publicised. Homeless Prevention Team's new post located in Rhyl Job Centre to specifically address this issue from a preventative perspective.
2.20	13/07/2017	Council Tax arrears - as claimant unable to manage their budget (eg assessment period / any additional delays, single monthly household payment, fluctuating payments)	Open	UC Board Citizens Advice Denbighshire	Ensure Personal Budgeting Support from Citizens Advice Denbighshire is well publicised. Revenues & Benefits refer to Citizens Advice Denbighshire. Colocation of Citizens Advice Denbighshire in Rhyl Job Centre.
2.21	13/07/2017	Other priority debts not paid - as claimant unable to manage their budget (assessment period / any additional delays, single monthly household payment, fluctuating payments)	Open	UC Board Citizens Advice Denbighshire	Ensure Personal Budgeting Support from Citizens Advice Denbighshire is well publicised. Colocation of Citizens Advice Denbighshire in Rhyl Job Centre.
2.22	13/07/2017	Increase in homelessness leading to increase in demand for homeless services	Open	Homeless Prevention Team	All frontline staff have UC awareness sessions. Established good communication channels with Citizens Advice Denbighshire to refer customers. Homelessness Prevention Navigator based at JCP Rhyl. Identification of early cases for preventative work. Close working links with Housing Enforcement and landlords to support cases at risk of homelessness. Project working with Housing and utilising DHP to ensure where possible vulnerable tenants are in the best position possible prior to UC roll out.
2.23	13/07/2017	Increase in take up of payday loans and illegal money lending	Open	UC Board	All partners to promote as appropriate, advance payments, Credit Unions. Engage with WIMLU. Awareness campaign. Blocking of inappropriate payday websites with redirect to Credit Union.
2.24	12/03/2018	Annual peak in impact around September / October in the coastal area of Denbighshire as seasonal Summer work comes to a natural end.	Open	UC Board	Awareness through the UC Board. Monitoring of numbers and impact, review as appropriate.
2.25	12/03/2018	Impact on working people as they adjust to the changes	Open	UC Board	Awareness through the UC Board of the policy. Economic Business Development Team briefing

### 3. Operational Detail Risks & Issues

UNIVERSAL CREDIT - Risks / Issues Register Part 3 of 3				Action plan		
ID	Date	Risk / Issue	Status	Open / Cl	Organisation / Service	Actions / Activities / Controls / Mitigation
3.1	13/07/2017	Appointees need a separate email account for each claimant they support	Open		DWP	Raised nationally, DWP to keep DCC updated
3.2	13/07/2017	Rent verification - Delay in claim process due to non-matching of rent information from tenant and Registered Social Landlords	Open		Housing, Homeless Prevention Team Housing Associations.	DCC staff aware of the need to provide accurate and timely information to DWP. Use of Landlord Portal as and when possible / where available
3.3	13/09/2017	Rent verification - Delay in claim process due to non-matching of rent information from tenant and Private Landlords	Open		Public Protection	Influencing private landlords as far as possible to provide accurate and timely information to DWP.
3.4	02/10/2017	Rent arrears / mortgage arrears lead to court proceedings	Open		Citizens Advice Denbighshire. Homeless Prevention Team	CAD have provided training (Sept 2017) to District Judges at Prestatyn County Court so they have an understanding of the UC process and its possible impact on ability to meet rent and mortgage payments due.
3.5	13/07/2017	Identification - Delay in claim process due to lack of suitable identification for claimant	Open		UC Board	Understanding of identification requirements and promotion wherever possible
3.6	13/07/2017	Bank account - Delay in claim process as claimant does not have suitable bank account	Open		UC Board	Promotion of banking requirements and promotion wherever possible
3.7	13/07/2017	Travel to relevant Job Centre is difficult for claimant	Open		UC Board	Frontline staff to signpost to Job Centre - Some travel costs may be met by Job Centre and Job Centre can advise.
3.8	13/09/2017	Consent - support services face difficulties in supporting claimants as there is no implicit consent	Open		UC Board	A national issue, frontline staff to be aware
3.9	13/07/2017	Digital accounts gives opportunity for fraud / fishing	Open		UC Board	A national issue, frontline staff to be aware. Encourage customers to be responsible
3.10	13/09/2017	Self employed do not get advice and support they need. (UC assumes a minimum income floor rather than actual income from those self employed 12 months +. Disproportionate number of self-employed people in Denbighshire).	Open		DWP, UC Board	All frontline staff to refer customers to the local Job Centre as Job Centre has experts in advising the self employed
3.11	01/02/2018	The rules for paying housing costs on 2 homes are more stringent under UC regs than Housing Benefit regs.	Open		UC Board	Awareness raised with key internal and external partners at UC Board and Tackling Poverty Operational Board
3.12	01/02/2018	The rules for paying housing costs to 18-21 year olds are more stringent under UC regs than Housing Benefit regs	Closed April 2018			April 2018 - UK Government have announced that the legislation is to be amended and no longer applies
3.13	01/02/2018	1 UC payment award between couples	Open		UC Board	Awareness through the UC Board of the policy and prompting use of 'alternative payment arrangements' available through DWP.



## Summary - key service responses to Universal Credit Full Service

### Citizens Advice Denbighshire

We deliver welfare rights advice across Denbighshire and are keenly aware of the impact Full Service will have on our service and customers. The role of CAD is to be the key access point for information, advice and support for claimants of UC. We have taken steps to mitigate the impact of UC, with close involvement of DCC and the establishment of a secure digital portal for referrals. We have appointed a dedicated UC adviser, training all our staff and 68 volunteers, to help with making and maintaining UC claims and offering digital access. We provide the personal budgeting service to UC claimants referred by the DWP to enable them to manage their financial situation during the UC assessment phase. We are co-locating our services in the JCP to deliver our service at the prime point for intervention, expanding our service delivery in co-production with the libraries using Skype. We have been involved in training DCC staff and the homelessness support team and have produced specific information leaflets to support UC claimants and DCC staff. We will work closely with CA nationally to inform about the impact of UC, this and our activity will minimise the impact on the people of Denbighshire.

### Library Service / One Stop Shops

We anticipate an increase in people seeking digital access which could impact on the availability of PCs and the load on the Wifi signal. To mitigate, PCs can be booked in advance, the WiFi was boosted in 2017, and users will be advised to save their work often. We also anticipate a greater demand for assistance from staff to help with digital access by people with low digital skills and other barriers. DWP funding will help offset some additional staffing costs, and we are working with Working Denbighshire and CAD partners to provide support for eligible clients and training for library staff. Until the level of demand is clearer we will not know if staff capacity will be sufficient or the impact on the provision of other library and One Stop Shop services.

### Revenues & Benefits

The Revenues and Benefits service delivers Housing Benefit, Council Tax Reduction and Free School Meals to Working Age customers. Customers will migrate from Housing Benefit to Universal Credit for help with their Housing Costs if they incur certain changes, for example, moving in or out of work. Council Tax Reduction will still be administered by the Local Authority, and customers must still apply directly to the Council for help with this. The amount of Universal Credit will determine the reduction applied to the Council Tax Charge. Customers should still apply to the Local Authority for Free School Meal entitlement. Currently, receipt of Universal Credit will mean a child would be eligible for Free School Meals, although this may change in future to an earned income threshold.

### Mitigation Measures:

- Extensive staff training to ensure a smooth transition for customers moving from existing legacy benefits;
- Close working with Department for Work and Pensions to understand transition processes;
- Co-location with Jobcentre Plus, to ensure customers are supported at the earliest opportunity to make relevant applications for Council Tax Reduction, Discretionary Housing Payment and Free School Meals;
- Review of internal processes to avoid delays in processing times.

### Homeless Prevention Team

For customers we anticipate potential increase in notices being served by landlords due to rent arrears, lack of income to support their households, stress due to limited ability to budget monthly. For the service we anticipate potential increase in homelessness applications and demand for services, increased demand for supported housing, increase spend on temporary accommodation and prevention budget. To mitigate all front line staff have attended UC awareness sessions, have access to CAD, Homelessness Prevention Navigator based at JCP Rhyl, close links back to the team to identify early cases that may require input to prevent homelessness. Work on a digital platform for online advice on the DCC website. Close working links with Housing Enforcement and landlords to support cases at risk of homelessness.

### Housing

Income Projections inevitably see an increase in arrears due to tenants UC payments being in arrears, we also expect an increase in demand for support both digital and financial. In Housing we have already been managing new UC cases and getting used to DWP UC process to support customers through the process. Additional resources are required to provide customers with advice and support as well as increased payment transactions following direct housing costs and managing rent accounts in larger volumes due to direct payments to customers

### Mitigation measures

- Financial Inclusion action plan
- Tenant Surgeries
- Roadshows
- Social Media campaigns
- Website information
- Animation
- Getting online events and support
- New IT system
- Developed a Customer Engagement Contract seen as good practice by Housing Quality Network
- New contact centre to manage increased transaction and workloads

Universal Credit Full Service - Communications Log				
Event / Activity	Audience	Purpose of activity	Target date or completion date	Status
Email briefing - <a href="#">South Denbighshire go live</a>	Elected members, City, Town & Community Cllrs	Provide an overview of UCFS and postcode start dates	11th October 2017	Completed
Finance Staff Conference	All staff in Finance service	Provide an overview of UC, UC Board roll out dates and impact on DCC services	10th October 2017	Completed
Soft press release via social media & Denbighshire today - <a href="#">South Denbighshire go live</a>	Residents in impacted postcodes areas, primarily South Denbighshire	To alert relevant residents to the support available	12th October 2017	Completed
Leader briefing	Cllr Hugh Evans, Leader of DCC	Provide an overview of UC, UC Board roll out dates and impact on DCC services	16th October 2017	Completed
Management Accountants Team Meeting	All service management accountants	Go through risks / issues for their service area. (UCFS overview already provided at Finance conference)	25th October 2017	Completed
Corporate Safeguarding Board	Nominated safeguarding reps from all DCC services	Provide an overview of UC, UC Board roll out dates and impact on DCC services and residents	8th November 2017	Completed
Economic & Business Development Team Meeting	EBD colleagues	Provide an overview of UC, to understand UC from employer & employee perspective	23rd November 2017	Completed
Homeless Team Session	Homeless Team	To understand the issues and risks specific to this area so that the service can mitigate as far as possible	24th November 2017	Completed
Landlords Forum	Private landlords	Provide an awareness of UC so private landlords have better engagement with their tenants who go onto UC	29th November 2017	Completed
Webpage on DCC website - create	Residents, customer facing staff both DCC and non DCC	Provide essential information and signposting to support our residents and all agencies who support our residents with clear information on UC	Dec-17	Completed
Webpage on DCC website - development & review & promotion of the website	" "	Provide essential information and signposting to support our residents and all agencies who support our residents with clear information on UC. DCC services / teams signposting to the webpage from their own materials, eg letters to parents from Catering dept	Ongoing	Ongoing
Social Media	Residents	Promotion of support mechanisms to help those claiming UC eg website, digital support, CAD	Ongoing	Ongoing
Members Area Groups (MAGs)	All elected members	Provide an overview of UC, UC Board roll out dates, anticipated impact on DCC services & preparation to date	Ruthin 4th Dec 17 / Dee Valley 18th Dec 17 / Denbigh 8th Feb / Elwy 15th Feb, Prestatyn & Meliden 6th March, Rhyl 19th March	Completed
Universal Credit Awareness Sessions	All / any DCC staff	Provide a basic understanding of Universal Credit and the challenges for DCC and customers	24th Jan & 25th Jan 2018	Completed
Lets Talk Money	DCC staff impacted personally by UC	Money advice from Citizens Advice Denbighshire to include UC	Q3 & Q4 of 2017/18	Completed
Dinas Bran & Brynhyfryd Schools Cluster Meeting	Headteachers from those clusters	Raise awareness of UC and the possible impact on families / children and the support available	7th Feb 2018	Completed
Corporate Safeguarding Board	Nominated safeguarding reps from all DCC services	Update to presentation / briefing given on 8th Nov 2017	22nd Feb 2018	Completed
Education & Children's Joint Managers Team meeting	All managers from the Education & Children's Services	Raise awareness of UC and the possible impact on families / children and the support available	26th Feb 2018	Completed
Council Tax Booklet	DCC Residents	Raise awareness of UC and the support available	Mar-18	Completed
Video clips of support mechanisms in place - for use on website, social media etc as needed	" "	To illustrate the support available through Citizens Advice Denbighshire & DCC Libraries	Mar-18	Completed
DWP Service Centre engagement	DWP Service Centre Managers & Staff	Initial meeting with Bangor Service Centre to understand their operations and understand how best to build a good relationship with Service Centre.	13th March 2018	Completed

School Business & Finance Managers Meeting	School Business & Finance Managers	Provide an overview of UC so they can support families in signposting to the support available and also so schools understand impact on some processes eg need to apply free school meals	19th March 2018	Completed
Strategic Planning Team Meeting	Strategic Planning Team	Provide an overview of UC to support SPT's role in corporate and service business planning and performance	22nd March 2018	Completed
DWP Universal Credit Showcase of support event	Frontline staff from DWP, DCC and key partner organisations	To showcase the support available for UC claimants and raise UC awareness	23rd March 2018	Completed
Email briefing - part 2 - Denbighshire Full Service 11th April	Elected members, City, Town & Community Cllrs	Reminder of UCFS and the support available so elected members able to respond to Denbighshire residents	9th April 2018	Completed
Contact Centre Team Meeting	DCC Contact Centre Staff	Provide an overview of UC and overview of support mechanisms for customers	10th April 2018	Completed
Payslips	DCC staff impacted personally by UC	To promote support mechanisms in place for staff including schools	April 2018 payslips	Completed
DCC website - 'spotlight' on UC webpage for 11th April	Residents in Denbighshire	To promote support mechanisms in place for residents	10th April 2018 onwards	Completed
Denbighshire Full Service 11th April - Soft press release via social media	Residents in Denbighshire	To alert relevant residents to the support available	11th April 2018	Completed
Denbighshire Today	DCC staff impacted personally by UC	To promote support mechanisms in place for staff	11th April 2018 (+ additional dates in April)	Completed
Standing agenda item at DCC Tackling Poverty Operational Group	Tackling Poverty Operational Group members - key internal and external partners engaged in tackling poverty	Update on the UC Board, latest UC updates and further develop collaborative working in the context of the wider government welfare reform	Ongoing	Ongoing
Briefing for Lead Member	Lead Member	Additional briefing on UC for Lead Member, to provide latest updates on the following - UC Board, possible impact on DCC services and residents and actions / preparations taken to date	17th April 2018	Completed

**Report to:** Communities Scrutiny Committee

**Date of Meeting:** 17<sup>th</sup> May 2018

**Lead Member/Officer:** Leader/Head of Planning and Public Protection

**Report Authors:** Traffic, Parking and Road Safety Manager /  
Team Leader - Tourism, Marketing and Events

**Title:** Tourism Signage Strategy for Denbighshire

## 1. What is the report about?

- 1.1 To provide an update on the initial development of a tourism signage strategy for Denbighshire.

## 2. What is the reason for making this report?

- 2.1 In November 2017 a report was presented to Communities Scrutiny Committee regarding the Vale of Clwyd tourist signage project. Discussions took place at the Committee about how a tourism signage strategy for Denbighshire should be developed to complement trunk road tourism signage.

## 3. What are the Recommendations?

- 3.1 That the Committee considers the contents of the report, provides observations, and supports the continuation of the work to develop a tourism signage strategy for Denbighshire.
- 3.2 That the Committee confirms that it has read, understood and taken account of the Well-being Impact Assessment in Appendix A as part of its consideration.

## 4. Report details

### Introduction

- 4.1 In November 2017 a report was presented to Communities Scrutiny Committee to provide an update on the Vale of Clwyd tourist signage project. One of the items discussed in the November 2017 report is the criteria that the Welsh Government use for signing tourist destinations off their trunk road network. The committee discussed this criteria and the need to develop a tourism signage strategy for Denbighshire which would complement the trunk road tourist signage. A copy of the November 2017 report is provided in Appendix B to this report.
- 4.2 The purpose of this report is to discuss officers' initial views on the content of the proposed tourist signage strategy, for discussion by the Communities Scrutiny Committee. The intention is that an officer and elected member working group will be formed to develop the tourism signage strategy, taking account of the work to date and the Scrutiny Committee's views.

- 4.3 As explained in the November 2017 report, it is usually expensive to provide tourism signage on high-speed roads such as the A55 owing to the sheer size of the signs required in order that they can be read by drivers in sufficient time. It is also important to minimise clutter so as not to overload drivers with information. As such, the Welsh Government apply strict eligibility criteria for trunk road tourism signage which, therefore, limits which tourist destinations can be signed off the trunk road network.
- 4.4 The Welsh Government has recently developed “*The Wales Way*”, which is a ten year project aimed at promoting three “core” tourism routes where the focus will be on the experience of the journey itself, rather the journey purely being a means of “getting from A to B”. Further details about *The Wales Way* can be found in Appendix C to this report. The three core routes in *The Wales Way* are as follows:
- The North Wales Way – following the A55
  - The Cambrian Way – following the A470
  - The Coastal Way – following the A487
- 4.5 The Welsh Government state that one of the principles of *The Wales Way* is that the core routes will encourage trips off the main route, with an example trip of 40 minutes being given.

#### Proposed Tourism Signage Strategy

- 4.6 Taking the above factors into account, there is a real opportunity to develop a tourism signage strategy that can complement trunk road tourist signage. For example, the proposed Vale of Clwyd tourist signing scheme will direct visitors to Denbigh Castle, Rhuddlan Castle and St Asaph Cathedral off the A55 and onto the A525. This will in turn present an opportunity to direct visitors off the A525 and onto other routes and other tourist destinations around the County that would not meet the criteria for being signed directly off the A55 or the other trunk roads.
- 4.7 With this in mind, and taking account of the aims of *The Wales Way* project, we can build on the proposed Vale of Clwyd tourist signing project to develop “tourism routes” (i.e. tourism trails) that become an attraction in their own right owing to our fantastic local scenery, whilst also providing the opportunity to direct visitors to other, smaller, tourist destinations. These trails could be circular in nature and cross county boundaries as often it would might be logical for them to do so, depending upon the physical routes involved.
- 4.8 One of the first tasks of the office and elected member working group for the draft tourism signage strategy will be to further develop these potential tourism trails.

#### Alternative approaches

- 4.9 It is important to recognise that the proposed tourist signage strategy is also an opportunity to consider alternative approaches to how we can direct visitors to attractions rather than just via traditional brown road signs. These are listed in the following paragraphs.

- 4.10 New city, town and village name signs are funded by the respective city, town or community council. Whilst the basic layout of such signs is prescribed by the Traffic Signs Regulations and General Directions 2016, there is still some scope for variation of messages and crests, for example. This, coupled by the fact that the town or village council pays for the sign(s) means that there is understandably some variation in existing name signs across the County. One of the options that officers feel should now be considered is to develop a branding for these signs which would be consistent across the County, and the scope this branding to be consistent with the tourist direction signage. This would require engagement with city, town and community councils to discuss a template.
- 4.11 The use of technological solutions will need to be explored to better understand what the potential is for alternative methods to direct visitors to tourist attractions (or along tourist trails). One example, of such new technology is “iBeacons”. How “iBeacons” works is that beacons are installed in suitable locations which “push” (transmit) messages to people’s smartphones, which have been enabled to receive such information. This can be designed to give context-sensitive information which could include information about nearby tourist destinations. It is no longer the stuff of science fiction to consider that we will soon have personal assistants (like Amazon’s “Alexa”) in our own vehicles which can be asked by voice command to provide instant information such as weather reports, traffic information and information about the nearest tourist destinations.
- 4.12 Social media and digital marketing campaigns are likely to continue to play an increasing role in terms of raising people’s awareness of what tourist destinations exist and where they are located.

#### Costs

- 4.13 It is important to note that brown tourist sign schemes are usually paid for by the operator of the tourist destination. Furthermore, whilst the cost of minor repairs are covered, the Council does not have a budget for the replacement of existing brown tourist signs in the event that one should become irreparably damaged and in need of replacement.

#### Summary

- 4.14 It is proposed that the next step is to form the office and elected member working group and to start developing the proposed trails.

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

- 5.1 Environment: Attractive and protected, supporting well-being and economic prosperity. The proposed tourism signage strategy would contribute towards the objective to “Raise the profile of the county as a location to visit, in order to capitalise on Denbighshire’s economic potential.”

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

- 6.1 The proposed tourism signage strategy will be developed by a working group made up of elected members and officers from Traffic, Parking and Road Safety; Tourism,

Marketing and Events; Countryside Services; and Economic and Business Development. Officer costs will be met from existing service budgets at this stage. There will, of course, be costs associated with the various interventions identified by the strategy and it will be necessary to develop those further in the form of a business case as and when they develop.

- 6.2 There is no indication that the Welsh Government will make any additional funding available as a result of *The Wales Way* project.

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

- 7.1 There are generally very few negative impacts that will result from the proposed tourism signage strategy. There are, however, a number of positive impacts in terms of the potential benefits to the local economy and the potential increase in visitor numbers.

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

- 8.1 The proposal for a Tourism Signage Strategy was generated by discussions at the October 2017 Communities Scrutiny Committee. Presenting this current report at the May 2018 Communities Scrutiny Committee will give another opportunity for members to provide their views on the proposed strategy. The strategy will then be developed further by the formation of an officer and elected member working group.

## **9. Chief Finance Officer Statement**

- 9.1 The service has confirmed in this report that the development of the signage strategy can be contained within existing resources. However there are no approved resources to fund the implications of the strategy and any requests for funding will need to be considered in the context of reducing funding for the council and the wider council commitment to trying to fund the Corporate Plan.

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

- 10.1 A failure to develop a suitable tourism signage strategy could represent a significant missed opportunity. The proposed strategy will help to coordinate the Council's efforts in regard to tourism signage across services and to help capitalise on the opportunity that the Welsh Government's *The Wales Way* project presents.

## **11. Power to make the Decision**

- 11.1 Section 7.4.1 of the Council's Constitution outlines Scrutiny's powers with respect to the development of policy.

### **Contact Officers:**

Traffic, Parking and Road Safety Manager  
Team Leader - Tourism, Marketing & Events

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Tel: 01824 706152



# Tourism signage strategy

## Wellbeing Impact Assessment Report

This report summarises the likely impact of a proposal on the social, economic, environmental and cultural well-being of Denbighshire, Wales and the world.

Assessment Number:	417
Brief description:	A proposed tourism signage strategy that is aimed at complementing the existing (and proposed) trunk road tourism signage
Date Completed:	Version: 0
Completed by:	
Responsible Service:	Planning & Public Protection
Localities affected by the proposal:	Whole County,

# IMPACT ASSESSMENT SUMMARY AND CONCLUSION

Before we look in detail at the contribution and impact of the proposal, it is important to consider how the proposal is applying the sustainable development principle. This means that we must act "in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs."

## Score for the sustainability of the approach

Could you do more to make your approach more sustainable?

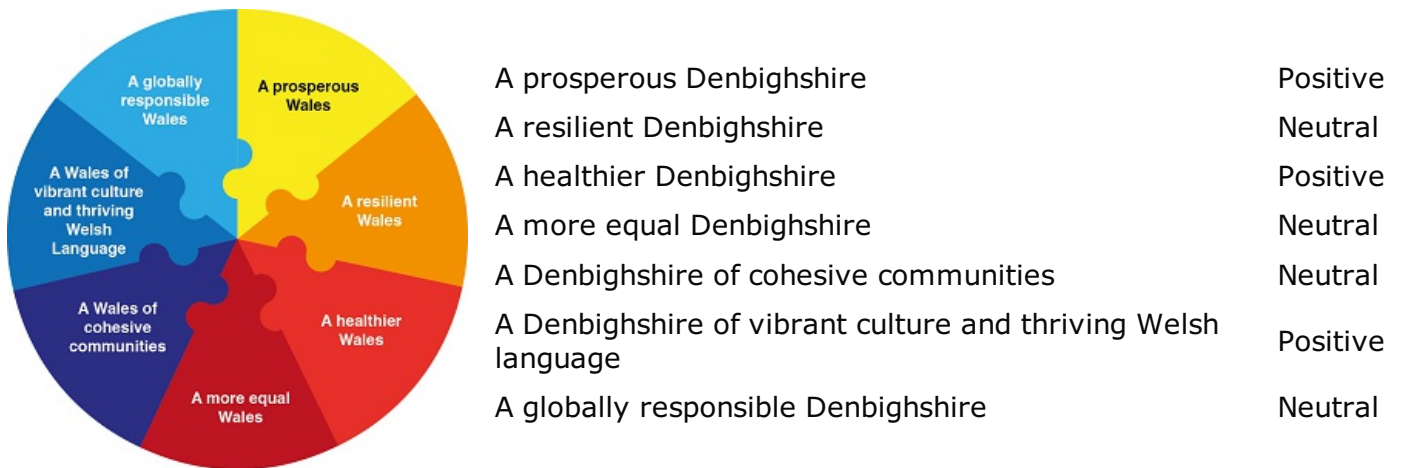


(2 out of 4 stars)

Actual score : 15 / 24.

## Summary of impact

Wellbeing Goals



## Main conclusions

# THE LIKELY IMPACT ON DENBIGHSHIRE, WALES AND THE WORLD

## A prosperous Denbighshire

Overall Impact	Positive
Justification for impact	The economic benefits mean that there is a positive impact overall.

### Positive consequences identified:

Brown tourism direction signs help direct traffic to their destination and avoid wasted mileage due to motorists being "lost" and unable to find their intended destination.

The proposed strategy is intended to benefit local tourist attractions especially those that would not qualify for signs on the trunk road network because, for example, their visitor numbers are too low to meet the WG criteria

Increased visitor numbers to local tourist destinations will benefit attractions (e.g. castles and historic houses) and tourist facilities (e.g. hotels). These benefits could potentially create additional jobs.

Well-designed signage can improve the transport network

### Unintended negative consequences identified:

One part of the strategy is to develop circular tourist trails where the journey is part of the attraction. This is likely to increase mileage.

### Mitigating actions:

## A resilient Denbighshire

Overall Impact	Neutral
Justification for impact	There are a fairly even balance of positive and negative impacts.

### Positive consequences identified:

Better signage can result in less wasted mileage (and fuel) spent searching for attractions

Where attractions are related to the natural environment, more visitors would result in more people being aware of the issues that affect that element of the natural environment

### Unintended negative consequences identified:

Increased traffic on less-well trafficked routes could have a slight detrimental impact biodiversity through increased noise, pollution etc.

Signing tourist trails is likely to increase mileage as some of the routes are circular with the focus being the journey experience of the route itself.

### Mitigating actions:

Judicious choice of tourist trails could help to mitigate any negative impacts.

## A healthier Denbighshire

Overall Impact	Positive
Justification for impact	Potential increase in leisure activities

### Positive consequences identified:

Some attractions that are signed could be leisure/activity related - therefore increased visitor numbers could equate to increased leisure participation

### Unintended negative consequences identified:

### Mitigating actions:

## A more equal Denbighshire

Overall Impact	Neutral
Justification for impact	n/a

### Positive consequences identified:

### Unintended negative consequences identified:

### Mitigating actions:

n/a

## A Denbighshire of cohesive communities

Overall Impact	Neutral
Justification for impact	There are both positives and negatives to the potential attractiveness of the area.

### Positive consequences identified:

Increased visitor numbers may enable investment and improvements to tourist destinations.

### Unintended negative consequences identified:

Increased traffic signs could have a negative impact on the natural beauty of an area.

### Mitigating actions:

Careful siting of tourism signs

## A Denbighshire of vibrant culture and thriving Welsh language

Overall Impact	Positive
Justification for impact	Increased visitor numbers to attractions that promote Welsh culture and heritage.

**Positive consequences identified:**

Promoting increased visitor numbers to tourist attractions which promote Welsh culture and heritage will benefit and allow re-investment in those attractions.

**Unintended negative consequences identified:**

**Mitigating actions:**

**A globally responsible Denbighshire**

Overall Impact	Neutral
Justification for impact	N/A

**Positive consequences identified:**

**Unintended negative consequences identified:**

**Mitigating actions:**

N/A

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**Report to:** Communities Scrutiny Committee

**Date of Meeting:** 30<sup>th</sup> November 2017

**Lead Member/Officer:** Leader/Traffic, Parking and Road Safety Manager

**Report Author:** Traffic, Parking and Road Safety Manager

**Title:** Tourist Direction Signs for the Vale of Clwyd

## 1. What is the report about?

- 1.1 The report is about the ongoing project to develop a tourist direction signing scheme for the Vale of Clwyd and to explain the process of applying for tourist direction signs on the trunk road network generally.

## 2. What is the reason for making this report?

- 2.1 Scrutiny Chairs and Vice-Chairs Group requested that an update be provided on the Vale of Clwyd project and that information be provided about the application process generally so that the Committee may understand the potential for the expansion to the scheme to include other trunk roads.
- 2.2 In accordance with the request from the Scrutiny Chairs and Vice-Chairs Group, an invite was sent to the Welsh Government's Network Management Division to request that they send a representative to attend the Committee meeting to answer questions about the application process. Unfortunately, this request was declined.

## 3. What are the Recommendations?

That the Committee:

- 3.1 considers the progress to date on the Vale of Clwyd tourist direction signing project and provides comments regarding the proposals; and
- 3.2 acknowledges the Welsh Government's eligibility criteria for providing brown tourist signs on trunk roads, and provides comments.

## 4. Report details

### Introduction

- 4.1 Tourist direction signs are brown signs, with white text, used to direct drivers on the final stages of their journey to a Tourist Destination.
- 4.2 Tourist Destinations are classed as either Tourist Attractions or Tourist Facilities.
- 4.3 Tourist Attractions are places of interest that are open to the public and which generally offer recreational, historic or educational interest. This definition includes castles, zoos, theme parks, museums, theatres and golf courses to name just some.

- 4.4 Tourist Facilities generally include accommodation and places to eat.
- 4.5 As with all traffic direction signs, the principle is to provide the minimum amount of signs required in order for drivers to safely navigate to their destination. The basis for this is to reduce clutter and to avoid “overloading” drivers with too much information.
- Responsibility for approving tourist direction signs
- 4.6 In Wales, the Welsh Government (WG) is the highway authority for the trunk road network. This means they are directly responsible for the A55, (plus other trunk roads in Denbighshire such as the A494 and A5). Welsh Government approval is required in order to erect brown tourist signs on the A55. This approval process involves several stages and needs to be sought in advance of the physical signing works taking place.
- 4.7 Other than the trunk road network, Denbighshire County Council is the highway authority for the rest of the road network in Denbighshire. The Council is, therefore, responsible for approving any tourist direction signs on the rest of the road network.
- Eligibility for tourist direction signs on trunk roads
- 4.8 The Welsh Government published their brown tourist sign policy in 2013, titled “*Traffic Signs for Tourist Destinations on Trunk Roads and Motorways in Wales*”. A copy of this document is provided in Appendix A. The policy specifies the types of tourist attraction that may be signed off the trunk road network, and other criteria that must be met such as the minimum number of annual visitors.
- 4.9 Applying the Welsh Government’s policy criteria to the A55, only attractions located within 10 miles of the A55 and with a minimum of 60,000 annual visitors are eligible. Other criteria that apply are that the attraction must be recognised by *Visit Wales*, must be accredited to the *Visit Wales Quality Assurance Scheme* (or similar).
- 4.10 One of the key principles that the Welsh Government apply in regard to tourist direction signing is that an attraction can only be signed from the nearest trunk road.
- Cost and funding of tourist direction signs
- 4.11 Tourist direction signing schemes are generally expensive when they include signs on high-speed trunk roads such as the A55. One of the main reasons for this is the sheer size of signs that are required in order that they can be read by drivers at a sufficient distance away. The costs of signs also include the costs of the posts, foundations, temporary traffic management (e.g. cones) and, often, safety barrier.
- 4.12 Tourist direction sign projects are wholly funded by the operator(s) of the Tourist Destination(s) and this is standard convention across the UK. These costs will normally include scheme preparation costs as well as the actual physical works.
- Vale of Clwyd Tourist Direction Signs
- 4.13 In late 2014, a working group was established by Ann Jones AM to try and progress a tourist direction signing scheme for the Vale of Clwyd and was made up of representatives from Denbighshire County Council, Denbigh Town Council, Rhuddlan Town Council, Ruthin Town Council, St Asaph City Council, CADW, the



Diocese of St Asaph and officers from the Council's Traffic Section and Economic and Business Development Team.

- 4.14 Initially it had been difficult to find a way of signing the Vale of Clwyd in a manner which complied with the Welsh Government's tourist sign policy. There were two reasons for this. Firstly, as defined by the Welsh Government's guidelines, the Vale of Clwyd is not a Tourist Attraction in itself because it is an area rather than a specific attraction. Secondly, none of the Vale of Clwyd Tourist Attractions being considered for signing met the minimum requirement of 60,000 annual visitors. A solution was found, however, which was to group together attractions under the title "Vale of Clwyd" as indicated in the sign arrangement shown in Appendix B. Also, when grouped together, the combined visitor numbers exceeded the 60,000 threshold.
- 4.15 Following discussion at the Working Group, it was decided that the following three attractions would be included on the Vale of Clwyd sign:
- i) Denbigh Castle
  - ii) Rhuddlan Castle
  - iii) St Asaph Cathedral
- 4.16 It had originally been planned to also include Ruthin Gaol on the A55 sign but, following discussions with the Welsh Government, we were advised that this attraction could not be included because, firstly, it is more than 10 miles from the Denbighshire section of the A55 and, secondly, because the A55 is not the nearest trunk road to Ruthin Gaol, (the A494 is the closest trunk road).
- 4.17 The likely total cost of the project is estimated at £153,000. At the Working Group, the principle was established that the relevant Town/City Councils and attraction operators (CADW and the Diocese of St Asaph) would fund the cost of the actual physical signing works which are estimated to cost £130,000. In turn, it was agreed that Denbighshire County Council would fund all the scheme development, design, administrative and contractor supervision costs, (estimated at £23,000).
- 4.18 Officers worked in conjunction with officials at both CADW and the Diocese of St Asaph to submit the initial applications for the principle of signing the above attractions of the A55. This approval was granted in 2016.
- 4.19 The next stage of the project was to develop an outline signing scheme for approval which shows the proposed locations of new signs, plus amendments to existing signs that are required in order to physically accommodate the new signs. This scheme has been submitted and subsequently approved by the Welsh Government.
- 4.20 We are now at the stage where the detailed design work has just commenced. This work will include the design and material specification for the signs, plus the structural design of the posts and foundations. Once complete, this work will also require approval from the Welsh Government.
- 4.21 A more accurate cost estimate is currently being produced and this cost will be needed for the next meeting of the Working Group so that further discussions may take place about funding by the operators and Town/City Councils.

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

It contributes towards the Corporate Priority, "Environment" and specifically the action to "Raise the profile of the County as a location to visit, in order to capitalise on Denbighshire's economic potential".

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

6.1 The costs to design, develop and administer the project are being met from the Planning and Public Protection revenue budget and are estimated at £23,000.

6.2 The principle established by the Working Group is that the cost of the physical works (estimated at £130,000), i.e. sign manufacture and installation; posts; foundations; temporary traffic management; and safety barriers will be wholly met by contributions from the affected Town/City Councils and operators of the tourist attractions.

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

A Well-being Impact Assessment has not been provided on the basis that the purpose of this report is to provide an update on the Vale of Clwyd tourist direction signing scheme, whilst providing general information about the tourist direction sign application process for trunk roads and associated eligibility criteria.

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

The Working Group contains representatives of Town/City Councils plus County Councillors from the relevant geographical areas.

**9. Chief Finance Officer Statement**

The service has confirmed that the £23k investment required from DCC can be delivered within existing service budgets. It is important that this monitored carefully. On this basis the proposal can be supported.

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

The only remaining significant risk to the project is if the Town/City Councils and tourist attraction operators are not able to contribute the necessary funds. Should this occur then the project would be unable to progress further until, if and when, sufficient funds are identified.

**11. Power to make the Decision**

Scrutiny's powers in relation to this matter are outlined in Sections 7.4.1 and 7.15.2 of the Council's Constitution.

**Contact Officer:**

Traffic, Parking and Road Safety Manager  
Tel: 01824 706959



# The Opportunity

## What exactly is “The Wales Way” initiative?

A suite of tourism routes with international appeal launching in late 2017.

The Wales Way will be a family of three routes that emphasise experiences rather than simply the journey from A to B i.e. the routes will encourage visitors to stop and visit product/areas along their way. The core routes are the A55 intersected by 2 vertical tourism routes covering the A470 and the A487.

Official titles for the 3 principal routes are:

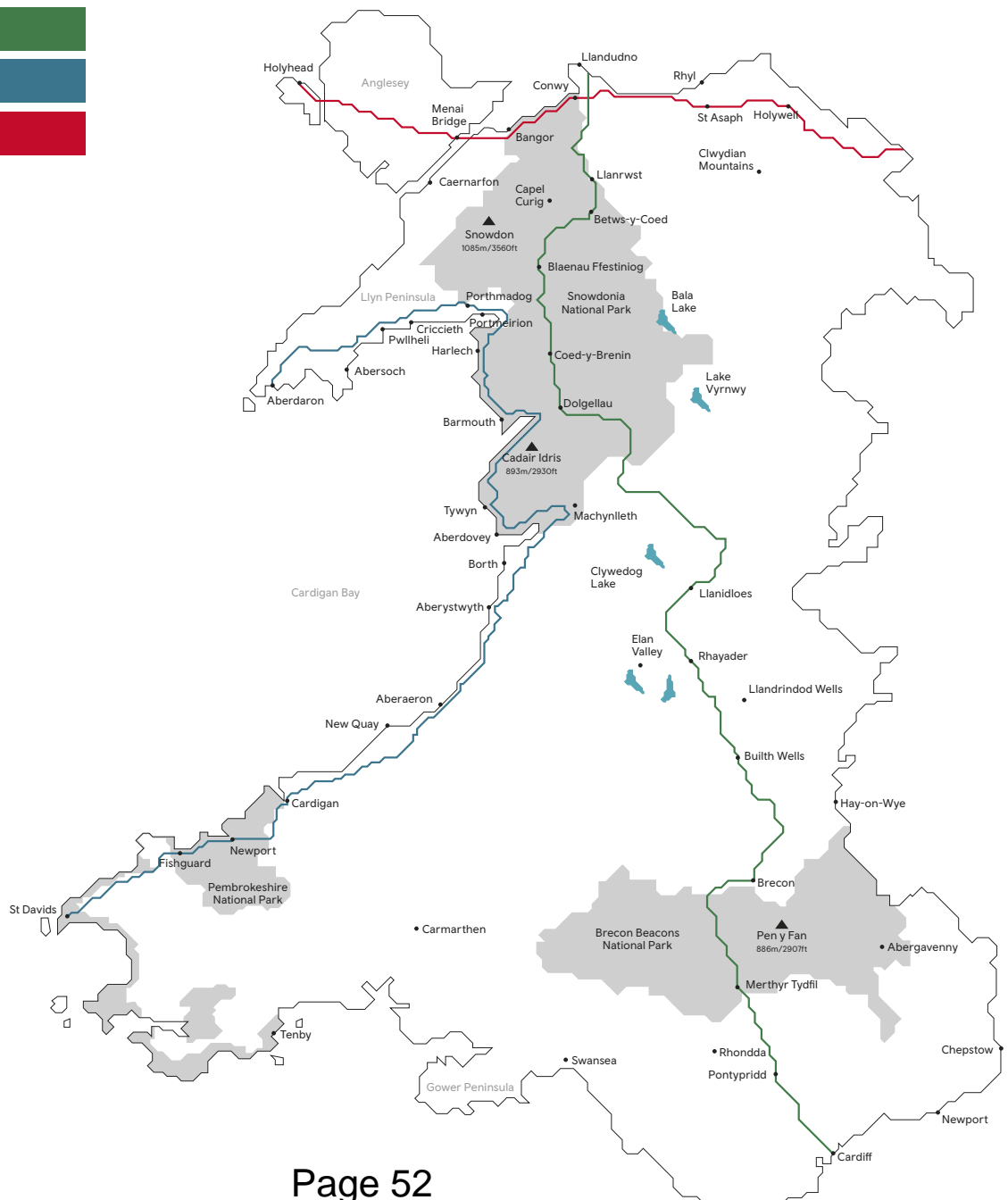
- A55 – The North Wales Way/Ffordd Gogledd Cymru
- A487 – The Coastal Way/Ffordd Arfordirol
- A470 – The Cambrian Way/Ffordd Cambria

The routes will, of course, be open to personal customisation and encourage trips off the main route (e.g. 40 minutes off the main road). They will each seek to represent the best of Wales – from our visitor experience, to our hospitality and our tourism businesses – and will embrace what makes Wales unique.

The Cambrian Way

The Coastal Way

The North Wales Way



## **Why “The Wales Way” approach – i.e. have other destinations used this approach and has it been successful?**

We’re fortunate to have some excellent examples to draw from. This has helped with the creation of the concept giving valuable information such as “lessons learned” as well as an indication of the impact that initiatives such as this can have, particularly in terms of attracting valuable international visitors.

The concept of “National Routes” is a familiar one. Close to home you may be aware of the *Wild Atlantic Way (WAW)* in Ireland ([www.wildatlanticway.com](http://www.wildatlanticway.com)); the WAW is a coastal touring route along Ireland’s Atlantic Coast, embracing 9 counties from Kinsale in the South to Malin Head in the north. Originated in 2013 the route is one of the “youngest” examples and is going from strength to strength in terms of not only its popularity but also the capacity it has shown to open the door to destinations/product for increasing visits and thus economic benefit.

In Scotland, the *North Coast 500* (<https://www.visitscotland.com/see-do/tours/driving-road-trips/north-coast-500/>) is a loop-based route that starts and finishes in Inverness, taking in dramatic coastal scenery guiding visitor experiences from attractions to activities.

Further afield, in Norway, the inception and promotion of 18 *National Routes* (<http://www.nasjonaleturistveger.no/en/routes>) has encouraged not simply visits but also commercial development and innovation along their length.

There are of course, many other international examples such as the iconic, well established Route 66 in the USA, 2,500 miles of experiences from Chicago in the east to Santa Monica on the west coast but we’ve obviously looked at the countries and destinations that offer the scale and product that we can compare and contrast with Wales.

One thing that all these routes share is their ability to inspire and encourage visitors, offering suggested blueprints for taking in the best of what each destination has to offer.

## **Why is the initiative being planned?**

The purpose of ‘The Wales Way’ will be to provide a focal point for international marketing, increasing visibility (and marketable images) of Wales in the world. Despite sustained growth in tourism to Wales over the last few years, Wales still lags behind other countries in terms of awareness, particularly in international markets.

The Wales Way aims to create depth to the new, emergent Wales brand, and act as a focal point for industry. It will aim to drive the development of bold and internationally outstanding tourism experiences to inspire visits.

Ultimately, The Wales Way will represent an “international class” family of routes with authentic and distinctive experiences at their core, and aim to bring real and long lasting economic benefits to Wales.

## **Which visitors will be targeted?**

The Wales Way represents great opportunities to target the higher spending international visitor market but will also, of course, add to Wales’ appeal and offer within competitive, core domestic markets.

Visit Wales Target Market Segments share a common attitude towards holiday taking. They are described, in broad terms, as “Independent Explorers”.

If required, further information on Independent Explorers and the way that they breakdown by market segment (e.g. Family Active Explorers, Active Explorers groups and couples, Scenic explorer couples) is available on request.

## **For how long will The Wales Way initiative run?**

This is initially a 10-year programme of activity. It will evolve and develop over the next decade, offering the chance for industry/destinations to work with the concept and gain competitive advantage from it. The 10-year period presents a window of time in which The Wales Way can establish not only a reputation but also crucially, a field of commercial and innovation opportunities for development for the industry in Wales.



## **Who is the lead body– is it a cross cutting initiative for Welsh Government (i.e. will it include transport/infrastructure, broadband etc.)?**

Although The Wales Way will be ‘launched’ by Visit Wales later this year, it will be underpinned by the long term strategy that calls for wide ranging partnership, tourism industry support, strong leadership from within, cross-portfolio Government engagement and a comprehensive investment approach.

Visit Wales is providing the vision and overarching brand and framework for the programme, but the intention is very much that individual regions, destinations and businesses will leverage this as an opportunity to achieve greater visibility in the marketplace. The Wales Way intends to provide the ‘glue’ to achieve a level of cut-through that individual destinations and existing routes and trails in Wales would struggle to achieve on their own, offering another dimension to potential promotion in addition to a focal point for an area or products own marketing.

## **How does a product/destination/organisation get involved?**

These are early days for the project and by rolling out information we aim to allow ample time for those who wish to be involved to consider how they may capitalise on the routes.

This could be thinking about not only how they may benefit in the short term (e.g. next 12-24 months) but also how the opportunities presented by such a comprehensive 10 year initiative can be realised via consideration of forward planning.

## **How is the initial product (for launch) being chosen?**

Outlined below are our broad guidelines for product selection for launch.

- Signature and Supporting product will be prioritised.
- Products in line with our national brand vision, values and objectives.
- Supporting product should be ripe and ready to market for Autumn 2017.
- Between 30-40mins drive time from the main spine of the route
- Events should be iconic, established and annual.
- Product that supports the thematic years approach. Year of Sea – 2018, Year of Discovery – 2019
- Product that supports and strengthen unique tourism offer of each route:
  - Culture/Heritage – The North Wales Way
  - Coastal – The Coastal Way
  - Countryside – The Cambrian Way

A framework has been developed to structure the process for identifying the key tourism experiences along the routes and to identify gaps for the development of potential new experiences.

The framework is based on a system of Signature, Supporting and Ancillary experiences selected on the basis of how strongly they reflect the Wales nation brand vision.

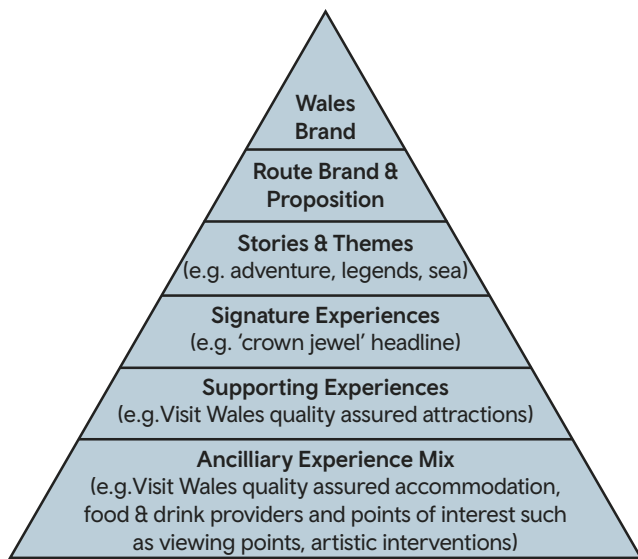
For the first 6 months from launch Visit Wales will focus on getting the Signature and Supporting product right. In the first instance with the international visitor in mind we must provide the top level, iconic and must see/do places, product and experience.

Adding more wealth and depth of product including multi-modal routes and itineraries over 2018. A Google map based website hub similar to The National Tourist Routes in Norway <http://www.nasjonaleturistveger.no/en/routes> will be developed within the [visitwales.com](http://visitwales.com)





## The Project Framework



All chosen product, places and experiences will be in-line with the long term brand vision, core values, and objectives.

## The Wales Way Brand Vision

The Wales Way will become an inspiring symbol of our confidence, boldness and ambition.

They will represent the best of Wales, from our visitor experience, to our hospitality and our businesses. They encompass what makes Wales unique.

## Brand Values

Authentic	meaningful, high-quality with a strong and distinctive sense of place.
Creative	innovative, cutting-edge and highly-contemporary.
Alive	accessible, inclusive and immersive.

## Brand Objectives

- Elevate our status
- Surprise and inspire
- Change perceptions
- Do good things
- Be unmistakably Wales

Visit Wales has built a comprehensive database of product that we feel:

- Evokes the Wales brand
- Supports the Route themes and “Years of” Experience theme
- Represents the best of Wales based on our chosen target market segments

That product information has been drawn from not only recognised resources (e.g. destination sites, organisational records) but also, crucially, from research into media attention and focus (e.g. Lonely Planet, Rough Guide and main stream press that appeals to the Independent Explorer) and also by investigating “social proof”.

Consideration of social proof has an ever-increasing role in holiday planning and, put simply, describes the influential role that peer- to-peer recommendation and key channels can play. e.g. The Wild Atlantic Way has achieved great exposure via platforms such as Instagram where images (and by default, often recommendations) of popular product are shared.

We monitor the products across Wales that inspire recommendations and sharing online as “must see” iconic venues and locations and this has been factored into initial choices.

## If a product is not included at the start, can it be included at a later date?

Although certain product will be included for launch, this does not mean that additional suggestions will not be included at a later date.

We hope that once the industry/sector have a better feel for the content and scope of The Wales Way routes, this will act as a catalyst for showcasing additional existing and importantly, emergent products and projects that seek to realise opportunities to develop using The Wales Way as a foundation.

## How does the initiative fit with the “Years of” experience based approach i.e. Adventure 2016, Legends 2017, Sea 2018 and Discovery 2019?

An important part of product showcasing, based on the framework for selection, is whether that product complements and supports the “Years of...” themes and stories.



## **Is it only for “big players” and destinations?**

Not at all. Product inclusions will be based on the framework and will feature based on fit rather than size.

## **Will events/festivals also be included?**

Events that have appeal to our target markets and that support the Wales brand will feature and, indeed, be an important part of The Wales Way’s appeal for visit planning.

## **Are there opportunities for tour operators to get involved or new businesses to be established around route product?**

Other initiatives that have been rolled out (e.g. Wild Atlantic Way) have proven to be a foundation for the origination of new commercial ventures based around the route and we hope that this will be the case in Wales.

Visit Wales’ travel trade team will be using existing tour operator networks to encourage the take up of opportunities presented by the 3 routes as well as seeking new partners.

## **Why have the 3 particular routes been chosen?**

The 3 routes will unify some of Wales’ most iconic product offering visitors easily identifiable routes that offer them iconic experiences in a reassuring, easy to follow way. The core routes also offer ease of customisation and complement the many loops and links opportunities that exist off the main road.

Whereas the M4 corridor in the south has long been an accepted way of travelling from east to west, many potential visitors may be unaware of the opportunities to explore the country by travelling across north Wales via the A55 and from south to north and vice versa using the A487 and A470.

The concept and positioning (in terms of a brand and marketing proposition) for The Wales Way is focused on creating strengths from what has been called “our own reality” (i.e. we accept that we have shorter routes than many larger destinations, but we have more to do along those routes).

Underpinning the principal of using The Wales Way’s routes to promote personal customisation and zig zagging will be a distinct visual identity which is inspired from the ancient script of Ogam, and the associated Welsh phrase ‘Igam Ogam’ which literally means ‘step to step’ or ‘zig zag’. As the launch approaches this visual identity will be seen in more detail.

## **How will areas not on those routes also benefit?**

There will be very few areas in Wales that are not touched by each route in some way. Even those not directly along each will benefit from the promotion of “zig zagging” and the way that promotional activity will emphasise the ease of travel between locations (and indeed the variety of experiences to be enjoyed in a relatively small area).

The Wales Way will bring increased international profile that will impact positively on visits and spread economic benefit as widely as possible throughout the country’s visitor economy. In the same way that the “Years of” themes have, in turn, offered differing opportunities to locations and product, The Wales Way may initially have a more obvious, direct impact on those immediately encompassed by particular routes. e.g. Wales has only 3 designated National Walking Trails – Glyndŵr’s Way, Offa’s Dyke and Pembrokeshire Coast but the profile of these three trails assist in driving walking tourism across all of the country.

The long-term benefit to all areas, particularly of an increased profile for Wales internationally, will be invaluable.

## **Is it “only about driving routes”?**

Not at all. Although the routes are based around recognised roads, this will not exclude other methods of transport being promoted as part of the experience. We feel that this is not only an essential aspect of long term planning but also a way that Wales can seek further differentiation from existing international tourism routes, many of which involve driving.

It is a recognised fact that over 90% of Wales’ visitor traffic comes by road, usually self drive. However, a core part of the promotion of The



Wales Way will be the encouragement of multi modal transport experiences (e.g. leave your car and take a bike, bus or train).

## Promotion – where and how

### When will it be launched and to whom?

Late Autumn 2017. The initial launch will be to the travel trade (i.e. those operators looking to bring business into Wales) and media at World Travel Market 6-8 November. The consumer roll out will follow shortly after and fit within national marketing activity as it ramps up in the spring of 2018 and Wales welcomes in the 'Year of the Sea'.

### How will it be promoted?

The Wales Way will be mainstreamed throughout Visit Wales' marketing activity. It will also offer the opportunity for all destinations and product involved to capitalise on the theme within their own activity.

## Funding

### Will funding be available for individual projects along the routes?

Although there is no funding support attached *specifically* to The Wales Way we expect that organisations will take up opportunities afforded by the range of funding schemes already in place to assist them in product development and roll out.

Full details on existing support schemes can be found at <https://businesswales.gov.wales/zones/tourism/finance> and these include:

#### **Regional Tourism Engagement Fund (RTEF)**

that focuses on support to destinations across Wales for the promotion and development of distinctive, high quality visitor destinations (through the delivery of their respective destination management plans). It also assists those destinations to maximise the benefits from aligning with Visit Wales' product-led thematic year ('Years of...') approach.

**Tourism Product Innovation Fund (TPIF)** that aims to encourage closer joint working between tourism consortia, partnerships and trade groups with a view to developing and improving the product offer for visitors. It is focused on projects

that benefit both the tourism sector and local communities and critically, grow the tourism economy in a sustainable way.

#### **Tourism Investment Support Scheme (TISS)**

which is open to medium and large businesses (including third sector), with 50 or more full-time-equivalent (FTE) employees. It can also apply to micro/small businesses where funding is not possible through the MSBF fund (see below). TISS is an investment fund, comprising a mix of repayable and non-repayable finance, targeting eligible and priority capital 'Tourism' investment projects. It can be used to either upgrade existing product or create new high quality product.

**Micro Small Business Fund (MSBF)** is open to micro and small businesses (including third sector) with fewer than 50 FTE employees. MSBF is an investment fund targeting eligible and priority capital 'Tourism' investment projects. Support up to £100k will be non-repayable, but above £100k support may require a repayable element. It can be used to either upgrade existing product or create new high quality product.

**Tourism Amenity Investment Support (TAIS)** is available to the public sector, third sector and not-for-profit organisations. TAIS is an investment fund targeting small scale infrastructure projects and amenities, in the interests of the 'Tourism' public realm, that do not therefore include economic activity. Support of between £25,000 – £128,000 will be considered, aiming to; develop quality sustainable tourism facilities; add value to visitor experience at the destination level and deliver quality, innovation and a sense of place.



## Contacts for further information

Initial Wales Way enquires will be fielded by Lucy von Weber and Gwawr Price who can be contacted via emailing [gwawr.price3@gov.wales](mailto:gwawr.price3@gov.wales) or calling 0300 062 2550

Also, if you are not already subscribed, keep up to date with developments by signing up to the Visit Wales trade newsletter [https://public.govdelivery.com/accounts/UKWALES/subscriber/new?topic\\_id=UKWALES\\_10](https://public.govdelivery.com/accounts/UKWALES/subscriber/new?topic_id=UKWALES_10)

<b>Report to:</b>	<b>Communities Scrutiny Committee</b>
<b>Date of Meeting:</b>	<b>17 May 2018</b>
<b>Lead Officer:</b>	<b>Scrutiny Co-ordinator</b>
<b>Report Author:</b>	<b>Scrutiny Co-ordinator</b>
<b>Title:</b>	<b>Scrutiny Work Programme</b>

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## **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.

#### Council owned cemeteries

- 4.8 The above report was scheduled for presentation to the current meeting. However, to enable officers to provide a comprehensive report a request was received from the Head of Service for the report's presentation to be deferred until the Committee's next meeting in July. The Chair has permitted the request and the item is now scheduled for consideration on 12 July 2018 (see Appendix 1).

#### 4.9 Flood management responsibilities in Denbighshire

Following a discussion on the report on 'Investigation into the 19<sup>th</sup> July 2017 Floods' the Committee agreed to invite representatives from both Natural Resources Wales



(NRW) and Dŵr Cymru Welsh Water to a meeting later in the year to discuss flood management responsibilities and to present the conclusions of the joint study into the management of the Rhyl Cut and Prestatyn Gutter. Officers have been in contact with both organisations and are willing to attend a meeting to discuss the matters with the members. However, at their request the presentation of the report has been scheduled for March 2019 as by then the modelling and management plan for the area will have been completed.

#### Cabinet Forward Work Programme

- 4.10 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

- 4.11 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 met on 26 April 2018. No items were referred by the Group to this Committee for consideration.

### **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.

**Contact Officer:**

Scrutiny Coordinator

Tel No: (01824) 712554

e-mail: [rhian.evans@denbighshire.gov.uk](mailto:rhian.evans@denbighshire.gov.uk)

## 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
12 July  WAST and BCU GP OOH Service reps to attend	<b>Cllr. Bobby Feeley</b>	1. Welsh Ambulance Service Trust (WAST) and the GP Out of Hours (OOH) Service  (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
	<b>Cllr. Tony Thomas</b>	2. Council owned cemeteries	To outline the remaining capacity within the Council's cemeteries, regulations relating to the maintenance of those cemeteries and future proposed	An understanding of the Council's responsibilities as they relate to the provision of burial grounds, their management and plans to meet residents' future demands	Tony Ward/Michael Bennion/Andy Clark	By SCVCG January 2018 (deferred April 2018)

## Communities Scrutiny Committee Forward Work Plan

Meeting	Lead Member(s)	Item (description / title)	Purpose of report	Expected Outcomes	Author	Date Entered
				arrangements to meet residents' needs		
6 September	<b>Leader</b>	1. Tourism, Events & Destination Management	To detail the progress achieved to date with various tourism initiatives and their contribution towards delivering the Council's overall ambition in relation to economic development	Effective and appropriate support to the county's businesses and communities in relation to developing a sustainable tourism economy that aligns and contributes towards the delivery of the Council's overall ambition in respect of economic development	Peter McDermott	September 2017
25 October	<b>Cllr. Huw Hilditch Roberts</b>	1. Ysgol Rhewl and Ysgol Llanbedr Dyffryn Clwyd <b>[Education]</b>	An evaluation of the support provided to both schools and stakeholders during the period leading up to (i) the closure of Ysgol Rhewl and the transfer of pupils to the new area school in Ruthin; and (ii) the WG's Cabinet Secretary's announcement in relation to Ysgol Llanbedr D C's	To ensure that pupils and stakeholders are adequately supported by the education authority to ensure that the pupils are not disadvantaged, attain the desired outcomes and realise their potential	Karen Evans/Geraint Davies/James Curran	October 2017

## Communities Scrutiny Committee Forward Work Plan

Meeting	Lead Member(s)	Item (description / title)		Purpose of report	Expected Outcomes	Author	Date Entered
				<i>appeal and subsequent future arrangements for the education of its pupils</i>			
	<b>Cllr. Tony Thomas</b>	2.	Planning Enforcement	To detail the effectiveness of the planning enforcement regime and detail the criteria used to determine and prioritise enforcement action	To evaluate the effectiveness of enforcement action undertaken against contravention of planning conditions to determine whether it is an effective use of resources which supports residents and will realise the Council's efforts to deliver its corporate priorities and the Corporate Plan	Emlyn Jones/Paul Mead	By SCVCG March 2018
13 December							
Jan/Feb 2019	<b>Cllr. Tony Thomas</b>	1.	Caravan and Holiday Park Regulation Procedure	To assess the effectiveness of the county's regulation procedure in ensuring that caravan and holiday park planning and licensing conditions are complied with	Ensuring that all regulatory stipulations are adhered to and that holiday caravan sites contribute towards the economic prosperity of the area and local residents are supported to live in homes that meet their needs	Emlyn Jones/Paul Mead	By SCVCG January 2018
Mar/Apr 2019	<b>Cllr. Tony Thomas</b>	1.	Seagull Management Update	To report on the progress made in developing and delivering the Seagull	An assessment of whether appropriate and proportionate actions are being taken to protect residents, businesses and visitors from the nuisance caused by gulls and	Emlyn Jones/Gareth Watson	March 2018

## Communities Scrutiny Committee Forward Work Plan

Meeting	Lead Member(s)	Item (description / title)		Purpose of report	Expected Outcomes	Author	Date Entered
				Management Action Plan and the associated Public Awareness Campaign	whether the measures taken are effective and support the delivery of the Council's Corporate Plan		
	<b>Cllr. Brian Jones</b>	2.	Car Park Asset Management Plan	To detail the progress made to date with the delivery of the asset management plan and associated initiatives	To realise the delivery of the plan, the investment programme in the county's car parks and the associated initiatives with a view to delivering the connected communities and environment priorities within the Council's corporate plan	Emlyn Jones/Mike Jones	March 2018
	<b>Cllr. Brian Jones</b> <b>Reps from Dŵr Cymru Welsh Water &amp; NRW to be invited</b>	3.	Flood Management Responsibilities in Denbighshire	To present the conclusions of the joint study into whether improvements could be made to the management of the Rhyl Cut and Prestatyn Gutter, adjacent drains and sewers, and to outline each organisation's responsibilities in relation to flood management and flood mitigation	An assessment of whether the Council effectively fulfils its responsibilities in relation to flood management and mitigation and works effectively with partner organisations to reduce the risk of flooding and deliver the Environment and Resilient Communities priorities of the Corporate Plan	Tony Ward/Wayne Hope	March 2018
Oct/Nov 2019	<b>Cllr. Huw Hilditch Roberts</b>	1.	<i>Impact of the Ruthin Primary</i>	<i>To consider the findings of the of the impact assessment</i>	<i>Identification of any negative or unintended/unexpected outcomes from the school reorganisation</i>	<i>Karen Evans/Geraint</i>	<i>October 2017</i>

## Communities Scrutiny Committee Forward Work Plan

Meeting	Lead Member(s)	Item (description / title)	Purpose of report	Expected Outcomes	Author	Date Entered
		Education Area Review  <b>[Education]</b>	(based on the WBFG Act principles and goals) undertaken following the conclusion, implementation of the decisions relating to the review	decisions that will assist planning for similar projects in future to ensure the well-being of all stakeholders	Davies/James Curran	

**Future Issues**

Item (description / title)	Purpose of report	Expected Outcomes	Author	Date Entered

**For future years**


**Information/Consultation Reports**

Information / Consultation	Item (description / title)	Purpose of report	Author	Date Entered
Information (May 2018)	Tourist Direction Signs for the Vale of Clwyd	To outline the progress made by the Working Group in securing the required funding for the signs and the anticipated timescale for the project's delivery	Mike Jones	November 2017

**Note for officers – Committee Report Deadlines**

Meeting	Deadline	Meeting	Deadline	Meeting	Deadline
12 July	<b>28 June</b>	6 September	<b>23 August</b>	25 October	<b>11 October</b>

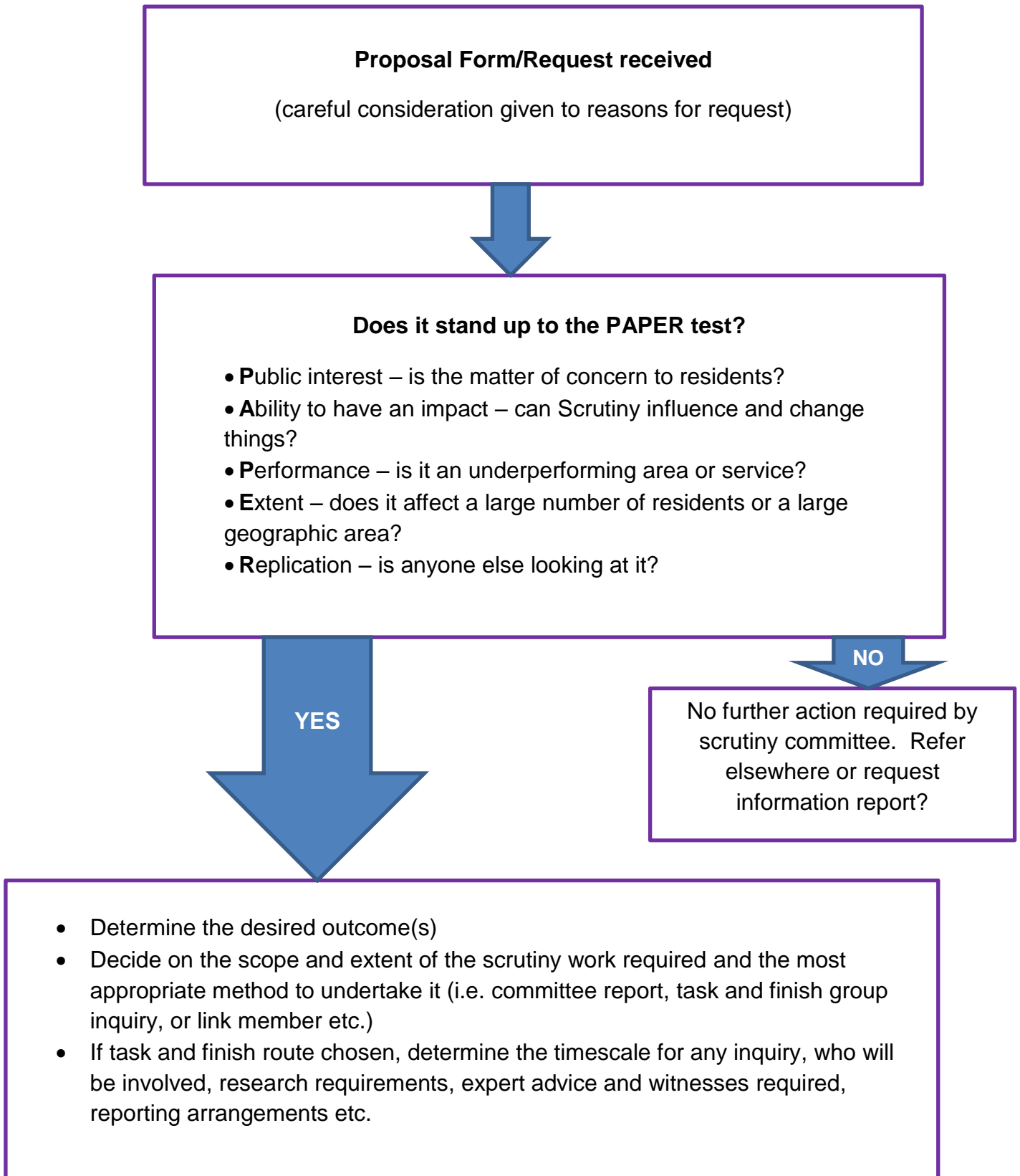
Communities Scrutiny Committee Forward Work Plan

Communities Scrutiny Work Programme.doc  
18/04/2018 RhE



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

## 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
<b>22 May</b>	1	Managed Service for the Provision of Agency Workers	To receive a report to award to the most economically advantageous tenderer	Yes	Councillor Julian Thompson-Hill / Lisa Jones / Helen Makin
	2	Regional Regeneration - North Wales Regional Regeneration Plan and Welsh Government's Targeted Regeneration Investment Programme	To provide Members with an update on the ongoing Regeneration work in Rhyl, to explain the WGs new regeneration funding programme called Targeted Regeneration Investment Programme (TRIp) and to seek formal approval for the regional submission to WG of a Regional Regeneration Plan and associated funding priorities	Yes	Councillor Hugh Evans / Graham Boase / Kim Waller
	3	Welsh in Education Strategic Plan	To approve the Welsh in Education Strategic Plan	Yes	Councillor Huw Hilditch-Roberts / Geraint Davies
	4	Finance Report	To update Cabinet on the current financial position of the Council	Tbc	Councillor Julian Thompson-Hill / Richard Weigh
	5	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
<b>26 June</b>	1	Corporate Plan 2017-2022 (Q4)	To review progress against the performance management framework	Tbc	Councillor Julian Thompson-Hill / Nicola Kneale
	2	Insurance Contract Award	Following a tender process to award the contract to the preferred bidder for insurance services	Yes	Councillor Julian Thompson-Hill / Richard Weigh / Chris Jones
	3	Financial Outturn Report	To approve the final position and resulting recommendations	Yes	Councillor Julian Thompson-Hill / Richard Weigh
	4	Finance Report	To update Cabinet on the current financial position of the Council	Tbc	Councillor Julian Thompson-Hill / Richard Weigh
	5	Items from Scrutiny Committees	To consider any issues raised by Scrutiny for Cabinet's attention	Tbc	Scrutiny Coordinator
<b>31 July</b>	1	Business Improvement Districts	To inform members of progress made on developing Business Improvement Districts and to make a recommendation in respect of the Business Plan	Tbc	Councillor Hugh Evans / Mike Horrocks

## Cabinet Forward Work Plan

Meeting	Item (description / title)		Purpose of report	Cabinet Decision required (yes/no)	Author – Lead member and contact officer
	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
<b>25 Sept</b>	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
<b>30 Oct</b>	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
<b>20 Nov</b>	1	Corporate Plan 2017-2022 (Q2)	To review progress against the performance management framework	Tbc	Councillor Julian Thompson-Hill / Nicola Kneale

## Cabinet Forward Work Plan

Meeting	Item (description / title)		Purpose of report	Cabinet Decision required (yes/no)	Author – Lead member and contact officer
	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
<b>18 Dec</b>	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

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Note for officers – Cabinet Report Deadlines

<i>Meeting</i>	<i>Deadline</i>	<i>Meeting</i>	<i>Deadline</i>	<i>Meeting</i>	<i>Deadline</i>
<i>May</i>	<b>8 May</b>	<i>June</i>	<b>12 June</b>	<i>July</i>	<b>17 July</b>

Updated 25/04/18 - KEJ

Cabinet Forward Work Programme.doc

## Progress with Committee Resolutions

Date of Meeting	Item number and title	Resolution	Progress
22 March 2018	5. School Cluster Arrangements	<p><b><i>Resolved:</i></b> <i>subject to the above observations to determine that –</i></p> <p>(i) <i>the development of a process to enable primary schools to amend their school cluster arrangements was not required as this would work against the co-ordinated approach to the modernisation of Denbighshire's schools;</i></p> <p>(ii) <i>the implementation of the new Learner Transport Policy 2017 be monitored, in line with the original resolution of the Committee on the 15<sup>th</sup> June 2017, and that the review also monitor the concerns of Ysgol Bro Cinmeirch; and</i></p> <p>(iii) <i>the Authority respond to the Headteacher and Governing body of Ysgol Bro Cinmeirch outlining the Committee's resolution.</i></p>	The Lead Member and relevant officers have been advised of the Committee's resolution and tasked with progressing the actions
	6. Seagull Management Update Report	<p><b><i>Resolved:</i></b> <i>- subject to the above observations -</i></p> <p>(i) <i>to instruct the Lead Member and officers to contact the Welsh Government, Welsh Local Government Association and National Resources Wales to seek their commitment to work with the Council for</i></p>	The Lead Member and officers have been informed of the Committee's recommendations.

		<p><i>the purpose of effectively managing and mitigating the risks and nuisance caused by seagulls;</i></p> <p><b>(ii) that the public awareness campaign include the production of posters and stickers etc. to be placed in food outlets and on waste containers/bins asking people to safely and securely dispose of their food waste;</b></p> <p><b>(iii) if appropriate, that officers utilise the powers to serve Community Protection Notices in accordance with the Anti-Social Behaviour, Crime and Policing Act 2014, to individuals who excessively feed birds and have a detrimental impact on other residents; and</b></p> <p><b>(iv) that a report be presented to the Committee in twelve months' time on the progress made in developing and delivering the Seagull Management Action Plan and the associated Public Awareness Campaign</b></p>	<p>A progress report has been scheduled into the Committee's forward work programme for the Spring of 2019 (see Appendix 1)</p>
	<p><b>7. Car Parks in Denbighshire</b></p>	<p><b><u>Resolved:</u> - subject to the above observations –</b></p> <p><b>(i) to support the continuation of the work to implement the Car Park Asset Management Register, Investment Programme and the work of the Car Park Task and Finish Group; and</b></p> <p><b>(ii) that a further report be presented to the Committee in twelve months' time on the progress made in developing, implementing and delivering all elements of</b></p>	<p>The Committee's views and recommendations have been communicated to the Lead Member and relevant officers, with a follow-up report scheduled into the Committee's forward work programme</p>



		<b><i>the Register, Investment Programme and the initiatives identified by the Car Park Task and Finish Group</i></b>	for the Spring of 2019 (see Appendix 1)
	<b>8. Investigation into the 19 July 2017 Floods</b>	<p><b><i>Resolved: - subject to the above observations to</i></b></p> <p><b><i>(i) request that officers to report on the findings of the Welsh Government grant funded drainage study at Ffordd Derwen, Rhyl to the Rhyl Member Area Group following the publication of the report in the autumn of 2018;</i></b></p> <p><b><i>(ii) request officers to attend meetings of the Elwy, Prestatyn and Rhyl Member Area Groups to discuss local flood risk related matters; and</i></b></p> <p><b><i>(iii) request that the findings of the study undertaken in conjunction with Dŵr Cymru Welsh Water and Natural Resources Wales into whether improvements could be made to the management of the Rhyl Cut and Prestatyn Gutter, adjacent drains and sewers, be presented to the Committee when completed, and that representatives from both organisations be invited to the meeting to discuss the findings and to outline each organisation's responsibilities in relation to flood management and flood mitigation.</i></b></p>	<p>Lead Member and officers advised of the Committee's resolutions and:</p> <p>(i) Item scheduled into the forward work programme for the Rhyl MAG;</p> <p>(ii) Business items on local flood risk related matters to be scheduled into the forward work programmes of the three MAGs</p> <p>(iii) Representatives from both organisations have been invited to attend a future meeting – see covering report and Appendix 1</p>

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