



MERTHYR TYDFIL
County Borough Council
Cyngor Bwrdeistref Sirol
MERTHYR TUDFUL

MINUTES OF MEETING

SCRUTINY : CUSTOMER SERVICES MEETING

MONDAY, 11TH MAY, 2015

PRESENT: Councillor D Roberts (**In the Chair**)

Councillors H Barrett, T Chaplin, J McCarthy, W R Smith and Raymond Thomas

Councillor B Toomey, Councillor L Matthews and Councillor C Barry – Cabinet Members

Cooptees:

Robert Holdaway

Officers:

Alyn Owen (Chief Officer (Community Regeneration)), Gavin Lewis (Physical Regeneration Manager), Chris Long (Economic Development & Strategic Tourism Manager), Andrew Mogford (Strategic Business Analyst), Zoe Thomas (European & External Funding Support Officer) and Cheryl Jones (Rights of Way Project Officer)

Howard Jones (Scrutiny Officer) and Mair Morgan (Scrutiny / Democratic Services Officer)

| ITEM NO. | AGENDA MATTER | DECISION |
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| 1341 | Apologies for absence | Apologies for absence were received from Councillor L E Smart. |
| 1342 | Declarations of Interest | No Declarations of Interest were made. |

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| | (including whipping declarations) | |
| 1343 | WAO Corporate Assessment 2014 Update | <p>The Chair welcomed the Leader Councillor B Toomey to the Meeting.</p> <p>Councillor Toomey updated the Committee in relation to the Wales Audit Office Corporate Assessment 2014.</p> <p>The Chair then thanked Councillor Toomey for the update to the Committee.</p> |
| 1344 | Transformational Change Programme - An update | <p>The Chair welcomed Councillor L Matthews and Andrew Mogford to the Meeting.</p> <p>Councillor Matthews referred to the Transformational Change Programme and gave details in relation to:</p> <ul style="list-style-type: none"> • Transformation Programme Background • Next Steps – • Continuing to Monitor Projects and to hold Managers to Account • New Projects – Development and Delivery • Welsh Government – Post Review Action Plan • Corporate Organisational Change • Analysis of Services Operating Model Assessment being undertaken with PWC • Overall Summary 2014/15 • Social Services Summary 2014/15 • Customer Services Summary 2014/15 • Overall Summary 2015/16 • Additional Projects <p>Questions were then raised by the Committee in relation to:</p> <ul style="list-style-type: none"> • Percentage of Brown Projects • Enforcement – Litter and Dog Fouling • Crossover of Projects with PWC • Work being undertaken by PWC • Transformation Board • Undertaking of Risk Assessments <p>Questions were responded to in detail by Councillor Toomey, Councillor Matthews, Councillor Barry and Andrew Mogford.</p> <p>The Chair then thanked the Cabinet Members for the update to the Committee.</p> |
| 1345 | Community Regeneration - An Update | <p>The Chair welcomed Alyn Owen, Gavin Lewis, Chris Long, Zoe Thomas and Cheryl Jones to the Meeting.</p> <p>Alyn Owen advised that a Presentation would be made in relation to:</p> <ul style="list-style-type: none"> • Vibrant and Viable Place Programme |

- Tourism Destination Plan
- Investment to Date, Signage update, New Destination Plan Development
- Economic Regeneration

Zoe Thomas then referred in detail to:

- Year 1 Financial Achievement
- Year 1 Output Achievement
- Key Programme Risks
- Programme Issues
- Grant Conditions
- Merthyr Tydfil Regional Centre Programme
- Key Project Themes –
- General Hospital, St Tydfil's, Labour Exchange and Pontmorlais Promenade, Theatre Royal
- Townscape Heritage Initiative (THI)
- Vacant Property Grant –
- Miners Hall, Arms and Former Kingdom Hall, Synagogue, YMCA, 115 High Street, Cyfarthfa Castle, St David's Hall, Bus Station, Penydarren Park, Enterprise Hub
- Other Projects
- Pipeline Projects
- Future Projects

Questions were then raised by the Committee in relation to:

- Staffing
- Match Funding
- Townscape Heritage Initiative

Chris Long and Chery Jones then referred in detail to:

- Signage Aims
- Progress to date
- Bike Park Wales Signage Plan
- Destination Action Plan : April 2015 – March 2018
- Product Development Priorities
- Destination Development Priorities
- Marketing, Publicity and Perception Priorities

Questions were then raised by the Committee in relation to:

- Signage
- Sponsorship
- Route 66

Alyn Owen then updated the Committee in relation to Community Regeneration and advised that a further Presentation would be made at a future Meeting.

The Chair then thanked the Officers for the Presentation and the update to the Committee.

Councillor Raymond Thomas left the Meeting at 3.55 pm

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| | | and returned at 4.00pm. |
| 1346 | Scrutiny Referrals, Feedback and Follow up Actions | The Chair referred to the Action Notes of the Scrutiny and Audit Chairs Liaison Group and updated the Committee. |
| 1347 | Reflection and Evaluation of Meeting | The Chair and Committee reflected on the issues that had been considered at the Meeting. |
| 1348 | Any other business deemed urgent by the Chair | <p>The Chair advised that there was no business deemed urgent.</p> <p>The Chair also thanked the Committee and Officers for the work that they had undertaken over the past year.</p> |