

# Development of Business Improvement District(s) in Rhyl & Prestatyn

## Wellbeing Impact Assessment Report

This report summarises the likely impact of a proposal on the social, economic, environmental and cultural well-being of Denbighshire, Wales and the world.

Assessment Number:	150
Brief description:	Exploring the feasibility of creating Business Improvement Districts within Rhyl and Prestatyn. Subject to a positive outcome from the feasibility stage we would then look to begin the development work and move towards the ballot and set up of the BID(s).
Date Completed:	Version: 0
Completed By:	
Responsible Service:	Planning & Public Protection
Localities affected by the proposal:	Prestatyn, Rhyl,

# IMPACT ASSESSMENT SUMMARY AND CONCLUSION

Before we look in detail at the contribution and impact of the proposal, it is important to consider how the proposal is applying the sustainable development principle. This means that we must act "in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs."

## Score for the sustainability of the approach

Could some small changes in your thinking produce a better result?

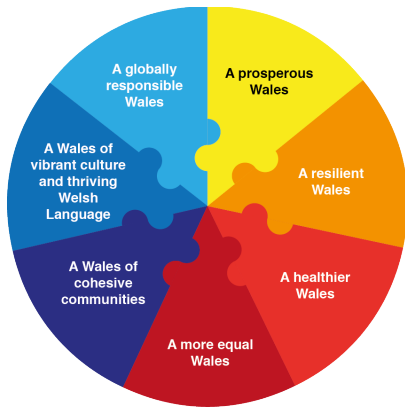
(3 out of 4 stars)



Actual score: 17/ 24.

## Summary of impact

Wellbeing Goals



A prosperous Denbighshire	Positive
A resilient Denbighshire	Neutral
A healthier Denbighshire	Positive
A more equal Denbighshire	Neutral
A Denbighshire of cohesive communities	Positive
A Denbighshire of vibrant culture and thriving Welsh language	Neutral
A globally responsible Denbighshire	Neutral

## Main conclusions

The proposal contributes positively to the wellbeing of future generations, working with partner organisations and the business community to maximise positive effects and minimising negative effects where possible.

# THE LIKELY IMPACT ON DENBIGHSHIRE, WALES AND THE WORLD

## A prosperous Denbighshire

Overall Impact:	Positive
Justification for Impact:	The main purpose of the proposal is to engage and empower the business community to improve the trading condition within their town centre. This will improve business representation and give them a voice in issues affecting the economy of the area.

### **Positive consequences identified:**

Development of the BID is as much about, informing and educating businesses as it is on developing a coherent and robust business plan.

Throughout the feasibility stage, the business communities will have the opportunity to work together to identify common issues and opportunities through public meetings, workshops, a Steering Group and interviews.

If the BID progresses, the business plan will be developed with the business community to reflect their desires, which will then be delivered using the BID levy.

The purpose of the BID would be to improve the trading conditions within the Towns improving the prospects for new and existing jobs.

### **Unintended negative consequences identified:**

### **Mitigating actions:**

## A resilient Denbighshire

Overall Impact:	Neutral
Justification for Impact:	The development of the BID will have limited impact, however the actions delivered by the BID may, this is unknown at this early stage.

### **Positive consequences identified:**

BIDs work to minimise resource use and local inefficiencies

### **Unintended negative consequences identified:**

### **Mitigating actions:**

## A healthier Denbighshire

Overall Impact:	Positive
Justification for Impact:	Residents will be positively impacted on by having a healthy local business community

### **Positive consequences identified:**

There will be a knock on impact of a healthy business community for residents including jobs, access to services and improved neighbourhoods from initiatives delivered through BIDs plus having a generally more positive business community investing in the town.

### **Unintended negative consequences identified:**

### **Mitigating actions:**

## A more equal Denbighshire

Overall Impact:	Neutral
Justification for Impact:	The development of the BID will not have an impact, however the actions delivered by the BID may, this is unknown at this early stage.

**Positive consequences identified:**

**Unintended negative consequences identified:**

**Mitigating actions:**

## A Denbighshire of cohesive communities

Overall Impact:	Positive
Justification for Impact:	The BID model is dependant upon the business community voting to make it happen and being actively involved in the development, this will offer opportunities for them to have their say in its development.

### **Positive consequences identified:**

The development of the BID is an opportunity for the business community to take control of the issues affecting their town and develop a Business Plan to address these.

The BID model promotes resilience amongst the business community – giving them tools and resources to effect positive change and respond to their changing circumstances.

### **Unintended negative consequences identified:**

### **Mitigating actions:**

## A Denbighshire of vibrant culture and thriving Welsh language

Overall Impact:	Neutral
Justification for Impact:	

### **Positive consequences identified:**

Materials produced as part of the development process will be bilingual.

The proposal aims to support local independent businesses to flourish, enabling the county to maintain a key part of its unique identity.

### **Unintended negative consequences identified:**

### **Mitigating actions:**



## A globally responsible Denbighshire

Overall Impact:	Neutral
Justification for Impact:	Negatives are balanced against positives

### **Positive consequences identified:**

There will be opportunities for local suppliers throughout the development process (e.g. design and print) as well as opportunities in delivering projects identified by the BID.

### **Unintended negative consequences identified:**

Due to the specialist nature of the work, the consultant contracted to work on the development may be from outside the local area.

### **Mitigating actions:**

Promote local procurement