

Report to: Communities Scrutiny Committee

Date of Meeting: 23 January 2014

Lead Member: Leader and Lead Member for Economic Development

Report Author: Economic and Business Development Manager

Title: Rhyl Going Forward Programme Quarterly Report

1. What is the report about?

This report provides an update on the Rhyl Going Forward Programme.

2. What is the reason for making this report?

To evaluate and monitor the Programme's progress and achievements in delivering its anticipated outcomes, and to identify any slippage with the programme's delivery.

3. What are the Recommendations?

That members comment on the progress made.

4. Report details.

The most recent Programme Update reports are attached as Appendices 1a to 1d which demonstrate that in terms of the four workstreams of the programme:

- West Rhyl Regeneration Area has a current status of YELLOW (Appendix 1a)
- Town Centre has a current status of ORANGE (Appendix 1b)
- Seafront and Tourism has a current status of YELLOW (Appendix 1c)
- Live & Work in Rhyl has a current status of ORANGE (Appendix 1d)

West Rhyl

Following the Minister's decision to approve the Compulsory Purchase Order (CPO), work has continued both on the acquisition of the remaining properties required to deliver the Housing Improvement Project and also on the relocation of the affected residents. The team appointed to design the Green Space have undertaken community consultation events and have prepared an initial concept design for the area. The next phase of demolition will commence once the purchase of the remaining properties has been completed.

Town Centre

The County Council delivered a programme of events in the weeks before Christmas which was well received and footfall was higher than in the same period in the previous year. A task and finish group has started work on the development of a

strategy for the town centre, and members of the Town Centre Management Group are continuing to look at the different models adopted by towns in neighbouring authority areas to inform the development of the future arrangements for Rhyl. Details are still awaited of the arrangements for applying for the funding set aside by Welsh Government for areas which were not successful at the first stage of the Vibrant & Viable Places application process.

Seafront & Tourism

Work has continued on the development of the case for new leisure facilities along the coast and an agenda item about future delivery options for facilities operated by Clwyd Leisure was programmed for the Cabinet meeting which was held on 14th January. Pre-application consultations about the design of the hotel proposed for the site of the former Honey Club have been taking place with the County Council's Planning & Public Protection service and a Planning application from the chosen developer will follow. It is still anticipated that the hotel should be completed and operating by autumn 2014. The construction of the new harbour side building has continued and remains on schedule for completion in early 2014.

Live & Work in Rhyl

This is currently the least developed of all the work streams and a task and finish group has started work on the development of a Town & Area Plan for Rhyl which will identify priority actions which will contribute to the achievement of the aims and objectives for this work stream. In the interim, an officer has been appointed to deliver the Green Links project and householders in the eligible area of the town's West ward have been approached to take advantage of the energy efficiency improvements available through the next phase of the "Arbed" scheme.

Relationship with the proposed Town & Area Plan for Rhyl

Between December 2011 and March 2012, Cabinet endorsed Town Plans which had been developed for the seven largest settlements in the county apart from Rhyl. A Town Plan was not developed for Rhyl at that time because the highest priority was considered to be the development of a strategic framework for the regeneration of the town and as a result, the Rhyl Going Forward Delivery Plan was approved by Cabinet in November 2011. The Town Plans have proved to be an effective mechanism for the allocation of resources both from existing County Council service budgets and from those which have been set aside to support the delivery of the corporate priority for "Developing the local economy" for the implementation of the priority actions which they identified. There is however no equivalent document for Rhyl and it would clearly be desirable to have one in place to help to identify priority actions and to align all the available potential funding streams from the public, private and third sectors.

The Rhyl Going Forward Programme has a very specific remit in relation to the regeneration of the town and the Programme Board has adopted the most recent definition of regeneration used by Welsh Government which is "an integrated set of activities that seek to reverse economic, social and physical decline to achieve lasting improvement in areas where market forces will not do this alone without some

support from government” to define this remit. The economic and social themes are led by RCS (formerly Rhyl City Strategy) and Communities First respectively, with the Rhyl Going Forward Programme Board responsible for the physical elements dealing with projects that focus primarily on buildings, site development and environmental improvement. The membership of the Programme Board reflects the need to ensure that these three themes remain aligned at all times.

The Town & Area Plan will have a much wider remit than that of the Rhyl Going Forward programme as it will also include priority actions to bring about improvements in parts of the town that do not require regeneration as defined by Welsh Government. The Rhyl Going Forward programme will deliver the physical regeneration elements of the Town & Area Plan. This relationship is illustrated in Appendix 3. The development of the Town & Area Plan will be a key mechanism for identifying projects to be considered for delivery through the Live & Work and Town Centre work streams in the Rhyl Going Forward programme which are currently the least developed of the four work streams in the programme.

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 programme 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 are the main conclusions of the Equality Impact Assessment (EqIA) undertaken on the decision? The completed EqIA template should be attached as an appendix to the report.

Individual Equality Impact (EqIA) Assessments for specific projects or activities detailed within the Rhyl Going Forward Programme will be developed at the appropriate stage as has been done for the Green Space Project in West Rhyl. The EqIA for the entire programme can be seen at Appendix 4.

8. What consultations have been carried out?

The programme is monitored by the multi-agency Board which ensures there is a broad consensus of approach across key agencies in Rhyl to the approach. An annual report is being prepared to ensure there is a broader community awareness of the strategy. Individual projects have their own consultation strategy.

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

Risks are monitored using the Programme Risk Register (Appendix 2).

10. Power to make the Decision

Article 6.3.4(b) of the Council's Constitution.

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