

**Report To: Cabinet**

**Date of Meeting: 25<sup>th</sup> March 2014**

**Lead Member / Officer: Councillor Hugh Evans & Councillor Huw L Jones**

**Report Author: Tom Booty, Economic & Business Development Manager**

**Title: Town and Area Plans**

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

This report is an update on Town and Area Plans.

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

Cabinet previously agreed Town Plans to be widened into Area Plans encompassing associated rural communities. This report enables Cabinet to approve the third phase of the new Area Plans and sign off the priorities for spend from the Town & Area Plans Priority Funding pot/pool.

**3. What are the recommendations?**

The recommendations area for Cabinet to:

1. Approve the adoption of Area Plans (incorporating the existing Town Plans) for Rhyl, Denbigh and Rhuddlan;
2. Approve the funding for the priorities detailed in the above referred Area Plans; and
3. Note the information with regard to spend to date against Town and Area Plans.

**4. Report details**

**4.1 Rhyl Town and Area Plan**

The Rhyl Town & Area Plan is attached as Appendix 1. This Plan was approved by the Rhyl MAG on 12<sup>th</sup> March 2014, and we are now seeking Cabinet's approval of the Plan and the following priorities and related funding commitments:

<b>Priority:</b>	<b>Funding Requirement:</b>
Improvements to street scene	£200,000
Enhancement of key gateways	£50,000
Begin implementation of new way-finding signage	£50,000
<b>TOTAL REQUESTED FROM TOWN PLAN BUDGET</b>	<b>£300,000</b>

All the proposed priorities align with the Rhyl Going Forward Programme. The improvements proposed for the street scene in the town centre, including those to the appearance of the wider pavements which will be created as a result of the repairs to the highway in south High Street, and new lighting, planting, and street furniture will all

enhance the experience of visitors to the town centre and make it a more attractive environment for retailers to consider investing in. This is a key action in the Plan which will underpin the approach to the renewal of the town's retail offer being pursued in partnership with the business and third sectors. This work will be undertaken in conjunction with the highway repairs scheduled for completion during the 2014/15 financial year.

Enhancing the appearance of the key gateways to the town and starting to roll out the new way-finding strategy for the town will complement the works proposed for the town centre in enhancing the visitor experience. The works proposed around the blue bridge will be undertaken in conjunction with the repairs to the deck scheduled for autumn 2014.

There are opportunities to use the allocation sought from the Town Plan budget to lever in match funding from bodies such as Arts Council for Wales, Coastal Communities Fund and Visit Wales for eligible investments together with support from Rhyl Town Council for complementary activity, and these will be progressed.

#### 4.2 Denbigh Town and Area Plan

The Denbigh Town & Area Plan is attached as Appendix 2. This Plan was approved by the Denbigh MAG on 10<sup>th</sup> February 2014, and we are now seeking Cabinet's approval of the Plan and the following priorities and related funding commitments:

<b>Priority:</b>	<b>Funding Requirement:</b>
Upgrade kitchens at Llandyrnog Sports Pavilion	£2,000
Installation of footpath at Aberwheeler	£20,000
Installation of footpath on Garn Road, Henllan	£85,000
<b>TOTAL REQUESTED FROM TOWN PLAN BUDGET</b>	<b>£107,000</b>

The upgrade of the kitchen at Llandyrnog Sports Pavilion is required to bring the facility up to regulation standard which will allow continued use by sports clubs and community groups. Without the upgrade the continued use will not be possible.

The installation of the footpaths at Aberwheeler and Henllan are both required to improve pedestrian safety. These works are not in Highways work programme but are a priority for the community.

#### 4.3 Rhuddlan Town and Area Plan

The Rhuddlan Town & Area Plan is attached as Appendix 3. This Plan was approved by the Elwy MAG on 7<sup>th</sup> March 2014, and we are now seeking Cabinet's approval of the Plan and the following priorities and related funding commitments:

<b>Priority:</b>	<b>Funding Requirement:</b>
Addressing eyesore properties in Dyserth	£38,000
Replace play equipment in Dyserth	£12,000
<b>TOTAL REQUESTED FROM TOWN PLAN BUDGET</b>	<b>£50,000</b>

There are a number of empty and derelict properties on Dyserth High Street, the appearance of which discourage investment in the area. Activity for this priority might include works to improve the appearance of buildings, but a reasonably significant budget has been requested to enable the potential acquisition of key eyesore properties where discussion to date with owners to undertake works have proved unsuccessful. This priority will involve the Council's Planning and Regulatory Services to ensure that appropriate enforcement activity is taken where required.

The play equipment in Dyserth is old and in need of replacement to encourage the community to use the area. Current maintenance arrangements will continue.

#### 4.4 – Spend to date on Town and Area Plans

The tables below outline the allocations made to date against the budget to the end of March 2014. These include the allocations made against the Rhyl, Denbigh and Rhuddlan Area Plans contained in this report.

**Table 1: Current budget against Town Plan Budget**

Total funding budget for Town and Area Plans to 31 Mar 2014	<b>£1,583,000</b>
Allocations to date	<b>£1,332,170</b>
Unallocated balance to 31 Mar 2014	<b>£250,830</b>

**Table 2: Spend to Date and Match Funding**

Town:	Town Plan Allocated to date	Town Plan Spent to date	Town Plan Balance	Match Funding to date	Match Funding Forecast	Total Match Funding
Prestatyn	£245,000	£0	£245,000	£0	£7,000	£7,000
St Asaph	£84,800	£8,420	£76,380	£0	£283,500	£283,500
Rhuddlan	£97,000	£1,726	£95,274	£700	£21,300	£22,000
Denbigh	£242,800	£50,000	£192,800	£0	£561,200	£561,200
Ruthin	£169,070	£41,420	£127,650	£41,420	£187,000	£228,420
Corwen	£95,000	£25,426	£69,574	£18,426	£52,500	£70,926
Llangollen	£98,500	£50,000	£48,500	£3,000	£501,000	£504,000
Rhyl	£300,000	£0	£300,000	£0	£200,000	£200,000
Bodelwyddan	£0	£0	£0	£0	£0	£0
<b>TOTAL</b>	<b>£1,332,170</b>	<b>£176,992</b>	<b>£1,155,178</b>	<b>£63,546</b>	<b>£1,813,500</b>	<b>£1,877,046</b>

The one outstanding Plan now is Bodelwyddan which is currently in development and expected to be presented to Cabinet in early summer.

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

**Priority – Developing the Local Economy** - The Town and Area Plans will be an underpinning document in terms of how this priority is delivered at a locality level, and their associated Action Plans will detail the delivery mechanisms to boost private sector confidence and investment creating new job and business opportunities.

**Priority – Improving our Roads** - the Plans will help identify problem areas to ensure resources are directed to the right locations and road improvements are made in the right places.

## **Priority – Clean & Tidy Streets**

The plans will help identify problem areas to ensure resources are directed to the right locations and public realm improvements are made in the right places.

**Priority – Modernising the Council to deliver efficiencies and improve services for our customers** - the plans will create a key mechanism for aligning Council services resources to deliver priorities identified by local communities in an efficient and effective way.

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

The Town and Area Plans identify issues, actions and priorities developed through consultation with those communities, and should be a key document in influencing the activity and priorities of all Denbighshire Services.

### **7. What are the main conclusions of the Equality Impact Assessment (EqIA) undertaken on the decision What consultations have been carried out?**

Individual Equality Impact Assessments for specific projects or activities detailed within the Town and Area Plans will be developed at the appropriate stage.

### **8. What consultations have been carried out?**

Town and Area Plans are developed in partnership with the relevant Town or Community Council. Consultation has been undertaken with DCC Heads of Service, third sector organisations (through DVSC), residents and business community (through some face to face meetings and through web based surveys).

### **9. Chief Finance Officer Statement**

The expenditure proposed is contained within existing funding allocations. No capital project should start without a proper appraisal and any revenue implications from projects should be contained within existing budgets.

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

There is a risk that the development of the plans will raise expectations and that failure to deliver could damage the Council's reputation with Town and Community Councils and other stakeholders. This will be managed by ongoing involvement and communication with relevant stakeholders about the development and delivery of the plans.

### **11. Power to make the Decision**

Section 2 Local Government Act 2000

Section 111 Local Government Act 1972