

Report to	Communities Scrutiny Committee
Date of meeting	14 th March 2024
Lead Member / Officer	Tony Ward: Corporate Director: Economy & Environment / Cllr Jason McLellan: Leader and Lead Member for Economic Growth & Tackling Deprivation
Head of Service	Emlyn Jones: Head of Planning, Public Protection and Countryside Services
Report author	Tony Ward
Title	Rhyl Regeneration Programme and Governance

1. What is the report about?

- 1.1. This report is about the delivery and governance of the Rhyl Regeneration Programme.

2. What is the reason for making this report?

- 2.1. To examine the effectiveness of the Programme Board's work in delivering the regeneration programme to date.
- 2.2. Identification of any barriers or slippages and the formulation of recommendations to try and address them and sustain the delivery of the programme to secure the regeneration of Rhyl to benefit the economy and the lives of the town's residents and the county in general.
- 2.3. To enable Members to exercise their scrutiny function, and to enable the Committee to provide feedback and challenge (as required), and to make any recommendations about the future work of the Programme.

3. What are the Recommendations?

- 3.1. That the Committee considers the report, and provides feedback, as required.

4. Report details

- 4.1. The Rhyl Regeneration Programme was established a number of years ago to focus specifically on the physical regeneration of Rhyl. The focus of the programme is primarily on regenerating the Town Centre, whilst continuing (as necessary), with other regeneration projects across the town.
- 4.2. The Rhyl Regeneration Programme Board has responsibility for overseeing the strategic direction and delivery of the Rhyl Regeneration Programme for Denbighshire County Council. The focus is on the delivery of regeneration schemes within the Town Centre on which the Council leads.
- 4.3. The Programme Board therefore manages the Council's contribution to the delivery of the Town Centre Vision along with any related Council led regeneration projects in the town. The Town Centre Vision is a comprehensive "masterplan document" which has gone through extensive consultation and has now been adopted by the Council. This Vision will underpin the regeneration of the town centre for the foreseeable future. A Programme Definition Document is attached at Appendix 1 which covers (among other things) governance of the programme.
- 4.4. Several significant projects have already been delivered via the Programme, and many more are currently in the development or delivery phase. A Programme dashboard is attached at Appendix 2. Additional projects will be coming on stream in the near future due to the recent announcement about the provisional LUF3 award for the Vale of Clwyd, for which c.£13 million is earmarked for projects in Rhyl. There is also a pipeline of potential future projects, all at various stages of development. It's important that we're able to progress pipeline projects to a stage where that can be delivered with a reasonable timeframe when future funding opportunities arise.
- 4.5. The Programme Board is currently planning a light touch review of the Rhyl Town Centre Vision, which will also incorporate the vision for Rhyl promenade. As the Rhyl Town Centre Vision was agreed several years ago, it feels right to undertake a review to examine what we've delivered, what we haven't, and whether any priorities have changed. That work has not yet commenced, and we will obviously engage with Elected Members at an early stage in the process.

5. How does the decision contribute to the Corporate Plan 2022 to 2027: The Denbighshire We Want?

- 5.1. The Programme supports a number of themes within the Corporate Plan but is a specific and significant element of the Prosperous Denbighshire theme.
- 5.2. The Prosperous Denbighshire theme aims to support economic recovery, capitalising on opportunities to enable residents to access decent employment and income. It aims to use economic growth as a driver to reduce inequality and poverty. It is about working collaboratively with communities and partners to deliver projects and initiatives that will stimulate economic growth.

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

- 6.1. The Programme is designed to be delivered using existing resources as far as possible, by leveraging in external funding to develop and deliver projects that will have a positive impact on the economy of Rhyl. However, council match-funding is often required to access external grant-funding for capital schemes, and council resource is often required to develop projects to the stage where they are realistically deliverable within the timescale required by external grant funding schemes.
- 6.2. Capital projects often require input from services across the council, including finance; legal; marketing & communications; procurement; design & construction, etc.

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

- 7.1. A Well-being impact assessment has not been undertaken on this report, or the Programme as a whole, but would be undertaken on individual projects, as required.

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

- 8.1. No consultation has been undertaken on this report, other than with the Lead Member. This report enables consultation with Members via the Scrutiny Committee. However, there is lots of engagement with local Members on the Programme itself, e.g., via the Rhyl MAG and the Rhyl Reference Group.

9. Chief Finance Officer Statement

9.1. The report updates the committee about the Rhyl Regeneration Programme. There are currently no new requests for additional funding, and existing resources are being used to deliver projects. The programme will continue to seek to maximise external funding to deliver projects.

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

10.1. There are no risks specifically attached to this report, but individual projects within the Rhyl Regeneration Programme all have their own specific risk registers.

11. Power to make the decision

11.1. This report does not require a decision.