

# Abergele Town Council

## MINUTES

A meeting of the Placeplan Committee, was held on Thursday 28<sup>th</sup> June 2018 at 6.30pm in the Main Chamber, Town Hall, Llanddulas Road, Abergele.

165/18. **Attendance Register**

Cllrs: Mike Bird (Chair); A Hunter; C McCoubrey; A Wood; B.C Roberts; Pauline Heap-Williams 6.45pm; S.Jones-Roberts; M. Richards; Chris Jones (Chris Jones Regeneration), Tomos Jones (Itaca) 6.45pm; Gill Jones (AAT); Shane Wetton CCBC Mrs L Whalley (Deputy Clerk); Mrs Mandy Evans (Clerk)

166/18. **Apologies**

Cllrs: S Rowlands; Cllr Dr Mark Baker; Linda Tavernor (Itaca); Jeanette Dew (AAT).

167/18. **Absence with no apologies**

None

168/18. **Declaration of Interest**

- Members were reminded that they must declare the **existence** and **nature** of any personal and/or prejudicial interests (using the form provided for this purpose). The following interest was declared:

Mrs Gill Jones                      AAT                                      Min No: 171/18 b)

*Standing Orders were suspended*

169/18. **Visitors to the Committee**

- a) Mr Peter Jones-Hughes was welcomed to the meeting to provide members with an overview of the history of Shop Frontage Scheme and the benefits it can bring to the character of a Town Centre. In developing the scheme, the principles of the Townscape Heritage Scheme have been applied to produce a cohesive assessment of the qualifying properties in Abergele which could benefit from the available grants. Abergele is best suited to a value for money scheme. Of the 97 commercial properties in Abergele, three zones have been created (A, B & C), 'A' being afforded the highest importance. There are 14 priority projects and 9 critical projects. Some retailers have already benefitted from grants, and some properties are in need of repair. In these cases, it may be possible to include an element of repair in the grant. Each property has been individually assessed and indicative budgets prepared in order to approach the Landlords to give them an idea of what can be achieved. From his experience in working with THI's, Mr Jones -Hughes recommended that the Shop Front Scheme could not be executed with existing staff as well as it could be with a dedicated Project Manager to lead on the projects. It is essential that the PM engages with stakeholders, signs off on projects, attends to the detail and visits the projects during execution. Momentum needs to be maintained as the process that can take up to five years. Llanrwst, Colwyn Bay and Penmaenmawr were flagged as examples of the achievements of the THI.

The provision of Shop Canopies as an alternative to Shop Fronts has also been considered but issues surrounding consistency in funding alternative schemes.

*Cllr Bird retired 7.20pm*

- b) Simon Cotton from View Creative was welcomed to the Committee to provide an overview of the branding options to members to date and presentation of the brand most favoured by the working group.

*Standing Orders were reinstated*

170/18. **Minutes**

The Minutes of the last Placeplan Committee meeting, held on 24<sup>th</sup> May 2018 were **APPROVED** and **SIGNED**

171/18. **Matters Arising from those Minutes**

- a) The inclusion of the Immediate Past Mayor as a standing member of the Place Plan Committee) was **RECEIVED** and **APPROVED**.
- b) Matters arising from the shop fronts presentation were **CONSIDERED**. It was **RECOMMENDED** that local traders be consulted for their views. Further enquiries should be made with CCBC on how to move the project forward. As a long-term project, the street scene needs to be given priority. A consultant to manage the project should be **CONSIDERED**
- c) Matters arising from the View Creative presentation were **CONSIDERED**. It was **PROPOSED** and **APPROVED** that the branding option as presented should be signed off for production and the final decisions on which icons to use within the brand scheme that best represent Abergele, should be made. Members are to submit suggestions to CJR at their earliest convenience.
- d) To receive an update from the Theme leads on any progress to date:
  - (i) **Business & Tourism**  
It was **PROPOSED** and **SECONDED** that VCA be instructed to start work on producing a new website for the town. Given that it has been established that the Town Council website duplicates some of the ideas for the Town website it was **RESOLVED** to create a Task & Finish group to decide on a brief.  
CJR updated the members on brown signage for key tourist attractions in Abergele. Currently the destinations identified do not meet the criteria to qualify for tourist signage off the A55 and the cost to individual business concerns is significant without guarantees of extra footfall. However CJR **RECOMMENDED** that an application should be made anyway.
  - (ii) **Access and Infrastructure**  
Response from CCBC has been disappointing with regard to allotments, and toilets in Pentre Mawr Park. A meeting is to take place on July 20<sup>th</sup> between local reps and FAW regarding footballing facilities. Match funding is to be explored.
  - (iii) **Housing**  
As part of the LDP the Placeplan Committee has no influence on housing projects. However, the Committee will continue to monitor developments.
  - (iv) **Health & Well Being**  
Shopfronts, trees at castle etc are themes which overlap other working group themes.
  - (v) **Heritage, Culture & Information**

Following the successful purchase of Gwrych Castle by the Castle Preservation Trust the Committee was urged to be more supportive of its development as a tourist destination.

(vi) **Community**

Tomos Jones (Itaca) held a Community forum which was well attended. Members of the forum were brought up to date on the achievements to date.

Meeting Closed: 20:55

Signed: ..... (Chair)