

MOLD TOWN COUNCIL

COMMUNITY, DEVELOPMENT AND REGENERATION COMMITTEE

Minutes of the Community, Development & Regeneration Committee held virtually on-line over video conferencing at 5.30pm on Tuesday 2nd November 2021.

PRESENT: Councillors: Sarah Taylor (Mayor), Haydn Jones (Deputy Mayor) Geoff Collett (Chair), Andrea Mearns, Anthony Parry, Robin Guest, and Chris Bithell. Rachael Byrne (Business Development Manager FCC)

Officers: Jo Douglass, Business and Regeneration Officer

9. APOLOGIES: Jane Evans, Events & Community Engagement Officer

ABSENT: Councillor Trevor Arnold

10. DECLARATIONS OF INTEREST

There were no declarations of interest.

11. MINUTES

RESOLVED: That the Minutes of the meeting of the Committee held on 20th July 2021 be received and approved as a correct record.

12. STREETSCENE UPDATE

No update had been provided; following the update from the Head of Streetscene at the Full Town Council meeting the previous week.

The Mayor reminded Members that she and the Town Clerk would be meeting with the Head of Streetscene to create an action plan for the Town.

RESOLVED: Update will be provided following the meeting with the Head of Streetscene.

13. MOLD TOWN FOOTFALL DATA

Members considered the previously circulated report from the Business and Regeneration Officer on the latest static footfall data for Mold and an example of the data supplied from a SMART footfall counter.

The Business and Regeneration Officer informed Members that the SMART technology is able to provide real-time data and calculate the total number of people in a given area at a given time. The SMART Footfall sensors detect anonymous phone signals which count towards the total footfall in the area. As the data is real-time it can provide a powerful insight such as length of stay, new visitors or repeat visitors to the Town.

Mold SMART town is a partnership project with Flintshire County Council and Welsh Government have allocated eight counters to Flintshire County Council as a result of the Mold Action Plan. Flintshire County Council has also been successful

with a Welsh Government's Transforming Towns Placemaking Grant (Digital Towns) to fund the additional counters required and specialist advice to install and set up the equipment for which a tender has been sent out.

Members discussed the benefits to traders from the data and that it was important to draw conclusions and act upon the data once available; potentially through a small group of town traders.

The Mayor informed Members that Traders were being kept up to date with the progress of the initiative through the Town Business and Traders meetings and all traders will have access to summary data once available. As yet, no timeframe for installation was available and there may also be consents required to install the equipment. It may be in time a group of traders to review the data may form organically.

RESOLVED: to note the information in the report.

14. HERITAGE GRANT UPDATE

Members considered the previously circulated report from the Business and Regeneration Officer on the National Lottery Grants for Heritage, together with the advice and guidance on the concept of securing a heritage scheme for Mold Town Centre from the Conservation Officer at Flintshire County Council and the update to the priority outcomes of the grant, following temporary closure of funds to assist in Covid-19 recovery.

Members discussed the potential benefits of applying for a heritage grant and possible improvements to the town. Concerns were also raised in terms of the budget required, as it has previously been confirmed by the Service Manager, Strategy at Flintshire County Council that previous schemes in Holywell and Flint had been administered by Flintshire County Council Planning Department, they would not be in a position to do this for Mold. As a result, there would be a requirement for match funding together with the Building Owners' contribution to the scheme. Additionally, there is an expectation that if Mold Town Council submits the grant application they would be required to pay any third party grantee for any approved expenditure incurred and then submit claims in arrears so there would also be a requirement for bank-rolling.

It was discussed that further investigations would be required to see what improvements could be possible from the grant application and that Conservation expertise would also be required. But in the first instance, Members agreed to consult with Building Owners given their requirement for funding contribution as well to ascertain the level of demand and interest, with the caveat that this was only as a means of initial enquires only.

Councillor Haydn Jones left the meeting at 6.30pm

RESOLVED: That the Business and Regeneration Officer together with the Mayor would consult Building owners to ascertain possible demand as a means of initial enquires only.

17. BUDGET PROPOSAL 2021/2022

Members considered the previously circulated report regarding budget consideration for the CDR and current Ear Marked Reserves budget.

1) Tourist Information Points:

- a) Repair and replacement of damage Tourist Information Points.
- b) Replacement Glass panels with the events information

2) Mold Promotions:

To include a yearlong range of PR, Social Media, Photography and filming.

3) Mold Website:

Wiss Care package to include bi-lingual website updated for the Totally Mold Website to include addition and removal of pages together with adding and modifying text and links.

4) Discover Mold Leaflet:

Following on success of the printing if and distribution of the Discover Mold Leaflet. To reprint 25,000 copies and distribution.

RESOLVED: That the following recommendations be submitted to the Budget Sub-Group:

- (1) £10,100 to be allocated to the replacement and repair of the Tourist Information Panels (subject to obtaining comparative quotations).
- (2) £1,200 to allow for replacement glass panels on the Tourist Information Point changes (5 per annum).
- (3) £9,000 for an annual package of Promotions to include RP, Social Media, Photography and filming.
- (4) £1,260 to allow for two years of the Wiss Care package
- (5) £500 for the re-print and distribution of the Discover Mold Leaflet.

18. FUTURE AGENDA ITEMS

Councillor Andrea Mearns suggested inviting the newly appointed Climate Change Programme Manager at Flintshire County Council to a meeting of Full Council find out how the Town Council can align itself to measures put in place at Flintshire County Council.

RESOLVED: Councillor Andrea Mearns to contact the Town Clerk to request.

Meeting ended at 7.20pm

**SUMMARY OF DECLARATIONS MADE BY MEMBERS
IN ACCORDANCE WITH MOLD TOWN COUNCIL'S CODE OF CONDUCT**

Community, Development & Regeneration Committee		DATE: 2 nd November 2021
MEMBER	ITEM	MINUTE NO. REFERS

Chairman's signature: Date: