

Appendix 3

Rhyl Going Forward Delivery Review Workshop

Friday 2 November 2012-11-06

In Attendance:

Facilitators:

Tom Booty	RGF/DCC
Peter McDermott	DCC
Elaine Upton	DCC
Rebecca Maxwell	DCC

TABLE 1

Steve Parker	DCC
Richard Henderson	White Rose
Graham	Pennaf
Worthington	
Alan James	RTC
Dave Smith	DCC
Margaret McCarroll	DCC/RTC
Wyn Roberts	WG
Sarah Roberts	RTC

TABLE 2

Carol Evans	RGF/DCC
Barry Mellor	DCC/RTC
Carolyn Graham	MP Rep
Peter Prendegast	RTC
Andy Rutherford	RTC
Rebecca Siddall	RTC
Phil Thomas	RTC

TABLE 3

Celia Jones	College
Malcolm Hall	TCM
Hugh Evans	DCC
Pat Jones	DCC/RTC
Ellie Chard	RTC
Cheryl Williams	DCC/RTC
Jamie Groves	DCC

TABLE 4

John Bellis	RBG
Brenda Steed	DCC
Steve Radcliffe	RTC
Ian Armstrong	DCC/RTC
Stuart Davies	DCC

SESSION 1: Strategic Focus

General agreement that the principles outlined felt right but some more work required on how the linkages between Rhyl Going Forward, Rhyl City Strategy and Communities First could work. Paper on suggested governance structures required.

West Rhyl

Aims & Objectives

General consensus at the work shop that the aims and objectives for this workstream were correct.

Project Prioritisation

Project:	Review Recommendation:	Programme Manager Recommendation:	Organisation(s):	Comments:	Links with:
Edward Henry Street	SHORT	MEDIUM	RGF/Pennaf/WG	The WRHIP is taking a significant amount of resource (both people and money), and as such we would have very limited capacity to progress another major property scheme in the area. It would seem logical to “move on” to this area once the implementation of the WRHIP is more progressed.	
Crescent Road Car Park	MEDIUM	MEDIUM	RGF/Pennaf/WG	As above – although may need earlier consideration depending on development of Honey Club and other promenade projects.	
	1 SHORT TERM 1 MED TERM 0 LONG TERM 2 TOTAL	0 SHORT TERM 2 MED TERM 0 LONG TERM 2 TOTAL			

Tourism & the Coastal Strip

Aims & Objectives

General consensus at the work shop that the aims and objectives for this workstream were correct, but perhaps more thought required on how we can develop tourism accommodation more effectively as part of the strategy. Also need to consider how we can reinstate a funfair or similar as a key attraction for Rhyl.

Project Prioritisation

Project:	Review Recommendation:	Programme Manager Recommendation:	Organisation(s):	Comments:	Links with:
LoveRhyl website	SHORT	SHORT	RGF/TCM Resort Management	Need to develop this website. Budget will be required to do so.	Marketing Campaign
Marketing Campaign	SHORT	SHORT	RGF/TCM Resort Management	Need to start wider marketing campaign directed primarily at visitors to get message that Rhyl is improving to attract more visitors. Must be linked to development of website.	LoveRhyl website
Sun Centre replacement	SHORT	SHORT	RGF/DCC Leisure	Deliver a new facility that will provide a new wet weather destination for Rhyl. May need to secure feasibility funding. Delivery would be medium/long-term.	Pavilion Theatre Sky Tower Children's Village
Pavilion Theatre	SHORT	SHORT	RGF/DCC Leisure	Deliver improvements to the theatre to increase its commercial viability and potential to act as a conference centre. May need to secure feasibility funding. Delivery would be medium/long-term.	Sun Centre replacement Sky Tower Children's Village
Sky Tower	SHORT	SHORT	RGF/DCC Leisure	Need to agree and deliver solution for the Sky Tower.	Sun Centre replacement Pavilion Theatre Children's Village

Children's Village	SHORT	SHORT	RGF/ DCC Leisure	Need to agree and deliver solution for the Village. Links with other major developments on the prom (Sun Centre, etc) as location of these will influence what can happen to the Village.	Sun Centre replacement Pavilion Theatre Sky Tower
Ocean Plaza	MEDIUM	SHORT	RGF/ DCC Planning Private Sector	Short-term work to try and deliver existing scheme. If this proves non-viable, consideration will be required of how we can move this key site forward.	Rhyl Harbour Marine Lake Cycle Link
85-90 West Parade	MEDIUM	MEDIUM	RGF/WG	Site has been temporarily landscaped so is no longer an eyesore. Still need to deliver longer-term solution. Could be marketed as part of the other WG site on West parade. Will need a Development Brief.	Coastal Defence Phase 3
West Parade – Sandringham to Sydenham	MEDIUM	MEDIUM	RGF	Allocated for housing, but has potential to become significant eyesore if not improved/developed. First step may be to progress an Development Brief, although there may be flooding issues with the site.	Coastal Defence Phase 3
Boutique Training Hotel	SHORT	SHORT (for feasibility)	RGF/RCS/College	Would seem to have a range of regeneration benefits – creation of quality accommodation, skills development and training opps, jobs, environmental enhancement. Further feasibility required and site/property options considered. Will need to secure feasibility funding. Delivery would be long-term.	
Wind Farm Interpretation NOW Renewable Energy Innovation Centre	SHORT	SHORT (for feasibility)	RGF/RCS/College	At discussion in the group the concept changed from merely being a visitor attraction (that is unlikely to generate many repeat visits) into an innovation centre which, whilst still having a visitor attraction function, would be an educational establishment to promote training and development (and jobs) in renewable energy sector. Would most	Quiet Revolution wind turbines

				likely need a Energy Company partner to make this viable, and would need to identify an appropriate site. Will need to secure feasibility funding. Delivery would be long-term.	
Quiet Revolution Wind Turbines	LONG	LONG	tbc	Only progress this in the short-term if linked with project above – Innovation Centre	
Resort Management	SHORT	SHORT	DCC Housing & Community development DCC Leisure	This could be delivered within existing resources. Key consideration for the imminent reorganisation of the regeneration service. Links with Leisure function of the Council	Garford Road Rhyl Harbour Marine Lake
Beach Huts	MEDIUM	LONG	tbc	The most appropriate way to progress this would seem to be to work with holiday/caravan parks, although the impact and job creation is small so recommend not treated as a priority.	
Promenade Activity Programme	MEDIUM	SHORT	tbc	Links with resort Management role, but recommend that a small budget be established to continue the programme of events as per season just gone. Also explore possibility of sponsored activities.	Resort Management
Big Wheel	SHORT	SHORT	RGF/ DCC Property	Already in progress and limited resource requirement.	
Cycle Link (under/over railway)	SHORT	SHORT (for feasibility)	DCC Highways/ RGF	Investment in bridge and commitment of key partners like sustrans suggest the feasibility of this should be progressed now. Will need to secure feasibility funding. Delivery would be long-term.	
Marine Lake Cableski	SHORT	SHORT	RGF	Existing commitment from private sector to develop.	

Marine Lake Commercial Opportunities	MEDIUM	MEDIUM	tbc	There is a need to link this concept with the proposals for management of the Rhyl Harbour and wider Resort Management proposal. These need to be more developed before we progress on further work at Marine Lake.	Resort Management Rhyl Harbour
Rhyl Marina	MEDIUM	LONG	tbc	Recommend that we need to finish the Rhyl Harbour project, establish robust operating procedures and gauge popularity of moorings before progressing with Marina. Very expensive to deliver and unclear how this could be funded with very limited associated development opportunities.	
Pedestrian Signage	MEDIUM	MEDIUM	RGF/TCM	Need to have further developed plans for major projects such as Sun Centre replacement to avoid any abortive works on signage strategy. Also in itself does not create jobs/secure investment. The scope needs to be widened to include all signage from A55. Need to think carefully about what signage works we do in car parks under the parking strategy, and also work with TCM about signage within town centre	Parking Strategy Other town centre and promenade projects
Public Art Strategy	MEDIUM/LONG	LONG	RGF	Need to develop and deliver more critical projects (in terms of jobs and investment) before embarking on a comprehensive public art strategy.	
Garford Road Slipway	SHORT	SHORT	tbc	Link with resort Management	
Aqua Park	LONG	LONG	tbc	Need to see how Sun Centre replacement project develops and then review the need for this type of project.	
The Grange	SHORT	SHORT	RGF	Need to find a solution for this eyesore property.	

Visitor Information/ Welcome to Rhyl	SHORT	MEDIUM	Town Council?	New project suggested at the workshop, to consider a new location and revamped offer for tourist information. Suggest this is more medium term rather than short as there is existing provision and we need to consider the future impact of other projects such as the Sun Centre Replacement.	
	15 SHORT TERM 9 MED TERM 2LONG TERM 26 TOTAL	16 SHORT TERM 5 MED TERM 5 LONG TERM 26 TOTAL			

Town Centre

Aims & Objectives

Questions about whether or not the aims and objectives were quite right for this workstream, and as a result needs further consideration which should include the role of independent retail in the pedestrianised areas and the development of the night time economy. We may need to consider further work group to develop the thinking on the town centre.

Project Prioritisation

Project:	Review Recommendation:	Programme Manager Recommendation:	Organisation(s):	Comments:	Links with:
Queen's Market	SHORT	SHORT (for feasibility)	RGF	Recommended as short-term in terms of feasibility and further investigation. Suggest investigated as a mixed use scheme with strong retail element rather than solely retail. Would require very substantial private sector investment and therefore may not be deliverable in the current market. Delivery would be long-term (3 years plus). First step would be to meet with site owners to determine their "appetite" for selling/joint venture, etc	
Rhyl Town Hall	LONG	SHORT (for feasibility)	RGF/RCS/College	As the only significant property in the town centre in Council ownership, the town hall offers the opportunity to develop something relative quickly. Suggest short-term feasibility to explore potential and develop business justification. Will need to secure feasibility funding. Delivery would be long-term.	

Water St / Queen St Environmental Imps	MEDIUM	MEDIUM	RGF	Would need to have better understanding of what property initiatives we are going to progress before committing to environmental improvements.	
Vacant Property Scheme	SHORT	SHORT	RGF/RCS	This is not an empty shops scheme looking at aesthetic imp and temporary uses. This would be a more comprehensive scheme to secure significant investment in the property to bring it back into use and create jobs, through grant aid or possibly by public sector ownership.	
49-55 Queen St	SHORT	SHORT	RGF/RCS/WG/ DCC Conservation	Work already progressing on feasibility. Focus efforts on getting a deliverable and funded scheme.	
Parking Strategy	SHORT	SHORT	DCC Highways/ TCM/RGF	Need for comprehensive review of parking – to include on-street parking. Needs to consider wider long-term plans for regeneration and overall signage.	Signage Strategy Other town centre and promenade projects
Public WiFi Network	SHORT	LONG	tbc	Unclear what the benefits of this would be when many locations already provide WiFi.	
	5 SHORT TERM 1 MED TERM 1 LONG TERM 7 TOTAL	5 SHORT TERM 1 MED TERM 1 LONG TERM 7 TOTAL			

Housing & Neighbourhoods

A general feeling that this workstream was a bit bland and non-specific. Given the scope of works in the other workstreams perhaps rather than have this as a separate workstream consider removing it from the programme but then having a number of “other key projects” which don’t fit neatly in any of the other workstreams but are still important in the overall scheme of things. This would allow us more flexibility for the types of projects we include in the programme, for example allowing us to include projects which link Rhyl into wider regional job opportunities.

Project:	Review Recommendation:	Programme Manager Recommendation:	Organisation(s):	Comments:	Links with:
Rhyl High School Innovation Centre	SHORT	MEDIUM	RGF/RCS/College DCC Education Rhyl High School	Need to develop the business justification and rationale for the project as part of the new school build. Suggestion of alternative location suggested at the Workshop may be difficult to deliver given that the concept is to add value to the significant funding that will already be going into the school. A stand-alone centre would be significantly more expensive.	
	1 SHORT TERM 0 MED TERM 0 LONG TERM 1 TOTAL	0 SHORT TERM 1 MED TERM 0 LONG TERM 1 TOTAL			