

**Report to:** Communities Scrutiny Committee

**Date of Meeting:** 17 January 2013

**Lead Member / Officer:** Leader/Lead Member for Economic Development  
Rhyl Going Forward Programme Manager

**Report Author:** Rhyl Going Forward Programme Manager

**Title:** Rhyl Going Forward – Rhyl Going Forward Update

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**1. What is the report about?**

This report provides an update on the Rhyl Going Forward Regeneration Strategy.

**2. What is the reason for making this report?**

To provide information regarding progress in terms of implementing the Rhyl Going Forward (RGF) Regeneration Strategy, its financial implications, and the progress or prospects in terms of benefits realisation.

**3. What are the Recommendations?**

That Members note and comment on the progress made to date and determine whether any specific areas of the Programme would benefit from detailed examination.

**4. Report details.**

**4.1 Review of the Rhyl Going Forward Strategy**

In order to assess the current regeneration strategy and its constituent projects in November 2012 the RGF Programme Board undertook a Delivery Review Workshop. The background report that was provided to the attendees prior to the event is attached as **Appendix 1 – A Review of the Rhyl Going Forward Delivery Plan**. The following sections summarise the outcomes from this event.

**4.2 West Rhyl**

The overall aim, rationale and specific objectives for this element of the strategy were agreed by the RGF Programme Board as detailed in **Appendix 1 – A Review of the Rhyl Going Forward Delivery Plan**. The main project under this workstream is the West Rhyl Housing Improvement Project – £16 million public sector investment to acquire properties and create a new park, remodel houses and develop new residential and commercial sites. All funding is in place and work on this project has commenced. Key progress includes:

- Compulsory purchase order made for all properties required, although negotiations to acquire by agreement continue. Currently in the consultation period for objections
- Plans for next phase of demolition (north side of Gronant Street) being developed
- Planning application for refurbishment of 3 – 9 Abbey Street for family housing submitted by Clwyd Alyn Housing Association with scheme scheduled to start on site later in the year.

#### 4.3 Tourism & the Coastal Strip

The overall aim, rationale and specific objectives for this element of the strategy were agreed by the RGF Programme Board as detailed in **Appendix 1 – A Review of the Rhyl Going Forward Delivery Plan**. The key projects to deliver this part of the strategy are:

- **Rhyl Bridge & Harbour** - £10 million public sector investment to construct a new, iconic pedestrian and cycle bridge to connect the North Wales Cycle Path, along with associated public realm and business accommodation development. This scheme is on site and expected to complete in summer 2013.
- **21 – 24 West Parade** – proposal to construct a 60 bedroom hotel and restaurant. Development Partner has been selected and designs currently being developed. Demolition of existing building commences in January 2013, with a planned start on construction later this year (subject to planning)
- **Rhyl Coastal Facilities** – business justification currently being developed for investment in a new Aquatic Centre, refurbishment of the Pavilion theatre and a new use for Rhyl's Sky Tower. In the early stages but successful delivery would see an additional £15 million invested in leisure facilities in Rhyl.

#### 4.4 Retail and the Town Centre

As a result of the multiple challenges faced by the town centre the Programme Board has sanctioned further work on developing the strategy for this element of the overall strategy. For this reason no objectives have yet been agreed but a further workshop is planned in March 2013. The key existing projects for this element of the strategy are:

- **Bee & Station** - £1.5 million refurbishment of key town centre property to create office units for small and medium sized enterprises. This scheme is on site and expected to complete in summer 2013.
- **Railway Station** – planned £1.5 million investment to improve the railway station, planned to start late 2013.

#### 4.5 Housing and Neighbourhoods

As with the town centre, the Programme Board has sanctioned further work on developing the strategy for this element of the overall strategy. For this reason no objectives have yet been agreed but are being developed as part of the wider “live and work in Denbighshire” concept which aims to develop a coherent approach to attracting both people and businesses to locate in the County. The key existing projects for this element of the strategy are:

- **Rhyl High School** – £25 million scheme to construct a new school building for Rhyl High School.
- **Area Renewal** – ongoing external improvements to residential properties in East and West Rhyl.

#### **4.6 Project Prioritisation**

The Programme Board’s Review Workshop event also considered the constituent projects of the overall RGF strategy. The initial project list is provided in **Appendix 2 – Project List** and the outcome of this discussion is attached as **Appendix 3 – Rhyl Going Forward Delivery Review**. Work on project prioritisation continues in tandem with the development of the new organisational structure for the Council’s regeneration function. This will mean that going forward the correct staffing resources will be in place to deliver the agreed strategic priorities.

#### **4.7 Review of Governance Arrangements**

Along with the strategy review there has been a review of the governance arrangements. These are outlined in **Appendix 4 – Rhyl Going Forward Programme Board – some proposals for the way forward**.

#### **4.8 Performance Management Framework**

Some initial work has been undertaken with the Big Plan Team at developing a more comprehensive performance management framework for the programme, and the results of this work are attached as **Appendix 5 – Performance Management Framework**. Going forward this work will be developed in conjunction with Housing & Community Development Services Quality and Performance Manager and the recently appointed Economic Ambition Programme Manager.

### **5. How does the decision contribute to the Corporate Priorities?**

#### **5.1: Priority 1 – Developing the Local Economy and Our Communities**

The main thrust of the RGF Regeneration Strategy is to create more jobs and business opportunities in the area, thereby directly addressing this priority.

#### **5.2: Priority 6 – Ensuring access to good quality housing**

Specifically the WRHIP will directly impact on the priority outcome of “*offering a range of types and forms of housing...to meet the needs of individuals and families*”.

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

The overall regeneration strategy does not have a dedicated budget. Funding is allocated to specific projects, in the main utilising external funding sources, and the funding is monitored on a project by project basis.

**7. What consultations have been carried out?**

The programme is monitored by the multi-agency Programme Board which ensure there is a broad consensus of approach across key agencies in Rhyl to the approach. Further work is being undertaken on developing a stronger marketing and communication approach to ensure there is a broader community awareness of the strategy. Individual projects have their own consultation strategy.

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

Risks are monitored by the Programme Board utilising ***Appendix 6 – Programme Risk Register***.

**9. Power to make the Decision**

No decision required.

Article 6.3.4 of the Council's Constitution permits Scrutiny to review and scrutinise the Council and other public bodies' performance in delivering their policy objectives and activities.

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