

Seafront Highlight Report

September 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 data-bbox="1246 400 1426 533" style="text-align: center;">YELLOW</p> <tr> <th data-bbox="1246 533 1426 607">Previous Status:</th> <td data-bbox="1246 607 1426 810" style="text-align: center;">YELLOW</td> </tr>	Previous Status:	YELLOW
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What's going well?

- New Aquatic Centre and new use for Sky Tower
- Demolition of Sun Centre and improvements to Pavilion Theatre
- Honey Club
- Rhyl Harbour
- New Rhyl brand and website

New Aquatic Centre and new use for the Sky Tower

Work continues on developing the business case for the County Council owned leisure facilities along the coast with the economic impact and financing options being assessed during the reporting period. A number of design options for the new Aquatic Centre have been considered and a detailed appraisal of the need for a 50m pool in Rhyl has been undertaken and this will be considered by the County Council on 8th October along with the revenue business plan projections.

The development of the new Aquatic Centre will require the relocation of the existing skatepark and it is recommended that the alternative proposals should be prepared in consultation with the young people of Rhyl. Ideas for the upgrading of the Nova in Prestatyn have been developed to ensure that the future 'offer' is complementary to the new Rhyl Aquatic Centre. Furthermore the plans for the new school in Rhyl will be developed in context with the existing Leisure Centre and proposed coastal improvements.

Demolition of the Sun Centre and improvements to the Pavilion Theatre

Proposals for the demolition of the Sun Centre and enhancements to the Pavilion Theatre remain as previously proposed.

Honey Club

Demolition of The Honey Club is now completed. The Development Agreement for the site was approved by Cabinet on 30th July and it is anticipated that the hotel should be completed and operating by autumn 2014.

The Compulsory Purchase Order for the adjacent burnt out property at 25/26 West Parade has been confirmed but there is a “cooling off” period built into the statutory process which means that it will not be possible to enter the site to complete the demolition until January 2014.

Rhyl Harbour

The bridge and enabling works contract are still progressing well, but the completion dates for each have been extended to 13th September. The delay to the enabling works contract is due to the lead in time for the concrete sections that form part of the landscaping at the entrances to the bridge; these are now being delivered to meet the programme. In respect of the bridge there have been issues with the software and there was insufficient allowance in the programme for commissioning the bridge and inducting the harbour and maritime staff into the safe operation of the bridge. All weather dependent tasks have now been completed and both decks are now working as intended. The construction risks and issues continue to be closely managed.

The Harbour Empowerment Order process will start to make progress as soon as the scoping exercise to define the extent of ‘works’ orders to be included, has been completed. DCC needs to provide technical input in inform the scoping report, but given the resource demands of the construction programme, this has not yet been completed.

New Rhyl brand and website

A designer has been appointed to develop a new Rhyl brand and website and consultations have been taking place about the proposals.

What concerns us and what are we doing about it?

Further discussions have taken place with the developers of the Ocean Plaza site about their revised proposals for progressing the scheme.

The Grange Hotel continues to be an eyesore on the seafront and no development solution has yet been identified. Costs of works to tidy the site are considerable and there is a risk that the cost of works carried out in default could not be recovered if the bank re-possess the building as they have the first charge. Proposals for a way forward were supported by the Rhyl Member Area Group and are due to be considered by the Economic Ambition Programme Board.

Although the Planning application for a cableski attraction at Marine Lake was approved and preparations underway for a July opening, the delay in achieving Planning consent has impacted on the lead in period for procurement of the system resulting in the July deadline being missed. The operator has now withdrawn plans for opening this year as the return on his investment would have been severely affected. Installation is now planned for February 2014 ready for the Easter holiday and beyond.

Outlook

Progress on the Rhyl Harbour project combined with activity on the demolition of the Honey Club is a tangible sign of our regeneration programme moving forward. There remains a considerable amount of work to do, however the prospects are positive.

Completed Projects

Demolition of the Honey Club

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	Jan 14	ORANGE
Harbour Empowerment Order	DCC	Dec 14	ORANGE
Honey Club redevelopment	DCC	Oct 14	YELLOW
Marine Lake Cable Ski	DCC	Apr 14	YELLOW
New Rhyl brand and website	DCC	Dec 13	GREEN

In Development

Feasibility or ongoing development of the project is underway.

Project	Lead Organisation	Comments
Ocean Plaza	SDG	Developer considering a revised scheme.
Aquatic Centre & Sky Tower	DCC	Business case to be considered by County Council.
The Honey Club	DCC/Chesham	Development Agreement approved by Cabinet.
Pavilion & Sun Centre	DCC	No change to previous proposals
Marine Lake Cableski	DCC/Knightlys	Planning approval granted. Delay in achieving planning has impacted on the July 2013 opening, now scheduled for installation February 2014 and opening Easter 2014

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	DVSC	Not considered a priority at this stage but DVSC are investigating the feasibility of this being undertaken through a social enterprise.
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. Possibility of linking in with the foul sewer replacement works under the railway line to be undertaken by Welsh water being investigated.
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.

