



Rhyl BID Re-ballot 2023: Well-being Impact Assessment Report

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

Assessment Number: 1245

Brief description: Proposals for a second 5-year term for the Rhyl BID, and the re-ballot that will be taking place. DCC has a statutory responsibility in relation to the democratic controls and collecting the business levy. As DCC is a rate payer within the BID area, a decision is required from Cabinet on how the Council should use its votes linked to its hereditaments within the BID area.

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Completed by: James Evans

Responsible Service: Planning, Public Protection and Countryside Services

Localities affected by the proposal: Rhyl,

Who will be affected by the proposal? - Rhyl BID boundary rate payers - Residents - Visitors - DCC services i.e. Democratic Services, Revenues and Benefits etc.

Was this impact assessment completed as a group? No

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

2 out of 4 stars

Actual score : 22 / 36.

Summary for each Sustainable Development principle

Long term

Relates to short-term needs, given that a successful ballot would mean a five-year term for a new BID. Considerations have started to be made in relation to DCC's rateable values within the BID boundary and number of votes. Legal documents have been drafted which consider ongoing arrangements, including arbitration, if a new BID is voted in. There is limited focus on infrastructural resilience and tackling climates change in relation to DCC's role with the BID re-ballot.

Prevention

A successful re-ballot promotes independence and resilience through the business community collectively agreeing enhanced services to improve the economic wellbeing of the town, paid for via business levies collected by the Council. If a new BID is voted in, it could offer an opportunity for the Council to work closely with the business community on measures to prevent the problem of climate and nature's decline from getting worse within Rhyl.

Integration

A new BID term for Rhyl would mean continued representation for Town Centre businesses and other rate payers, and an effective means for the Council to work with the community on achieving its well-being goals, corporate priorities and objectives of other public bodies, particularly the Welsh Government and principle of 'Town Centre First'.

Collaboration

The BID re-ballot process represents joint working with other teams within the Council (i.e. Revenues & Benefits, Democratic Services, Planning, Public Protection and Countryside Services etc.) and with the current BID and consultants. A successful re-ballot would mean continued joint working with the Council and Rhyl BID, representing the rate payers within the town and their needs.

Involvement

The BID re-ballot represents a democratic process in which the rate payers decide on a new term and have been involved in the consultation in relation to the new business plan. The Council needs to come to a decision on how it will vote as a rate payer or whether to vote at all. The process although not directly linked to the National Principles (the laws concerning BIDs are governed by Westminster.), they do clearly align through the democratic process and engagement on the business plan.

Summary of impact

Well-being Goals	Overall Impact
A prosperous Denbighshire	Positive
A resilient Denbighshire	Positive
A healthier Denbighshire	Positive
A more equal Denbighshire	Positive
A Denbighshire of cohesive communities	Positive
A Denbighshire of vibrant culture and thriving Welsh language	Neutral
A globally responsible Denbighshire	Positive

Main conclusions

Firstly, it is important to state that this conclusion does not take into consideration Denbighshire County Council's voting intentions on the Rhyl BID re-ballot and is simply a review of how the overall BID operations are likely to compare against the Well-being goals once in operation.

It can be stated that overall, the Rhyl BID does in the main, stand up positively to the well-being goals. If democratically voted in, a BID would be a fully funded and consultative mechanism to enhance the business community and environment, to include participation and inclusion of all members. In relation to each of the Well-being goals, the following can be summarised:

1. A positive impact overall for a 'Prosperous Denbighshire', particularly through supporting economic development; and encouraging business growth & investment, potentially growing quality jobs for the long term.
2. Some positive impacts for a 'resilient Denbighshire', as the Rhyl BID would have the ability to support biodiversity within Rhyl and promote awareness to the business community. There are some implications regarding an enhanced street cleansing regime and fuel consumption but this is counter-balanced by an improved streetscape – there is also an opportunity for the BID to review other methods.
3. A positive impact overall for a 'Healthier Denbighshire', through supporting businesses on a 1-2-1 basis via the Town Rangers (particularly important in testing times such as Covid.); encouraging businesses to flourish within the town; and encouraging leisure opportunities within the town.
4. The impact on a 'more equal Denbighshire' is likely to be positive, overall, because BIDs are set up to equally support all members. They can also have a positive impact on socio-economic disadvantage through supporting economic growth.
5. A positive impact in respect of 'cohesive communities', as the very nature of BIDs is to develop and encourage cohesiveness between members, particularly through events, networking and regular communications.
6. As a separate organisation to DCC and non-public sector, we are unable to directly compel a BID to use Welsh in their communications, but we can encourage use of the Welsh language in relation to any grant funding accessed via DCC or anything that DCC and the BID are partnering on.
7. Likely to be minimal impact on a 'globally responsible Denbighshire' but nevertheless positive, through encouraging networking and a sense of community between businesses which could lead to improved local supply chains.

The likely impact on Denbighshire, Wales and the world.

A prosperous Denbighshire

Overall Impact

Positive

Justification for impact

A positive impact overall, through opportunities to encourage a low carbon society with businesses; improving town infrastructure for the benefit of businesses, resident & visitors; supporting economic development; potential to offer training opportunities to improve skills; and encouraging business growth & investment, potentially growing quality jobs for the long term.

Further actions required

In relation to negative impacts to prosperity, it can be assumed that these would be minimal. Essentially, a BID offers a premium service to a business community which is on top of services offered by the Council (which are baselined.) and other providers.

Positive impacts identified:

A low carbon society

- Could allow DCC to engage with the business community more effectively on low carbon matters.
- BID has the ability to enact activities which have a bearing on low carbon.

Quality communications, infrastructure and transport

The BID will have access to funding to help with developing infrastructure within the town.

Economic development

BIDs have an interest to support businesses and the wider economic community. In particular, the Rhyl BID would support the following:

- Business support provision
- Support to retail environment, particularly given the changing nature of consumerism and the High

Street.

- Infrastructural improvements and street cleansing.
- Marketing and support to the visitor economy.

Quality skills for the long term

BIDs can offer and/or signpost to a range of support to businesses, including training opportunities.

Quality jobs for the long term

Economic improvements and supporting businesses could lead to job creation.

Childcare

N/A

Negative impacts identified:

A low carbon society

A new term of the BID requires use of an office.

Quality communications, infrastructure and transport

No negative impacts can be stated.

Economic development

No negative impacts can be stated.

Quality skills for the long term

No negative impacts can be stated.

Quality jobs for the long term

No negative impacts can be stated.

Childcare

N/A

A resilient Denbighshire

Overall Impact

Positive

Justification for impact

The impacts overall are minimal, but the Rhyl BID has the ability to enhance biodiversity within Rhyl through any capital improvements; and promoting awareness to the business community. It is also the case that the BID is currently located in offices owned by DCC which conform to principles in relation to reduced energy consumption and encouraging recycling etc.

The programme of enhanced street cleansing and office use likely means increased energy/fuel consumption.

Further actions required

In relation to enhanced street cleansing is linked to increased energy use, the trade off is that it leads to a more attractive townscape. A resolution could be that electric vehicles or alternative cleaning practices could be reviewed.

In relation to energy consumption linked with the office space, the existing facility used by the BID does have excellent energy rating and a proactive approach to green waste management and recycling.

Positive impacts identified:

Biodiversity and the natural environment

N/A

Biodiversity in the built environment

Potential to enhance biodiversity within the Town through any townscape improvements.

Reducing waste, reusing and recycling

Office space used by BID is subject to DCC's position on reducing waste and recycling, as obligated in accessing EU funding for the capital development.

Reduced energy/fuel consumption

Office accommodation for the BID has excellent energy rating as a requirement for accessing EU funding for its development by DCC.

People's awareness of the environment and biodiversity

Potential to promote awareness to the business community.

Flood risk management

N/A

Negative impacts identified:

Biodiversity and the natural environment

N/A

Biodiversity in the built environment

No negative impacts can be stated.

Reducing waste, reusing and recycling

No negative impacts can be stated.

Reduced energy/fuel consumption

Energy and fuel consumption linked to street cleansing equipment and office use.

People's awareness of the environment and biodiversity

No negative impacts can be stated.

Flood risk management

N/A

A healthier Denbighshire

Overall Impact

Positive

Justification for impact

The BID has a positive impact overall, through making sure there is an enhanced townscape; supporting businesses on a 1-2-1 basis via the Town Rangers (particularly important in testing time such as Covid.); encouraging businesses to flourish within the town, including quality food and drink establishments; and encouraging leisure opportunities to encourage visitors to the town.

Further actions required

No negative impacts can be stated.

Positive impacts identified:

A social and physical environment that encourage and support health and well-being

- Cleaner townscape via enhanced street cleansing programme.
- Town greening/planting.
- Support for improving town infrastructure.

Access to good quality, healthy food

Encouraging quality food and drink businesses within the Town.

People's emotional and mental well-being

Town Rangers employed to visit and support businesses around the Town.

Access to healthcare

N/A

Participation in leisure opportunities

According to the draft business plan, the BID will be looking to highlight the breadth of leisure opportunities within the town, as well as engage & invite events to encourage visitors to the town.

Negative impacts identified:

A social and physical environment that encourage and support health and well-being

No negative impacts can be stated.

Access to good quality, healthy food

No negatives impacts can be stated.

People's emotional and mental well-being

No negatives impacts can be stated.

Access to healthcare

N/A

Participation in leisure opportunities

No negatives impacts can be stated.

A more equal Denbighshire

Overall Impact

Positive

Justification for impact

The impact on a more equal Denbighshire is likely to be positive, overall, because BIDs are non-discriminatory entities, set up to equally support all members. They can also have a positive impact on socio-economic disadvantage through supporting economic growth.

Further actions required

No negative impacts can be stated.

Positive impacts identified:

Improving the well-being of people with protected characteristics. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation

The BID is a non-discriminatory entity, governed by UK law and with the task of supporting all businesses/rate payers, regardless of the nine protected characteristics.

The BID has previously offered Equality, Diversity and Discrimination training to BID members.

People who suffer discrimination or disadvantage

N/A

People affected by socio-economic disadvantage and unequal outcomes

N/A

Areas affected by socio-economic disadvantage

Rhyl is an area that suffers from a level of deprivation as demonstrated in the Welsh Index of Multiple Deprivation. The Rhyl BID aims to help businesses to grow and prosper within the Town, thus helping to grow the local economy which will indirectly, help socio-economic disadvantage.

Negative impacts identified:

Improving the well-being of people with protected characteristics. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation

No negative impacts can be stated.

People who suffer discrimination or disadvantage

N/A

People affected by socio-economic disadvantage and unequal outcomes

N/A

Areas affected by socio-economic disadvantage

No negative impacts can be stated.

A Denbighshire of cohesive communities

Overall Impact

Positive

Justification for impact

It can be stated that there is a positive impact in respect of cohesive communities, as the very nature of BIDs is to develop and encourage a cohesive community of businesses and members, through:

- Enhanced safety measures, including strengthened relationship with the police
- Arranging events and training to allow for networking of community members
- Support a more attractive environment, particularly through enhanced street cleansing and opportunities for improving the townscape
- Strengthening connected communities, through events, networking and regular communications

Further actions required

No negative impacts can be stated.

Positive impacts identified:

Safe communities and individuals

- Enhanced partnership with the police, who would continue to have representation on the Board.
- Employment of Town Rangers to pick up and report on any issues.
- Previous enhancements to the town's CCTV scheme which could be continued.

Community participation and resilience

- Enhanced business community.
- Events and training for members.
- Engagement and consultation on a range of matters.

The attractiveness of the area

- Enhanced street cleansing.
- Support to develop the townscape and infrastructure.
- Greening/planting initiatives.

Connected communities

- Town Rangers.
- Regular communication with members.
- Events with the town to encourage a close community and network.

Rural resilience

N/A

Negative impacts identified:

Safe communities and individuals

No negative impacts can be stated.

Community participation and resilience

No negative impacts can be stated.

The attractiveness of the area

No negative impacts can be stated.

Connected communities

No negative impacts can be stated.

Rural resilience

N/A

A Denbighshire of vibrant culture and thriving Welsh language

Overall Impact

Neutral

Justification for impact

As a separate organisation to DCC and non-public sector, we are unable to directly influence in this regard - however, we can encourage use of the Welsh language linked to any grant funding that the BID accesses via DCC or anything that DCC and the BID are partnering on.

Further actions required

As stated above, DCC can compel a positive impact where the Council are actively involved.

Positive impacts identified:

People using Welsh

Any DCC services linked to the BID need to consider access to the medium of Welsh.

Promoting the Welsh language

Any DCC services linked to the BID need to consider access to the medium of Welsh.

Culture and heritage

N/A

Negative impacts identified:

People using Welsh

As a non-public sector entity and independent of DCC, we cannot compel the BID as part of their day-to-day activities which are not linked to DCC and paid for via the levy.

Promoting the Welsh language

As a non-public sector entity and independent of DCC, we cannot compel the BID as part of their day-to-day activities which are not linked to DCC and paid for via the levy.

Culture and heritage

N/A

A globally responsible Denbighshire

Overall Impact

Positive

Justification for impact

Overall, a positive impact through encouraging networking and a sense of community between businesses in the town which could lead to improve local supply chains; offering enhanced services to the community, paid for by a levy charged to rate payers; and use of an energy efficient office.

Further actions required

Fuel consumption linked to the street cleansing equipment could be minimised by looking at alternative, cleaner methods.

Positive impacts identified:

Local, national, international supply chains

Encourage local supply chains through networking opportunities between businesses within the town.

Human rights

N/A

Broader service provision in the local area or the region

Gives a enhanced service above and beyond services offered by DCC which are baselined.

Reducing climate change

Use of energy efficient office for BID staff.

Negative impacts identified:

Local, national, international supply chains

No negative impacts can be stated.

Human rights

N/A

Broader service provision in the local area or the region

No negative impacts can be stated.

Reducing climate change

Fuel consumption linked to street cleansing equipment.

