

# WORKSTREAM REPORT

## Tourism & the Coastal Strip July 2012



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### A Snapshot of the Strategy

The Coastal Strip – from Foryd Harbour to Splash Point – is the focus for tourist related activity in Rhyl. The main appeal of this area is the sandy beach and the associated activities usually found at a traditional seaside location – bathing, sandcastles, promenading, amusements, fairground rides, etc. The approach here is to build on Rhyl’s reputation as a family resort by providing facilities and activities which will sustain and grow this market. The strategy recognises that the visitor experience is likely to be dominated by day visits, although there are clearly opportunities to tap into the enormous number of people who stay at the caravan sites in and around Rhyl.

The short-term focus will be on improving the quality of the public realm along the coastal strip, and on modest improvements to amenities and to revealing the beach. This will improve the promenade as a place for walking, cycling, relaxation and general seaside experience. In the medium to long-term, we will be seeking to create new attractions to increase the number of people visiting Rhyl. This includes the substantial investment planned in the Foryd Harbour Area with a new, iconic pedestrian and cycle bridge as the centrepiece. Recent works to refurbish the Apollo Cinema have created the opportunity to create a “Entertainment Zone” in this area, and we will be working with the private sector to provide new leisure facilities, along with good quality restaurants. We are also considering options for renewing Rhyl’s major attractions of the Sun Centre and Pavilion Theatre.

Combined with these improvements to the physical environment, there will also be consideration as to how we strengthen Rhyl’s Events Programme and the town’s ability to host major events. We will also explore ways to animate the promenade at a smaller scale but on a regular basis, for example with organised children’s activities, buskers and street theatre.

<b>Completed in last 12 months:</b>	<b>6</b>
<b>Number of committed projects:</b>	<b>4</b>
<b>Number of projects in development</b>	<b>13</b>
<b>Number of projects under consideration:</b>	<b>10</b>
<b>Number of projects not being progressed:</b>	<b>0</b>

## Completed in last 12 months

*Projects that have completed on site/construction in the last 12 months.*

Project	Sponsor	Manager	Completion	Delivery Confidence
Apollo Cinema refurbishment				
<p>Refurbishment of the cinema completed in August 2011 and has provided 5 auditoriums, fully digital with 3D capability, improved and extended foyer entrance, quality concessions, sun terrace and seaview bar</p>				

Project	Sponsor	Manager	Completion	Delivery Confidence
Rhyl Coastal Defence Works Phases 1 and 2	Bethan Jones	Robert Humphreys	Apr 2012	GRE
<p>The works to phases 1&amp;2 are substantially complete and are anticipated to be complete early July. There has been a delay with the delivery of the handrails which has affected the completion date. A final inspection will be carried out with the Contractor to ensure any remedial works are completed before they complete the scheme.</p> <p>DCC met with WG in June to discuss Phase 3 of the works i.e. from the Sydenham Avenue to the Drift Park. The meeting was positive and both parties committed to work towards the works commencing in 2013; however there remains a number of hurdles to overcome before there is a firm commitment from WG and we are working with WG to overcome these.</p>				

Project	Sponsor	Manager	Completion	Delivery Confidence
88 West Parade	Bethan Jones	Gerald Thomas	29/08/12	GRE
<p>Landscaping of this site is complete and hoardings have been requested to be removed. However, because of the substantial rainfall we have experienced it is recommended that the hoarding remain until the grass has dried out and had the opportunity to establish.</p>				

Project	Sponsor	Manager	Est. Start	Progress
Rhyl Improved Beach Access	Tom Booty	Carol Evans	March 2012	GRE
<p>The project is now complete</p>				

Project	Sponsor	Manager	Est. Start	Progress
Land Train Station	Tom Booty	Carol Evans	May 2012	GRE
<p>Public Realm have now located there for this season and the Beach Lifeguards are operating from this site in order to establish this section of Rhyl beach as an additional bathing area. Beach sports equipment (football and volleyball) are now available with procedures developed for its</p>				

Project	Sponsor	Manager	Est. Start	Progress
Paddling Pool Surface	Steve Parker	Ian Olson		GRE
<p>Work to resurface the paddling pool is now complete and the paddling pool is fully operational.</p>				

## Committed Projects

A commitment has been made to deliver the project and the necessary funding is in place.

Project	Sponsor	Manager	Completion	Delivery Confidence
Foryd Bridge & Harbour	Bethan Jones	Sian Price	Sep 13	AMB
<ul style="list-style-type: none"> <li>The final design for the bridge will not be completed until August at the earliest, given that the Mechanical and electrical design is outstanding. The Cat 3 check for the bridge has been completed other than for the M &amp; E design. The Contractor has capped the cost of the M &amp; E works for the bridge to provide cost surety.</li> <li>The ecological mitigation design is complete. Reptile fencing has been erected and monitoring being undertaken by DCC Countryside Services.</li> <li>A landscape architect will be employed to advise on the finishing works contracts. In the meanwhile work is progressing on obtaining the costs and options for the various features and evaluating their inclusion within the scheme.</li> <li>A start will now be made regarding the design and delivery of the quayside units on the harbour square through a Design and Build Contract that will shortly be advertised.</li> <li>The Contract documents for the Bridge Construction Contract (Contract 1), the Public Square enabling contract (Contract 2), and the Bridge Maintenance Contract (Contract 3) are complete following the conclusion of a legal review.</li> <li>The above contracts have been sent to Dawnus for comment. First indications are that Dawnus are now happy with the documents and are requesting only minor changes.</li> <li>The procurement of the Harbour Building is now being considered, and preparation will begin on the contract documents, as an earlier indication of the cost against the budget is preferred.</li> <li>The on-site commencement date for the pedestrian and cycle bridge and the public square has been moved to the 16/07/12 to allow for the contracts etc to be finalised.</li> </ul>				

Project	Sponsor	Manager	Est. Start	Progress
East Parade – DDA Access & slipway	Carol Evans	Ray Large	October 2012	GRE
<p>Planning consent has been achieved and Design consultants appointed. First Project Team meeting has been held and a programme of works agreed. Subject to weather conditions the project is due to complete by Friday 21<sup>st</sup> December 2013.</p>				

Project	Sponsor	Manager	Est. Start	Progress
Rhyl Cut Fisheries and Glan Morfa Mountain Bike Skills Area		Helen Mroweic	August 2012	GRE
<p>Planning consent for the mountain bike scheme was achieved on July 6<sup>th</sup> 2012. This project will combine with the Rhyl Cut scheme in order to achieve savings to benefit both projects. The Rhyl Cut Fisheries project is now fully funded and the project will commence on site 3<sup>rd</sup> September 2012</p>				

Project	Sponsor	Manager	Est. Start	Progress
The Honey Club	Tom Booty	Carol Evans	2013	GRE
<p>Design options are being discussed in order to ensure compatibility with the requirements of the conservation area in which this site lies. Heads of agreement are being developed in order to finalise financial and leasing arrangements with the developer. No decision from Welsh Government has been received yet regarding consent to demolish. In the meantime, Officers continue to monitor the Health and Safety aspects of the building. A decision from WG is expected by the end of this month (July)</p>				

## In Development

*Feasibility or ongoing development of the project is underway. Some, but not all, of the required funding may be in place.*

Project	Sponsor	Manager	Est. Start	Progress
Entertainment Plaza	Tom Booty	Carol Evans	April 2013	RED
<p>Unfortunately, the new owners of Apollo Cinema (Vue Cinemas) have expressed no interest in taking forward this initiative. As a company they are solely focussed on the cinema business.</p> <p>An advert was placed in the local press inviting tenders from operators of "Big Wheels". There were no responses to this invitation as it was late in the season to get hold of such an attraction, particularly with the Queen's Jubilee and Olympics.</p> <p>A subsequent advert inviting tenders will go out in September 2012 in order to ensure we can get this attraction for Rhyl promenade for next season</p>				

Project	Sponsor	Manager	Est. Start	Progress
Sky Tower Options Review	Bethan Jones	Tom Booty	tbc	GRE
<p>From discussions with potential private sector operators the feedback reveals that the refurbishment costs of the Tower are not a viable option. Further options will be developed</p>				

Project	Sponsor	Manager	Est. Start	Progress
The Village	Tom Booty	Carol Evans	Summer 2012	GRE
<p>Discussions will continue with developers/operators about options for the Village with renewed confidence because of the investment and proposed development of the Honey Club site. The vision of creating the wider Leisure Zone is maintained and those ideas and options will be further developed</p>				

Project	Sponsor	Manager	Est. Start	Progress
The Grange	Graham Boase	Mark Dixon		RED
<p>The prospective developers who made the Planning and Listed building applications for the redevelopment of the site have recently re-affirmed their commitment to progress their scheme and they have been requested to make improvements to its appearance in the short term pending its redevelopment. However, the s106 agreement for the scheme which the developers proposed has yet to be completed so Planning permission has not so far been granted. County Council services are continuing to work towards securing a viable development for the site using enforcement powers if necessary.</p>				

Project	Sponsor	Manager	Est. Start	Progress
Ocean Plaza	Scarborough Developments	N/A	Autumn 2012	AMB
<p>Further contact between DCC Development Control Manager and SDG took place on 20/4/12 when a hard copy of a revised plan was submitted. SDG are to submit this plan electronically for consultation purposes with a view to formally submitting a revised plan in July 2012</p>				

Project	Sponsor	Manager	Est. Start	Progress
Marine Lake	Tom Booty	Carol Evans		AMB GRE

Options to develop Marine Lake for more activities such as triathlons continues with a view to holding the first event in May 2013. Funding for the event for a period of 3 years to be applied for to WG on July 19<sup>th</sup>. We have had an approach from a private operator who has expressed an interest in developing and operating a single line cable ski at the site, and RGF are assisting him with applying for grants, although he is willing to invest from his own funds also. This makes it essential to have shower and changing room facilities on site and RGF are also working towards obtaining grants to fund these facilities

Consideration for application for Blue Flag status by 2013 will require investment in infrastructure (public toilets) to enable this and discussions continue how this might be achieved given reducing revenue budgets.

Project	Sponsor	Manager	Est. Start	Progress
Sun Centre/Pavilion Theatre Options Review	Bethan Jones	Tom Booty	tbc	GRE

Consultants have recently produced a study considering options and outlining the potential for developing a new wet leisure facility in conjunction with a private sector partner (who would be required to help meet some of the capital cost – estimated in the £12 to £15 million range. No further progress

Project	Sponsor	Manager	Est. Start	Progress
Water Quality/Blue Flag	Tom Booty	Carol Evans		AMB

Sampling at Marine Lake and East Parade recommenced In May 2012. Subject to ongoing results achieving Guideline Quality Excellent. Marine Lake could achieve Blue Flag by 2013 subject to public toilets being available on site. East Parade will take longer, and an application for the site to become a designated EU sampling point will be submitted again in December 2012 to WG. This will follow efforts this season to establish the area as a bathing area

Project	Sponsor	Manager	Est. Start	Progress
Events Programme	Tom Booty	Lisa Walchester	Summer 2012	GRE

BRAND have developed a series of activities which will take place on Rhyl promenade this season. It will include attractions such as street entertainers, circus workshops, face painting and balloon modelling. Anwyl Construction have agreed to sponsor a sand sculpting demonstration which will take place in the space in front of the Apollo Cinema. All these activities will complement the larger planned events programme organised by the DCC Events Officer

Project	Sponsor	Manager	Est. Start	Progress
Marketing the Tourism Offer in Rhyl	Graham Boase	Mark Dixon		AMB

**www.visitrhylandprestatyn.com** is the official marketing area website and is regularly updated. It enjoys on average up to 10,000 visitors per month in the run up to the main summer season.

Through the Destination Management Plan for Denbighshire, Rhyl Going Forward needs to ensure that the message about Rhyl as a traditional seaside, family friendly resort is enshrined in the development of the plan

Project	Sponsor	Manager	Est. Start	Progress
Signage Strategy	Carol Evans	Ray Large	tbc	AMB

The project continues to be developed and has been raised at a recent Town Management workshop as an important project for Rhyl

Project	Sponsor	Manager	Est. Start	Progress
Paddling Pool Aqua Park	Tom Booty	Carol Evans		AMB

A proposal and estimate has been received for the installation of a "Splash Park" which can be accommodated within the existing area. These proposals will need to be duly considered and funding sought to implement. No further progress has been made on this initiative

Project	Sponsor	Manager	Est. Start	Progress
Big Wheel	Tom Booty	Carol Evans		AMB

No responses to the advertised tender were received. Expressions of interest will again be advertised in September 2012 for the 2013 season in order to more successfully achieve this aim

## Under Consideration

*Some consideration has been given to the project but significantly more work is required to understand the feasibility of the proposal and to developing the concept.*

Project	Sponsor	Manager	Est. Start	Progress
Underground Car Park				

Discussions with potential developers/investors will continue around the central promenade leisure zone of which the underground car park will be considered a valuable asset to a developer. Small scale improvements to the car park have been carried out to improve its general appearance and ambience. Ongoing anti social behaviour, cleanliness and general maintenance is also an issue currently.

Project	Sponsor	Manager	Est. Start	Progress
Garford Road Slipway				

There is no public slipway in Denbighshire, but the opportunity to create one at Garford Road exists. It would require some funding and an understanding of how it could be properly maintained and managed. The current collaboration exercise being undertaken with Conwy maritime services may provide solutions around how its management might be structured

Project	Sponsor	Manager	Est. Start	Progress
Beach Huts & Barbeques				

The possibility of introducing beach huts and barbeque areas along the East Parade area of the promenade has been discussed, but would require significantly more investigation and analysis in order to be progressed. As well as the capital costs, the ongoing management and maintenance requirements would need to be carefully considered.

Project	Sponsor	Manager	Est. Start	Progress
Resort Management				

The management of visitor facilities along the promenade are currently the responsibility of a number of

different departments within Denbighshire County Council. It is proposed to review these arrangements to investigate the possibility of bringing the facilities under one management structure, ring-fencing some of the income that is generated through these facilities, and thus enabling a more proactive approach to managing the resort with a resulting enhanced visitor experience.

Project	Sponsor	Manager	Est. Start	Progress
Events Arena				

To improve the events programme and to create the opportunity for bigger acts and events, there may be a requirement for some investment to improve the facility. For example, creating a dry stage area, associated good quality green rooms, removable seating, etc may be required in order to attract big name, headline acts.

Project	Sponsor	Manager	Est. Start	Progress
Wind Farm Interpretation Centre				

The development of a number of major wind farms off the North Wales Coast – some of which are very visible from Rhyl – provide the opportunity to create an Information/Interpretation Centre somewhere in Rhyl. Such an initiative would need to be developed in conjunction with the private sector, but could provide an added visitor attraction for Rhyl. Options of how this might be delivered and where it could be located could be explored.

Project	Sponsor	Manager	Est. Start	Progress
Coastal Path Links Strategy				

The proposed new cycle bridge at Foryd Harbour, combined with the number of existing excellent cycle facilities such as Marsh Tracks and the traffic free North Wales Coastal Path, provide the opportunity to attract new cycle visitors to the area. This project will provide a baseline review of cycle facilities in Rhyl, and develop a strategy/action plan for investment to improve the facilities in a way that will maximise the economic benefits of cycle visits.

Project	Sponsor	Manager	Est. Start	Progress
Quiet Revolution Wind Turbines				

Some consideration is being given to the possibility of installing Vertical Access Wind Turbines along the promenade. Further financial analysis is required to understand whether there is a sound business case for investment.

Project	Sponsor	Manager	Est. Start	Progress
Geronimo's Improvements				

The owner of Geronimo's Arcade and Children's Play Area is seeking grant funding to undertake improvements to the premises.

Project	Sponsor	Manager	Est. Start	Progress
Public Realm Resources				

A Resort Management Plan is being considered to better understand the resource gap which currently exists. Its basis is to try and better organise structures and budgets. Studies have shown that Rhyl's

greatest asset is its beach and it remains a natural attraction which deserves to be protected and nurtured. Along the promenade adjacent to the beach there are many attractions which require maintenance in order to make Rhyl as a resort perform better. The tourism growth potential has been identified in the "Turning the Tide" report in which Rhyl plays a pivotal part. The Beach and Promenade offers a very special, traditional seaside experience for a wide variety of groups.