

Report To: Communities Scrutiny Committee

Date of Meeting: 3rd April 2014

Lead Officer: Leader of the Council & Lead Member for Economic Development / Corporate Director Economic & Community Ambition

Report Author: Economic & Business Development Manager

Title: Town and Area Plans

1. What is the report about?

The report is about monitoring the Council's performance in delivering its Town Plans and their benefits to the towns themselves and outlying communities.

2. What is the reason for making this report?

The reason for making this report is to identify any slippage in the delivery of the Plans and actions to improve performance and to assist the Council to come closer to its communities.

3. What are the Recommendations?

That the Committee considers and provides observations on the progress made with the delivery of Town Plans.

4. Report details

4.1 Progress on adopted Town Plans

Progress reports are updated on a quarterly basis and the progress report for the Town Plans to the end of the last quarter – December 2013 – were appended with the report presented to Communities Scrutiny on 23rd January 2014. The exception was the Denbigh Performance Management Report which is attached as Appendix 1.

4.2 Rhyl Town and Area Plan

The Rhyl Town & Area Plan is attached as Appendix 2. This Plan was approved by the Rhyl MAG on 12th March 2014, and approval of the plan along with the following priorities will be considered by Cabinet on 25th March 2014.

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

All the proposed priorities align with the Rhyl Going Forward Programme. The improvements proposed for the street scene in the town centre will enhance the experience of visitors to the town centre and make it a more attractive environment for retailers. 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. 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.

4.3 Denbigh Town and Area Plan

The Denbigh Town & Area Plan is attached as Appendix 3. This Plan was approved by the Denbigh MAG on 10th February 2014, and approval of the plan along with the following priorities will be considered by Cabinet on 25th March 2014.

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

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 4. This Plan was approved by the Elwy MAG on 7th March 2014, and approval of the plan along with the following priorities will be considered by Cabinet on 25th March 2014.

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

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	£1,583,000
Allocations to date	£1,332,170
Unallocated balance to 31 Mar 2014	£250,830

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
TOTAL	£1,332,170	£176,992	£1,155,178	£63,546	£1,813,500	£1,877,046

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

Following consideration by CET in on January 20th 2014 a review of the impact of Town and Area Plans is scheduled for Apr/May 2014. This review will be undertaken independently of the Economic & Business Development function who have lead responsibility for developing and delivering the plans, and will make a cost/benefit analysis of the projects being prioritised within the plans.

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

The Corporate Plan identifies vibrant and economically active towns and communities as essential components of a strong local economy. The implementation of Town & Area Plans will support implementation of the corporate

priority for improving the local economy and will also assist the Council in meeting its ambition of being closer to the community.

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

See details on spend in section 4 above.

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. As such, whilst Economic and Business Development lead on the development and coordination of the Town and Area Plans, other services across the authority are involved in the delivery of individual actions.

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 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 of the Local Government Act 2000 gives the Council the power to do anything which it considers is likely to promote or improve the economic, social and environmental well-being of the area.

Articles 6.1, 6.3.2(c) and 6.3.4(b) sets out Scrutiny's powers with respect to town plans, the county and its inhabitants, and the Council's performance in delivering its objectives.