



MERTHYR TYDFIL
County Borough Council
Cyngor Bwrdeistref Sirol
MERTHYR TUDFUL

MINUTES OF MEETING

SCRUTINY : REGENERATION, PLANNING AND COUNTRYSIDE MEETING

TUESDAY, 5TH APRIL, 2016

PRESENT: Councillor G Jones (In the Chair)

Councillors S P Brown, E Galsworthy and K Moran

Councillors C Barry and P Williams – Cabinet

Cooptees:

Merryl Jones and Howard Jackson

Officers:

Ryan Barry (Tourism Officer) and Jared Green

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

ITEM NO.	AGENDA MATTER	DECISION
1272	Apologies for Absence	Apologies for absence were received from Councillor H Barrett, Councillor B Carter and Councillor M O'Neill.
1273	Declarations of Interest (including whipping declarations)	Councillor E C Galsworthy Declared his Interest in Item three – Merthyr Tydfil Destination Management Plan as he is the Council's Representative on the Board for the Merthyr Tydfil Leisure Trust Limited and advised that there were a number of references to the Leisure Trust in the report but that he would not make any comments or vote in relation to any Trust matters.

1274	Merthyr Tydfil Destination Management Plan	<p>The Chair welcomed Councillor C Barry, Councillor P Williams Cabinet Members, Ryan Barry and Jared Green to the Meeting.</p> <p>Ryan Barry referred the Committee to the 'Merthyr Tydfil Destination Management Plan' report together with the 'Merthyr Tydfil Destination Management Plan 2016 -2018' Brochure.</p> <p>The following questions were then raised by the Committee and were responded to in detail by the Cabinet Members and the Officers:</p> <ul style="list-style-type: none"> • Have the Corporate Communications Team been involved in the Consultation and preparation of the report and brochure • Paragraph 7.5 of the report - What is the involvement of the Corporate Communications Team in the key dates timescales • Paragraph 3.1 of the report – What does the trends analysis show so far • Paragraph 4 of the Brochure – Priorities for Merthyr Tydfil – Officers requested to share the Priorities with the Committee • Marketing Brochures – How are they to be distributed to the general public • Paragraph 4.1 of the report – Will brochures have opening and closing times for facilities together with directions on how to locate facilities. • Where will visitors to Merthyr Tydfil be able to obtain a brochure • Cardiff has a scheme linked to lampposts that when visitors are near to the lamppost they can receive information advising of the location and places of interest together with directions to other areas – How much would this cost and has this facility been considered • Regional Transport System – City Deal – Has consideration to a similar approach been given in relation to Tourism • Paragraph 3.5 of the report gives details of figures derived from STEAM (Safeguarding Heritage and Rural Economies) – Can a breakdown be given of where these figures come from and the locations of the visit • What have the STEAM figures shown the Authority – What are the benefits, what is the footfall, how much has been spent in Merthyr Tydfil to develop the local economy
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- Paragraph 4.5 of the report – What is the effect of staff turnover on the workings of the Organisation
- How are the other key policies in the Authority such as the Open Space Policy fed into the Plan
- How are the Rights of Way being managed
- Rights of Way Registration – What needs to be done
- Trail Development – Trails are also used by bikers and not just walkers – Are bikers monitored as a separate group
- Signage – For example no signage for Rock UK at Fiddlers Elbow – The importance of signage
- Will there be further development of the Furnaces – No signage to the area
- Since the last Committee Meeting Consultation has taken place with internal Departments, Stakeholders and the Public – How many bodies have been consulted and what feedback was received
- What are the links with neighbouring Authorities
- Paragraph 4.1 of the brochure – Cyfarthfa Heritage area – Clarification sought regarding the Collection Zone – When will this take place – What will happen to the old Gymnasium
- When will further information be received on this
- How are Officers ensuring bodies work together and not in competition in relation to Tourism
- Paragraph 6 of the report – Action Plan – Broaden the Quality of Accommodation Businesses – From where was this information obtained – Why a large quality hotel
- Are there any areas that could be developed for example a Motor Home Park
- Paragraph 8.1 of the report – Priority Area 5 – How are the areas identified and articulated to the Department and how can they be taken forward
- How is information coming into the Department processed and meeting business needs
- Paragraph 6 of the brochure – Improvements to the Public Realm (6) – What is a 'Purple Flag' accreditation

		<ul style="list-style-type: none"> • Paragraph 6 of the brochure – Events (8) – Is this Merthyr Tydfil Town or Merthyr Tydfil County Borough • Paragraph 6 of the brochure – Training and Volunteering (11) – Are the Officers undertaking any promotion to get people to join • Bearing in mind budget pressures, are there sufficient resources in place in relation to staffing and budgets to ensure delivery of the Plan • Is there a need for exit strategies <p>Ryan Barry referred to the Destination Management Group Meeting that had been held earlier in the day and that a member of the Group had made a Presentation on the Economics Benefits of Tourism Wales and he would be happy to share the Presentation with the Committee.</p> <p>Councillor P Williams then referred to the Destination Management Plan and the style and content of the Plan and suggested that prior to the final Plan being produced that liaison take place with the Corporate Communication Team and then be signed off by the Cabinet Member.</p> <p>The Committee then agreed with this suggestion.</p> <p>The Chair then thanked the Officers and Cabinet Members for attending and for the update to the Committee.</p>
1275	Reflection and Evaluation of Meeting	The Chair and the Committee reflected on the discussion that had taken place in the Meeting.
1276	Any Other Business deemed urgent by the Chair	The Chair advised that there was no business deemed urgent.