

## Appendix 5 Performance Management Framework

### Chapter 2: People and places in Rhyl benefit from regeneration activity (OUTCOME 2)

**What this means:** Providing leadership and coordination to tackle the key challenges to the wellbeing and economic circumstance of people living in a deprived area and to build the relationship between partners and the communities they serve. We must ensure regeneration is coordinated and people feel the benefits. “The concentration of deprivation in the poorest communities in Wales can necessitate a focus on place.” (Child Poverty Strategy for Wales, 2011).

Status Updated	Updated by:	Evaluation	Overall Evaluation
Q2 2012/13	RGF Programme Manager	Communities in Rhyl are slowly benefiting from regeneration, and educational outcomes are improving. However, outcomes for people in Rhyl are still generally worse than for the rest of the county/country. Intervention required in respect of Rhyl Town Centre.	Orange (acceptable)

#### What's going well

- Communities in Rhyl are slowly benefiting from regeneration activity, demonstrated by two wards moving out of the top five most deprived areas in Wales.
- Educational outcomes for learners in Rhyl high schools are improving; however, there remains an attainment gap between those learning in Rhyl to those learning in Denbighshire's other high schools.

#### What concerns us and what we're doing about it

- Rhyl West 2 remains the first most deprived ward in Wales (identified as 'red'). People in Rhyl are more likely to be out of work compared to the rest of Denbighshire, Wales and Great Britain (identified as 'red').
- There are more vacant town centre properties in Rhyl than in 2010 (although the proportion of vacancies in other towns has increased and is highest in Corwen), and revenue from tourism industry direct employment has declined slightly. There are significant economic structural problems in Rhyl Town Centre. The Rhyl Going Forward Programme Board is taking action; but a strategy and projects are required. This has been identified as 'red' and will be escalated to LSB.
- The three pillars of regeneration (physical; economic; social) are being delivered by the action plan for this Outcome; Rhyl Going Forward (physical);

Rhyl City Strategy (economic) and Communities First (social). The Rhyl Going Forward Strategy is currently being refined and projects are being reprioritised. A revised Communities First Action Plan will be re-submitted in December 2012.

- Communities Scrutiny Committee receives regular updates from Rhyl Going Forward. For more information, contact Rhian Evans, Scrutiny Support Officer.

## Outlook

- Significant challenges remain and as with all regeneration programmes, it will take many years before we will be able to demonstrate improved outcomes for people living, working and learning in Rhyl. Early indications show Rhyl is moving in the right direction.

INDICATORS OF SUCCESS	Baseline	2011/12 Data	Performance
Fewer or no Rhyl Lower Super Output Areas (LSOAs) will be in the top 5 most deprived areas in Wales (Wales Index of Multiple Deprivation)	1st most deprived : Rhyl West 2; 4th most deprived : Rhyl West 1; 5th most deprived : Rhyl South West 2 (WIMD, 2008)	1st most deprived : Rhyl West 2; 7th most deprived : Rhyl West 1; 12th most deprived : Rhyl South West 2 (WIMD, 2011)	Better than baseline / ▲
Percentage of working age population claiming Jobseekers Allowance in Rhyl West and Rhyl South West (count as at September)	15.5 6.6	15.5 7.8	Worse than baseline / ◀▶
Number of vacant town centre properties	47 (12.1%)	59 (15.4%)	Worse than baseline / ▼
STEAM tourism industry direct employment (coastal Denbighshire)	£2,763m	£2,723m	Worse than baseline / ▼
STEAM total revenue from tourism (coastal Denbighshire)	£177.09 m	£176.42 m	Similar to baseline / ◀▶
Town centre footfall	-	-	New indicators. Data will be available for next report.
Tenure (owner occupation / private rented / RSL)	-	-	
Type of housing	-	-	
Percentage of KS4 pupils who achieved Level 2, including English/Welsh and Mathematics at Rhyl High School and Blessed Edward Jones R.C. High School	31 and 18 respectively	36 and 37* respectively	Better than baseline / ▲

\* May 2011.

PERFORMANCE MEASURES	Baseline 2011/12	2012/13 Data (Q1&2)	2012/13 Target	Performance
Measures for this outcome are being refined and will be available in the next report.				

ACTIONS	Status	Performance
West Rhyl - Create an attractive neighbourhood where people want to live	In progress	Yellow
Tourism - Create new business and job opportunities by increasing visitor numbers and visitor's spend	In progress	Yellow
Town Centre - Create new business and job opportunities by supporting investment in retail, but also by introducing new uses and diversifying the town centre economy	In progress	Red
Live & Work in Rhyl - Improving neighbourhoods in the whole of Rhyl so they are attractive and desirable places to live	In progress	Orange
People & Jobs - Linking workless people and employers, tackling barriers to work, improving health of workforce (Rhyl City Strategy)	In progress	Orange
Skills - Tackling the lack of essential skills and qualifications and coordinated focus on key sectors (Rhyl City Strategy)	In progress	Orange
Stimulating growth & opportunity - Development of new enterprise and growth of existing companies, development of social enterprise and stimulation of sole trading environment (Rhyl City Strategy)	In progress	Orange
Prosperous Communities - reducing inequalities in income and opportunity (Communities First)	In progress	Orange
Learning Communities - promote a culture of learning (Communities First)	In progress	Orange
Healthier Communities - improved health & wellbeing for all (Communities First)	In progress	Orange
Development of a model of care which is based on holistic needs and integrated working	In progress	NA: consultation underway
Explore and develop appropriate models of community health development workers	Not Started	Yellow
Target health developments to meet the identified health needs of the population including older people, older people with mental health needs, children and families	In progress	NA: consultation underway