

## Rhyl Regeneration Programme – Workstreams &amp; Projects

## Workstream 1: Tourism &amp; Visitors

1. Rhyl Waterfront Project

- a. Hospitality Zone projects – Theatre, Event Centre, Hotel & Restaurants
- b. Active Leisure Zone projects – to be confirmed
- c. Family Entertainment Zone projects – Sky Tower redevelopment, Children’s Village, Underground Car Park, Food units
- d. Aquatic Centre

**Status:** Project already initiated. Moving towards implementation phase

**Funding:** Funding model identifies combination of commercial investment, recycled receipts/assets from DCC, potential capital and/or Prudential Borrowing requirement. Seeking £3.5M external grant funding. Project costs budget allocated.

**Project Executive:** Jamie Groves, Head of Finance, Assets & Housing

**Project Manager:** Russell Vaughan, Corporate Projects Team

2. Honey Club Development Zone

- a. Hotel development

**Status:** Project underway. Moving towards implementation phase.

Implementation will be delivered by commercial partner (Premier Inn).

**Funding:** Site already acquired. Onward sale to Premier Inn will generate receipt for reinvestment.

**Project Executive:** Jamie Groves, Head of Finance, Assets & Housing

**Project Manager:** Chris Dingsdale, Property Services

## Workstream 2: Town Centre

3. Queen’s Market Development Zone

- a. Queen’s Market redevelopment
- b. Queen Street properties redevelopment

**Status:** Queen Street properties project underway. Some further refinement of redevelopment proposals required. Purchase of properties in hand. Queen’s Market proposals need further work.

**Funding:** Funding available from WG for Queen Street properties. Funding bid submitted for ERDF (including WG match funding) for Queen’s Market proposals. Indications are that this will be successful. Commercial investment and/or Town Centre Loans Scheme may also play a part. Full scope of costs will depend on final proposals and will be subject to business case.

**Project Executive:** Jamie Groves, Head of Finance, Assets & Housing

**Project Manager:** Chris Dingsdale, Property Services.

#### 4. Town Centre Masterplan & Strategy

- a. Masterplan
- b. Individual projects to be confirmed

**Status:** Some early work has started but still very much a project in development.

**Funding:** Until Masterplan has been developed, impossible to say what the scale of funding requirement will be.

Projects from this work will form a key component of a bid under the Vibrant & Viable Places funding stream. Town Centre Loans Scheme is also likely to be a contributor. May be some potential for HRA investment where housing forms a part of the response.

**Project Executive:** Graham Boase, Head of Planning & Public Protection

**Project Manager:** to be confirmed

### Workstream 3: Live & Work in Rhyl

#### 5. West Rhyl Housing Improvement Project

- a. Intervention Area A completion – John St/Aquarium St/Abbey St/Gronant St
- b. Further projects to be confirmed

**Status:** Delivery of Intervention Area A is well underway. Delays have meant building work by partners has been late starting. Urban Park & CPOs (DCC responsibility) have been completed. Still some further development work on options for limited number of blocks/houses to be completed.

Consideration of additional intervention areas (particularly Edward Henry Street) to be undertaken as part of Vibrant & Viable Places scoping.

**Funding:** Largely in place through WG capital allocation and Social Housing Grant/RSL contributions. Funding for expansion schemes likely to be through Vibrant & Viable Places and potentially HRA. May be potential for Town Centre Loans Scheme funding.

**Project Executive:** Currently Rebecca Maxwell, Corporate Director – to be reviewed

**Project Manager:** to be confirmed, dependent on future projects

#### 6. Private Rented Sector quality improvement

**Status:** Identified as a priority within DCC Housing Strategy. May require some additional targeted work in Rhyl. To be scoped.

**Funding:** to be confirmed/scoped. Potentially existing Service budgets – Planning & Public Protection?

**Project Executive:** Graham Boase, Head of Planning & Public Protection

**Project Manager:** to be confirmed

7. Rhyl Perceptions/PR campaign

**Status:** Project in implementation phase and progressing well – moving into year 2 of 3 year programme.

**Funding:** Jointly funded by DCC (EBD budget), WG, Rhyl Town Council, Pennaf Housing Group, North Wales Housing

**Project Executive:** Rebecca Maxwell, Corporate Director

**Project Manager:** Vicki Shenton, Communications & Marketing Team

8. Neighbourhood Management

**Status:** Initiative in implementation phase and progressing reasonably well. Unclear if there is a project plan in place. Multi agency response.

**Funding:** Funded from within existing service budgets as adaptation of business as usual processes as far as possible.

**Project Executive:** Jason Devonport, North Wales Police

**Project Manager:** none identified