

Seafront Highlight Report

April 2013



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| Aims & Objectives | Current Status: |
| <p>Along the coastal strip we are trying to create new business and job opportunities by increasing visitor numbers and visitor spend:</p> <ol style="list-style-type: none"> 1. To improve the visitor experience by ensuring a clean and well maintained environment, a welcoming atmosphere and by providing a range of activities and events. 2. To create new visitor attractions that are consistent with the current appeal of Rhyl as a family orientated seaside resort, but that will attract visitors who currently do not visit. 3. To market the resort more effectively to improve the public perception of Rhyl as a place to visit, live or invest | <p>YELLOW</p> <p>Previous Status:</p> <p>YELLOW</p> |

What's going well?

Work continues on developing the business case for the Denbighshire owned Leisure facilities along the coast. The key elements of this are:

- New Aquatic Centre and new use for Sky Tower
- Demolition of Sun Centre and improvements to Pavilion Theatre
- Public Realm/car parks
- Children's Village Restaurants
- Nova (Prestatyn)

Ground investigation works and other surveys are being undertaken in relation to the new Aquatic Centre, and some repair works to the Sky Tower are being programmed over the next few months to ensure there is no risk to public safety posed by the structure.

Some initial design work has been undertaken and we now have some proposals for improvements to the Underground car park and to Crescent Road car park. At this stage no funding has been identified to implement these schemes but they are seen as an important part of the overall proposal because of the loss of parking caused by the proposed location of the Aquatic Centre and the increase in demand for car parking that should result from the new facility. We also have some design proposals for the creation of a pedestrian "plaza" for the space between the Aquatic Centre, Cinema and Children's Village.

The new East Parade beach access, creating disabled access to the beach as well as access for hand pulled beach craft (kite buggies, kayaks, etc) has completed as of 28th March 2013. An official launch event is planned for 3.00pm, 23rd April at the Pavilion Theatre.

Rhyl Harbour Bridge still scheduled to be operational by 28 Jun 2013. One of the bridge decks has arrived on site. Works on the square and harbour building will continue after the bridge and scheduled to complete by Dec 2013.

Some funding has been identified to develop the LoveRhyl brand and website as the visitor marketing strategy for Rhyl which should allow for the project to be progressed over the next month.

A programme of activities such as face painting, circus workshops, etc has been proposed for the summer on the promenade. This will provide 26 days of activity at the cost of approximately £15,000. The plan is to underwrite this from the Rhyl Going Forward operational budget, but with a view to trying to secure sponsorship to meet the costs or possibly even extend the programme.

A collaborative project between DCC and CCBC and funded by RWE N Power through the Gwynt y Mor Tourism Fund is set to commence in the Spring/Summer of 2013. The project will provide web based information, QR codes and information hubs along the coastal path from Prestatyn to Llandudno and the hinterland links off such as Gronant dunes, Marsh Tracks, Rhuddlan Nature Reserve for walkers and cyclists and provide leaflets/booklets/audio trail facilities at specific locations including public transport hubs. In addition the funding will provide capital for infrastructure improvements such as car parking surfacing at marsh Tracks and Prestatyn Hillside.

What concerns us and what are we doing about it?

We experienced further delays, mainly relating to contractual issues, for the demolition of the Honey Club, but are now confident that the demolition work will start in April 2013. The Development Agreement between our preferred developer – Chesham Estates – and DCC has still not been signed, but a meeting has been arranged with Chesham Estates to try and progress this and ascertain where they are up to with the design process.

A new Public Inquiry date of 11th & 12th of June 2013 has been set for the compulsory purchase of 25/26 West Parade, which is required for the hotel scheme.

The Ocean Plaza site has not progressed as issues relating to power supply and flood risk continue.

The planning application for the Marine Lake Cable Ski was deferred at Planning Committee because some concerns have been raised about its environmental impact. All the concerns raised have previously been addressed and evidenced, so we remain confident that the application will be approved at the next Committee on 17th April 2013. However, the delay could cause issues in terms of implementation as the installation work will now be in the season when the miniature railway is in operation.

The Grange Hotel continues to be an eyesore on the front and no development solution has yet been identified, but further works to tidy the site will be undertaken by Denbighshire County Council in April if the owner fails to conform with the Enforcement Notice that has been served.

Outlook

The progression of the Rhyl Harbour project, combined with the proposals for the renewal/refurbishment of the major leisure facilities on the seafront gives cause for real optimism. Clearly there is still a long way to go but if the projects are delivered it should result in a significant increase in visitor numbers with associated economic benefits.

Completed Projects

East Parade Beach Access

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 |
|---------------------------|-------------------|---------------------|---------------------|
| Rhyl Harbour & Bridge | DCC | Dec 13 | ORANGE |
| Harbour Empowerment Order | DCC | Jun 13 | ORANGE |
| Honey Club redevelopment | DCC | Dec 14 | ORANGE |
| Marine Lake Cable Ski | DCC | Jun 13 | ORANGE |
| Green Links | DCC | Mar 15 | GREEN |

In Development

Feasibility or ongoing development of the project is underway.

| Project | Lead Organisation | Comments |
|-------------------------------------|-------------------|--|
| Ocean Plaza | SDG | Flood risk and power constraint issues continue to prevent progress. |
| Aquatic Centre & Sky Tower | DCC | Ground investigation and other surveys being undertaken. |
| Public Realm & Underground car park | DCC | Concept plans drawn up. |
| Children's Village Restaurants | DCC | Further consideration needed of how to market these units. |
| Pavilion & Sun Centre | DCC | Business Case in development scheduled for completion in May 2013. |
| Crescent Road car park | DCC | Detailed plans drawn up. |
| LoveRhyl website | DCC | Some funding secured. Hopeful of commissioning design in April 2013 |

Under Consideration

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

| Project | Lead Organisation | Comments |
|------------------------------------|-------------------|--|
| 85 – 90 West parade | WG | Site temporarily landscaped, but earmarked for future development. |
| Boutique training Hotel | DCC/RCS | Concept agreed but need to identify appropriate site and funding sources. |
| Beach Huts | ??? | Not considered a priority at this stage. |
| Cycle Link – connecting Glan Morfa | DCC | Currently trying to secure funding to undertake feasibility of cycle connection by the river between Marine Lake and Glan Morfa. |
| Rhyl Marina | DCC | To be considered once Rhyl Harbour project complete and operational. |
| Pedestrian Signage Strategy | DCC | Currently trying to secure funding to undertake this work. |
| Public Art Strategy | DCC | Not considered a priority at this stage. |

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 |
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Performance Measures

To be developed