

Town Centre Highlight Report

April 2013



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Aims & Objectives	Current Status:
<p>In the town centre we are trying to create new business and job opportunities by supporting investment in retail, but also by introducing new uses and diversifying the town centre economy.</p> <ol style="list-style-type: none"> 1. Objectives not yet developed and agreed 2. Objectives not yet developed and agreed. 3. Objectives not yet developed and agreed 	RED
	Previous Status:
	RED

What's going well?

The refurbishment of the Bee & Station is forecast to complete by end of April 2013 and will be marketed as quality office space.

The facilitated "Visioning Day" with the Town Centre Management Group and RGF Board took place on 5 March 2013. Outcome of the day is yet to be written up but some strong ideas came forward for the strategy and constituent projects.

There is evidence of continued private sector investment in the town with former Dudley Arms pub opening as the Cob & Pen, a new restaurant/nightclub – Front Room - opening at the bottom end of the High Street, and a new outdoor clothing shop – Granite – opening on the junction of High Street/Wellington Road.

A programme of Easter events has been arranged by the Town Centre Manager.

What concerns us and what are we doing about it?

Marks & Spencer and Next have both now closed, and the new retail development in Prestatyn has opened. This has had an immediate and very noticeable impact on footfall and trade in Rhyl. It is a little early to determine what the longer term impact of this development will be on Rhyl and whether the immediate impact will ease as the novelty factor of the new development wears off. Clearly though it has and will continue to have an impact on footfall and trade in Rhyl town centre.

Evidence from the footfall cameras are suggesting that the market is not having the desired impact of increasing footfall, with some non-market days achieving higher footfall figures. This is due to be discussed at the next meeting of the Rhyl Market Working Group on 12 April 2013, with a view to developing some proposals for the future of the market.

Outlook

As expected, the opening of the new shopping development in Prestatyn has had a negative impact on Rhyl, and made the need to develop a coherent regeneration strategy and secure additional funding for the town centre even more pressing. That said, the recently announced New Regeneration Framework from Welsh Government – Vibrant and Viable Places – would seem to offer a potential source of funding in the future. We are still awaiting the guidance on

the funding criteria and bidding process, but bids would need to be submitted to WG in October 2013 with a view to project delivery beginning in April 2014.

Committed Projects

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

Project	Lead Organisation	Forecast Completion	Delivery Confidence
Bee & Station	DCC	Apr 13	GREEN
45 – 47 Water Street (external works only)	Pennaf	Apr 13	GREEN

In Development

Feasibility or ongoing development of the project is underway.

Project	Lead Organisation	Comments
49 – 55 Queen Street	DCC/RCS	Initial feasibility for refurbishment of this WG owned property for an Enterprise Centre complete. Investigation of potential funding streams ongoing.
Rhyl Railway Station	Network Rail	Improvements to Rhyl Station currently being worked up by Network Rail. Forecast on site by 2014.

Under Consideration

Some consideration has been given to the project but significantly more work is required.

Project	Lead Organisation	Comments
Queen's Market	DCC	Possible redevelopment site for mixed use including retail.
Rhyl Town Hall	??	Some discussion about development for performing arts, craft market, etc, but no further progress made.
Vacant Property Scheme	??	Some discussion about a scheme to get empty shops back into use discussed but no further progress made.
Parking Strategy	DCC	Desire expressed by town centre businesses for a review of parking strategy. Some limited progress made in terms of new policies.
Town Centre Street Furniture	DCC	Concerns have been raised about the current condition of the town centre street furniture.

Indicators of Success

Denbighshire County Council is currently developing an Economic Ambition Strategy for the County which is currently forecast to be complete by September 2013. Rather than develop a separate set of indicators and performance measures for Rhyl, it has been agreed with the team developing the Economic Ambition Strategy that the Rhyl indicators should ideally be a “sub-set” of the wider Denbighshire Performance measures. As such, it is the intention to develop the Rhyl indicators once the County wide measures have been agreed.

Indicator	Baseline (2010)	Target	Most Recent	Performance

Performance Measures

To be developed