

Report to	Communities Scrutiny Committee
Date of meeting	30th of June 2022
Lead Member / Officer	Leader / Head of Planning, Public Protection and Countryside Services
Report author	Emlyn Jones - Head of Planning, Public Protection and Countryside Services
Title	Rhyl Regeneration Programme and Governance

1. What is the report about?

1.1. The report outlines the work being undertaken through the Rhyl Regeneration Programme and the governance arrangements which support this work.

2. What is the reason for making this report?

2.1. To provide information regarding the delivery of the Rhyl Regeneration Programme, the Governance arrangements and the effectiveness of the Programme Board's work in delivering the programme.

3. What are the Recommendations?

3.1. That the Committee considers the contents of the report and provides observations on the matters reported herein.

4. Report details

4.1 Rhyl Regeneration has been a Council (and Welsh Government (WG)) priority for many years due to the levels of deprivation in the Town, the top 2 most deprived wards in Wales are located in West Rhyl in and around the Town Centre. As such there has been a considerable amount of investment in regeneration in Rhyl, supported by significant grant funding, which has resulted in a lot of good work being completed.

- 4.2 The current phase of Regeneration activity builds on the foundations laid over the previous years with the focus on the regeneration of the Town Centre. In recognition of the challenges facing the Town Centre, a Master planning process was undertaken, working collaboratively with a range of people and partners to develop a vision. The Town Centre Vision was adopted by Cabinet in September 2019.
- 4.3 The Vision is a long-term “masterplan document” which has gone through extensive consultation and should be seen to underpin the regeneration of the town centre for the foreseeable future. It is intended to be used as a consistent future reference point for decision makers, developers and investors alike.
- 4.4 The adoption of the Town Centre Vision prompted a review of how the Council organises itself in terms of managing its role in the regeneration of Rhyl. As a result, the Rhyl Regeneration Executive Group (formed in 2016) has now been re-established as the Rhyl Regeneration Programme Board with new governance arrangements agreed in July 2020. The Programme Board is responsible for overseeing the Council’s contribution to the delivery of the Town Centre Vision along with managing any Council led regeneration projects in the town. Whilst the Boards focus is primarily on activities within the Town Centre, other regeneration projects across the Town will continue as necessary.
- 4.5 The Board is currently chaired by the Programme’s Senior Responsible Officer (SRO), the Head of Planning, Public Protection and Countryside Services. The SRO is supported by a Programme Support Officer. Taking its lead from the Town Centre Vision, the focus of the Programme Board is divided into 5 main Work streams, each having its own “Lead Officer” to oversee the delivery of the projects that make up the work streams as follows:
- Retail and Commercial: Head of Planning, Public Protection and Countryside Services
 - Environment: Head of Highways and Environmental Services
 - Queens Buildings: Lead Officer – Strategic Asset Management
 - Residential: Programme Manager – Housing Developments
 - Highways & Access: Traffic, Parking and Road Safety Manager

The Town Centre Vision document has helped us provide evidence of robust consultation and that we have a cohesive strategy for Rhyl when applying for Welsh Government Transforming Towns funding and more recently our Levelling Up funding application for the Vale of Clwyd.

- 4.6 The Programme Board is aligned to the vision and indicators of the Rhyl Community Development Board, seeking to address the factors of deprivation that place seven of the 16 LSOAs in Rhyl in the top 10% of deprived LSOAs in Wales by improving the indicators that feed into the WIMD rankings as seen in Appendix 1. A Performance Management Framework to aide monitoring of progress against our goals for Rhyl has been developed, and is being reviewed with a working group of partners including WG, NWP, Health, and others.
- 4.7 Board Members also include Head of Communications, Customers and Marketing, the Acting Joint Head of Business Improvement & Modernisation who acts as the link between the Regeneration Board and the Community Development Board. A representative from Finance attends to update on the financial and funding position of the projects within the Programme. WG's Regeneration Division are also represented, ensuring good links with government structures, emerging funding opportunities and the national priorities. Appendix 2 contains a Programme project register showing the most recent status of these projects on Verto.
- 4.8 Recognising the need for connection between the physical Regeneration activity and the Council's (and its partners') wider activities for addressing social issues and tackling poverty, close links are maintained between the Programme Board and the Rhyl Community Development Board. There will be a shared performance management framework and work is underway to establish a shared vision across the two Boards. The Community Development Board includes strategic collaboration with senior personnel from partner organisations and is chaired by the lead member for health and wellbeing in Denbighshire. The board has a long term goal of reducing deprivation in Rhyl, aligned to factors of deprivation in the Welsh Index of Multiple Deprivation, 2019 and along with the work of the Programme Board, forms part of a structure to tackle deprivation in Rhyl. A draft theme around deprivation in the new Corporate Plan will enable DCC to take a holistic view on

deprivation and ensure efforts are made to tackle issues, reporting quarterly to cabinet and scrutiny.

4.9 The Board's Chair will ensure that the Council's Lead Member for the regeneration of Rhyl, who is this the Council's Leader, is kept updated on the work of the Board. In addition, updates on the Programme will be provided to Rhyl Member Area Group (MAG), Rhyl Reference Group and Rhyl Town Council as required. It is suggested that the Board's work will be reported to Communities Scrutiny Committee annually as part of performance management arrangements. Providing assurance to the Council on the delivery of the Programme. A Communications and Marketing Officer has been appointed to work on the Programme 2.5 days per week and a Programme Communications Plan has been developed. The Officer will work with project Managers to manage monitor and evaluate communications and engagement.

5 How does the decision contribute to the Corporate Priorities?

5.1 The projects delivered through the Rhyl Regeneration Programme will make contributions to the 2017-2022 corporate priorities included in Appendix 3.

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

6.1 The overall Regeneration Programme does not have a dedicated budget. Funding is allocated to projects within the Programme, in the main utilising external funding, project budgets are managed at the project level. In addition to public funding that the Programme Board will be able to access to deliver the key projects it is important that the Board works with its public sector partners to maximise their investment opportunities in the town.

6.2 The formal approval of expenditure decisions will remain within existing delegations and processes, including the requirement for all capital expenditure proposals to be considered by the Strategic Investment Group. Having projects shared with the Regeneration Board at an early stage would provide SIG with additional confidence.

7 What are the main conclusions of the Well-being Impact Assessment?

7.1 This report is providing an update and is not seeking a decision and as such is not subject to a Well-being Impact Assessment (WIA). The Rhyl Vision document which

guides the work of the Regeneration Programme was subject to a WIA in July 2019. Individual projects within the Programme will require a WIA.

8 What consultations have been carried out with Scrutiny and others?

- 8.1 Report to the Corporate Executive Team (CET) in June 2019 and the Senior Leadership Team (SLT) in July 2019 proposed governance arrangements between Rhyl Regeneration and the Rhyl Community Development Board.
- 8.2 The long term aspirations and ideas detailed in the Rhyl Town Centre Vision and Masterplan were approved by Cabinet in September 2019, including the proposed delivery and governance approach. The Town Centre Vision itself is the result of a collaborative effort between people from public, private and community backgrounds, a phased engagement programme took place between February 2018 and April 2019. This included the MAG, Rhyl Reference Group and Rhyl Town Council.
- 8.3 The implementation of the Programme Communications Plan will develop a broad community awareness of the ongoing work across the Programme. Individual projects will be required to manage and engage with stakeholders directly.

9 Chief Finance Officer Statement

- 9.1 As stated above there are no direct financial implications of this report. However, as recognised in Section 6, it is important to stress that approval of expenditure decisions remains within existing delegations and processes, including the requirement for all capital expenditure proposals to be considered by the Strategic Investment Group (SIG) and referred to Cabinet when required.

10 What risks are there and is there anything we can do to reduce them?

- 10.1 Not applicable as this report is providing an update and not seeking a decision.

11 Power to make the decision

- 11.1 Section 21 of the Local Government Act 2000
- 11.2 Sections 7.2.3, 7.4.1 and 7.4.2 of the Council's Constitution outlines Scrutiny's powers and role in relation to this matter.