



To: Members of the Communities  
Scrutiny Committee

Date: 3 July 2013

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Dear Councillor

I refer to this agenda for the meeting of the **COMMUNITIES SCRUTINY COMMITTEE** to be held at **9.30 am** on **THURSDAY, 4 JULY 2013** in **COUNCIL CHAMBER, RUSSELL HOUSE, RHYL** and enclose the following report(s).

**Agenda Item  
No**

**5 RHYL GOING FORWARD PROGRAMME (QUARTERLY REPORT) (Pages 3 - 34)**

To consider a report (copy to follow) by the Rhyl Going Forward Programme Manager which outlines the Council and its partners' strategic long-term vision for Rhyl and to seek Members to monitor the Programme's progress in delivering its anticipated outcomes, including the Programme's income generation ambition, identify any slippages with the Programme's delivery and recommend actions to address them.

**(9.40 a.m. – 10.10 a.m.)**

Yours sincerely

G Williams  
Head of Legal and Democratic Services

## **MEMBERSHIP**

### **Councillors**

James Davies  
Peter Evans  
Carys Guy  
Huw Hilditch-Roberts  
Rhys Hughes  
Win Mullen-James

Bob Murray  
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**Report To:** Communities Scrutiny Committee

**Date of Meeting:** 4 July 2013

**Lead Member / Officer:** Cllr Hugh Evans  
Lead Member for Economic Development

**Report Author:** Tom Booty – RGF Programme Manager

**Title:** Rhyl Going Forward – Rhyl Going Forward Update

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## **1. What is the report about?**

This report provides an update on the Rhyl Going Forward Regeneration Strategy.

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

To provide information regarding progress in terms implementing the Rhyl Going Forward (RGF) Regeneration Strategy.

## **3. What are the Recommendations?**

That Members note and comment on the progress made.

## **4. Report details.**

The most recent Programme Update report is attached as Appendix 1 which demonstrates that in terms of the four workstreams of the programme:

- West Rhyl Regeneration Area has a current status of ORANGE
- Town Centre has a current status of ORANGE
- Seafront and Tourism has a current status of YELLOW
- Live & Work in Rhyl has a current status of ORANGE

At the Communities Scrutiny meeting of 18 April 2013 the committee considered that the strategic long –term vision for the town needed more clarity. Subsequently Rebecca Maxwell – Director for Economic and Community Ambition has produced a summary diagram which attempts to capture the spirit of what we are trying to achieve in the town. This is attached as Appendix 2. Whilst we recognise there is further work to be done on developing this vision and communicating it more widely, this work is in hand and is being developed as part of the Live and Work in Rhyl workstream. As well as the Economic and Business Development Section, support for this is being provided by the Communication, Marketing and Leisure section.

As with all projects under the Rhyl Going Forward Programme, we try and engage effectively with stakeholders in their development. Thus creating a compelling new vision for Rhyl that everyone can sign up to will take some time, although we are confident that this is achievable.

Projects completed since the last report to Community Scrutiny:

**Disabled Beach Access** – completed May 2013 to good reviews. This scheme is an important part of the longer-term strategy to achieve blue flag status for at least part of Rhyl's seafront, as this status relates not just to water quality but also to facilities provided.

**Bee & Station refurbishment** – this scheme completed in May 2013 and has created high quality office accommodation in the town centre immediately adjacent to the railway and bus station. This project has transformed a building that was a major eyesore. Tenants have already been secured for the ground floor which will become the only Lego Education Innovation Centre in North Wales

Progress on current key projects within the programme is generally good:

**West Rhyl Housing Improvement Project** – current status orange. This reflects the current uncertainty around the project whilst awaiting the Inspector's decision following the Compulsory Purchase Order Public Inquiry, which is expected within the next few weeks. Whilst confident that we put a compelling case for compulsory acquisition at the Inquiry and thus will hopefully see the order confirmed, we consider that with the number of properties already acquired through agreement we could still deliver a significant transformation of the area without confirmation of the order, although it would not be the optimal scheme we currently plan. Regardless of the decision the next phase of demolition - north Gronant Street – is scheduled to start this month. The project is currently forecast to complete within budget and on time.

**Honey Club Redevelopment** – current status yellow. Demolition of the existing is in progress. The Compulsory Purchase Public Inquiry for the adjacent burnt out building – 25/26 West Parade – was cancelled after the objections were withdrawn. This means the compulsory purchase should be confirmed and the building subsequently demolished and redeveloped as part of the overall scheme. Unfortunately, because we have not yet had confirmation we are unable to demolish the property as part of the current contract. Initial designs for the proposed 60 bed-roomed hotel have been discussed at a pre-planning application meeting, and a further design meeting is due to take place shortly. This should lead to a planning application being submitted sometime this calendar year.

**Rhyl Harbour** – current status orange. The bridge is due to complete by the end of July 2013. The further works to the harbour and Quayside building are currently 6 weeks behind schedule and due to complete in January 2014.

**Coastal Leisure Facilities** – work continues on the development of the business case for the Coastal Facilities (existing Sun Centre, Pavilion Theatre, proposed new Aquatic Centre and Sky Tower). Detailed work on the financial implications of various options is currently being developed, along with some soft market testing to

ascertain market interest in investing in the scheme. Work is also progressing on a report considering the potential economic impact of the proposals. A report is scheduled to go to full Council on 10<sup>th</sup> September 2013.

**Vibrant & Viable Places** – On 25/06/12 Cabinet approved the submission of a Stage 1 bid under the Welsh Government’s Vibrant & Viable Places Regeneration Framework for Rhyl Town Centre. Within the Rhyl Going Forward Programme the town centre has already been identified as a significant issue and the next priority to be addressed. A copy of the Cabinet Report providing fuller details of this initiative are attached as Appendix 3.

Because of the nature of the external funding used to progress the majority of these projects, there is no overall programme budget, but in terms of the projects we have committed to they are all scheduled to complete within budget. Equally, in terms of timetable there is little slippage in terms of time:

#### **West Rhyl Housing Improvement**

- first phase of refurbishment due to complete in 2015
- green space scheduled to start summer 2014 and complete late 2014/early 2015
- West parade development site and future housing refurbishment – tbc (subject to a developer partner selection process)

#### **Honey Club Redevelopment**

- Demolition scheduled to complete July 2013
- Planning application late 2013
- Start on site early 2014
- Completion late 2014/early 2015

#### **Rhyl Harbour**

- Bridge complete and operational August 2013
- Harbour and Quayside building complete Jan 2014

Coastal Leisure Facilities – no commitment to implement has yet been made but a possible timescale if there is a robust business case, a good prospect of a private sector investment partner and a positive Council decision in September would be:

- Start on new Aquatic Centre/Sky Tower late 2014/early 2015
- Completion of Aquatic Centre/Sky Tower late 2015/early 2016
- Demolition of SunCentre and start works to Pavilion – mid 2016
- Completion of works to Pavilion – early 2017

**Vibrant & Viable Places** – this would fund various projects in the town centre if our bid is successful, which would mean delivery between April 2014 and March 2017.

Overall progress on these key projects is encouraging and will make a real difference to Rhyl over the next three to five years.

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

**5.1: Priority 1 – Developing the Local Economy and Our Communities**

The main thrust of the RGF Regeneration Strategy is to create more jobs and business opportunities in the area, thereby directly addressing this priority.

**5.2: Priority 6 – Ensuring access to good quality housing**

Specifically the WRHIP will directly impact on the priority outcome of “*offering a range of types and forms of housing...to meet the needs of individuals and families*”.

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

The overall regeneration strategy does not have a dedicated budget. Funding is allocated to specific projects, in the main utilising external funding sources, and the funding is monitored on a project by project basis.

**7. What consultations have been carried out?**

The programme is monitored by the multi-agency Programme Board which ensure there is a broad consensus of approach across key agencies in Rhyl to the approach. Further work is being undertaken on developing a stronger marketing and communication approach to ensure there is a broader community awareness of the strategy. Individual projects have their own consultation strategy.

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

Risks are monitored by the Programme Board utilising ***Appendix 4 – Programme Risk Register***.

**9. Power to make the Decision**

No decision required.

# West Rhyl Highlight Report

## June 2013



**Y RHYL  
RHYL**

<b>Aims &amp; Objectives</b>	<b>Current Status:</b>
<p><i>In the West Rhyl Regeneration Area we are trying to create an attractive neighbourhood where working people will want to live</i></p> <ol style="list-style-type: none"> <li><b>1. To create a balanced housing market which is not dominated by one type of housing or by one type of tenure.</b></li> <li><b>2. To create a balanced, stable community with more economically active people living in the neighbourhood.</b></li> <li><b>3. To improve the appearance and perception of the area</b></li> </ol>	ORANGE
	<b>Previous Status:</b>
	Yellow

### What's going well?

The Public Inquiry for the compulsory purchase order took place at Rhyl Town Hall on 21/22/23 May 2013.

#### Day One

There were 7 statutory objections, and 2 non-statutory objections (non-statutory objectors are those whose properties are not subject to the CPO, or others who have failed to submit written evidence but wish to speak at the Inquiry) remaining, with several objections being withdrawn prior to the Inquiry following the hard work of our property team in agreeing acquisition terms with owners. The main objector is Dr Shah - the owner of 3 Aquarium Street - one of the properties required for the creation of the green space.

#### Day Two

Councillor Hugh Irving spoke on behalf of the project

The Council completed its case for the compulsory purchase order, and some of the remaining objectors have presented. The Inspector was also taken on a visit to site this afternoon. We feel we have presented compelling evidence in relation to the need for the proposed green space, the soundness of the consultation process we employed and the need for comprehensive refurbishment of homes in the area.

#### Day Three

The Denbighshire Team provided the Inspector with Housing Density information in the project area. Dr Shah, the owner of 3 Aquarium St presented his evidence in summary and was cross examined by Harriet Townsend Acquiring Authority barrister. He was also questioned by the Inspector. Mr Saddiq the owner of the Mace Store on the corner of Aquarium St and John St read a statement to the enquiry. His property has already been purchased by the project. He is not a statutory objector.

Harriet Townsend the Acquiring Authority barrister recalled the witnesses Peter James and Peter McDermott to comment on Dr Shah's proposal that only Gronant St in Block 1 be demolished to create the green space and that Aquarium St in Block 1 remain to be redeveloped. This proposal is not supported by the project team.

Harriet Townsend then completed her Closing Submission for the Acquiring Authority.

The Public Enquiry was formally closed by the Inspector at 1pm 23<sup>rd</sup> May 2013. We await his decision which will be made known to us over the coming weeks.

Property acquisitions have continued to be made and plans are on track to start the partial demolition of Gronant St (Block1) in June 2013

## What concerns us and what are we doing about it?

The Project Delivery Confidence has changed from Yellow to Orange. This was caused by some uncertainty in terms of project staffing; both WG and DCC are going through a process of restructure. DCC have recruited two project officers for Rhyl who will start in early June 2013.

## Outlook

Though the project status has been changed to orange progress continues and the project remains on track to deliver within agreed timetables and budgets.

## Committed Projects

*A commitment has been made to deliver the project and the necessary funding is in place.*

Project	Lead Organisation	Forecast Completion	Delivery Confidence
West Rhyl Housing Improvement	WG/Pennaf/ DCC	Apr 13	ORANGE
13 & 15 Crescent Road	Pennaf	Apr 13	GREEN

## In Development

*Feasibility or ongoing development of the project is underway.*

Project	Lead Organisation	Comments
Edward Henry Street West	WG/Pennaf/ DCC	The block of properties on Edward Henry Street opposite the Last Orders pub are in the ownership of Pennaf. The majority of them are vacant and as such are having a detrimental impact on the area. Pennaf are developing proposals for the future use of the buildings/site.
Edward Henry Street East	WG/Pennaf/ DCC	On the East side of Edward Henry Street, all the properties with the exception of the Last Orders pub are in either Pennaf or DCC ownership. Pennaf are developing proposals for the future use of the buildings/site.

## Under Consideration

*Some consideration has been given to the project but significantly more work is required.*

**CURRENTLY NO PROJECTS UNDER CONSIDERATION**



## Indicators of Success

Indicator	Baseline (2010)	Target	Most Recent	Performance
<b>A balanced Housing Market - Tenure</b>				
Percentage of houses in multiple occupation in West Rhyl (SPG defined area)	<i>To be developed</i>			
Percentage of houses in single occupancy				
Percentage of private rented houses in West Rhyl				
Percentage of owner occupied houses in West Rhyl				
Percentage of RSL houses in West Rhyl				
<b>A balanced Housing Market - Type</b>				
Percentage of 2-bed houses in West Rhyl				
Percentage of 3-bed houses in West Rhyl				
Percentage of 4-bed houses in West Rhyl				
Percentage of 5+ bed houses in West Rhyl				
<b>Stable community with economically active people</b>				
<i>Transience info from schools</i>				
<i>Job-seekers allowance claimants</i>				
<b>Improved appearance and perception</b>				
<i>Environmental Satisfaction survey</i>				
<i>Recorded crime</i>				
Recorded anti-social behaviour				

## Performance Measures

Measure	Block 1	Block 2	Block 3	Block 4	Block 5	Block 6	Block 7	Total
<b>Acquisitions</b>								
Number of properties	38*	16	8	8	7	13	19	<b>106</b>
Acquired so far	35	14	2	2	3	7	16	<b>79</b>
Completion Rate	92%	87%	25%	25%	43%	54%	84%	<b>74%</b>
<b>Relocations</b>								
Number of relocations	58	4	20	12	10	tbc	3	<b>107</b>
Relocations so far	37	4	0	0	3	tbc	1	<b>45</b>
Completion Rate	63%	100%	0%	0%	30%	tbc	33%	<b>42%</b>
<b>Demolition</b>								
Number to be demolished	38	0	0	0	7	0	7	<b>52</b>
Demolished so far	6	0	0	0	0	0	0	<b>6</b>
Completion Rate	16%	0%	0%	0%	0%	0%	0%	<b>12%</b>
<b>Refurbishment</b>								
Number to be refurbished	0	15	8	7	0	12	8	<b>50</b>
Refurbished so far	0	0	0	0	0	0	0	<b>0</b>
Completion Rate	0%	0%	0%	0%	0%	0%	0%	<b>0%</b>
<b>New Build</b>								
Number to be built	0	0	0	0	6	0	2	<b>8</b>
Built so far	0	0	0	0	0	0	0	<b>0</b>
Completion Rate	0%	0%	0%	0%	0%	0%	0%	<b>0%</b>

\*Includes demolished properties on Abbey St. Some properties eg 35-39 Abbey St are under one ownership.

Figures above don't include the development site fronting West Parade. This is being promoted as a mixed use development opportunity and once a development partner has been selected there will be additional performance measures produced.

Figures above also exclude any work in Edward Henry Street where firm proposals are yet to be developed.

# Town Centre Highlight Report June 2013



**Y RHYL  
RHYL**

<b>Aims &amp; Objectives</b>	<b>Current Status:</b>
<p>In the town centre we are trying to create new business and job opportunities by supporting investment in retail, but also by introducing new uses and diversifying the town centre economy.</p> <ol style="list-style-type: none"> <li>1. Objectives not yet developed and agreed</li> <li>2. Objectives not yet developed and agreed.</li> <li>3. Objectives not yet developed and agreed</li> </ol>	AMBER
	<b>Previous Status:</b>
	RED

## What's going well?

The refurbishment of the Bee & Station has completed and tenants secured for the ground floor.

The new Welsh Government Regeneration Framework – Vibrant & Viable Places has been released, and with partners we are currently developing a funding bid focussed on Rhyl town centre. A small, multi-agency working group has been established to develop the bid which will require a stage 1 – expressions of interest – to be submitted in July 2013.

Poundland are expected to open in the former Marks & Spencer property in the High Street in June/July.

## What concerns us and what are we doing about it?

Developing the funding bid will require a significant input of staff resources from DCC and partner agencies which will limit opportunities for developing other projects outside the town centre whilst the bid is being progressed. Given the competitive nature of the bid, where all 22 Welsh Local Authorities are entitled to bid with only 6 to 8 expected to be successful, there is the possibility of an unsuccessful bid.

## Outlook

A successful bid for funding could result in an additional £3 to 4 million per year for three years from April 2014, which would provide the opportunity to make a significant impact on the fortunes of the town centre.

## Completed Projects

Bee & Station Office Development  
45 – 47 Water Street (external works only)

## Committed Projects

*A commitment has been made to deliver the project and the necessary funding is in place.*

None at this stage

## In Development

*Feasibility or ongoing development of the project is underway.*

Project	Lead Organisation	Comments
49 – 55 Queen Street	DCC/RCS	Initial feasibility for refurbishment of this WG owned property for an Enterprise Centre complete. Consideration of its inclusion in the WG funding bid.
Rhyl Railway Station	Network Rail	Improvements to Rhyl Station currently being worked up by Network Rail. Forecast on site by 2014.

## Under Consideration

*Some consideration has been given to the project but significantly more work is required.*

All the below would be considered for inclusion in the WG funding bid.

Project	Lead Organisation	Comments
Queen's Market	DCC	Possible redevelopment site for mixed use including retail.
Rhyl Town Hall	??	Some discussion about development for performing arts, craft market, etc, but no further progress made.
Vacant Property Scheme	??	Some discussion about a scheme to get empty shops back into use discussed but no further progress made.
Parking Strategy	DCC	Desire expressed by town centre businesses for a review of parking strategy. Some limited progress made in terms of new policies.
Town Centre Street Furniture	DCC	Concerns have been raised about the current condition of the town centre street furniture.

## Indicators of Success

Denbighshire County Council is currently developing an Economic Ambition Strategy for the County which is currently forecast to be complete by September 2013. Rather than develop a separate set of indicators and performance measures for Rhyl, it has been agreed with the team developing the Economic Ambition Strategy that the Rhyl indicators should ideally be a “sub-set” of the wider Denbighshire Performance measures. As such, it is the intention to develop the Rhyl indicators once the County wide measures have been agreed.

Indicator	Baseline (2010)	Target	Most Recent	Performance

## Performance Measures

To be developed

# Seafront Highlight Report

## June 2013



**Y RHYL  
RHYL**

<b>Aims &amp; Objectives</b>	<b>Current Status:</b>
<p><b>Along the coastal strip we are trying to create new business and job opportunities by increasing visitor numbers and visitor spend:</b></p> <ol style="list-style-type: none"> <li><b>4. To improve the visitor experience by ensuring a clean and well maintained environment, a welcoming atmosphere and by providing a range of activities and events.</b></li> <li><b>5. To create new visitor attractions that are consistent with the current appeal of Rhyl as a family orientated seaside resort, but that will attract visitors who currently do not visit.</b></li> <li><b>6. To market the resort more effectively to improve the public perception of Rhyl as a place to visit, live or invest</b></li> </ol>	<b>YELLOW</b>
	<b>Previous Status:</b>
	<b>YELLOW</b>

### What's going well?

- New Aquatic Centre and new use for Sky Tower
- Demolition of Sun Centre and improvements to Pavilion Theatre
- Honey Club
- Rhyl Harbour
- Marine Lake

Work continues on developing the business case for the Denbighshire owned Leisure facilities along the coast.

A number of design options for the new Aquatic Centre have been considered and a detailed appraisal of the need for a 50m pool in Rhyl has been undertaken and this will be considered by DCC later this year along with the revenue business plan projections.

The surveys undertaken considered services location and capacity together with a geotechnical survey of existing ground conditions. A summary of services findings revealed that a number of diversions will be required to facilitate the construction of the proposed Aquatics Centre. The development of the new aquatic centre will demand the relocation of the existing skatepark and it is recommended that the alternative proposals are prepared in consultation' with the young people of Rhyl.

Ideas for the upgrading of the Nova in Prestatyn have been developed to ensure that the future 'offer' is complementary to the new Rhyl Aquatic Centre. Furthermore the plans for the new school in Rhyl will be developed in context with the existing Leisure Centre and proposed coastal improvements.

Proposals for the demolition of the Sun Centre and enhancements to the Pavilion Theatre are as previously proposed

Demolition of The Honey Club is now on site with an anticipated completion date of 1<sup>st</sup>/2<sup>nd</sup> week of July. The site will remain hoarded until such time as the construction phase begins, however an initial design meeting has been held with a view to instructing architects further on the requirements for Planning submission. Designs for the hoardings have been instructed to the Project Manager for Cheshams and their intention is to add to these by holding a school art competition.

The Development Agreement as yet remains unsigned but close to resolution. Objections to the CPO of 25/26 West Parade have now been withdrawn by the interested parties and the Public Inquiry has been cancelled. We await the conclusion of the legal process to have the order confirmed and the property vested in the Council

The bridge and enabling works contract are progressing well and are still on track to meet the revised programme, although there is now no float in the programme and there are still some weather dependent tasks to be undertaken. The construction risks and issues continue to be closely managed. The operational arrangements for the harbour have now been progressed to enable the onsite bridge operation by DCC staff from the end of June.

The building tenders have been returned and will be clarified further to the tender evaluation that is currently being undertaken.

The Harbour Empowerment Order process will start to make progress as soon as the scoping exercise to define the extent of 'works' orders to be included has been completed. The position of Harbourmaster is currently being advertised

The planning application for a cableski attraction at Marine Lake has been approved and preparations underway for a July opening. Improvements to the existing toilets to provide showers and toilets for users begins soon

## **What concerns us and what are we doing about it?**

The Ocean Plaza site has not progressed as issues relating to power supply and flood risk continue.

The Grange Hotel continues to be an eyesore on the front and no development solution has yet been identified. Costs of works to tidy the site are considerable and there is a risk that the cost of works carried out in default could not be recovered if the bank re-possess the building and have the first charge

## **Outlook**

Progress on the Rhyl Harbour project combined with activity on the demolition of the Honey Club is a tangible sign of our regeneration programme moving forward. There remains a considerable amount of work to do, however the prospects are positive.

## Completed Projects

East Parade Beach Access

## Committed Projects

*A commitment has been made to deliver the project and the necessary funding is in place.*

Project	Lead Organisation	Forecast Completion	Delivery Confidence
Rhyl Harbour & Bridge	DCC	Jan 14	ORANGE
Harbour Empowerment Order	DCC	Jul 13	ORANGE
Honey Club redevelopment	DCC	Dec 14	YELLOW
Marine Lake Cable Ski	DCC	Jul 13	GREEN

## In Development

*Feasibility or ongoing development of the project is underway.*

Project	Lead Organisation	Comments
Ocean Plaza	SDG	Flood risk and power constraint issues continue to prevent progress.
Aquatic Centre & Sky Tower	DCC	Site investigations are now complete with a better understanding of the requirements to relocate services Design options have been developed
The Honey Club	DCC/Chesham	Demolition contract commenced and Development Agreement close to conclusion Design option meeting has taken place
Pavilion & Sun Centre	DCC	No change to previous proposals
Marine Lake Cableski	DCC/Knightlys	Planning approval granted Operational July 2013

## Under Consideration

*Some consideration has been given to the project but significantly more work is required.*

Project	Lead Organisation	Comments
85 – 90 West Parade	WG	Site temporarily landscaped, but earmarked for future development.
Boutique training Hotel	DCC/RCS	Concept agreed but need to identify appropriate site and funding sources.
Beach Huts	???	Not considered a priority at this stage.
Cycle Link – connecting Glan Morfa	DCC	Currently trying to secure funding to undertake feasibility of cycle connection by the river between Marine Lake and Glan Morfa.
Rhyl Marina	DCC	To be considered once Rhyl Harbour project complete and operational.
Pedestrian Signage Strategy	DCC	Currently trying to secure funding to undertake this work.
Public Art Strategy	DCC	Not considered a priority at this stage.



## Indicators of Success

Denbighshire County Council is currently developing an Economic Ambition Strategy for the County which is currently forecast to be complete by September 2013. Rather than develop a separate set of indicators and performance measures for Rhyl, it has been agreed with the team developing the Economic Ambition Strategy that the Rhyl indicators should ideally be a “sub-set” of the wider Denbighshire Performance measures. As such, it is the intention to develop the Rhyl indicators once the County wide measures have been agreed.

Indicator	Baseline (2010)	Target	Most Recent	Performance

## Performance Measures

To be developed

# Live & Work Highlight Report June 2013



<b>Aims &amp; Objectives</b>	<b>Current Status:</b>
<p><b>We are trying to increase the desirability of Rhyl as a place to live, work, invest and do business.</b></p> <ol style="list-style-type: none"> <li><b>1. Objectives not yet developed and agreed</b></li> <li><b>2. Objectives not yet developed and agreed.</b></li> <li><b>3. Objectives not yet developed and agreed</b></li> </ol>	<b>ORANGE</b>
	<b>Previous Status:</b>
	<b>ORANGE</b>

## What's going well?

**Rhyl High School continues to progress well and the Current Programme Outline is as follows:**

- Phase 2 - Detailed design, planning and target cost - scheduled until June 14 - tbc
- Phase 3 – Site works/Construction - scheduled July 14 - July 16 - tbc
- New School in Use from Sept 2016 - tbc

## Snapshot

- Willmott Dixon Construction - Lead contractor on Design and Build
- Aedas - Project Architects
- Ramboll - Structural Engs and M&E (formerly Gifford)
- Reviewing outputs from Phase 1 - Feasibility and Outline Design
- Reviewing key project parameters to ensure ongoing validity of Phase 1 assumptions
- Current Project Estimated Cost - £24.7M TOTAL
- Council approval/funding secured to proceed with Phase 2

WG approval/funding will be needed for Phase 3

The works to the Rhyl Cut Fisheries project are complete, with two fishing pools created and the excavated material being used to create the mountain bike track at Glan Morfa. The Glan Morfa cycle track is 90% complete with only the track needing to be installed. Planting will now take place later in the year with the help of local volunteers. This project has been led by DCC Countryside Services.

April's report provided details of the Green Infrastructure document and how, when complete will provide an evidence base and strategic context which will assist in drawing down funding to deliver environmental improvement projects. The Government's Dept for Natural Resources and Food is looking to build a business case in order for funding for Green Infrastructure projects to become available. This would be in the order of several million pounds across Wales each year the programme runs. DCC have submitted an outline of a project in order to assist with this bid to create a "green corridor" linking our open green spaces and incorporating community growing projects, access improvements, contaminated land remediation and woodland planting. As matters progress we will keep the Board updated

A very impressive Housing Renewal project is underway on Brighton Road which has included replacement boundary walls. This has improved the street scene in this location tremendously

Consultants are finalising a feasibility study to see if an affordable, lower specification, Phase 3 Coastal Defence scheme is achievable in order to match available budget which looks promising. This will not entail installing rock armour but rather a smaller footprint of promenade revetment. Site works are unlikely to commence until early 2014 with a 9 month approx construction contract. There is an absolute end date of March 2015 which is when the funding disappears

## **What concerns us and what are we doing about it?**

The same concerns persist from the previous update report:

The need to develop a more coherent and focussed approach to making Rhyl a more attractive place to live and work was recognised at the Review in Nov 2012. This work will be progressed as part of a wider Denbighshire Economic Ambition Strategy.

## **Outlook**

Rhyl currently fares poorly when compared with other North Wales locations as a place to choose to live or set up business. There are a number of reasons for this, including the poor image of the town and distance from the A55. That said, it has some significant assets which we are perhaps not making the most of, including an attractive setting with beach and easy access to countryside, along with affordable property prices. Activity and results in all the regeneration workstreams will be required to start to improve the situation, but there is also a need for the more focussed investment strategy for the town.

## Committed Projects

*A commitment has been made to deliver the project and the necessary funding is in place.*

Project	Lead Organisation	Forecast Completion	Delivery Confidence
Rhyl High School	DCC	Sep 16	GREEN
Rhyl Cut Fisheries and Glan Morfa Mountain Bike track	DCC	July 13	GREEN
Green Links	DCC	tbc	tbc
Area Renewal	DCC	Aug 13	GREEN
ARBED	WG/Wilmot Dixon	under review	RED

## In Development

*Feasibility or ongoing development of the project is underway.*

Project	Lead Organisation	Comments
Coastal Defence Phase 3	DCC	Funding for phase 3 available until 2015, but current budget only allows for rock armour rather than stepped revetment. Feasibility study indicates a smaller footprint revetment would come in on budget
Green Infrastructure Strategy	DCC	Strategy currently being developed by consultants (managed by Planning) and in final draft stage. This will require adoption as a policy for developments
H Bridge cycle priority scheme	DCC	Scheme has been amended to incur a traffic light system and is due to be implemented in 2014/15.

## Under Consideration

*Some consideration has been given to the project but significantly more work is required.*

Project	Lead Organisation	Comments
Live & Work Strategy development	DCC	The need to develop a more coherent and focussed approach to making Rhyl a more attractive place to live and work was recognised at the Review in Nov 2012. This work will be progressed as part of a wider Live & Work in Denbighshire initiative.
Renewable Energy Innovation Centre	??	Discussed at Review in Nov 12 but not developed.
Rhyl High School Innovation Centre	??	Discussed at Review in Nov 12 but not developed.

# Indicators of Success

To be developed

Indicator	Baseline (2010)	Target	Most Recent	Performance

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**Live & Work in Rhyl**

Changing the perception/reputation of Rhyl  
 Making Rhyl a place of choice to live  
 Making Rhyl an attractive proposition for business/private sector investment

Projects

- Live & Work in Rhyl campaign
- Ambassadors for Rhyl
- Rhyl High School redevelopment
- Rhyl Investment Pack

**Town Centre**

Creating a vibrant Town Centre  
 Quality retail, leisure, work & cultural opportunities  
 Quality Public Realm

Projects

- Attracting independent traders
- Town Centre Manager & Business Plan
- Targeted building investment
- Parking and traffic management
- Bee & Station offices
- Signage & Orientation



Health & Social Care issues  
 Tackling disadvantage  
 Addressing barriers to work  
 Support for most vulnerable



**West Rhyl Housing**

Improving neighbourhoods, particularly in West Rhyl  
 Tackling poor quality housing  
 Improved public realm & open space  
 Rebalancing tenure and occupancy

Projects

- West Rhyl Housing Improvement project – Gronant/Aquarium etc Sts
- Edward Henry Street
- Various environmental improvements
- Eyesore sites
- Ocean Plaza?

**Coastal & Tourism**

Revitalising Rhyl's tourist trade  
 Rediscovering Rhyl as a modern family holiday destination  
 More visitors, spending more & staying longer  
 Diversification into new markets

Projects

- Aquatic Centre/Sky Tower/Pavillion
- Rhyl Harbour and bridge
- DDA access to beach
- Marine Lake improvements
- Honey Club hotel development
- Love Rhyl Visitor campaign
- Marsh Tracks/Cycle facilities

Employment opportunities  
 Skills Development  
 Support for enterprise

## What Rhyl Needs

- More jobs for local people
- More people coming to and living in Rhyl with money to spend in Rhyl
- Things to attract and/or retain spend locally – retail, leisure, cultural
- Increased footfall – passing trade
- Better profile and reputation
- Support for the most vulnerable – assistance/leg up to achieve
- Quality visitor attractions and activities
- Year round appeal
- Good quality affordable housing
- Better range and mix of tenures (and occupancy)
- High quality public services
- Clean and tidy environment
- Good transport connections – for work and for play



**Report To: Cabinet**

**Date of Meeting: Tuesday 25th June 2013**

**Lead Cabinet Member: Councillor Hugh Evans**

**Lead Officer: Tom Booty – RGF Programme Manager**

**Title: Rhyl Regeneration – Next Phase Funding: Vibrant & Viable Places**

**1 What is the report about?**

The new regeneration framework from Welsh Government – Vibrant & Viable Places – was launched on 11 March 2013, and outlines the Welsh Government’s proposals for how regeneration funding will be prioritised going forward. This report provides the background to this and makes a recommendation in relation to how Denbighshire should respond.

**2 What is the reason for making this report?**

To seek Cabinet’s endorsement for the development and submission of a bid for funding under the Vibrant & Viable regeneration programme for Rhyl Town Centre.

**3 What are the Recommendations?**

The recommendations are that Cabinet Briefing support:

- the development of a bid focussed around Rhyl Town Centre; and
- the submission of a Stage 1 (Strategic Outline Programme) by the deadline of 12 July 2013.

Note that further endorsement of this approach is being sought from other relevant committees and partner agencies, and formal approval for the submission of the Stage 2 bid (subject to approval by Welsh Government) will be considered by Cabinet on 3 September 2013 (see section 7).

**4 Report details**

The existing North Wales Coast Regeneration Area stretches from Prestatyn in the East through to Colwyn Bay in the west. Due to the significant problems of social and economic deprivation in the area, the main focus of activity for this programme within Denbighshire has been in Rhyl. Through this programme Denbighshire has been successful in securing funding for a number of initiatives and projects including Rhyl Harbour, West Rhyl Housing Improvement Project (WRHIP) and the Bee and Station Hotel refurbishment. However, funding for this programme ends in March 2014. Future regeneration funding will be secured through a competitive process under the Viable & Vibrant Places Framework.

The Vibrant & Viable Places Bidding Guidance is appended to this report, and sets out some of the key principles and approaches that will be expected, along with the key priorities for regeneration investment which are:

- A more targeted approach to successful place making resulting in more intensive investment in fewer places to maximise impact.
- Three key urgent priorities for targeted investment:
  - Town centres serving 21<sup>st</sup> Century towns
  - Coastal Communities
  - Communities First Cluster
- Recognition of the importance of local delivery and accountability through local partnership.

Meetings with Welsh Government Officers and the bidding guidance have taken place and have strongly indicated:

- Only one bid per Local Authority area is allowed;
- Funding will be available for a 3 year term commencing April 2014;
- A multi-centre approach (for e.g. for town centres across Denbighshire) is extremely unlikely to be successful;
- With regard to the three urgent priorities the emphasis on town centres remains, but due to the nature of the Minister's portfolio there is likely to be a desire to see bids that also address housing issues. Communities First Clusters remain a key consideration but the priority for Coastal Communities seems to have dropped a little in the pecking order; and
- Funding will be available at an intervention rate of 75% across the whole programme (so they may be opportunities for some individual projects to have higher intervention rates), but other Welsh Government or European funding is not eligible as match funding.

On the funding issue, there is already significant expenditure planned in Rhyl through Regeneration, Highways and other services which could be counted as match. Private sector investment will be eligible as match, and there is already considerable private investment planned in the timeframe of the programme through the new hotel development and the proposed Aquatic Centre. Further private sector investment will be levered through the programme. Given the existing match funding detailed above, it is proposed to develop a bid within the existing resource base and as such there will not be a need to allocate further DCC capital funding to support the bid.

Initial discussion at officer level had considered looking at a County wide bid focussed on our town centres, but following a very strong steer from Welsh Government officers that this approach was unlikely to be successful, a more focussed approach around one town centre is considered to be appropriate. Within the Rhyl Going Forward Programme the town centre has already been identified as a significant issue and the next priority to be addressed. On this basis and that of the existing published guidance and subsequent steer from Welsh Government it is considered that a bid focussed around Rhyl town centre would have the strongest chance of success because:

- It still features highly in the Welsh Index of Multiple Deprivation (WIMD);
- It is a Communities First Area;
- There is an existing strategy and governance structure in Rhyl Going Forward to support the bid and its subsequent implementation;
- There is a strong, multi-agency approach to regeneration in Rhyl which includes Rhyl City Strategy, Communities First, Coleg Llandrillo Rhyl and North Wales Police;
- We can demonstrate significant complimentary and match funding through existing activity of the RGF programme, but also through the partners detailed above; and
- We can demonstrate strong private sector involvement through the proposals for a new hotel on the former Honey Club site, the Coastal facilities proposals and the recent engagement with developers in relation to the WRHIP.

This would provide us with the basis of a very strong bid which no other Denbighshire town could match. Given the highly competitive nature of the process, a submission based around what we would consider to be the one with the highest chance of success is recommended.

If advanced, it is proposed that the bid should prioritise business development, entrepreneurship and creating new job opportunities in the town centre. This would focus on retail, particularly within the independent sector and looking at under-represented sectors such as food, but in consideration of the changing retail context would also consider how the town centre can support a more diverse housing offer and a broader range of services. Funding is for capital rather than revenue, but this would provide an opportunity to potentially secure funding for property acquisitions and refurbishment, grant schemes, environmental improvements and possibly improvements to car parks. Any capital schemes would need to be supported by appropriate business support and training initiatives.

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

This project contributes to the proposed corporate priorities:

### 5.1: Priority 1 – Developing the Local Economy and Our Communities

By creating business and job opportunities in the town centre.

### 5.2: Priority 6 – Ensuring access to good quality housing

By helping to diversifying the range of housing options available.

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

Costs will not be known until the bid has been developed and the outcome of any submission known. However, the programme has £30 million annually available at a national level and given the likelihood of 6 to 8 successful bids, we could anticipate a programme in the range of £3 to £5 million a year for three years (£5 million being the maximum allowable annually).

Clearly other services would need to be involved in the development of the bid, and the revenue impact of any proposals would need to be fully understood and considered.

## 7 What consultations have been carried out?

Initial discussions have taken place at Cabinet Briefing and with some key partners who have endorsed the approach of a bid focussed on Rhyl town centre. This includes:

Cabinet Briefing	03 Jun
Rhyl City Strategy Board	04 Jun
Communities 1 <sup>st</sup> Cluster Board	05 Jun
Rhyl Going Forward Programme Board	06 Jun
Rhyl Member Area Group	06 Jun

Going forward further consultations would take place as the bid develops, but would include:

Rhyl Town Council	19 Jun
Senior Leadership Team	20 Jun
Strategic Investment Group	26 Jun
Denbigh MAG	08 Jul
Prestatyn & Meliden MAG	11 Jul
Elwy MAG	19 Jul
Ruthin Mag	29 Jul
Dee Valley MAG	29 Jul
Cabinet	03 Sep

If the Stage 1 bid is successful and we are invited to bid for Stage 2 a more comprehensive public consultation exercise will be undertaken.

## 8 Chief Finance Officer Statement

This clearly represents a significant opportunity for Denbighshire to access external grant funding. If successful it would mean the need to identify around £3m match funding over a three year period. The council does not have sufficient additional funds to meet this requirement. However given the activity already being undertaken, there should be sufficient investment to meet this match funding requirement.

Clarity should be sought before any individual project begins that any proposed match funding is acceptable to the Welsh Government and projects should be subject to scrutiny by the Strategic Investment Group.

## 9 What risks are there and is there anything we can do to reduce them?

The main risk identified at this stage is:

- **The bid could be unsuccessful** – just developing the bid will require a significant amount of staff resource from across the organisation and partner agencies. This input will deliver minimal outcomes if funding for delivery is not secured.

## 10 Power to make the Decision

Section 2 Local Government Act 2000

Section 111 Local Government Act 1972

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# Rhyl Going Forward Neighbourhoods & Places

## PROGRAMME RISK REGISTER

June 2013

LIKELIHOOD	5 Almost certain	5	10	15	20	25
	4 Likely	4	8	12	16	20
	3 Possible	3	6	9	12	15
	2 Unlikely	2	4	6	8	10
	1 Rare	1	2	3	4	5
		1 Insignificant	2 Minor	3 Moderate	4 Major	5 Catastrophic
IMPACT						



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Risk No:	Date identified	Date last reviewed	Risk description & Mitigating Action	Risk Owner	L Score	I Score	Risk Score	Risk Trend	RAG Status
1	05/01/12	24/05/13	<p><b>Community Opposition</b> – there is small group of vocal members of the community who appear to be opposed to the plans for the West Rhyl Housing Regeneration Area. There is a risk that continued opposition will undermine confidence in the strategy and ultimately in delivery. Manage through:</p> <ul style="list-style-type: none"> <li>Regular consultation and promotion in local media</li> <li>High level, consistent and visible organisational commitment to the strategy</li> </ul> <p><b>Action since last update:</b></p> <ul style="list-style-type: none"> <li>Articles in local press</li> <li>Meeting with key community leaders</li> <li>West Rhyl Public Inquiry</li> </ul>	Tom Booty	3	3	9	↔	AMBER

2	05/01/12	24/05/13	<p><b>Meeting funding commitments</b> – the £10 million allocated for the West Rhyl Housing Regeneration Area needs to be spent within a two year period commencing April 2012. This is very challenging and it is unlikely that there will be any allowance for carry over between years or at the end of the 2 year period. There is therefore a risk that we will not meet the spend profile, which could in turn jeopardise our ability to deliver the full programme of regeneration in West Rhyl, or worse still leave us with a half completed programme and no funds to complete. Manage through:</p> <ul style="list-style-type: none"> <li>• Establishing a dedicated Project Manager and robust financial management procedures</li> <li>• Ensuring there are sufficient staff resources in other specialist areas to deliver</li> <li>• Plan “contingency projects” which can be implemented to ensure we meet year end spend profiles.</li> </ul> <p><b>Action since last update:</b></p> <ul style="list-style-type: none"> <li>• CPO Inquiry held</li> <li>• Acquisition programme on target</li> <li>• Claims up to date</li> </ul>	Tom Booty	2	4	8	↔	GREEN
3	05/01/12	24/05/13	<p><b>Raised Expectations</b> - the Delivery Plan details a number of projects and activities, most of which are currently un-funded, and even when funded are likely to take considerable time to develop and deliver. There is a risk that the expectations for delivery will be raised and then people will become frustrated at the lack of progress. Manage through:</p> <ul style="list-style-type: none"> <li>• Robust project management arrangements</li> <li>• Strong programme management</li> <li>• Regular communication on progress and issues</li> </ul> <p><b>Action since last update:</b></p> <ul style="list-style-type: none"> <li>• Regular communication with local Councillors</li> <li>• Improved Programme Management arrangements</li> </ul>	Tom Booty	3	3	9	↔	AMBER



4	05/01/12	24/05/13	<p><b>Heritage Issues</b> - the proposals for the West Rhyl Housing Regeneration Area includes some demolition of the urban fabric, including properties in the Conservation Area. This may generate opposition from some organisations and individuals, which in turn could jeopardise delivery of the strategy. Manage through:</p> <ul style="list-style-type: none"> <li>Regular communication and engagement with heritage bodies</li> </ul> <p><b>Action since last update:</b></p> <ul style="list-style-type: none"> <li>Demolition contract for Honey Club expected to start Apr 13</li> </ul>	Tom Booty	2	2	4	↔	GREEN
5	05/01/12	24/05/13	<p><b>Lack of universal support</b> – attempts have been made to ensure that all key partner organisations are informed and supportive of the Delivery Plan.</p> <ul style="list-style-type: none"> <li>Regular communication and involvement of all organisations</li> <li>High level, consistent and visible organisational commitment to the strategy</li> </ul> <p><b>Action since last update:</b></p> <ul style="list-style-type: none"> <li>Regular meetings with MP and other key town centre individuals</li> </ul>	Tom Booty	2	3	6	↔	GREEN
6	05/01/12	24/05/13	<p><b>Staff resources</b> – the Delivery Plan represents a very substantial body of work for which there are limited staff resources to deliver. Imminent restructure of DCC Regeneration may lead to short-term resource issues. Manage through:</p> <ul style="list-style-type: none"> <li>Immediate consideration of short-term resource issues</li> <li>we will seek to ensure that associated project management costs are included in funding applications.</li> </ul> <p><b>Action since last update:</b></p> <ul style="list-style-type: none"> <li>management structure agreed and posts appointed</li> <li>2 temporary posts in place for RGF to ensure sufficient resources in place to see us through restructure period</li> </ul>	Tom Booty	2	3	6	↓	GREEN

7	13/02/13	24/05/13	<p><b>Declining Town Centre</b> – the impact of the new development in Prestatyn and the general restructuring of retail nationally is having a significant negative impact on Rhyl town centre. Manage through:</p> <ul style="list-style-type: none"> <li>• Develop a coherent and agreed strategy for the town centre</li> <li>• Secure funding to deliver projects in the town centre.</li> </ul> <p><b>Action since last update:</b></p> <ul style="list-style-type: none"> <li>• Started development of a funding bid under new WG programme for additional funding for town centre</li> </ul>	Tom Booty	3	4	12		AMBER
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