

Live & Work Highlight Report

April 2013



**Y RHYL
RHYL**

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| Aims & Objectives | Current Status: |
| <p>We are trying to increase the desirability of Rhyl as a place to live, work, invest and do business.</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 | ORANGE |
| | Previous Status: |
| | ORANGE |

What's going well?

Plans to develop a new school building at Rhyl High continue and are progressing well. This project is led by DCC Education Services.

The ground works for the Rhyl Cut Fisheries project are almost complete, with two fishing pools being created and the excavated material being used to create the mountain bike track at Glan Morfa. Planting will now take place later in the year with the help of local volunteers. This project has been led by DCC Countryside Services.

A final draft of the Green Infrastructure Plan report has been produced. This report details how Rhyl's Green Infrastructure (green spaces, parks, river corridors, etc) could be enhanced to provide community, environmental and economic benefits. Once complete, the document will provide an evidence base and strategic context which will assist in drawing down funding to deliver environmental improvement projects. This project is led by DCC Planning.

What concerns us and what are we doing about it?

The same concerns persist from the previous update report:

The need to develop a more coherent and focussed approach to making Rhyl a more attractive place to live and work was recognised at the Review in Nov 2012. This work will be progressed as part of a wider Denbighshire Economic Ambition Strategy.

The failure thus far to agree an acceptable coastal defence scheme leaves significant parts of West Rhyl vulnerable to flooding. The problems at the Ocean Plaza site have also highlighted a potential significant flood risk posed by the River Clwyd which appears to require a very extensive and expensive flood protection scheme. The Developer is currently undertaking a revised Flood Consequence Assessment for the site, which will clarify the situation. These issues risk being an ongoing deterrent to investment both for housing and economic uses.

The Welsh Government funded ARBED scheme offering improved insulation was being rolled out in Rhyl West 2, but take-up has been very poor and as a result is likely to be withdrawn except for those properties which have already expressed an interest.

Outlook

The work currently being undertaken on the Denbighshire Economic Ambition Strategy will provide the context to develop a much more coherent and robust approach to promoting Rhyl as a place to live, work and invest. This should provide a real opportunity for Rhyl to position itself in the wider Denbighshire and North Wales context and to more effectively attract new investment into the town.

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 High School | DCC | Sep 16 | GREEN |
| Rhyl Cut Fisheries | DCC | Apr 13 | GREEN |
| Area Renewal | DCC | Aug 13 | GREEN |
| ARBED | WG/Wilmot Dixon | under review | RED |

In Development

Feasibility or ongoing development of the project is underway.

| Project | Lead Organisation | Comments |
|--------------------------------|-------------------|--|
| Coastal Defence Phase 3 | DCC | Funding for phase 3 available until 2015, Revised scheme options currently being prepared and should be available in Apr 13 |
| Green Infrastructure Strategy | DCC | Strategy currently being developed by consultants (managed by Planning) and forecast for completion by April 2013. |
| H Bridge cycle priority scheme | DCC | Scheme currently stalled due to traffic impact assessment which shows proposed scheme could cause congestion at Marsh Rd/Vale Rd junction. |

Under Consideration

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

| Project | Lead Organisation | Comments |
|------------------------------------|-------------------|--|
| Live & Work Strategy development | DCC | The need to develop a more coherent and focussed approach to making Rhyl a more attractive place to live and work was recognised at the Review in Nov 2012. This work will be progressed as part of a wider Denbighshire Economic Ambition initiative. |
| Renewable Energy Innovation Centre | ?? | Discussed at Review in Nov 12 but not developed. |
| Rhyl High School Innovation Centre | ?? | Discussed at Review in Nov 12 but not developed. |

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

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 | YELLOW |
| | Previous Status: |
| | YELLOW |

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.

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Performance Measures

To be developed

Town Centre Highlight Report April 2013



| Aims & Objectives |
|---|
| <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 |

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|-------------------------|
| Current Status: |
| 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 Rhyll. It is a little early to determine what the longer term impact of this development will be on Rhyll 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 Rhyll 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 Rhyll 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

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Performance Measures

To be developed

West Rhyl Highlight Report

April 2013



**Y RHYL
RHYL**

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|---|-------------------------|
| Aims & Objectives | Current Status: |
| <p><i>In the West Rhyl Regeneration Area we are trying to create an attractive neighbourhood where working people will want to live</i></p> <ol style="list-style-type: none"> <i>1. To create a balanced housing market which is not dominated by one type of housing or by one type of tenure.</i> <i>2. To create a balanced, stable community with more economically active people living in the neighbourhood.</i> <i>3. To improve the appearance and perception of the area</i> | YELLOW |
| | Previous Status: |
| | ORANGE |

What's going well?

The West Rhyl Supplementary Planning Guidance was adopted by the Council on 26 Feb 2013.

The Public Inquiry for the compulsory purchase order will take place at Rhyl Town Hall on 21/22/23 May 2013. In total 11 objections were received. We are confident that a number of these will be withdrawn as we continue to negotiate acquisitions. We are also exploring the option of offering a house swap for a couple of the objectors whereby, if they agree, we would move them to another house within the project area. Various officers are currently preparing witness statements for the Inquiry and a barrister has been appointed to represent us.

An additional member of staff from DCC Property Services has been secured – funded by the project. This will provide extra capacity to deal with the numerous negotiations for property acquisitions required prior to the Inquiry.

A developer event is planned for 25 April 2013 to identify potential development partners for the redevelopment of the West Parade site and the remodelling/refurbishment of existing houses acquired through the project. The invite list will include both private sector developers and Registered Social Landlords (RSL's). We have been encouraged by the level of interest already expressed by developers.

Following consultation with a number of key partners a draft Design Brief has been produced along with associated procurement documentation for the green space. The plan is to have a design team commissioned in June 2013 with a view to submitting a planning application in the autumn.

Following the "deep clean" of West Rhyl undertaken by DCC public realm team early Jan 13, the area has remained at a good level of cleanliness.

Previous concerns about year end spend have been allayed and we are now on target to meet the forecast spend profile for 2012/13.

The external refurbishment of 13/15 Crescent Road is nearly complete (Pennaf led project).

An initial meeting between Pennaf, DCC and Welsh Government has taken place to discuss future plans for Edward Henry Street, where the majority of properties are owned by Pennaf. Pennaf will be developing some proposals for the area.

What concerns us and what are we doing about it?

There are no major concerns at this point in time.

Outlook

The project is progressing well and currently on track to deliver within agreed timetables and budgets.

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 |
|-------------------------------|-------------------|---------------------|---------------------|
| West Rhyl Housing Improvement | WG/Pennaf/ DCC | Mar 15 | YELLOW |
| 13 & 15 Crescent Road | Pennaf | Apr 13 | GREEN |

In Development

Feasibility or ongoing development of the project is underway.

| Project | Lead Organisation | Comments |
|--------------------------|-------------------|--|
| Edward Henry Street West | WG/Pennaf/ DCC | The block of properties on Edward Henry Street opposite the Last Orders pub are in the ownership of Pennaf. The majority of them are vacant and as such are having a detrimental impact on the area. Pennaf are developing proposals for the future use of the buildings/site. |
| Edward Henry Street East | WG/Pennaf/ DCC | On the East side of Edward Henry Street, all the properties with the exception of the Last Orders pub are in either Pennaf or DCC ownership. Pennaf are developing proposals for the future use of the buildings/site. |

Under Consideration

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

CURRENTLY NO PROJECTS UNDER CONSIDERATION

Indicators of Success

| Indicator | Baseline (2010) | Target | Most Recent | Performance |
|---|------------------------|--------|-------------|-------------|
| A balanced Housing Market - Tenure | | | | |
| Percentage of houses in multiple occupation in West Rhyl (SPG defined area) | <i>To be developed</i> | | | |
| Percentage of houses in single occupancy | | | | |
| Percentage of private rented houses in West Rhyl | | | | |
| Percentage of owner occupied houses in West Rhyl | | | | |
| Percentage of RSL houses in West Rhyl | | | | |
| A balanced Housing Market - Type | | | | |
| Percentage of 2-bed houses in West Rhyl | | | | |
| Percentage of 3-bed houses in West Rhyl | | | | |
| Percentage of 4-bed houses in West Rhyl | | | | |
| Percentage of 5+ bed houses in West Rhyl | | | | |
| Stable community with economically active people | | | | |
| <i>Transience info from schools</i> | | | | |
| <i>Job-seekers allowance claimants</i> | | | | |
| Improved appearance and perception | | | | |
| <i>Environmental Satisfaction survey</i> | | | | |
| <i>Recorded crime</i> | | | | |
| Recorded anti-social behaviour | | | | |