

Appendix 1c

Seafront Highlight Report March 2014



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Aims & Objectives	Current Status:
<p>Along the coastal strip we are trying to create new business and job opportunities by increasing visitor numbers and visitor spend:</p> <ol style="list-style-type: none"> 1. 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. 2. 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. 3. To market the resort more effectively to improve the public perception of Rhyl as a place to visit, live or invest 	YELLOW
	Previous Status:
	YELLOW

What's going well?

- New Aquatic Centre, new use for the Sky Tower, demolition of the Sun Centre and improvements to the Pavilion Theatre
- Honey Club
- Rhyl Harbour
- New Rhyl brand and website
- Orientation & Signage Strategy

New Aquatic Centre and new use for the Sky Tower and demolition of the Sun Centre and improvements to the Pavilion Theatre

The County Council's Cabinet agreed on 18th February;

- To adopt a 'preferred developer' approach to the delivery of improved tourism and leisure facilities in Rhyl, including a new Aquatic Centre and to invite expressions of interest from developers for consideration by the Council;
- To include development opportunities in all Council facilities/land/assets along Rhyl promenade (Marine Lake to Splash Point) within the invitation for expressions of interest;
- To make a commitment in principle to ring-fence operational savings generated as a result of the re-development proposals to support potential capital contributions from the Council towards delivery of the 'whole project'; and
- To meet with Welsh Government to explore support for a 'special' partnership approach to the coastal regeneration.

Honey Club

- The final design has been presented to DCC Planning for final comments, if satisfactory it will lead to a submission in March/April 2014 and sent to the Design Commission for Wales
- Premier Inn Board met on March 3rd to agree the term and conditions of lease with Chesham Estates (Developer). Once Premier is on board we will be seeking a meeting with them to discuss their staffing requirements in order to ensure training is

facilitated for local residents to take advantage of employment opportunities. We will also seek to engage with them regarding improvements to the rear car park on Crescent Road

- The Development Agreement is now in final stages and Chesham are anxious to sign the DA prior to Planning submission. Delays in signing the DA have been attributable to Chesham's reluctance to involve their solicitor until the documents were well advanced
- Demolition contractors have been instructed with regard to 25/26 West Parade. A Party Wall Notice has been served on the owner of 27/28 West Parade and in accordance with the legal process a period of 28 days must be observed before demolition can progress. The contractor will be involved in site set up in the coming weeks in order for demolition to commence immediately after the Easter holiday

Rhyl Harbour

The New Harbour Building is on programme and due for completion in early May with the Queens Baton Relay and Harbour opening event on the 30th and 31st of May .

There are plans for a sea food festival with log cabins on the quay and many activities on and off the water, it is hoped to repeat this on an annual basis going forward.

There have been a number of parties expressing an interest in running the retail unit and cafe and we hope to have these in place for the opening event.

The Harbour Empowerment Order is still progressing and following a meeting with the Marine Management Organisation we have a clear understanding of how to progress this.

The mooring applications for the coming season have been sent out and we are looking forward to seeing all the moorings occupied this summer.

Our Park and Launch service for smaller vessels stored in the Boat Yard is gaining interest and a number of owners have already signed up for this.

New Rhyl brand and website

At the heart of the Rhyl Going Forward Strategy is the concept of 'Recreating Rhyl as a place where people choose to live and stay. Rediscover Rhyl as a place to visit. 'The purpose of developing the brand for Rhyl was to support a clearly branded communication and marketing campaign to achieve this.

The new brand for Rhyl provides a clear logo which is the most visible element of the identity and will be used consistently across all the towns' communication and marketing materials over the next year. The brand guidelines are available now (<http://loverhyl.co.uk/resource/rhyl-guidelines.zip>) and it would be great if the town council etc. used the logo on all their paperwork etc.

The signature for the town compliments the town's personality and the palette of colours chosen for being bright, friendly, warm and happy, it shows a down to earth, honest and fun destination. Whilst the brand needs to be recognisable, it also needs to be flexible and creative, which is what it has been developed to include 3 strands: Tourism (red), Rhyl Going Forward (blue) and Investing in the people and businesses (Yellow). The values identified with the brand project are supported with this new brand. The new logo says where the destination is, an image for people to recognise around the town.

The yellow version of the logo is for invest in the people and place of Rhyl represents the people and businesses in Rhyl. The circular symbol is inspired by the shape of the sun or coin.

The blue square symbol is inspired by the shape of building blocks, building a future for the town.

Love Rhyl

The red 'Love Rhyl' element of the town's new identity is represented as a red signature to support all tourism messages to visitors to the area and will help visitors and residents alike rediscover what Rhyl has to offer. The triangle symbol is inspired by the shape of the lower half of a heart but portrays a modern symbol for the future that Rhyl has to offer its visitors.

A new website is expected to be live in late March/early April in time for this year's tourism season. It brings together all elements of the town and surrounding features, including countryside, heritage, outdoor activities from the cycling bridge and so on. The new website will also provide visitors with information about where to stay, eat, shop, play, events, theatre programme, and so on. Love to explore, love to be active, love to celebrate, love to shop and eat, love to stay are all features that will showcase what the town has to offer the visitors. There is a holding page for the website directing any enquiries to the Tourist Information Centre so no interest is lost.

The website has had a soft launch at a recent event in the White Rose Centre and was really well received by councillors, residents of the town and visitors. Also launched at the event was the RGF Annual report, which is represented by the blue strand of the brand. This version represents the strategic development and regeneration of the town.

Moving forward

Moving forward, Rhyl Pavilion, Rhyl Events Office and the Tourist Information Centre will keep the website up to date with events that are taking place in the town all year round, providing the main portal for both visitors and residents to find out what is going on in around town. So keep checking the website for the latest information but remember, it isn't live until the end of March, early April!

Over the coming months you will see visitors with 'love Rhyl' shopping bags, shops displaying the new brand in the form of a window sticker in support of the brand and events and activities throughout the year. If we can show Rhyl as a place to be rediscovered, then we can use the enthusiasm as a springboard to generate more interest in the town from potential developers and sponsors, showing the town as a place to host events all year round.

Orientation & Signage Strategy

An audit has been undertaken of existing pedestrian and vehicular signage and pedestrian movement patterns. The key destinations have been agreed and a destination hierarchy developed to help decide what should be signed from where. The concept design report has been received outlining the designs for the map and the family of signs for the pedestrian wayfinding which are in line with the Love Rhyl brand guidelines. Town Council have been consulted for their views and the strategy will be taken to MAG on the 12th March for sign off. The next stage will be to agree the final sign content and detailed design drawings and formulate a procurement and phasing plan.

What concerns us and what are we doing about it?

The Ocean Plaza site continues to be an eyesore adjacent to the Harbour but a Planning application for a revised scheme was received from the developers on 2nd December. The new scheme would involve the construction of a food store, 4 non-food retail units, café, restaurant, family pub and hotel, petrol filling station and an electricity sub-station all within the boundary of the plot owned by the developer.

The Grange Hotel also continues to be an eyesore on the seafront but after it failed to sell at auction, it was purchased by an experienced developer based in the Midlands who has been in discussion with the County Council's Development Control & Compliance section about the potential for the redevelopment of the site.

The operator who was interested in developing a cable ski attraction at Marine Lake has withdrawn from the project. However, another operator has approached the County and is interested in the cable ski project.

Outlook

Progress on the Rhyl Harbour project combined with the completion of 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

Demolition of the Honey Club

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
Harbour Empowerment Order	DCC	Dec 14	YELLOW
Rhyl Harbour & Bridge	DCC	Mar 14	GREEN
New Rhyl brand and website	DCC	Jan 14	GREEN
Demolition of 25/26 West Parade	DCC	Feb 14	GREEN
Orientation & Signage Strategy	DCC	Mar 14	GREEN

In Development

Feasibility or ongoing development of the project is underway.

Project	Lead Organisation	Comments
Ocean Plaza	SDG	Developer has submitted a Planning application for a revised scheme.
Aquatic Centre & Sky Tower and Sun Centre & Pavilion	DCC	Delivery options for facilities currently operated considered by County Council Cabinet in February
The Honey Club redevelopment	DCC/Chesham	Planning application awaited.
Marine Lake Cableski	DCC	New operator interested in project. Concession to be re-advertised.

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.