

# Appendix 1b

## Town Centre Highlight Report

### March 2014



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Aims & Objectives	Current Status:		
<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. To improve the town centre experience in the town centre by ensuring that it is easy to access and that it has a safe, clean and tidy environment</li> <li>2. To enhance the retail offer by securing investment from national chains regarded as key attractors and supporting the establishment and growth of independent retailers</li> <li>3. To increase footfall in the prime retail area by promoting new uses such as employment, leisure and residential uses in vacant and under used property previously used for retailing in adjacent streets</li> </ol>	<p>ORANGE</p> <tr> <th data-bbox="1246 544 1425 611">Previous Status:</th> <td data-bbox="1246 618 1425 911"> <p>ORANGE</p> </td> </tr>	Previous Status:	<p>ORANGE</p>
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### What's going well?

A task and finish group has continued its work on the identification of actions to support the future vitality of the town centre to be considered for inclusion in the draft Town & Area Plan for Rhyl.

North Wales Police had initiated discussions about the replacement of the existing analogue radio link system with new digital equipment which could also serve Prestatyn town centre. As no Police Studies foundation degree students were available from Coleg Llandrillo to undertake this work, alternative means of delivering the project are being explored with the County Council's Community Safety team, North Wales Police, RCS and the White Rose Centre.

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

Following the decision of the Minister for Housing & Regeneration not to invite a second stage application from Rhyl for funding through the Vibrant & Viable Places Framework, details of the application process for the remaining funds have still to be publicised and these are currently awaited. In the interim, further discussions have taken place with property managers and regeneration officials from Welsh Government about the prospect for their derelict property at 49-55 Queen Street being the focus of the bid.

Following the departure of the Town Centre Manager, members of the Town Centre Management Group are continuing to look at best practice from other towns to inform the development of a successor post and a meeting with the Town Centre Management Group in Colwyn Bay took place at the end of February. A meeting of the Group is being arranged to take place in April to consider how to proceed.

### Outlook

Whilst the Minister's decision about the Vibrant & Viable Places application was disappointing, the opportunity to apply for the funding which has been ring-fenced for unsuccessful applicants remains and there should also be the potential to enhance this with match funding

from the new European structural funds programme commencing this year and other sources which would deliver a significant investment programme in the town centre. New arrangements for town centre management and support for actions in the town centre through the Town & Area Plan will enable partners to work together effectively to secure a sustainable future for 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/ DVSC	Initial feasibility for refurbishment of this WG owned property for an Enterprise Centre complete. Consideration being given to its inclusion in the bid for the funding top sliced from the Vibrant & Viable Places framework.
Rhyl Railway Station	Network Rail	Presentation about the project made to Town Council by Network Rail

### Under Consideration

Consideration is being given to potential future priority projects for this work stream as part of the process for developing the Rhyl Town & Area Plan which has been brought to the Board for further consideration.