

## **Wrexham Gateway Project - Grant to Wrexham County Borough Council**

### **ADVICE**

#### **1 Coronavirus Context**

Consideration has been given to the implementation of the project described in this MA, in light of the current Coronavirus Pandemic.

#### **2 Background**

- 2.1 Welsh Government has, since 2018 been engaged in a formal collaboration with Wrexham County Borough Council (WCBC) and Wrexham Glyndŵr University (WGU) to develop the Wrexham Gateway Project (the Project). Allied to this Wrexham Gateway Partnership (the Partnership) are Transport for Wales (TfW) and Wrexham AFC. Please note that MA/KS/3203/19 provided advice which agreed to the formation of the Partnership.
- 2.2 The Project is focussed physically on a plot of land which encompasses Wrexham General Station, the Racecourse Ground and adjacent land owned by WGU, together with plots currently occupied by the Royal Mail, the Scouts and Guides Associations and Jewson. Finally, there are two sites on which Countrywide Stores and Dickens Garage were located. These properties were acquired by Welsh Government in 2019 and 2020 respectively (MA/KS/1192/19 & MA/KS/0409/20 apply) and are currently being demolished.
- 2.3 An Outline Business Case (OBC) is attached to support this MA, which describes the formation of the Partnership and the development of the Project as a response to a number of key strategic ambitions in Wrexham.
- 2.4 A plan of the project area is available here for context, together with a link to the OBC and the Project Masterplan, for reference. The OBC provides further links to a suite of documents, which have informed the Partnership over the course of its development of the Project.
- See:  
Annex 1 – Wrexham Gateway Project Masterplan Area  
Wrexham Gateway Project – Outline Business Case  
Annex 2 – Wrexham Station Gateway – Masterplan Proposals
- 2.5 It is necessary to state that the OBC which has been drafted in response to the funding opportunity at the end of the 2020/21 financial year, whilst well advanced, is not wholly complete at the time of this advice. The economic case in particular is based on an Initial Findings Report, rather than a full Economic Impact Assessment. Risks arising from this and mitigations to address those risks are presented in the OBC and under title 5 below.
- 2.6 The OBC though is based on a Project plan which has been developed and refined by the Partnership over the past two years and which is consistent

with a number of Welsh Government strategic plans, not least the Wales Transport Strategy, which is due to be announced imminently.

- 2.7 Wavehill had been commissioned by the WCBC to undertake an Economic Impact Assessment on behalf of the Partnership. At the time of drafting both the OBC and this MA, some initial findings had been reported. The stage of development of the Project and the likelihood that changes will be incorporated as it is implemented, suggest that the economic case will evolve over time.
- 2.8 These strategic ambitions which now drive the Partnership include:
- the development of a 21<sup>st</sup> Century public transport service which connected communities across and beyond Wrexham in a manner which served to meet Climate Change and Wellbeing of Future Generations objectives;
  - addressing the issue of connectivity across Wrexham in support of WCBC's Town Centre Strategy and the plans being developed by Welsh Government to upgrade junctions along the A483;
  - restoring the Racecourse Ground to a standard to host multi-code international sporting fixtures, plus regionally significant cultural and music events, and;
  - implementing WGU's Campus 2025 Vision to double the student population and providing the necessary infrastructure to facilitate this.
- 2.9 The rationale for delineating the Project site as it is now defined within the Project Masterplan is that it encompasses an area which currently hinders travel by any form into and across Wrexham.
- 2.10 Mold Road itself narrows from a dual carriageway to a rail bridge which requires signalisation to control traffic in alternate directions. Buses are unable to access Wrexham General Station, where parking for private vehicles is limited, thereby discouraging use of rail travel. Active travel routes across the site are limited and have been retro-fitted to aging infrastructure, making them non-user-friendly.
- 2.11 Equally, the site has the potential to become a local and regional public transport hub, which encourages reduced travel by private vehicles and which facilitates connectivity across the town by virtue of its integration into a network of active travel routes.
- 2.12 The other dominating factor on the Mold Road is the Racecourse Ground, the oldest international stadium in the world (1877), which is still in use as a football ground. Its disused Kop Stand limits its deployment as a cross-code international stadium. It is a long held ambition of the local authority and community to return the ground to a state where major and minor cross-code international sporting events, plus music and cultural events can be welcomed.

- 2.13 The Project Masterplan describes a coherent series of development, each component of which contributes directly to the achievement of the Partnership's ambitions, or supports the ambitions as an enabling works. The primary features are described as:
- development of a 5,000 seater stand at the Racecourse, raising the capacity to meet international standards;
  - construction of parking facilities to support rail use at Wrexham General Station;
  - construction of a hotel on the junction between Crispin Lane and Mold Road;
  - creation of a public transport interchange at Wrexham General Station, to support rail use;
  - provision of 228 to 328 houses close to Wrexham General Station;
  - development of 16,000 sq.ft. of office accommodation, small scale retail units and community facilities in close proximity to Wrexham General Station.
  - Development of a Conference Centre within the fabric of the redeveloped Kop Stand.
  - Potential realignment of the Crispin Lane junction with Mold Road.
- 2.14 The Masterplan has been challenged and refined by London & Continental Railways Ltd (LCR), and Farrells Architects, which were engaged by the Partnership due to its expertise in rail-side development.
- 2.15 The strategic alignment of the Project with other initiatives in the town and surrounding area is particularly strong. The "North Wales Regional Plan" and "Wrexham Town Centre Masterplan" both describe core ambitions to deliver improved connectivity, via a "modal shift" that encourages the use of public transport through the development of a road / rail hub at Wrexham General Station and which delivers pedestrian friendly routes and spaces.
- 2.16 Wrexham General Station is a vital link within the developing North Wales Metro, the aim of which is to "deliver the North Wales Metro Vision to provide a transformational step-change in public transport to support economic growth and climate emergency." (TfW).
- 2.17 There is a strong emphasis in local strategies on changing the perception of the town as a visitor destination. The redevelopment of the Kop Stand is described as the focal point of that ambition. The objective is to create a first class stadium for North Wales, capable of hosting international association football, rugby union and rugby league fixtures, music and other cultural outdoor events, establishing it as a Regional Centre of Excellence.
- 2.18 The ambition to redevelop the Kop Stand predates the acquisition of Wrexham AFC by actors Ryan Reynolds and Rob McElhenney. This acquisition has already improved the perception of the club globally and the owners have spoken publically of their intention to promote women's football

and community projects. Talks are underway between the Partnership and the Football Club to ascertain how the redevelopment will now be delivered.

2.19 The housing and office / commercial elements are critical aspects of the project in two respects:

- The first is that whilst there is an acknowledgement that COVID-19 may change working practices and office use indefinitely, there is an opportunity to create office hubs close to the station and to address a paucity of modern office space in Wrexham. It is expected that TfW will take up an anchor tenancy in the office space created, as officials and TfW have been engaged for some time to define the requirements that TfW has for its presence in the North. The Betsi Cadwaladr University Health Board (BCUHB) has similarly articulated its interest in both office accommodation and a community healthcare facility as it reviews its primary care service in North East Wales.
- The second is that whilst the housing units created will be a valuable addition to the project (and again BCUHB has expressed an interest in supporting the development through a Registered Social Landlord to meet demand from healthcare workers), the change of land use to residential plots serves a critical role in improving the functionality of the public transport interchange by removing heavy goods vehicles from area adjacent to the station.

2.20 The proposed development of a Conference Centre within the Kop Stand at the Racecourse Ground was supported by a report by The Right Solution in 2019. The Partnership intends to revisit the options for the Stand in light of any changes emerging within the Conference Market, as a result of the COVID-19 Pandemic.

2.21 The Partnership has also noted that if Wrexham is to benefit fully from the proposed improvements to the sequence of junctions on the A483 which serve the town, the restrictive Mold Road crossing of the rail lines should also be addressed. It is possible for the Partnership to extend the Project boundary to include this bridge, if resources allow.

### **Financial and Commercial Considerations**

2.22 The review by LCR has presented the Partnership with a number of key considerations, in terms of the total project costs; public support necessary for the project to proceed; the scale of the overall development and phasing of the works to be undertaken.

2.23 LCR assessed the two leading design options presented by Farrells Architects and applied contrasting methodology to the funding models with a view to establishing how the public sector reduces the burden on the public purse. The total estimated expenditure is forecasted at £105million, with £15million of this deemed to be within the remit of WGU, as it relates solely to the construction of student accommodation.

- 2.24 The balance of £90million delivers the Masterplan in its entirety. It is clear that much of the Project falls within the remit of the public sector. The public transport interchange, public realm works, road realignments and active travel infrastructure, to include a footbridge over the rail lines, if the Mold Road bridge cannot be widened, will all be publically funded.
- 2.25 Site acquisition and land preparation will similarly have to be undertaken by the public sector as the market is unlikely to respond to the development opportunity until it is clear that the Masterplan can be fully implemented. Additionally, there are aspects which will require gap funding. The Kop Stand redevelopment is a local ambition to bring international association football, rugby union and rugby league back to Wrexham. Even with the new owners in place at Wrexham AFC, it is not expected that the club will justify such an investment.
- 2.26 There is however, ample scope for private investment in the project, with between £45million and £55million expected to come from the private sector. Current estimates suggest a funding package of:

Welsh Government Grant to WCBC	£35,000,000*
Mersey Dee Alliance Funding from UK Government.	£20,000,000**
WCBC Borrowing.	Unknown – to provide short / medium term funding.
WGU Receipts from Land Disposal and Borrowing.	£15,000,000
Private Sector Investment	£45,000,000 - £55,000,000

\* The ask from WCBC at this time is £25m. The maximum potential gap funding request for Welsh Government is £35million, dependent upon the finalisation of the OBC and the manner of project development. Further advice will follow on any subsequent WG funding sought, noting that this is not anticipated to be required until 2023/24.

\*\* This to be confirmed. WCBC is committed to its inclusion in the MDA Fiscal Stimulus Package. There is uncertainty over this element at the time of submission of this MA. If unsuccessful, there is the alternative option of utilising the Levelling Up Fund, given Wrexham's inclusion as a Category 1 area. Failure to secure funding from either source will necessitate additional borrowing by WCBC to support the project. It is noted that the total package outlined here exceeds the total project costs, but cash flow demands will dictate that the public sector funds will be required to deliver enabling works, before private investment will become a factor. Amendments in the Collaboration Agreement will address the distribution of any surpluses arising from the Project.

- 2.27 The contrasting models proposed by LCR describe a basic funding gap of between £34million and £45million, with a further finance requirement to deliver enabling works in advance of a capital receipt.
- 2.28 It is intended that WCBC will act as a fund holder on behalf of the Partnership, with administration of the Project being undertaken by a dedicated officer and key decisions on expenditure being taken by an executive committee of the Partnership. The terms of reference for the Partnership will be redefined to provide for this function.

### **3 Wrexham County Borough Council Funding Request**

- 3.1 WCBC has requested funding of £25million at this stage from Welsh Government, with the support of the Partnership. The Partnership has expressed a preference for the full £35million gap funding to be made available, but officials propose that the funding is limited to the request from WCBC, pending further consideration of the economic case.
- 3.2 A £25million grant is an opportunity to progress a scheme which is ready to go. It allows the project to commence immediately and at pace. There will be an expectation that further Welsh Government support will be required to complete the gap funding, but this is not anticipated until 2023/24 and will be subject of further advice. However, whilst budgets beyond 2021/22 are still to be agreed it is proposed that this will be prioritised within the E&T MEG allocation in the year needed based on typical budget allocations. Should this position change then further advice would be submitted. It should be noted that whether or not to provide any further support will be a matter for a future Administration.
- 3.3 There also is some risk associated with the model, arising from a future revenue demand should the head leases be necessary to support private investment. Adaptations to the model may be incorporated to reduce this risk, should further funding become available, or cost savings be found, or private sector interest exceed expectations.
- 3.4 WCBC has identified the following areas of expenditure which would be met by the its funding released through the grant:
- Site acquisition and associated costs.
  - Site relocation costs.
  - Any site improvement works i.e. de-contamination costs, ecology mitigation costs.
  - Utilities and services costs.
  - CPO requires proof of funds as well as reason for acquisition i.e. masterplan.
  - Infrastructure improvements to assist in de-risking the overall scheme.
  - Site improvements (such as Racecourse Kop end).
  - Viability gap funding for say provision of affordable housing to aid Planning Policy requirements.
  - Multi-storey car park provision.
  - Short term works to manage sites.
  - Public realm works.
  - Due diligence costs.
  - Underwriting investment by WCBC taking on head leases of assets.

### **4 Funding Structure**

- 4.1 Alternatives have been considered to provide funding to the Project within the 2020/21 budget, without impact on future financial years:
- Loan finance has been ruled out, due to WCBC being unable to amend its Capital Requirement via a Council Resolution before the financial year end.
  - Grant aid is preferred, but this needs to be provided in respect of defrayed costs by WCBC in the current financial year in accordance with government budgeting and accounting rules.
- 4.2 The intention is to grant aid WCBC for eligible capital works undertaken under its Housing Programme (Housing Revenue Account) to date in 2020/21, with a clause in the offer stating that the funding released must be committed to the Project and utilised in accordance with the direction of the Partnership. This option satisfies the Welsh Government requirement to score the expenditure in 2020/21, whilst enabling WCBC to carry capital forward for expenditure on the project.
- 4.3 Clauses in the grant offer would facilitate the claw back of funds in the event that the funds, for whatever reason, were not defrayed on the Project within an agreed timeframe.

## **5 Risk and Mitigations**

- 5.1 It is acknowledged from the outset that there will be a further call for funds to deliver the project in full. The minimum funding gap projected is £35million and by 2023/24, it is expected that £10million of funding will be sought by WCBC on behalf of the Partnership, to bridge that gap completely. However, officials propose that the funding is limited to the initial request from WCBC, pending further consideration of the economic case.
- 5.2 There are a number of inherent risks in a project of this scale and nature. Cost inflation is a standard concern and given the complexity of the Project in terms of site acquisition and preparation and the diversity of the various proposed developments, there is some inevitability that the cost will increase and with it the funding gap.
- 5.3 There are options to deal with both of these issues and in many ways, the scale and multiplicity of the Project offers opportunities to phase individual aspects over an extended timeframe, or even to withdraw certain aspects. The Project is expected to take up to 10-15 years in total, particularly if the relocation of current land users proves to be difficult.
- 5.4 Should costs inflate and the ambition remains to deliver the Project in full and within a defined period, a call for further funding may be considered within context of the budget priorities at the time. The Partnership will have to phase its works to reflect the funds confirmed at any given time.

- 5.5 The reality is that if funding proves to be limited, it will be focussed on the east (station) side of the Project area first. The public transport interchange is of greater strategic value to the Partnership (and to Welsh Government) and could be delivered by purposeful use of the £25million. The east side offers the commercial options for private investment, with the housing and commercial aspects all sited there. Factoring in the student accommodation on the west side, which WGU will take forward to meet its own strategic ambitions, it is expected that £70million+ of the Project value could be delivered – assuming that a revised Economic Impact Assessment supports the case.
- 5.6 In a similar way, should VFM considerations prove to be an insurmountable hurdle as the delivery plans emerge, the Partnership and more pertinently, Welsh Government and WCBC will likely conclude that the Project has a fundamental flaw and that it cannot be delivered as scoped. Options about the delivery of a reduced scheme then remain open, but subject to the same tests.
- 5.7 Consideration has also been given to the risk of the grant to WCBC being utilised for purposes other than that of delivering the Project. The use of the funds, carried forward by WCBC, will be determined by the Executive Committee of the Partnership, with representation from the three member organisations. Ultimately, the grant conditions will enable Welsh Government to reclaim any funds deemed not to have been defrayed on the Project.

## **6 Options and Analysis**

### ***Option 1 – Do nothing (not recommended).***

- 6.1 The requirement for Welsh Government funding to deliver the Wrexham Gateway Project is unambiguous – without it, the Project cannot be delivered. In the absence of agreement to commit the grant as detailed in this MA, it is likely that the Partnership will opt to continue with its preparations for an outline planning consent for the Project site. This will require expected funding of up to £1million, which would be the subject of a new application to Ministers in 2021/22.
- 6.2 In the UK Government Spending Review 2020, the Welsh Government receive an increase in its capital budget of just £60m between 2020-21 and 2021-22. In addition, Wales did not receive any extra capital in the March Budget. As such, the availability of additional capital in 2021-22 is limited. Given the constraints on the capital budget going forwards, it is expected therefore that any physical works will have to be postponed until a funding opportunity arises.
- 6.3 The application to be made through the Mersey Dee Alliance will not be sufficient to underpin the Project and even if this funding is awarded, it will require careful consideration to identify and prioritise those aspects of the Project which could be delivered.

- 6.4 The Project has the potential to be immensely high profile. The new owners of Wrexham AFC share a reported 40million social media follows. This option would represent a missed opportunity to portray a vibrant and confident Wrexham and Wales globally.
- 6.5 There is a sense of expectation in Wrexham that progress will now be made with the Project. Welsh Government acquisition of properties on the site and their current demolition has inevitably generated interest in the emerging plan.

***Option 2 – approve the grant as detailed in this MA***

- 6.6 The Partnership describes the Project as an opportunity to deliver transformational change to Wrexham. The public transport interchange will provide the basis for the promotion of a Metro system which connects communities with work places and affords commuters and visitors with a climate change friendly option to travel.
- 6.7 The dilapidation of the Kop Stand at the Racecourse Ground is seen as a real symbol of the contrasting fortunes of Wrexham (football club and town), in comparison to its counterparts in South Wales. The Project and Wrexham AFC's new owners provide the opportunity to create and promote a focal point for sport, music and culture in the North.
- 6.8 In its entirety, the Project covers many areas of priority for Welsh Government and the community in Wrexham. Housing, healthcare, climate change, public transport, employment, sport and leisure are captured within this one site.
- 6.9 Approval of the grant will provide the firm foundation that the Partnership requires to implement its plan.

**It is recommended that Option 2 is agreed.**



2019

(1) THE WELSH MINISTERS

(2) WREXHAM COUNTY BOROUGH COUNCIL

(3) WREXHAM GLYNDWR UNIVERSITY

**STRICTLY PRIVATE AND CONFIDENTIAL**

**COLLABORATION AGREEMENT REGARDING THE WREXHAM GATEWAY PARTNERSHIP**

**1 Scott Place  
2 Hardman Street  
Manchester  
M3 3AA**

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**THIS AGREEMENT** is dated

2019 and made between:

- (1) **THE WELSH MINISTERS** of Cathays Park, Cardiff CF10 3NQ (the "**Government**");
  - (2) **WREXHAM COUNTY BOROUGH COUNCIL** of The Guildhall, Wrexham LL11 1AY ("**Council**"); and
  - (3) **WREXHAM GLYNDWR UNIVERSITY** of Mold Road, Wrexham LL11 2AW ("**WGU**").
- (together known as the "**Parties**" and individually as the "**Party**").

**BACKGROUND:**

- (A) The Parties wish to:
  - a. provide a co-ordinated and managed approach to bring forward the redevelopment of the areas of Wrexham General Station and other parts of central Wrexham in an integrated way in accordance with the Vision;
  - b. enable agreement to be reached on key aspects of the project including scope, funding, timing, consultation, consenting and delivery;
  - c. ensure that all project partners are engaged, coordinate their input and work together to deliver agreed objectives.
- (B) The Parties agree that the provisions contained in this Agreement are intended to provide a framework for the Parties to work together to deliver the aims set out in paragraph (A).
- (C) The Council enters into this Agreement pursuant to section 2 of the Local Government Act 2000, which provides a power for the Council to do anything to achieve the promotion or improvement of the social, economic, and environmental wellbeing of the area and section 111 of the Local Government Act 1972, which provides a power for the Council to do anything which is calculated to facilitate, or is conducive or incidental to, the discharge of its functions.
- (D) The Government enters into this Agreement pursuant to section 60 of the Government of Wales Act 2006, which provides powers for the Government to do anything to achieve the promotion or improvement of the social, economic, and environmental wellbeing of Wales.
- (E) WGU enters into this Agreement pursuant to the powers conferred upon it as a higher education corporation by section 125 of the Education Reform Act 1988, assigning responsibilities to the Governing Body to determine the educational character and mission of the University and for oversight of its activities, to include resources and assets. WGU shall be conducted in accordance with the provisions of Education Acts and regulations made by the Secretary of State for Wales, Welsh Ministers or the Privy Council.
- (F) This Agreement is not intended to be binding between the Parties, in the terms set out in clause 2.

**1. Interpretation**

- 1.1 Clause, Schedule and paragraph headings shall not affect the interpretation of this Agreement.

- 1.2 The Schedules form part of this Agreement and shall have effect as if set out in full in the body of this Agreement. Any reference to this Agreement includes the Schedules.
- 1.3 References to clauses and Schedules are to the clauses and Schedules of this Agreement and references to paragraphs are to paragraphs of the Schedules.
- 1.4 Unless the context otherwise requires, words in the singular shall include the plural and in the plural shall include the singular.
- 1.5 A reference to any Party shall include that Party's employees, representatives and permitted assigns.
- 1.6 A reference to a statute or statutory provision is a reference to it as amended, extended or re-enacted from time to time.
- 1.7 A reference to a statute or statutory provision shall include all subordinate legislation made from time to time under that statute or statutory provision.
- 1.8 A reference to writing or written includes fax and e-mail.
- 1.9 Any words following the terms including, include, in particular, for example or any similar expression shall be construed as illustrative and shall not limit the sense of the words, description, definition, phrase or term preceding those terms.
- 1.10 Any reference to this Agreement terminating shall, where the context requires, include a reference to this Agreement terminating by expiry.

1.11 **Definitions**

<b>Agreement</b>	means this agreement;
<b>Data Protection Legislation</b>	means (before 25 May 2018) the Data Protection Act 1998 and (from 25 May 2018) the General Data Protection Regulation (Regulation (EU) 2016/679) and the Data Protection Act 2018;
<b>Delivery Programme</b>	means the programme of works and other activities and planning designed to deliver the Vision;
<b>WMGP Steering Group</b>	means the steering group established under this Agreement, the governance details for which are set out in Schedule 3;
<b>PCR 2015</b>	means the Public Contracts Regulations 2015;
<b>Project</b>	means an approved Proposal;
<b>Proposal(s)</b>	means a works opportunity to deliver elements of, or otherwise which fall within, promote or facilitate the Vision; and

**Vision** means the overarching scope, area and principles for delivery/development set out in Schedule 1.

## **IT IS AGREED**

### **2. Non-binding Nature of Agreement**

2.1 Subject to clause 2.2, the Parties agree that this Agreement and its provisions are not intended in any way to create a binding or enforceable agreement between them, or otherwise to create any binding relationship as to the future form or development of the area within the scope of the Delivery Programme or other binding obligations between the Parties.

2.2 Notwithstanding the general principle stated in clause 2.2, the provisions of this clause 2, clause 17 (Freedom of Information) and clause 22 (Law and Jurisdiction) shall be enforceable.

### **3. Commencement and Duration**

3.1 This Agreement shall commence on the date when it is signed by all the Parties and shall continue until the earlier of any of the following events:

- (a) unless terminated earlier in accordance with this Agreement;
- (b) until 1 April 2024 (or such later date as the Parties may agree in writing) when it shall terminate automatically without notice.

### **4. The Vision**

The Parties intend to collaborate to deliver the Vision. The Parties recognise that not all Parties will, or will need to, collaborate on each and every Project, depending on the nature and circumstances of each Project.

### **5. The Delivery Programme**

5.1 The Parties will as soon as reasonably practicable establish a Delivery Programme that provides structure to the delivery of the Vision (recognising that certain projects that fall within the Vision have already been delivered and in some instances identified but not yet delivered).

5.2 The Parties shall review and develop the Delivery Programme for approval in accordance with Schedule 3 (Governance) at least annually or at such other times as the Parties consider appropriate.

5.3 The Delivery Programme shall include (but not be limited to):

- (a) commentary on how each Proposal contributes to the delivery of the Vision;
- (b) a timeline for Proposals to be brought forward for approval as Projects.

### **6. Proposal Approval Procedure**

The Parties shall consider each Proposal to deliver the Vision as set out in Schedule 2 (Proposal Approval Process).

**7. Governance**

The Parties shall comply with the governance arrangements as set out in Schedule 3 (Governance).

**8. The Parties' Commitments**

8.1 Each Party shall:

- (a) support delivery of the Vision in accordance with this Agreement;
- (b) provide full and timely consultation on investment and planning decisions pertaining to Proposals and Projects that are applicable to it; and
- (c) consider (in its absolute discretion) each Project for investment (including but not limited to grant funding/loans/equity investment/entering into contracts for works and/or services) and support (including but not limited to acquisitions/disposals and/or leases of land) to ensure delivery of the Vision.

8.2 Each Party may:

- (a) submit, either alone or jointly with other private and/or public sector organisations, applications for funding from third parties to support the realisation of the Vision (having regard to clause 8.3);
- (b) agree additional specific obligations (as required and evidenced by each Project and approved in accordance with the internal governance requirements of that Party); and
- (c) seek to support the delivery of the Delivery Programme and any Project in respect of which that Party has agreed to undertake obligations, in accordance with its powers and (in respect of the Government and the Council) statutory functions, and available resources wherever possible.

8.3 The Parties shall work together to identify funding sources (whether third party or otherwise in each case) and promote Proposals into viable Projects where possible.

**9. Collaborative Working**

9.1 The Parties agree that the activities under this Agreement shall be performed in:

- (a) good faith;
- (b) accordance with the law;
- (c) a good and workmanlike manner; and
- (d) accordance with good industry practice.

9.2 The Parties may decide to disclose (subject to procurement, data protection and confidentiality restrictions) to each other all relevant information, data, documents, reports and opinions with respect to the work carried out as part of the collaboration.

- 9.3 The Parties agree to:
- (a) take on, manage and account to each other for the performance of their respective roles and responsibilities;
  - (b) each deploy appropriate resources to the collaboration (having regard to the principles in clause 19 (Cost of Supporting the Vision)) and no Party shall be expected to complete a disproportionate amount of the work involved.

## 10. **Engagement with Third Parties**

- 10.1 The Parties acknowledge that the delivery of the Vision will involve negotiations and interactions with various third parties. The Parties shall, at the outset of each Delivery Programme, identify appropriate third parties and decide how best to engage with them in order to enter into appropriate contractual arrangements or other agreements to facilitate the delivery of that Delivery Programme. The Parties shall at all times act in good faith towards one another when dealing with other third parties.

## 11. **Branding, Marketing and Publicity**

- 11.1 The Parties agree to:
- (a) brand and market the Vision; and
  - (b) draft a communications strategy in order to support the branding and marketing of the Vision.
- 11.2 Any branding or intellectual property rights developed in the Vision through the collaboration shall be owned exclusively by the Government. The Government licenses all such rights to the other Parties ("**Licensees**") free of charge and on a non-exclusive, worldwide basis (a) to such extent as is necessary to enable the Licensees to support the Project during the life time of this Agreement and (b) without restriction thereafter.
- 11.3 The prior written consent of all Parties is necessary before any press announcements or publications are made relating to the collaboration or the Vision.

## 12. **Variation**

- 12.1 No variation of this Agreement shall be effective unless it is signed by all the Parties (or their authorised representatives).

## 13. **Procurement**

The Parties recognise that the Government and the Council are contracting authorities for the purposes of the PCR 2015 and WGU may be a contracting authority), and the Utilities Contracts Regulations 2016. The Government, the Council, and WGU shall ensure that any procurements are conducted in accordance with their constitutions and, as required, the PCR 2015 or the Utilities Contracts Regulations 2016.

## 14. **Dispute Resolution Procedure**

If any dispute arises out of, or in connection with this Agreement, the Parties shall follow the

dispute resolution procedure set out at Schedule 4 (Dispute Resolution Procedure).

15. **Termination**

15.1 Any Party may terminate this Agreement with immediate effect by giving written notice to the other Parties with each Party being responsible for its own costs.

16. **Data Sharing**

The Parties shall comply with their obligations in the Data Protection Legislation.

17. **Freedom of Information**

17.1 The Parties acknowledge that the Freedom of Information Act 2000 (“**FOIA**”) applies to the Council and the Government (each an “**FOIA Party**” for the purposes of this clause 17 (Freedom of information) where that the FOIA Party has obligations and responsibilities under FOIA to disclose, on written request, recorded information held by it).

17.2 Although reasonable endeavours will be used to hold confidential any information provided as part of the collaboration, if required, the FOIA Party may have to disclose information in response to a request, unless the FOIA Party decides that one of the statutory exemptions under FOIA applies.

17.3 The decision as to which information will be disclosed by the FOIA Party is reserved to that FOIA Party, notwithstanding any consultation with the other Parties.

17.4 Each of the other Parties accepts that the release of certain information pursuant to this clause 17 (Freedom of Information) may be prejudicial to its commercial interests and as such, to assist the FOIA Party with any responses to requests made under FOIA, each of the other Parties shall mark as confidential any information which is commercially confidential in nature, though the FOIA Party shall still be the final arbiter as to whether any documents are disclosable.

17.5 The Parties accept that the obligations under FOIA may apply to activities on which the Government and the Council work with each and all of the other Parties as part of the collaboration.

17.6 In certain circumstances, and in accordance with the Code of Practice issued under section 45 of FOIA, the FOIA Party may consider it appropriate to ask the other Parties for their views as to the release of any information before a decision on how to respond to a request is made. In dealing with requests for information under FOIA, the FOIA Party must comply with a strict timetable and the FOIA Party would, therefore, expect a timely response to any consultation within two working days.

18. **Statutory Functions**

18.1 Nothing in this Agreement shall be construed as a fetter, restriction or oblige any of the Parties to do or omit to do anything which in each case:

- (a) is incompatible with the lawful exercise of its powers; or
- (b) is incompatible with the lawful discharge of its functions; or

- (c) divests it of its statutory powers; or
- (d) obliges it not to exercise its powers,

and in every instance where there is an inconsistency or conflict between the Government and the Council statutory functions (whether powers or duties) and the provisions of this Agreement, the Government, the Council, and WGU shall not be obliged to comply with the terms of this Agreement.

## 19. **Cost of Supporting the Vision**

- 19.1 The Parties will agree their respective contributions to the costs of support for each Delivery Programme on an as and when basis when determining and agreeing the detail of each Delivery Programme and the Parties' respective commitments thereunder.
- 19.2 The Government shall bear the cost of the activities of the Chair and the secretariat administration in respect of the WMGP Steering Group.

## 20. **Entire Agreement**

- 20.1 This Agreement constitutes the entire agreement between the Parties and supersedes and extinguishes all previous drafts, agreements, arrangements and understandings between them, whether written or oral, relating to its subject matter.
- 20.2 The Parties may not rely on other documents, oral agreements or representations as to the operation of the collaboration unless such obligations are covered in the agreement.
- 20.3 Each Party agrees that it shall have no remedies in respect of any representation or warranty (whether made innocently or negligently) that is not set out in this Agreement. No Party shall have any claim for innocent or negligent misrepresentation based on any statement in this Agreement.

## 21. **No Partnership**

Nothing in this Agreement is intended to, or shall be deemed to, establish any partnership between the Parties, or authorise any Party to make or enter into any commitments for or on behalf of the other Parties, except to the extent that such commitments are set out in the Agreement and relate exclusively to the collaborative work undertaken by the Parties under this Agreement.

## 22. **Governing Law and Jurisdiction**

- 22.1 This Agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the laws of England and Wales.
- 22.2 Each Party irrevocably agrees that, subject to clause 14 (Dispute Resolution Procedure), the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with this Agreement or its subject matter or formation (including non-contractual disputes or claims).

23. **Third Party Rights**

A person or entity which is not a Party to this Agreement shall not have any rights under the Contracts (Rights of Third Parties Act) 1999 to enforce any term of this Agreement.

24. **Counterparts**

This Agreement may be executed in any number of counterparts, each of which when executed shall constitute a duplicate original, but all the counterparts shall together constitute the one agreement.

## SCHEDULE 1

### The Vision

1. For the purposes of this Agreement, the scope of the area to which the Vision applies is central Wrexham, including Wrexham General Station, the area around Wrexham General Hospital and transport routes in and out of the area:
2. The key principles of the Vision are to (i) provide vibrant regeneration to the area, (ii) provide improved access to the site and (iii) generally improve infrastructure in the area: There are a number of strands in support of this Vision:

*“The Wrexham Gateway Partnership aims to deliver a modern public transport interchange in support of the redevelopment of the Mold Road Gateway into Wrexham. The partnership aims to create a hub to support investment in business, academic, housing and sporting infrastructure, together with a valuable public space linking these to the town centre”.*

## SCHEDULE 2

### Project Approval Process

1. This Schedule sets out how the Parties will work together in order to agree how Proposals that accord with the Vision, will be approved. For the avoidance of doubt:
  - a. the Party that is leading and promoting the Proposal shall have regard to the other Parties in the context and framework of this Agreement; and
  - b. if a Proposal is approved under this Agreement then the Parties will continue to collaborate in connection with that Proposal under the terms of this Agreement (and such other terms that may be agreed relating to the Proposal by the participating Parties as the Proposal develops into a Project); and
  - c. if a Proposal is not approved under this Agreement then the Parties shall not be obliged to continue to collaborate in connection with that Proposal under the terms of this Agreement.
2. The Parties intend that Proposals will be brought forward for consideration in accordance with the Delivery Programme (if and to the extent that the Parties have specified any process for the same in the Delivery Programme).
3. The Parties expect as a minimum that any Proposal that is submitted for approval shall contain at least the following detail (where applicable):
  - (a) a description of the proposed development and forward commitments, land remediation and servicing, environmental improvements, infrastructure investment;
  - (b) a description of the contract structure and documents which will need to be executed in order to deliver the Proposal (e.g. financing, property documentation, other contracts);
  - (c) a description of each Party's contribution and their obligations relating to the Proposal (recognising that not all Parties will be engaged in all Proposals);
  - (d) business case viability/funding modelling for the purposes, among other things, of supporting any funding requirements;
  - (e) state aid/procurement compliance certification (where relevant).
4. The Parties acknowledge that each Proposal shall:
  - (a) be supported by evidence of a rationale and need for the development;
  - (b) be supported by evidence in respect of the matters asserted in the Proposal;
  - (c) have robust management and delivery arrangements;
  - (d) constitute value for money;
  - (e) be financially sustainable and viable (having regard to the principle of promoting funder

viable Projects in clause 8.3 (The Parties' Commitments); and

(f) demonstrate compliance with necessary regulations and legal requirements.

5. The Parties recognise that they may each be required to follow their own internal governance arrangements before being able to provide their approval. Each Party shall, in respect of each Proposal, once submitted, notify the others of any such governance requirements as soon as it is able to do so.

## SCHEDULE 3

### Governance

The Parties agree to collaborate through a steering group (to be known as "The Wrexham Metro Gateway Partnership (or "WMGP") Steering Group", and shall adopt the following governance framework in respect of the WMGP Steering Group:

#### 1. WMGP Steering Group Members

- a. Each Party shall nominate 2 representatives as their appointee members. The Government may nominate a representative from Transport for Wales.
- b. Each appointee may appoint an alternate to attend specific meetings of the WMGP Steering Group. Such alternate shall have appropriate experience, knowledge and authority pertaining to the matters to be discussed at such meetings.

#### 2. Chair and Secretariat

- a. One of the Government-nominated representatives shall be designated as the Chair for the WMGP Steering Group.
- b. The Chair shall have no casting vote within the governance of the WMGP Steering Group.
- c. The Government Chair shall also provide the secretariat. The secretariat function shall include:
  - i. the setting up of meetings and hiring of venues;
  - ii. all notifications to Parties and WMGP Steering Group members;
  - iii. preparing the agenda and minutes for each meeting,

and such other secretarial functions as are appropriate to the proper functioning of the WMGP Steering Group.

#### 3. Agenda and Minutes

- a. The secretariat shall circulate the agenda for each meeting not later than 14 days before the date of the meeting, together with copies of all supporting documentation relating to the agenda items.
- b. The secretariat shall circulate a first draft of each set of meeting minutes within 2 working days following the date of the meeting. Each attending member (or attending alternate) shall notify any errata to the secretariat within 5 days of receipt and the secretariat will issue a final set of minutes within 10 working days of the meeting.

#### 4. Meetings

The WMGP Steering Group will initially meet quarterly (the first such meeting to be in March 2018).

#### 5. Governance

- a. In accordance with the main provisions of this Agreement, the key activities of the WMGP Steering Group are:
  - i. to report progress and endorse decisions within the agreed governance structures of the members' respective organisations;
  - ii. agree outputs and timing on Proposals and their development into Projects in line with the Vision;
  - iii. review submitted Proposals;
  - iv. ensuring the integration of each Project into wider Vision;
  - v. receipt of regular updates on the progress of Projects;
  - vi. monitoring of funding and funding contributions in connection with each Project.
- b. The WMGP Steering Group may establish sub-groups where this is considered appropriate in connection with a specific Proposal or Project and will facilitate the progress of the same.
- c. The WMGP Steering Group is NOT a decision-making body. However, any actions it may take in respect of a matter shall require a unanimous decision of all members attending the meeting at which such matter is discussed.

## **SCHEDULE 4**

### **Dispute Resolution Procedure**

1. If any dispute arises out of, or in connection with this Collaboration Agreement, the Parties shall follow the procedure set out below.
2. The initiating Party shall give to the other Parties written notice of the dispute, setting out its nature and full particulars, together with relevant supporting documents. On receipt of this written notice, the other Parties shall attempt in good faith to resolve the dispute.
3. If the Parties are unable to resolve the dispute within 30 days of receipt of the written notice as detailed in (1) above, the Parties shall attempt to settle the dispute by reference of the dispute to the chief executives of each of the Parties.
4. If the Parties are unable to resolve the dispute within 30 days of reference of the dispute to the chief executives of each of the Parties, then the Parties may undertake such measures to resolve the dispute as are lawfully available to them.

**SIGNATURE PAGE**

SIGNED by [NAME] )  
under the authority of )  
the Minister for Economy and Transport )  
one of )  
**THE WELSH MINISTERS** )

.....  
Authorised Signatory

SIGNED by [NAME] )  
duly authorised to sign )  
for and on behalf of )  
**WREXHAM COUNTY BOROUGH COUNCIL** )

.....  
Authorised Signatory

SIGNED by [NAME] )  
duly authorised to sign )  
for and on behalf of )  
**WREXHAM GLYNDWR UNIVERSITY** )

.....  
Authorised Signatory

*North Wales Regeneration Plan*

2018-2035

**Final Draft**

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## VISION

### **The North Wales Regeneration Strategy – A Transformational Vision**

This Strategy sets out a shared vision and objectives for cohesive public sector regeneration investment and activity in North Wales until 2035. Our shared vision statement is set out below :-

**By 2035 North Wales will experience reduced inequality, increased employment, modernised town centres, an improved housing offer, a stronger visitor economy, a resilient rural economy, and improved health for local people.**

The Strategy provides guidance on how available funding should be prioritised, and helps to align the regeneration process with other initiatives to support economic growth, including the North Wales Growth Deal. It also aims to ensure that economic opportunities are available to as many people and communities as possible across the region.

## INTRODUCTION

North Wales is defined by the six local authority areas of Anglesey, Conwy, Denbighshire, Flintshire, Gwynedd and Wrexham. However, the economic geography of each is slightly different. In economic terms, North Wales is broadly split east-west, with Flintshire and Wrexham falling into East Wales, with strong links to Cheshire and Chester West – through the Mersey Dee Alliance and the other four counties falling into West Wales and the Valleys.

This split is important because it identifies the relative prosperity of the constituent parts of the region, with North East Wales performing better economically than North West Wales – hence the reason North West Wales currently has access to significant sums of money from the EU regional development fund. Having said this, the whole of North Wales is still falling behind the rest of the UK in terms of economic performance.

A North Wales Growth Vision 2017-2035 has been established which identifies key sectors that can drive and improve the economic performance of the region building upon key strengths.

As a consequence of changes in the economy the major towns across the north Wales region have also been slowly declining, manifesting itself in physical deterioration and social exclusion. This must be addressed in parallel with strategic economic interventions so as to create sustainable communities whose residents have the skills and environment so that they can access the opportunities that will change the future direction of the region. This will include ensuring that North Wales has an appropriate supply affordable and good quality housing options. The demand for housing is likely to increase significantly in future years and north Wales needs to respond to this in order to meet demand.

Regeneration is defined as the process by which we **“breathe new life into an area”**. In this case, the communities of North Wales, which have suffered generations of decline and under- investment and where the lack of public sector intervention has resulted in little or no private sector interest.

It is important to recognise that after generations of slow decline, Regeneration is not a quick fix.

Regeneration is a long-term process, and there is a need to find public sector funding solutions, which provide continuity and certainty, in order to tackle the real symptoms of decline and attract private sector confidence and investment to the region.

This Regional Regeneration Plan for North Wales sets out a strategy for regional prioritisation of investment until 2035.

## REGIONAL OVERVIEW

The 6 LAs and partners in the private sector, the third sector, HE and FE, have long recognised that change is needed and that North Wales requires a significant boost if it is not to continue to fall further behind the rest of the UK.

This case for change is based on:

- the continuing deterioration of economic performance
- the continuing fiscal austerity measures and
- the recognition that doing the same things will deliver the same results and that unless the region seizes the opportunity to develop a clear focus for the economy, and prioritises actions which will deliver a step change in performance, it will continue to lag behind the rest of the UK.

However, this is very difficult to achieve when the disparities within North Wales continue to grow:

- GVA per head in Wales fell from 76% of the UK average in 2000 to 71% in 2008
- over the period 2000-2008, the UK economy grew by 50% and Wales by 42%. North Wales grew by only 36% and now has three of the worst performing counties – Anglesey, Conwy and Denbighshire – in the UK
- funding from Europe has done little to arrest the decline
- despite the advantage of large manufacturing companies such as Airbus, Toyota, Kellogg and JCB, Wrexham and Flintshire have grown by only 27% since 2000
- productivity continues to fall further behind UK levels
- levels of youth unemployment are high in North Wales, the overall rate exceeding that of the UK.

The low productivity of the North Wales economy is reflected in the pay and prosperity of its citizens. Across the region, pay lags significantly behind the UK average (Denbighshire at -18% and Gwynedd at -22% are in the bottom 10% for the whole of the UK) and, with the exception of Flintshire, pay in every county is below the Welsh average (ONS Annual Survey of Hours and Earnings 2016, <http://bit.ly/2ydCFjP>).

Whilst North Wales has a unique cultural and environmental heritage, providing a strong sense of community and identity, it also experiences peripherality and poor connectivity to other parts of the UK. This is then reflected in the economic challenges facing the region:

- an unbalanced economy with an over-dependence on the public sector
- few larger firms or corporates and more limited employment opportunities, low productivity and earnings
- the out-migration of younger often more qualified people
- high levels of economic inactivity.

The Welsh Index for Multiple (WIMD) deprivation is the Welsh Government's official measure of relative deprivation for small areas in Wales. It is designed to identify those small areas, known as Lower Super Output Areas (LSOAs) where there are the highest concentrations of several different types of deprivation. This recognises income and employment deprivation but also takes into

account other factors such as environment and access to services, which are all significant factors around a region's decline.

In total, 1909 areas across Wales have been measured and ranked on the WIMD from 1 (most deprived) to 1,909 (least deprived). North Wales has a number of areas that are within the top 10% most deprived areas in Wales. These are predominantly located across the North Wales coastal and border areas. Two north Wales LSOAs are ranked as second and third most deprived in Wales (in Rhyl and Wrexham town respectively).

Applying cluster analysis methodology to this data enables the identification of those towns across north Wales that have the greatest concentration of residents living within the top 10% most deprived communities in Wales (Appendix 2). Identifying towns rather than isolated areas of deprivation provides a focus of regeneration activity to target economically appropriate locations for regeneration investment. This also means the impact of the plan can be measured more effectively.

**Table 1:** Most deprived towns in north Wales in population order

1. Rhyl	7. Holywell
2. Wrexham town	8. Shotton
3. Bangor	9. Llandudno
4. Colwyn Bay and Llysfaen	10. Denbigh
5. Caernarfon	11. Holyhead
6. Newbridge/Cefn and Plas Madoc (Wrexham villages)	12. Abergele & Pensarn

It is important to recognise that there will be deprivation and regeneration needs outside of the 12 highest priority settlements. These needs are still important for North Wales and will require intervention over the lifetime of this Plan, using a variety of resources. The form of that deprivation can be recognised in a number of ways, rural deprivation, areas that are ranked in the 10-20% decile in the WIMD, or those areas that have high scores in individual poverty and deprivation indicators. All are critical to the wellbeing of the communities affected, but must be viewed in a regional context.

The region will actively pursue developing an appropriate approach to identifying and categorising deprivation within a rural context, potentially utilising factors such as underemployment, low pay, increased costs and restricted access to services and opportunities, during the initial stages of the implementation of this Plan.

**Map 1:** Map of the Areas across North Wales of highest regeneration need and the Priority Regeneration Areas for 2018-2021



## REGIONAL ECONOMIC CONTEXT

The Growth Vision for the economy of North Wales was adopted by partner organisations across the region in 2016. The vision described North Wales as “a confident, cohesive region with sustainable economic growth, capitalising on the success of high value economic sectors and its connection to the economies of the Northern Powerhouse and Ireland”.

The document sets out a strategy and ambition for North Wales to achieve the vision through investment in transport and infrastructure, improving skills and employment, and supporting business innovation and growth. The strategy aspires to improve the competitiveness of the region, to increase the Gross Added Value (GVA) of the regional economy and reduce the gap between the GVA of the region and the UK average, and to grow business to both create new jobs and protect existing jobs.

North Wales has subsequently been invited by UK Government to develop a Growth Bid for approval. A Growth Bid, originating from within a region, is a formal proposal for Government investment and the conferment of devolved powers. The North Wales Growth Deal bid was submitted to UK and Welsh Governments in November 2017.

The strategic outcomes of the Growth Deal bid might include: -

- Enhanced site values for strategic employment and housing sites;
- Improved readiness of strategic sites for investment;
- Improved transport access to, for example, reduce travel times to strategic employment sites;
- Increased public transport;
- Increased business investment and improved business performance;
- Improve employment levels;
- Available skills increasingly meet the needs of key sectors in the region;
- Reductions in worklessness and benefits dependency;
- Increased average household incomes;
- Increased regional Gross Added Value (GVA);
- Increased housing supply; and
- Increased alternative and renewable energy supply production and carbon reduction.

The vision and strategy builds on the strong alliances and joint planning both within the region, through the work of the North Wales Economic Ambition Board and the cross-border partnerships such as the Mersey Dee Alliance. The latter has facilitated joint working with the Cheshire and Warrington Local Enterprise Partnership, Merseytravel, and the wider Northern Powerhouse Network. The growth bids from North Wales and the Cheshire and Warrington LEP are being developed in parallel and there is a co-dependency for their success. North Wales is also making contributions to the wider strategy of the Northern Powerhouse network, for example the nomination of prime strategic sites for business growth and inward investment. Road and rail infrastructure and connectivity, and wider transport planning, including bus routes, are central to the North Wales Growth Strategy. The Growth Track 360 plan makes the case for cross-border rail investment and is progressing through the Governmental case-making and decision-making stages. The Welsh Government’s Moving North Wales Forward - Our Vision for North Wales and a North-East Wales Metro supports the region’s transport objectives and cross border working transport movement.

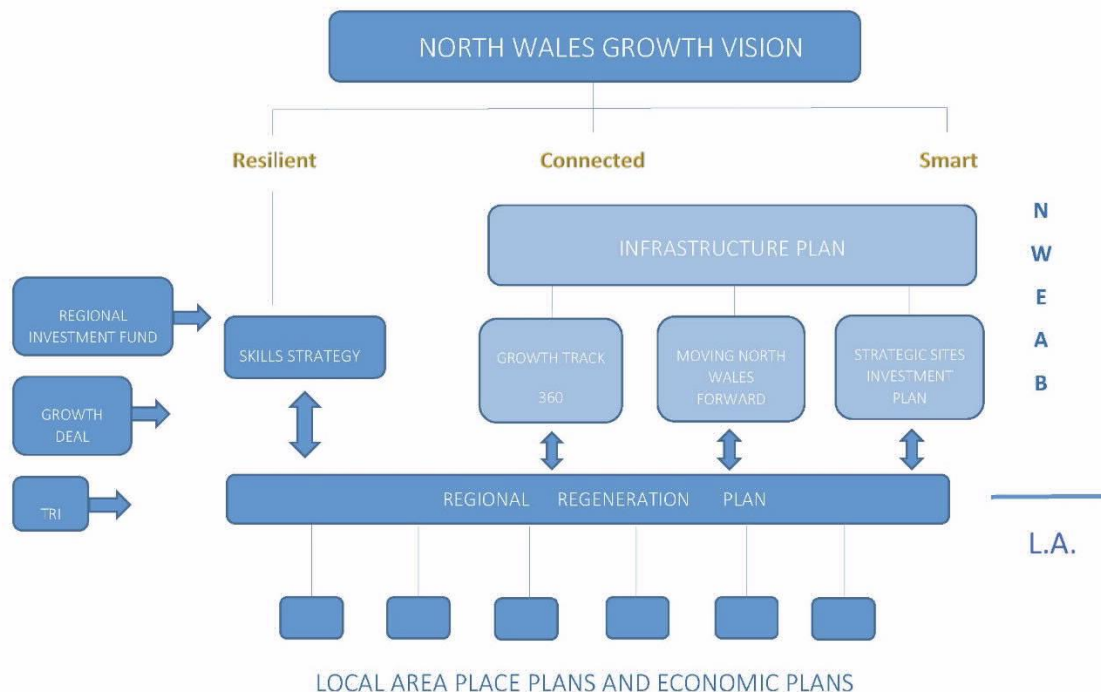
There are twelve projects currently being developed under three work streams:

1. Resilient North Wales - skills, employment and housing
2. Connected North Wales - transport infrastructure and digital connectivity
3. Smart North Wales - business growth and innovation

Detailed business cases are currently being prepared for each of these projects for submission to the UK Government.

The role of this regeneration plan is to ensure that the residents and businesses across North Wales, and in particular in those deprived communities, are able to access and benefit from the economic opportunities which will improve the regions performance. Whilst the regional skills strategy will assist people in gaining the relevant skills and expertise, it is this plan which will ensure that they have an environment within which they can nurture those skills. Ensuring that the existing housing stock is appropriate and energy efficient. Ensuring that the town centres provide appropriate services, retail, leisure and cultural offers. Ensuring that ‘abandoned’ premises within our communities are found viable and sustainable uses for the 21<sup>st</sup> century. Ensuring the sustained health and wellbeing of those communities and that they are inclusive. Meeting the challenges created by rural depopulation.

**Diagramme 1:** Economic and Regeneration Structure for north Wales



## ISSUES AND CHALLENGES

Regional partnerships and negotiations around a Growth Deal for north Wales have strengthened the strategic approach to addressing regeneration challenges that exist in north Wales.

These are likely to bring significant opportunities to north Wales and it important that, working collaboratively, the benefits of these are maximised building on the strengths that already exist across the region. At the same time, it is important to identify and take steps to address those factors, which are likely to get in the way of success.

**Table 3:** SWOT analysis highlighting key issues, challenges and opportunities for the region

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Major employment concentrations across region.</li> <li>• Travel network linking north Wales communities with areas of employment</li> <li>• Major infrastructure development in region such as Wylfa and the Tidal Lagoon</li> <li>• Strong HE provision and research knowledge base</li> <li>• Strong cultural and heritage identity</li> <li>• Strong tourism offer especially in north west Wales.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Travel network insufficient to enable effective access to opportunity in many communities, especially in rural north Wales</li> <li>• IT infrastructure insufficient</li> <li>• Local skills insufficient to meet future labour market demands</li> <li>• Housing supply insufficient for future needs and areas of poor quality housing / HMOs reduce choice and quality of life.</li> <li>• Town centre vitality and viability weak in many places due to changing customer behaviour</li> <li>• Commercial property market is weak</li> <li>• High percentage of public and service sector employment</li> <li>• Low wages in some areas.</li> <li>• High level of self-employment and micro-businesses</li> <li>• Peripherality and travel times within the region</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Proposed Growth Deal investment and jobs creation</li> <li>• Investment in transport infrastructure will improve access to employment and encourage investment</li> <li>• Growth Deal investment in skills and employment will improve economic opportunities for individuals in deprived communities</li> <li>• Major strategic investments provide an opportunity to strengthen regional supply chains and the foundation economy.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Changing retail habits and impact on town centres -Internet /out of town shopping</li> <li>• Loss of key businesses and services for towns and villages threatening sustainability</li> <li>• Prevalence of second homes in the region</li> <li>• On-going pressures on public funding</li> <li>• Global and European economics creating uncertainty</li> <li>• Viability of rural areas and smaller communities</li> <li>• Loss of culture and threat to Welsh language heartlands</li> </ul>

## OBJECTIVES

The North Wales Regeneration Strategy seeks to:

- **Reduce inequality** – by helping more people to share the benefits of future growth, with a particular focus on supporting those with the lowest household incomes to access opportunities.
- **Increase employment** – creating opportunities for employment through regeneration projects.
- **Modernise town centres** – by building on their role as centres for local economic opportunity, service provision and social inclusion. Recognising their role in the foundation economy and helping them to adapt to economic change.
- **Develop the rural economy** – helping to create sustainable rural communities through access to economic opportunities and access to services.
- **Improve the housing offer** – by ensuring that development takes place where there is demand, providing good quality housing options for existing residents, young people and for people locating to the area.
- **Strengthen the visitor economy** - through building on the tourism offer and strengths that exist in the region including the adventure and heritage tourism markets as well as providing an attractive location for major events at regionally important venues such as Parc Eirias and Wrexham Racecourse. By encouraging more visitors to north Wales and providing modern town centres, we will increase visitor footfall to our towns and spend within the local economy.
- **Improve the health of local people** – by creating places that promote physical activity, by providing quality environments and green space and by tackling poverty in our most excluded communities.

## LINKS TO OTHER STRATEGIES

The north Wales Regional Regeneration Plan takes a holistic view of regeneration and in doing so will actively contribute to other important national and regional strategies such as Welsh Government's Prosperity for All strategy and the Well-being of Future Generations Act.

Regional Regeneration Objectives	Prosperity for All	Well-Being of Future Generations Act - Goals
<b>Reduce inequality</b>	Directly contributes to <b>tackling regional inequality</b> by targeting those areas with most concentrated deprivation. Projects will seek to <b>equip local people with the right skills</b> to participate in the opportunities now and for the future. This delivers the <b>priority action area of skills and employability</b> and the <b>priority action area of mental health</b> .	Prioritising the most deprived communities seeks to engage the most excluded people across the region. By supporting people to enter employment or progress to better jobs this objective seeks to increase household income and that in turn will then provide access to further opportunities. This supports the goal of <b>a more equal Wales</b> .
<b>Modernise town centres</b>	Modern town centres will provide an appropriate environment <b>for businesses to drive local prosperity</b> , provide local employment opportunities and provide <b>better environments to promote the health and well-being</b> of those who live, work and visit our town centres. This objective will also deliver opportunities for <b>young people to develop their skills and make the most of their potential</b> . This delivers the <b>priority action area of skills and employability</b> .	Regenerating key town centres will support the goal of <b>a prosperous Wales</b> . Creating vibrant and attractive town centres will increase footfall and spend, supporting local business growth and an increase of job opportunities. Securing investment for north Wales is generally positive for the local supply chain and local businesses and applying sustainable regeneration principles will ensure that these objectives contribute fully to <b>a globally responsible Wales</b> . Engaging businesses and local people in the development of their town centre will contribute to <b>a cohesive community</b> .
<b>Improved housing offer</b>	Poor quality housing contributes to poor health. Addressing local housing need with the provision of appropriate, quality housing will support the delivery of <b>healthier communities and better environments</b> and directly <b>delivers the priority action area of housing</b> .	The provision of good quality accommodation will promote better health supporting the goal of <b>a healthier Wales</b> . Bringing empty properties into use or refurbishing poor quality housing will improve the housing offer across the

		region so that it is modern and energy efficient supporting the goal to achieve a <b>resilient Wales</b> .
<b>Strengthen the visitor economy</b>	Activities to strengthen the visitor economy will <b>promote and protect Wales' place in the world, promote health and well-being for everyone</b> and support local employment opportunities and <b>skills development</b> . This delivers the <b>priority action area of skills and employability</b> .	Increasing visitor numbers to the region will support the goal of a <b>prosperous Wales</b> . Many visitor attractions and local businesses celebrate the heritage and culture of the country supporting the development of a <b>Wales of vibrant culture and thriving Welsh language</b> .
<b>Protect the rural economy</b>	Taking steps to stabilise rural towns and villages will <b>support businesses to drive prosperity</b> and support the development of entrepreneurialism, <b>building ambition and encouraging lifelong learning</b> . This delivers the <b>priority action area of skills and employability</b> .	Investment in a community provides a tool to engage local stakeholders in co-production and entrepreneurial solutions. This commitment to prevent decline supports the goal of a <b>cohesive community</b> .
<b>Improve the health of local people</b>	Health outcomes are low in areas of deprivation with mental and physical health often a barrier for participation. Regeneration activities targeting the most concentrated areas of deprivation will promote <b>health and well-being for everyone</b> and help to <b>build healthier communities</b> . This will directly contribute to the <b>priority action area for mental health</b> .	This regeneration plan intends to deliver transformational change to benefit the most deprived communities across the region. Increased job opportunities and an increase in household income will positively affect health outcomes. Housing renewal and schemes that provide a more attractive environment and encourage activity will also contribute to the goal of a <b>healthier Wales</b> .

In order to be successful this plan must ensure that regeneration projects targeting capital investment into **Places** identify and integrate with the delivery of relevant European and Welsh Government programmes such as OPUS, Adtrac and Communities for Work that are working with **People** from our most disadvantaged communities.

Poverty and Deprivation in these communities is not a new problem. In order to make a long lasting improvement there is a need to focus on the next generation, to raise aspirations and achievement, improve living standards through raising household income as well as provide future opportunities through the creation of a vibrant local economy. This must not be done though, to the exclusion of the needs of an ageing population who are an equally important part of those communities.

We will do this by using the 5 ways of working identified through the **Well-Being of Future Generations Act**.

<b>Preventative</b>	Providing quality environments and raising aspirations of our children and young people will help them to prepare for future opportunities. By considering the needs of older people, we will ensure inclusion for all ages as the demographic changes. By creating an environment for economic growth, we will safeguard future economic opportunities for local people.
<b>Long term</b>	Our physical regeneration projects need to consider how our communities will be changing in order to provide a robust regeneration solution and longevity. Consideration for the changing needs of local people will be built into projects in the planning stages.
<b>Integrated</b>	Ensure that our physical regeneration projects link wherever possible to relevant People projects through incorporating this as a requirement of each business case. Communicate future skills needs and opportunities so that mechanisms are in place to support local people in accessing these.
<b>Collaborative</b>	Working with colleagues across sectors and the region to share knowledge, skills and resources and ensure we get maximum benefit from collaborative working.
<b>Involved</b>	Engaging with the people who we want to benefit most from the programme. By engaging with our communities (particularly the most disadvantaged) on an on-going basis, we will strive to develop community ownership and resilience and improve cohesion.

The six north Wales local authorities are committed to:

Some examples of ways to integrate the **Place** and **People** priorities:

Use of apprenticeships /social benefits during construction	Creation of a physical environment which encourages activity and movement improving health and well-being
Place projects to provide a quality environment for delivery of work skills programmes and other activities i.e. parenting courses	Identify forthcoming jobs, timescales and skills. Work with education providers and programmes such as OPUS to identify and upskill local people to meet future jobs needs across the region. Monitor take up.
Work experience opportunities / guaranteed interview schemes	Local interview schemes / “skills “days for job opportunities within completed regeneration projects providing more accessible ways for people to apply for work

## NORTH WALES REGENERATION PRIORITIES: 2018-2035

**12 Regeneration Areas have been identified as priorities for Regional Regeneration Investment over the period 2018-2035.**

This section sets out the integrated regeneration plans for these 12 areas identifying the major economic challenges and regeneration focus for each settlement. In order to take a strategic approach, 4 geographic areas and 3 thematic proposals will be the priority over the first three years of the plan with the focus moving to other areas as the plan progresses. More detailed evidence of need and descriptions of regeneration interventions have been included for those priority areas with further development work planned for the remaining areas in order to progress those priorities in subsequent years of the plan.

As funding opportunities emerge these will be detailed along with projects in Appendix 1. It is acknowledged that these are long-term, complex aspirations and the solutions will be long-term and multi-faceted.

### Priority Regeneration Area: Rhyl

#### Background and Rationale for Regeneration

Like many other seaside towns, Rhyl suffered from the decline in domestic holidays. As visitor numbers decreased, businesses in the town began to suffer. Former guesthouses became Homes of Multiple Occupation (HMOs) and low property values led to poor standards and conditions. Areas of the town became host to concentrations of residents with complex social needs and problems of multiple deprivation. Denbighshire County Council recognised that this problem needed specific intervention and in 2004 adopted its first Strategy for Rhyl.

Regeneration of Rhyl has continued to be a public sector priority for a number of years, with almost half of Rhyl's neighbourhoods (7 out of 16 areas, 11,021 people from total population 24,924) still in the top 10% most deprived in Wales with one area ranked as second most deprived in Wales. Good progress has been made on moving people into employment and away from benefits, particularly amongst 16-24 year olds, with claimant numbers falling more sharply in Rhyl than elsewhere and the gap between the most deprived areas (West and South West Rhyl) and the Wales and UK averages narrowing. Although a number of priority projects around housing improvement, harbour regeneration, flood defences and facility improvements have either been completed or are well underway, deprivation indicators remain stubbornly poor, particularly for income & employment with five LSOA areas that still have more than double the Wales rate of employment related benefits claimants.

Analysis of Caci Paycheck data clearly shows that Rhyl's most deprived neighbourhoods now have significantly lower household incomes than prior to the economic downturn in 2008. Whilst the national trend shows levels of household income slowly recovering to pre-crash levels this is not the case in many of the neighbourhoods in Rhyl. In 2008 average household income in Rhyl South West 1 stood at £17,836. By 2016 this had dropped by just under £4,000 per household to £13,856 against a backdrop of sustained increases in the cost of living.

The next phase of regeneration work needs to focus on moving Rhyl to the tipping point where regeneration (market failure) ends and private investment starts to take over (local economic development), thus creating a wider range of employment opportunities for which local people on lower incomes will be prepared through labour market support interventions. Whilst no measure exists to define that 'tipping point', the ethos underpinning the Rhyl Regeneration Programme is to

increase footfall to and through the town, increasing spend in the local economy, stabilising businesses and increasing jobs and income opportunities. At the same time, the Rhyl Regeneration Programme prioritises support to local people through engagement activities and employability support with a view to progressing those individuals into local opportunities in order to increase household income, improve health outcomes and reduce reliance on public sector services.

### **Rhyl Regeneration Programme**

In 2016, Denbighshire County Council approved proposals for a next phase of cohesive regeneration activity in Rhyl to lead it towards becoming a place where people choose to live, work and visit.

The Rhyl Regeneration Programme has three inter-related strands; Place, People and Economy. Under Place there are three themes:

- Tourism and visitors;
- Living and working in Rhyl; and
- Town Centre

#### Progress to date

Significant progress has been made to deliver the priority projects under the Tourism and Visitor and Living and Working themes with major projects due to be completed over the course of the next two years. Denbighshire County Council, Rhyl Town Council and Welsh Government have all invested heavily in these projects that has subsequently levered private sector investment into the town moving towards the Tipping Point that the Programme is striving to achieve.

Under the **Tourism and Visitors** theme, the Waterfront project includes a refurbished theatre building with a new restaurant, a new and unique Waterpark and leisure offer alongside the existing Cinema, a Premier Inn and Travelodge and at least two new family restaurants. The waterfront itself is being significantly improved with a coherent public realm scheme, lighting and a refurbished Skytower providing a fresh and exciting seafront experience for visitors and local people. It is anticipated that around 900 000 visitors will be drawn to the waterfront once these attractions are open. The town centre is located close to the waterfront and shows potential for drawing these visitors in subject to getting the right offer in place.

There has also been investment secured under the **Living and Working** theme. Welsh Government have led the development of an innovative Housing Scheme in the West Rhyl area (Gerddi Heulwen) which involved investment of more than £16M into the demolition of poor quality, redundant HMOs to be replaced with quality, affordable mixed tenure accommodation centred around a pleasant shared garden area. Nearly £1M has been secured to date from Warm Wales to deliver energy efficiency improvements in private sector accommodation tackling fuel poverty and striving to contribute to an increase in household incomes. Partnership investment with Registered Social Landlords and the Town Council has also supported the delivery of a much-needed campaign to improve local, regional and national perceptions of Rhyl as a good place to live, work and visit.

#### Next steps

The third theme of the Rhyl Regeneration programme focussed on improving the **town centre** has yet to be progressed. Recent data, visual observation and conversations with businesses indicates that Rhyl Town Centre is increasingly unfit for purpose. There has been a continued decline in the comparison offer and a consistent increase in the percentage of properties that are vacant over the past 10 years rising from 7% to 21% currently. Whilst the national trend of decline has stabilised over the last four years, Rhyl's decline has continued. It is a coastal town with a gravitational draw area limited by the sea and in conflict with a number of its direct but smaller neighbours. It is essential therefore to consider the re-configuration of the town in order to diversify and improve

its offer to reconnect with local people and visitors to the new waterfront tourism and leisure facilities under construction.

Conversations in January 2018 with 65+ Town Centre retailers confirm that:

- Christmas was quieter in 2017 than the previous 2 years
- Businesses are feeling a significant drop in footfall
- The top end of the High Street closest to the waterfront is “Dead” from a retail footfall perspective
- Although it is ..”Good to see the work around the outskirts going on – it’s like a doughnut with no centre!”

Securing beneficial public and private sector investment, attracting more economically active residents, overcoming Rhyl’s poor reputation and nurturing business confidence / growth are key concepts behind an emerging Town Centre Master Plan which will provide the coherent long term physical regeneration framework for the town centre. With links to wider activities for addressing social issues and tackling poverty and support for local businesses to explore the viability of introducing a Business Improvement District the Master Plan focusses on delivery of the following objectives:

- Establish a vibrant and balanced mix of uses
- Improve ease of access to the town centre
- Improve pedestrian flows around the town centre
- Create a desirable town centre ambience

A number of key concept ideas tackling fundamental highways & access, environmental, residential, retail / commercial problems have been identified and provide focus for a stakeholder engagement campaign scheduled to begin in February 2018. Initial projects envisaged for the period 2018-2022 in order to begin the delivery of the Masterplan and achieve transformational change will include:

**Retail and Commercial Improvements to the High Street**, attracting footfall to a vibrant, modern high street area:

- Acquisition / redevelopment of key anchor buildings within the High Street to provide improved commercial and residential space;
- Grants and loans to acquire, reconfigure and renovate key town centre properties for commercial and residential purposes in the town centre in order to consolidate the offer, improve retail effectiveness and reduce town centre vacancies;
- Completion of Phase 1 of the Queens Market redevelopment proposals to acquire and remodel a significant block of commercial property located between the Waterfront and the high street;
- Development of an entrepreneurs hub, providing shared office space for business start-ups, aimed at bringing young entrepreneurial business people onto the high street
- Links to the emerging activities of a Business Improvement District initiative

**Improvements to the residential offer** available in the town centre to increase higher spending footfall and attract a wider mix of people to the area:

- Development of a Living over the Shop initiative to make use of vacant upper floors;
- Renovation of key residential streets to build on the impact of the Gerddi Heulwen housing scheme led by Welsh Government (i.e Edward Henry Street);

**Public Realm improvements** to create a vibrant and safe environment which will attract and retain residents and visitors for longer and encourage investment in retail, commercial and residential offers:

- Development of a public realm strategy with links to emerging Business Improvement District priorities
- Improvements to the public realm including greening and the creation of public space
- Animation of spaces within the town centre in order to draw people in

**Focus on enforcement** to develop a sense of pride and community ownership in the area and ensure that all sectors are delivering a commitment to Rhyl:

- Greater enforcement activity and campaigns;

Longer-term projects are likely to include:

**Improvements to Highways and access** including:

- Improved signage to assist people to navigate around the town and to the various attractions;
- Improved highways and streetscape between the waterfront and High Street to encourage footfall into the town centre;
- Remodelling of the road systems to ensure that the traffic systems reflect modern highways and access requirements for Rhyl taking into account the increase in road users and changes to journey purposes over the last 30 years, providing an easier and more efficient travel experience;
- Adjustment of the parking offer to reflect the changing needs of the area’s visitors;
- Improvements to cycle and pedestrian access throughout the town in order to connect with outlying neighbourhoods and the excellent cycle and pedestrian routes on the seafront that currently don’t extend into the town centre.

**Priority Regeneration Area: Wrexham Town**

**Purpose**

To regenerate the town centre to achieve the objectives identified in the Town Centre Masterplan which was adopted in April 2016. This is a planning led tool which is a framework for decision making for regeneration in the town centre. The overall vision is a new revitalised town centre and its surrounding neighbourhoods through the delivery of new and improved homes, the creation of businesses and jobs with a diverse offer of independent quality retail, leisure uses such as family restaurants, arts and cultural attractions, and all in a quality public realm providing an environment that is identifiable as Wrexham.

**The aims behind the vision are:**

- To improve the economic, social, environmental, and cultural well-being of Wrexham County Borough
- To support and retain young people in the town and surrounding communities
- To address worklessness and economic inactivity
- To support and
- Enable private sector investment in the town to boost economic growth and employment performance.

**The following are the key objectives to be delivered through our long term regeneration plan:**

- Improve the town centre identity, and change the use and functionality, to improve the economic performance increase the footfall and vibrancy of the area;

- Improve the visitor experience;
- Improve the accessibility into and around the town;
- Improve the evening economy;
- Provide opportunities for town centre living by generating a significant supply of new homes to meet local and regional need;
- Improve the standard of existing homes , quality of life amongst residents and desirability of the area;
- Accommodate the needs of a growing population; and
- Make the town centre greener with improved streetscape.

**The objectives will be delivered by establishing the town centre as a thriving destination by encouraging a wider diversity of uses, this will be achieved by the following:**

- Building on its strong sub-regional position as a major shopping destination, diversifying the offer and developing complementary leisure, cultural and arts attractions in an attractive environment;
- Develop an attractive and distinctive environment with high quality buildings, streets and spaces to enhance the character of the town and support the town centre strategies for retail, visitors and attracting residential development;
- Ensuring high quality access to and through the town centre by a range of modes, prioritising walking, cycling and public transport, but maintaining high quality road access to the centre;
- Making Wrexham town centre a great place to live with a wide variety of new homes attractive to a diverse range of people with supporting social infrastructure for offices and vacant office space to make a positive contribution to the role and function of the town centre as a place with a wide and diverse range of attractions; and
- Improving the quality of the public realm to improve places for people to meet, use and enjoy underpins the delivery of improvement in the quality of retail, visitor, housing and office provision.

In order to achieve the overall aims and objectives a regeneration plan has been produced to support the implementation of the masterplan which demonstrates short to long term schemes and projects taking into account the local challenges and opportunities.

**The following long term schemes identified below form part of the wider context to explore various funding programmes to lever in investment and provide the appropriate conditions to enable growth in terms of regeneration in the town centre and surrounding areas. They also contribute to the following Themes within the Masterplan:**

**An Accessible Town:**

- In order to address the need for improved accessibility into the town there is an identified scheme to Modernise transport infrastructure in order to enable growth, through the development of various larger schemes for accessibility into the town, such as the implementation of phased works, to improve the junctions on the A483 in order to address congestion issues currently acting as a barrier in terms of accessibility into the town. Support a modal shift of transport to help deliver growth by supporting development that encourages the use of public transport via Wrexham General Station for a transport hub in order to provide better connectivity with the Bus station and improve links and connectivity to the town.
- In addition to the larger scale infrastructure proposals there is a need to develop a network of attractive pedestrian friendly routes and spaces to improve the connectivity

both into and across the town centre helping to bind various parts of the town together in particular on the main corridor into the town centre.

**A Place to Visit:**

- In order to change the perception of the town as a tourist attraction and visitor destination that the town has a limited range of attractions in order to attract an increased number of visitors to the area there is a need to improve on the number and quality of strategic large scale events, the regeneration of the Wrexham Racecourse ground would be a major contributor to this and would improve the overall perception of the area, given its prime location along the main corridor into the town centre. The objective is to create a first class stadium capable of hosting international sporting events, music and other cultural outdoor events establishing it as a Regional Centre of Excellence. In conjunction with this there is ongoing consideration to maximise the development opportunities afforded on the adjacent parcel of land for commercial or mixed use development. This would not only generate a significant increase in footfall in but also enhance and strengthen the connectivity into the town.

**A place to Shop / A place to Live**

- As retail trends are changing there is a need to widen the scope of offer and split larger units into smaller units to provide mixed use development in appropriate locations incorporating evening economy uses such as restaurants, leisure, pubs and hotels and small-scale, local need retail. Homes above retail premises can provide opportunities to increase the vibrancy of the town centre and support the evening economy.

**The following schemes are identified in our Regeneration plan deliverable in the shorter term under the following masterplan themes:**

**Is Attractive and Distinctive:**

- To celebrate the local character and diversity that reflects the local area, architecture, materials and culture, various schemes have been identified to maximise the opportunities presented by Wrexham's Heritage and conservation areas. Significant parts of the Town Centre fall within conservation areas, which offer a unique environment and visitor attraction. Progress to deliver and then extend the THI Heritage led programme will preserve, conserve and enhance the town centre, bringing back into use derelict and vacant buildings providing residential accommodation and splitting larger retail premises into smaller units. Progress to deliver and then extend a THI scheme is being made, which incorporates a traditional construction skills training package to support a programme to produce employability outcomes.

**A Place to Work:**

- In February 2017, the Welsh Government announced £1 million funding to develop a new business hub in Wrexham. The Scheme which has recently been renamed 'Town Square' in recognition of its presence within Wrexham Town Centre, develops incubator units which brings together entrepreneurs in a shared environment, to enable ideas and develop collectively. As well as providing good quality business accommodation within Wrexham Town Centre the scheme can also support businesses with advice, workshops, and support with developing international trade and networking opportunities.

As 'Town Square' continues to develop there is an expectation of increased demand for 'growth' accommodation to enable businesses that have been developed to continue to expand within Wrexham Town Centre. This relies on the availability of good quality, sustainable accommodation that suits the needs of businesses and opportunities that outgrow the hub. In collaboration with the Town Centre Regeneration Funding, the use of Targeted Regeneration Investment funding will enable additional accommodation to be acquired and developed to satisfy this anticipated demand. This will provide a longer term legacy which will benefit the economic wellbeing of not only the town centre but the wider region by providing more opportunities for new and existing businesses to develop and flourish.

**A Place to Live:**

- To address the identified need for town centre accommodation there are identified projects such as HARPS schemes in the town centre to convert unused floor space above shops into habitable homes.
- There is potential to support the existing town centre acquisition scheme with additional funding from the TRI programme to enable some large properties to be supported to provide long term benefits for the town centre.  
Due to the nature of some of the properties in the town centre, there is likely to be significant costs associated with redeveloping the properties for residential, commercial or mixed use which would typically be difficult to recover through a normal loan scheme. This could potentially include addressing any potential issues such as asbestos, creating new disability access to all parts of the building and fire proofing. The use of grant element alongside the Town Centre Acquisition Fund would enable these issues to be addressed.  
This will support economic development by providing opportunities for local contractors including apprenticeships and trainee opportunities as part of the redevelopment of the properties and land, as well as providing further opportunities for people to live, work and access services in their own right. This provides Social benefits and outcomes by providing access to good quality residential and mixed use properties. Due to the type of properties being developed these will be in perpetuity and therefore provide a long term benefit.  
Properties could also be developed as Local Economic Hubs to support the economic regeneration of communities across the County Borough. These could operate in partnership with other similar schemes across the region and be similar to other hubs including ICE which has recently come to Wrexham. This model could also be utilised to promote tourism and businesses associated to this sector by creating Tourism Hubs alongside other sectors of the economy.
- A housing scheme has been identified located on Regent Street on the main arterial route into the town centre, on a derelict site which would allow for 25 units which vary in size. This project would contribute to an increase in the footfall enhancing the overall vibrancy of the area and maximise the linkage and connectivity into the town centre.
- A building has been identified for refurbishment in the town centre which was originally designed for a women's refuge but this facility moved some time and since the buildings has been used as a facility for people with learning difficulties, so there is opportunity for conversion to deliver specialist bespoke housing to meet the needs of the disability service with individuals with complex needs who require the specialist

housing within the communities of their origin. This would also meet the growing waiting list figures which currently has 34 active applications with at least 10 further applications in the process of completion.

- Traditionally known as Housing Renewal, there are opportunities to improve the quality of housing supply with the development of a Private Sector Property improvement scheme. The aim is to target gateway / arterial routes to improve the overall perception of these areas in conjunction with other schemes in order to support the overall aims and objectives for regeneration; this will strengthen connectivity and improve the linkages into and around the town centre.

#### **A Place to Shop / Attractive and Distinctive:**

- As part of the vision in the Masterplan and our Tourism Destination Management Plan, to create a visitor quarter in the town centre, a scheme has been identified, following an extensive commercial study, to regenerate the two indoor markets on Henblas Street. This will ensure better utilisation of the space, in order to enhance the offer within the markets and attract relevant and sustainable traders to reinstate Wrexham as a traditional market town and a visitor destination. This could also maximise opportunities for a night time economy in the surrounding area and within the market itself. In terms of branding this would also contribute to reinstating Wrexham as a traditional market town.
- Through our Public realm study it has been identified that there are improvements required both into and throughout the town including improved streetscape, development of lighting works and improved signage from key hubs linking into the town centre. A priority opportunity site for this is Henblas Square which is currently being developed as a mixed use site with retail and leisure, and given its close proximity to TY Pawb and Eagles Meadow shopping centre this is a good time to invest in streetscape improvements, such as trees, lighting, paving and street furniture. This would enhance the overall perception of the area and support our objective to create a café/cultural space in order to retain and manage the footfall in this area by creating a vibrant dwell space with a sense of enclosure.

#### **A Place to Visit:**

- Wrexham County Borough has invested significantly in tourism in recent years which has resulted in an increase in day and overnight visitors to the area. To meet this increase in demand there is an identified need for additional suitable coach parking areas in close proximity to the town centre. Attractions such as St Giles Church, Racecourse Ground and Ty Pawb will show that the need for suitable coach parking continues to increase. The Targeted Regeneration Investment funding would enable the acquisition of appropriate land for development as a coach park. Visitors would continue to be dropped off at their destinations but a designated parking site would ensure a safe and secure area where coaches can be parked for a longer period of time. This scheme would support the economic development of the town centre by making it more accessible for day and overnight coach trips, and ensure that visitors on coach trips are able to enjoy the attractions of the area for a longer period of time.

### **Priority Regeneration Area: Bangor**

Bangor is the oldest city in Wales, and as a city and a sub-regional centre for North Wales, Bangor has a distinct character and is marked by a profound sense of civic pride amongst its resident, studying and working populace. It is a place, which possesses a significant number of attributes, both modern and old, but is also faced with significant challenges in terms of its future prosperity and vitality.

Based on the 2011 census, the city has a population of 16,658, including university students. The total estimate number of students has since increased (10,766 based on University's figures for 2014/5) and therefore the estimate of the population of Bangor during term time is 20,244.

The Bangor City Partnership was established in early 2016, which brings together a wide range of key partners seeking to collaborate and work collectively to drive an agreed strategy for the City of Bangor. The Partnership includes representatives from Bangor City Council, Gwynedd Council, Welsh Government, Bangor University, Pontio, Betsi Cadwaladr Health Board, Strategic Housing Partnership, Grwp Llandrillo Menai, and the private sector (through the Bangor Business Improvement District).

Following the establishment of the Bangor City Partnership, further work was carried in preparing a regeneration strategy for the city. This Strategy and vision is predicated on exploiting Bangor's primary role as the sub regional centre for Gwynedd and Anglesey, recognising its inherent strengths and latent potential, and eradicating the negatives that have beset this City over the last decade and more. If fully realised, then Bangor can become the Greatest of Welsh Cities; offering the whole ambit of attributes and amenities that makes any City Great; but gilded with a sense of Welsh and Celtic Heritage.

The Strategy has three interdependent themes, none of which can fully achieve their outcomes alone. It is a holistic approach, both on a strategy level and thematic level.

#### 1. Development and Environment

Underpinned by four sub themes:

- Development
- Built Environment
- Public Realm
- Transport and Pedestrian Access

In recent years, Bangor City centre has experienced significant decline and an erosion of its function as a sub-regional retail centre. The main retail core runs along the High Street being over a mile in length. Bangor has maintained a high percentage of vacancy rates when compared to the Welsh average. With 'Retailing in Wales' largest towns and cities' January 2018 identifying an overall decline in across Wales from 16% in 2013 to 14.5% in 2017, Bangor has maintained over 20% retail vacancy over the same time with 2017 showing a reduction to 19.4%.

Bangor has seen an increase of 8% from 2013 in leisure vacancy up to 13.6% with the Welsh average at 8.7 last year. The city needs to consolidate the primary commercial area and improve the retail and leisure experiences; and secure alternative uses for vacant buildings in the city centre. This will be achieved by improvements to the High Street through the Property Renovation and Investment Scheme; and improving the vitality of the city centre through Strengthening Key Urban Access and Linkages.

The Partnership will seek to develop additional activities focusing on addressing the issue of poor building fabric within the retail area and public Realm works. Further investment in developing the Pier, further development of the Cultural Quarter the redevelopment of the University's Campus on Deiniol Road and its transformation into a Science and Technology Quarter. This will be underpinned by a number of initiatives to enhance the overall aesthetic of the city, the provision of citizen friendly green spaces and the rationalisation of transport and pedestrian access.

Activities will be developed and implemented in collaboration with the business community, thus building on the work of the Town Centre Partnership and subsequent establishment of the Business Improvement District in Bangor City centre.

## 2. Economy and Promotion

Underpinned by three sub themes:

- Business Support
- Marketing and Promotion
- Events

Projects will include reversing the decline in the professional sector and regenerating the city through reutilisation spaces above shops, a grant and advisory support services for retailers and businesses within Bangor, a rebranding and repositioning of the City, and initiatives to encourage private sector investment.

## 3. Housing Health and Wellbeing

Underpinned by two sub themes:

- Homes
- Health and Wellbeing

Over the last 5 years, the city has also seen significant changes in the provision and quality of student accommodation developed by Bangor University. Over many decades, one key impact of the presence of the University was the multiplicity of student housing stock – with 1,160 Houses in Multiple Occupation (HMO) in Bangor which represents some 21% of the city's total housing stock. A gradual decline in the fabric of many of the older properties, coupled with the emergence of new student accommodation, has resulted in a number of empty properties and / or low quality housing around the heart of the city.

In addition, there are currently 1,528 houses owned by social landlords in Bangor (approximately 25% of the total housing stock). The main Registered Social Landlords (RSLs) are Cartrefi Cymunedol Gwynedd (CCG), North Wales Housing, and Cynefin. The RSL's have a key role, not only to provide housing to an appropriate standard, but also through engagement and the delivery of a range of ancillary and support services.

Project activities will have a significant focus on revitalising and growing housing stock within the City, tackling negative issues around HMOs, improving intermediate housing supply and working with Registered Social Landlords and Private Sector to return Properties back to a standard where young people in particular would wish to live, and will be complemented by appropriate initiatives to support more sustainable and healthy living conditions, and access to health and wellbeing services and support.

The proposed Bangor Integrated Health, Family and Well-being Centre involves the development of a multi-agency facility to incorporate primary care, community, family health and therapy services and appropriate housing development within the city centre. This proposal is being led by Cartrefi Cymunedol Gwynedd and Betsi Cadwaladr University Health Board and will encompass a range of wellbeing initiatives, creating a vibrant one-stop facility that promotes social wellness through social prescribing activities as well as more traditional health services.

As detailed elsewhere in the Regional Regeneration Plan (Section 3, Appendix 2) high levels of social deprivation exist in the Maesgeirchen area of the city. Proposals are also being developed in respect of the Glancegin Integrated Family Centre which would provide support and access to key services that currently do not exist. In addition to providing support to the families in terms of improving the life chances of the children on the estate, a purpose built centre will be able to provide facilities to assist those outside of the employment market to become work ready.

A further project is the development of an Integrated Homelessness Facility. This Project is in early development under leadership of Cartrefi Cymunedol Gwynedd, Betsi Cadwaladr University Health Board and a local mental health charity

In addressing identified housing needs of Bangor City, activities will be integrated with the proposed Thematic Housing Programme.

As part of the TRI Programme, robust arrangements will be established for the delivery of the Bangor City Centre Regeneration Plan. This will include the establishment of a programme office to manage and co-ordinate the delivery of activities.

#### **Priority Regeneration Area: Colwyn Bay and Llysfaen**

Colwyn Bay has been a focus of regeneration programmes since 2009 having been characterised by high levels of deprivation in four neighbourhoods. An extensive, and holistic regeneration investment programme has been undertaken including community/neighbourhood development, health and wellbeing programmes, waterfront improvements and coastal defence works, development of a regional events arena, housing renewal, Townscape Heritage initiative, and more recently key bespoke office development. These have attracted new visitors to the town and started to improve its image. However, two neighbourhoods still remain in the bottom 10% of the WIMD, representing 12% of the town's population, and a further 7 wards are ranked within the lowest 10% to 50%, with stubbornly poor indicators for Income, Employment, Housing and Education. This is then combined with persistent high vacancy rates within the town centre and no change in footfall levels there.

The wellbeing of Colwyn Bay is critical to the proper functioning and future prosperity of the wider community of the Bay of Colwyn, at 33,000 the second largest town within North Wales, and the Central North Wales growth hub, recognised in the 2008 Wales Spatial Plan. It's central location along the coast and strong connectivity means that its residents and businesses can play a significant role in contributing to the North Wales Growth Vision.

Whilst to date the regeneration programme has witnessed significant progress in 3 of the 4 drivers, as identified in the Colwyn Masterplan 2010, namely, Parc Eirias, Waterfront and Housing Renewal, progress in the town centre has been limited.

The annual town centre benchmarking exercise undertaken by 'People and Places' confirms that the vacancy rate within the town centre remains at 17% (June 2017), and whilst footfall on the waterfront and in Parc Eirias has increased there has been little noticeable change in the town centre, nor improvement in movement across the town. The Bay View Centre remains the focal point. The quality, and size of premises, lack of convenience retailing, combined with low footfall and concerns about the town centre's traffic management remain the key barriers to investment. The next phase of the Colwyn Bay Regeneration Programme, 2018 -21 will retain it's holistic approach combining physical regeneration with community development and a focus on economic and health wellbeing. A key priority will be investment in the town centre itself, continuing to create an environment that can facilitate private and public sector investment that maximise the town's strategic location and connectivity as a destination, service and commercial centre. This will ensure a:

***"...vibrant town centre destination for shopping, business and commerce, services, culture, entertainment and leisure through the enhancement of its vitality, viability and attractiveness....."** (Conwy LDP Strategic Objective 6 and Colwyn Masterplan 2010)*

This will not be done at the expense of continuing investment to complete strategies for the other three drivers, so that improvements seen over recent years are not lost:

- **Parc Eirias** – continued investment as an events destination and state of the art health and wellbeing centre in collaboration with Betsi Cadwalader University Health Board and Social Services. Redevelopment of the neighbouring Colwyn Civic Centre.
- **Waterfront** – implementation of Phase 2b and the Old Colwyn promenade improvements – North Wales Critical Infrastructure Project, together with the creation of a shortened pier.
- **Housing Renewal** – implementation of the phase of renewal overlapping with the town centre, specifically seeing renewal of residential accommodation in Bay View Road and above commercial property in Abergele Road.

A refreshed Bay Life Regeneration Board – the coordinating body of the regeneration programme – with reinforced roles for the Bay of Colwyn Town Council and Business Improvement District in particular will drive forward the programme under a branding "**Creative Colwyn**". This will highlight the opportunities presented by Colwyn Bay whilst also developing the wider cultural offer of arts, heritage and leisure. The BID and IMAGINE project, supported by HLF, will be key contributors to this.

Alongside investment strategies for Parc Eirias and the Waterfront a **Town Centre Investment Plan** is being finalised, teasing out and reviewing key proposals from the original Colwyn masterplan. This will be focussed on three themes:

**Identification:** branding, signage, orientation, gateway anchor points, ensuring a consistency and understanding of the town centre and its environs. Key indicators: visitor numbers, footfall and investment enquiries.

**Integration:** This will focus on improving linkages between currently disparate parts of the town centre. Initial focus will be on those links from Abergele Road to the core town centre; ensuring that the new Coed Pella development is fully integrated; from the Bay View Centre to the station and Station Road; parking provision and its accessibility; and traffic movement, so that it permeates the town centre. It is also critical to improve the connectivity of the town centre with surrounding areas particularly the Waterfront - via Station Square, Parc Eirias – along Abergele Road, and the 'business quarter' to the west. Key indicator: footfall

**Animation:** that is of the streets and open spaces, so as to create a welcoming business and leisure environment. This will be done by a combination of improved and consistent public realm/streetscape and investment in properties around them to create sustainable futures for

them, be it business, leisure, services or residential. Key initiatives behind this particular theme will be:

- Commercial Property Investment scheme – as a successor to the Townscape Heritage Initiative but looking at a wider area and a mix of grant and loan to the private sector.
- A Key Sites and Properties Investment Scheme with CCBC taking the lead where market failure is evident. An initial property is 7 Abergele Road, but focus will also be on others such as the Imperial Buildings, Market Hall, Bay View Road, etc. Using a combination of funding to create sustainable future investments.
- An integrated marketing and business support programme for prospective investors, between CCBC, BID, Business Wales and Coleg Llandrillo.
- Integrating and animating spaces and linkages both within the town centre and to surrounding areas. Initial focus on Abergele/Conway Road, and Station Road before tackling St Pauls Gardens, and Ivy Street. The HLF supported IMAGINE project will play an integral part in this to assist in developing solutions and also ensuring ‘community ownership’
- A renewed vision for Station Square, to include the station, its forecourt, linkages to the waterfront; the Market Hall site, Imperial Buildings, and ‘station steps’ so that it becomes a true focal point for the town centre. This will require a multi-agency approach given the complicated land ownership pattern.
- A renewed Market and events offer for the town centre which is compatible and complimentary to Parc Eirias and the Waterfront.
- To redevelop Douglas Road as a community hub with enterprise and training opportunities, potentially incorporating a family centre
- Housing renewal in the Abergele Road and Bay View Road areas in coordination with the commercial property investment scheme.
- Tourism Academy related investments such as student accommodation

Key indicators of success will be reduced vacancy rates, new business investments, increased employment levels within the town centre, residential units created, numbers and size of markets/events, business survival rates, visitor and footfall figures.

As has been the case since 2009 the Regeneration Board will be supported by the Bay Life Officer group who will ensure proper and timely delivery of projects using CCBC programme and project management frameworks, and adherence to funding requirements.

#### **Priority Regeneration Area: Caernarfon**

Caernarfon is an iconic tourist destination of national and international standing. The town has arguably some of the best heritage, cultural and natural assets in Wales, yet during the second half of the 20th Century it suffered a gradual decline in its economic fortunes. This has resulted in some parts of Caernarfon developing high deprivation levels characterised by high unemployment, low wages, poor housing and health and contributed to the increasing run-down appearance of the town, reducing its attractiveness and confidence to residents, visitors and investors alike.

In response, the town is the subject of an extensive and ongoing developing programme of investment designed to further enhance its status as an iconic and “must see” destination in Wales. A new approach is being developed which builds on the area’s undoubted strengths in celebrating differences, and marketing its unique identity and being culturally relevant. The

programme is unique in how it has and will utilise Caernarfon's exceptional cultural and historical assets that is the Welsh speaking capital of Wales; World Heritage Castle and historic environs; strong indigenous creative arts/industry; gateway to Snowdonia; harbour town with unique and historical waterfront; linking of key attractions such as the Welsh Highland Railway and Wales Coastal Path.

The Caernarfon Waterfront Initiative currently forms part of the Tourism Attractor Destination Programme (TAD) led by Visit Wales, Welsh Government. A pan-wales multi-million pound iconic tourism investment programme supporting ten strategic regionally prioritised projects that will raise the quality and perception of destinations in Wales.

During the period of the Regional Regeneration Plan, it is envisaged that further investment will be secured to underpin the new regeneration approach developed for the town.

#### **Priority Regeneration Area: Newbridge/Cefn and Plas Madoc (Wrexham villages)**

Regeneration of the High Street in Cefn Mawr has received support from HLF through a THI scheme, which closed this year. Further regeneration to progress Cefn Mawr's role as a tourism centre, linking to the WHS destination and increasing the visitor experience and dwell time on the High Street. This will support employment opportunities within the businesses now operating here as a result of the THI. The emerging masterplan will further support the linkage between Cefn Mawr and the WHS encouraging people to not only visit the area but create a dwell space.

Regeneration activity can support access to services and employment for the neighbouring community of Plas Madoc. The Housing renewal scheme will be beneficial for private properties in the area that now fall behind the standards reached in the social housing stock. There is currently an estate remodelling underway which will act as a vehicle to raise the profile of Plas Madoc and the estate re-modelling agenda within WCBC. This is critical to the success of the regeneration of Plas Madoc and the creation of a sustainable community will be the inclusion of non-physical projects. This will be the framework to encourage and lever in future investment into the area by demonstrating the opportunities for regeneration.

#### **Priority Regeneration Area: Holywell**

Holywell is a small rural town with a population of around 8,500. There are significant pockets of deprivation round the town.

The high street area in Holywell comprises around 113 retail units. Holywell has seen two rounds of Townscape Heritage Initiative funding and the quality of the built form is very high with conservation area status and a number of listed buildings. The public realm, though, is very dated and very poor quality. The town centre is pedestrianised which is reducing potential customers. Footfall in the town is reported as very low. Although vacancy levels are low compared to national figures they are high in a Flintshire context.

The regeneration priorities for the town are:

- Review and develop options to improve access to the town centre, including for vehicles.
- Town centre property interventions to reduce the retail footprint and generate new activity.
- Housing development including social and affordable rent housing.
- Enhance the visitor economy through links to wider infrastructure.
- Improvements to the street environment.

### **Priority Regeneration Area: Shotton (Deeside)**

Deeside has a population of around 54,000 people. It is a major hub for employment and economic growth potential in both the North Wales and Mersey Dee context with a particular focus on manufacturing. The high street areas in Deeside comprise around 215 retail units extending over far too great an area to be sustainable.

The built environment in Deeside is poor along the main coast road, creating a weak first impression. There are large clusters of private housing in need of modernisation and the street environment is dominated by traffic, an outdated public realm and many poor quality shop fronts. Although retail vacancy levels are relatively low there remains an over-provision of retail units. Traffic is an increasing problem in Deeside with local movements through the urban area to areas of employment heavily congested. Despite the economic opportunities in Deeside there are significant pockets of deprivation in Shotton and Connah's Quay.

The Deeside Plan, developed in early 2017 sets out the priorities for economic development in Deeside:

1. Economic growth
2. Transport
3. Housing
4. Skills and employment
5. Environment

Delivery against these will come from a mixture of strategic interventions from the North Wales Growth Deal as well as more localised regeneration projects including:

- Continuation of the housing renewal area programme to improve the housing stock.
- Housing development including social and affordable rent housing.
- Improvements to the local transport infrastructure to improve access to employment and services.
- Town Centre property interventions to reduce the retail footprint and generate new activity.
- Opening up access to the river Dee.
- Improvement to the street environment.

### **Priority Regeneration Area: Llandudno**

Llandudno has a population of 15,266 and has developed as a regional, and nationally significant tourism resort. As an integral part of the Central North Wales Growth Hub identified in the Wales Spatial Plan 2008 it is also significant as a regional retail and service centre.

Despite the apparent success of the resort town two LSOAs demonstrate low levels of income, employment and educational attainment. Tudno being within the 10% most deprived LSOAs within Wales. Changes within the tourism industry resulting in the closure of some hotels and B&Bs has also led to conversions of properties to the private rented sector as small flats or Houses in Multiple Occupation, bringing with it a transient population.

In recent years Communities First programmes have worked within these communities making substantial in roads to improve the circumstances. The Conwy Economic Growth Strategy 2017 - 27 recognises, as a key issue, the need to raise income levels and create full time employment in

the tourism/leisure sector. Whilst benefit from all five ambitions within the strategy key to Llandudno's future is the development of the winter tourism offer.

Working closely with key landowners, Mostyn Estates, significant tourism/leisure, hospitality, retail and commercial investments have been made in recent years with others proposed. The continued success of the town as a nationally significant resort is dependent upon continued exemplary destination and investment management coupled with supporting and skilling the community to be able to access the opportunities that that brings. Regeneration investment will therefore be focussed upon people outcomes.

#### **Priority Regeneration Area: Denbigh**

Amongst the 10% most deprived communities in Wales, the town of Denbigh lost its main employer (the North Wales Hospital) over two decades ago and the site has never been returned to productive use. Securing private sector investment in both this site and the town centre itself has proved elusive for many years.

The town centre exhibits signs of decline including increased vacancy rates, significantly reduced footfall and spend and derelict prominent historic buildings in the town centre. There is a limited range of popular independent shops and services but the town's night time offer has contracted significantly in recent years despite national trends that suggest it should be expanding.

Denbigh is in a period of adjustment and turbulence, needing support to accelerate its move towards being a speciality town where the anchor tends to be a strong tourism offer. The town has a very high number of historic buildings including the spectacular Denbigh castle, but lacks a good accommodation base that would help anchor visitor spend in the town centre.

There is wider prospect of new customers for town centre businesses from potential development of new homes on land allocated for residential developments around Denbigh, but with mixed perceptions of parking in the town (Denbighshire Town Centre Parking & Traffic Management Study 2015) access improvements will be critical to exploiting these new markets. A significant unmet need for affordable homes in the area also provides potential opportunity for providing new uses for derelict and under-utilised town centre properties, with added potential to increase town centre footfall and the longer term vitality of the town centre where investment can be secured. Failing to address the range of issues highlighted will lead to a decline in local employment opportunity and local access to goods and services.

#### **Priority Regeneration Area: Holyhead**

Despite its strategic role as an international ferry port, Holyhead has suffered from poverty, unemployment, and deprivation for many decades, and many residents are being adversely impacted by welfare reform. Large scale job losses took place in 2009-10 with two of the town's three main employers effectively closing down, reversing previous job gains. Of all North Wales towns, Holyhead ranks second after Rhyl in the percentage of population in income deprivation (27%) and working age people on employment related benefits (17%).

The current Holyhead regeneration strategy was launched in 2014 with the vision that :- *Holyhead has taken full advantage of the opportunities it has to become a dynamic and sustainable place to live, work, visit, and invest.*

The key aims in the Strategy are :-

1. *Improve the supply, choice, and standard of homes, and quality of place*
2. *Capitalise on major investments to secure new jobs for local people*
3. *Reduce poverty by maximising local benefit from new developments*
4. *Integrated and innovative working leading to positive long-term transformation*

The VVP Programme 2014-17 saw overall capital investment of £32m in the town, including new social housing, housing improvements, town centre improvements and business support, a new primary school, new Flying Start centre, and new and improved facilities for the community. The process of regeneration clearly remains unfinished and will need to continue for several decades. The primary need is to boost local employment.

Key needs and opportunities for capital investment include : a multi-use/ cruise ship berth, harbour infrastructure works, and the redevelopment and suitable re-use of large vacant buildings and closed school sites.

#### **Priority Regeneration Area: Abergele & Pensarn**

Abergele/Pensarn with a population of 10,700 is identified in the Conwy Local Development Plan 2007 -22 as a key growth area in the NE of the County with over 800 housing units allocated towards the south east and west of the town. However, the settlement area includes the most deprived LSOA in the County of Conwy in Pensarn, demonstrating high levels of income, housing, employment and educational attainment deprivation.

The apparent general vitality of the community is contrasting with the issues in Pensarn and the town centre which is now demonstrating a 17% vacancy rate with the recent loss of its last bank. The town is vulnerable to stronger competing centres within the region, and whilst its proximity to the A55 may seem to be a benefit, being at a junction of routes means that it does generate issues with the town's infrastructure specifically traffic and congestion that is impacting on its attractiveness and appeal for investment. The need for accessible and integrated services is a key issue going forward with over a third of households being over the pensionable age and almost a quarter in the Pentre Mawr ward having the greatest number of dependent children.

As a consequence of these pressures/issues in 2016 a Place Plan for the community was developed to respond to future growth and delivering change that works towards meeting its environmental, economic and social goals. The Plan also recognises the local community's assets and needs as inspiration for creating good, functional places that promote people's health, happiness and well-being.

An adopted Place Plan is now in existence to provide strategic direction with a vision that is based on "*Between coast and hills, Abergele is known as a town centre community that has a heart and is memorable for a diversity of activities taking place as well as base to explore from.*" Supported by a 15-year action plan a number of "Big Ideas" and "Quick Wins" have been identified which include a community hub, an arts and culture venue, active health trails, local enterprise support, infrastructure improvements, Pensarn housing area and Pensarn promenade.

Governance and management has also been established with the Place Plan Programme Board now directing actions across thematic areas such as housing, health and well-being, access and infrastructure, business, tourism and jobs and culture and heritage with a community forum representing the wider views of local organisations and residents. Abergele and Pensarn therefore

has the delivery infrastructure in place to respond to strategic opportunities such as the Targeted Regeneration Investment programme.

### **Thematic Priorities**

#### **Thematic Priority 1 - Housing**

##### **1.1 Empty Properties Housing Programme**

The need for a specific programme to address the challenges and opportunities posed by empty buildings has been highlighted as a need in North Wales, where there are an estimated 6,000 long-term empty properties. The need to reduce the number of empty homes is a key housing policy aim of the Welsh Government.

Empty houses and flats represent a wasted resource and an opportunity to increase housing supply at a time of significant housing shortage. A combination of repayable loans, grants and pro-active liaison with property owners, together with enforcement work by Local Authorities in appropriate cases, will enable more empty properties to be brought back into occupation.

The closure of facilities such as chapels, courts and banks is having a detrimental impact on several smaller towns in the region, and these buildings are often suitable for conversion to residential, business or community uses, or as multi-use centres. Buildings, such as churches, are often challenging and expensive to refurbish (e.g. due to being listed) and, without public subsidy or support, may remain disused for years. As with empty homes, the support required will involve a combination of grants and repayable finance, together with other measures, such as appropriate enforcement.

Investment under this theme will be prioritised in the most deprived towns, or those where the number or type of empty buildings creates particular problems, but will also help to address specific needs and opportunities in other settlements where a strong case can be made.

Although in most cases, empty property owners are liable for the payment of Council Tax after the property has been empty for 6 months or more, empty properties make no other positive contribution to the neighbourhood in which they are located, and can help to make an area appear neglected. Empty properties can also impact negatively on the value of adjoining properties and make them less attractive to potential purchasers.

The Welsh Government-funded interest free loan scheme has made a positive contribution to returning empty properties to occupation, but the number of properties benefiting from the scheme remains a small percentage of the total number of empty properties.

The Social Housing Register and Local Housing Market for each county in North Wales indicates the scale of the current need, and it is clearly logical for a significant part of this need to be met from the existing stock by bringing empty properties back into occupation.

An offer of appropriately targeted grants would enable:

- first time buyers to purchase empty properties which may have been outside their reach previously (due to mortgage retentions or issues of insufficient equity), and will also contribute to improvements in the condition of the private sector housing stock
- Authorities to target problematic empty dwellings where offers of loan assistance have not been taken up, or where owners' circumstances have made them ineligible for the scheme
- The potential to create work for local contractors with consequential benefit to the local supply chain

An Empty Property Scheme will need to be supported by an assessment process, allowing grant funding levels to vary from property to property, to ensure that as many properties as possible are included, with the remaining costs being met from owner's contributions or from other funding sources.

Recent legislation by central Government has contributed to making the private rented sector more difficult to access for low income households than it has been previously. Grants could be linked to nomination rights to assist with meeting social housing need.

Proposals in the first year focus on a joint scheme for the Bangor & Holyhead Travel to Work Area, linked to the impacts of Welfare Reform, Bangor university student accommodation issues, and the anticipated impacts of Wylfa Newydd on the local housing market.

### Thematic Priority 1 - Housing

#### 1.2 Housing Renewal

The actions within a programme of housing renewal projects aim **to support wider regeneration programmes by improving investor confidence and protecting existing investment** through work to remedy the pockets of poor quality housing and deprivation, which still exist in settlements across north Wales.

The Welsh Government Renewal Area programme that operated for many years until March 2017 was very successful. However, there remain pockets of poor quality and empty properties in and around key settlements that were not addressed through this programme of works.

It is commonly acknowledged that poor-quality housing can have a detrimental effect on the health of its occupants, and more generally on the quality of life in an area. Whilst it is primarily the responsibility of homeowners to maintain their own properties, it is recognised that some homeowners, particularly the elderly and vulnerable, do not have the necessary resources to keep their homes in good repair. Local Authorities have a duty to review and address housing standards in their area and they have a significant role to play in helping homeowners to meet this responsibility.

The Regulatory Reform (Housing Assistance) (England and Wales) Order 2002 (RRO), came into effect on 18th July 2002, repealed and replaced Part I of the Housing Grants, Construction and Regeneration Act 1996. The RRO permits Local Authorities in England and Wales to offer measures to help residents with the repair, adaptation and improvement of their homes, to target resources in accordance with local priorities and to set qualifying conditions, criteria and financial limits which must be satisfied if financial assistance is to be considered.

It therefore provides an opportunity to contribute further towards the Government's overall strategies which aim to tackle poverty and social exclusion, health inequalities and neighbourhood decline. Under the terms of Regulatory Reform, Councils must also align their housing policies with wider national strategic objectives.

The key objectives of the Housing Renewal proposal are:

- To improve the quality of life for residents by targeting homes in the poorest condition
  - To support the continuation of an affordable housing market alongside a fuller choice of dwellings
  - To restore and replace derelict property through enforcement and compulsory purchase where necessary
  - To bring back underused or derelict sites
- To improve the environment through increasing the amount of green space in the vicinity

An Area Based Housing Renewal approach has proven to be an effective means of renovating areas of poor quality housing and of preserving communities. A number of initiatives can be undertaken which include the provision of grant aid in the form of group repair schemes, conversion grants, commercial grants and energy efficiency measures linked to funding from

energy providers. Additionally a certain amount of environmental improvement work can be undertaken within the areas at include the establishment of low maintenance landscaped areas, improved access to a community car parks, common access paths and boundary walls.

These schemes can provide leverage for additional funding for energy efficiency measures and private sector contributions.

Work carried out might include improvements to the external parts of buildings that include the following elements:

- roofs
- chimneys
- windows and doors
- external walls
- gutters
- pointing and rendering

The need for a Housing renewal scheme within Priority Regeneration Areas has been highlighted as a need across north Wales with a focus on Town Centre Living including HARPS/LOTS.

This thematic priority not only responds to the recognised housing need across the region but also provides a purpose for some of the empty space above retail properties in town centres which is no longer required.

The provision of a range of suitable accommodation in and near town centres will also support the region's regeneration aspirations for some areas by attracting a more diverse mix of people to live in the town centre providing an additional source of footfall and spend within the local economy.

Types of schemes include:

**Conversion - Homes above Retail Premises (HARPS)** - Financial assistance towards the cost of converting under used space within commercial premises for residential use, within a town or village centre and any other strategic scheme decided by the Council.

**Commercial Grant** - To enable existing commercial premises in line with domestic dwellings to be improved to group repair standard.

**Loan Schemes** - Wrexham County Borough Council currently benefits from funding provided by the Welsh Government to support both improvements to private sector homes and to bring empty properties back into use, through the provision of loans. The purpose of the loans is to provide a sustainable and long term model to drive up standards of residential accommodation within the County Borough.

These schemes, subject to availability and eligibility operate alongside other initiatives such as Renewal Area, Townscape Heritage Initiative and Energy Efficiency (ECO & Nest) to ensure properties gain maximum benefit from this added investment within the housing stock. The nature and coverage of the loans varies depending on the scheme with some covering specific areas and others available across the County Borough.

**Empty Houses into Homes** - The loan scheme was developed to address the issue of long term empty properties across Wales.

**Private Sector Improvement Loans** - A loan scheme to renovate a dwelling to a reasonable standard, free from any serious hazards (as a minimum).

**Houseproud** - If there are no external sources of funding available to home owners this Council run scheme ensures that any home improvement, repairs and adaptation works to properties can be carried out with total peace of mind. Houseproud offers a safe, easy way to get those essential jobs done professionally and with the minimum of fuss, with the sole aim to help residents to live safely and independently in their own homes by paying for the works directly themselves.

Priority areas for Year 1 of the Targeted Regeneration Funding Programme would include South West Wrexham, the North Central Colwyn Bay area and Rhyl Town Centre with the potential to improve circa 130 properties over a 12 month period.

Further development work would be undertaken during Year 1 to develop further schemes for years 2 & 3 which will include projects in Flintshire, Wrexham, Conwy and Denbighshire.

## **Thematic Priority 2 - Important Buildings**

### **Background**

Smaller town centres across the UK face challenging economic conditions which threaten their vitality and viability. Changing customer patterns of behaviour are impacting on some of their traditional roles; in particular retail and service provision. The scale of high street retail has been reducing over time as customers opt for greater reliance upon a smaller number of larger retail centres and as online retailing grows in dominance. Traditional high street services such as banking have also been withdrawn from many towns as customers increasing rely upon telephone and online alternatives.

The built form of town centres reflects their traditional pattern of use and is often difficult and expensive to adapt to new purposes. The loss of retail and service functions can lead to a vicious cycle of increased vacancy rates, less investment in property maintenance, a less attractive town centre environment, reduced footfall and worsening trading conditions for remaining businesses.

It is therefore vitally important that the public sector intervenes to support the vitality and viability of the town centres. Despite their changing functions, they remain important centres for employment, access to services and social interaction and play a vital role especially for the more vulnerable in society.

### **Priority purpose**

The work undertaken under this priority will enable the public sector to intervene where key buildings in town centres become vacant or where conversion to alternative functions would safeguard their viability in the long term. The priority will support carefully targeted acquisition and/or renovation of important buildings in town centres; important due to their heritage, profile, location or scale.

### **Priority benefits**

In safeguarding important buildings the work undertaken under this priority will:

- help to restore confidence in town centres;
- contribute to breaking the cycle of decline in town centres;
- safeguard important heritage assets;

- create employment opportunities.

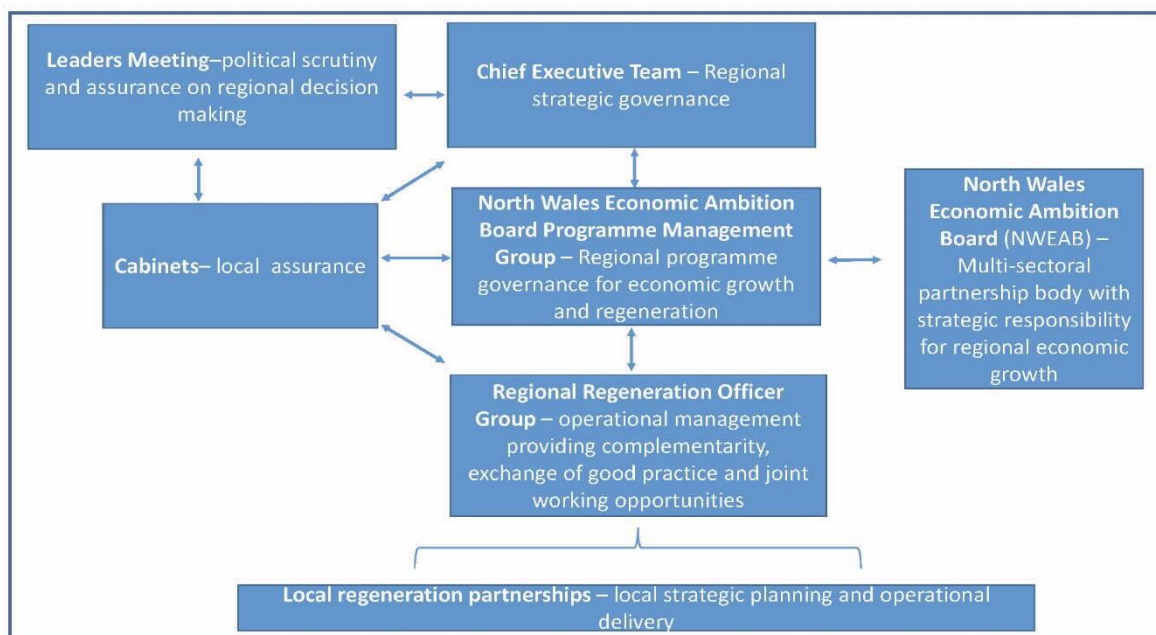
It is recognised that there is work to be done regionally to develop a strategic approach to this issue. It is anticipated that some support from the Targeted Regeneration Investment Programme will be sought to support the development of a cohesive plan which would then inform future project applications in Years 2 and 3.

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## GOVERNANCE ARRANGEMENTS

Governance Arrangements for the North Wales Regeneration Plan are set out in Table 2 below:

**Table 2:** Governance structure for the North Wales Regeneration Plan



A **Regional Regeneration Officer Group** has been established with representatives from each of the six Local Authorities which an expertise in Regeneration and is chaired by a member of the North Wales Economic Ambition Board Programme Management Group (PMG). This group are responsible for:

- Agreement of operational arrangements for delivery of the Regional Regeneration plan and any thematic projects;
- Monitoring progress of thematic and area projects against financial and output targets from any relevant regional funding streams and proposing remedial action as appropriate; and
- Developing proposals for prioritisation for any future funding.

This group report progress to the North Wales Economic Ambition Board PMG on a regular basis.

The **North Wales Economic Ambition Board Programme Management Group** (PMG) involves Senior Officers from each of the six Local Authorities with the remit for Economic Growth and Regeneration and is chaired by a member of the Chief Executive Team (CET). This group are responsible for:

- Strategic development and delivery of the Growth Deal bid for North Wales;
- Strategic management and monitoring of the Regional Regeneration Plan and any relevant regional funding packages; and
- Endorsing recommendations for proposals for projects for future regeneration funding in line with the Regional Regeneration Plan.
- This group report progress to their relevant Cabinet groups, the Chief Executive Team, the Leader's group and the cross-sectoral North Wales Economic Ambition Board regularly.

The local regeneration partnerships and management arrangements draw partners from a range of organisations, some within the governance structures and others within individual project development to ensure that skills, expertise and resources are maximised to deliver the best solution for each local area.

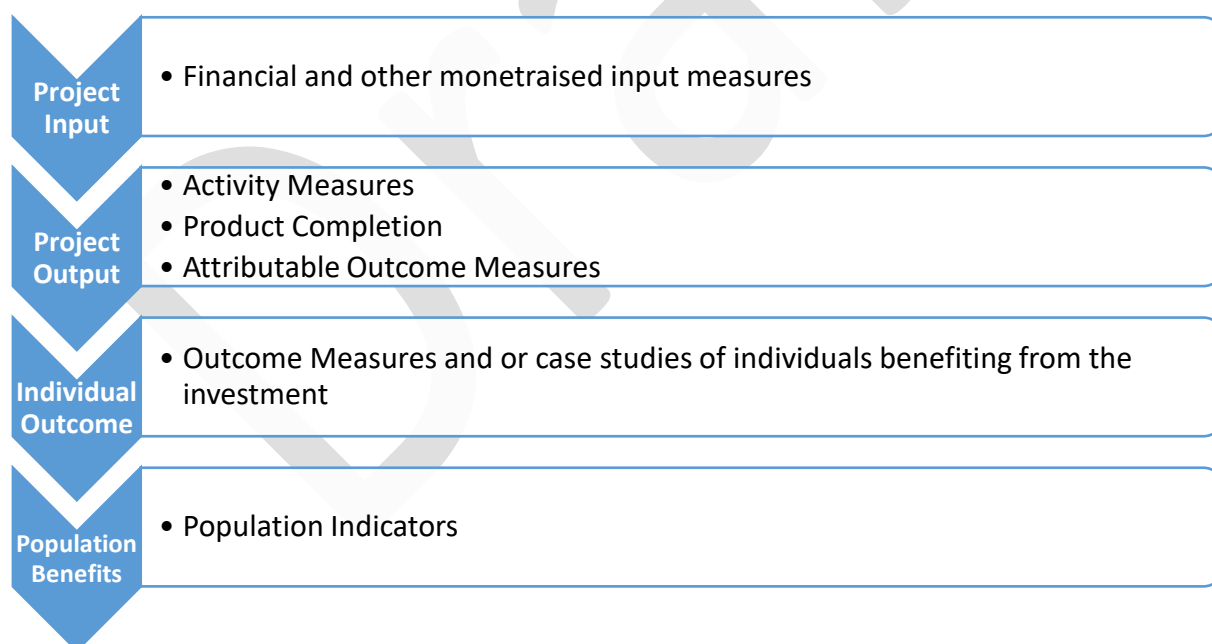
## MONITORING

The North Wales Regeneration Plan sets out priorities and aspirations for the region until 2035. Success of the plan will be dependent on delivery of regeneration interventions amidst the wider national economic priorities and global context.

The North Wales Regional Regeneration Officer's group will meet regularly and will undertake a monitoring role to ensure that:

- Priorities within the Regional Regeneration plan are up to date and take into account regional and local developments;
- Applications for regional funding opportunities are prioritised in line with the priorities set out within the Regional Regeneration plan;
- Projects invited to go forward for regional funding opportunities are developed in line with agreed financial and output profiles and timescales and remedial steps are agreed if applications are not likely to meet funders expectations in order to safeguard the funding for the region;
- Projects approved within any regional funding programmes are delivered in line with agreed financial and output profiles and where issues occur, ensure that steps are taken to support the project or where appropriate safeguard the funds;
- Opportunities to maximise efficiencies through joint working are identified.

### Evaluation model



An evaluation framework has been developed drawing on the guidance of the HM Treasury Magenta Book. At a project level, financial input will be measured along with measures of activity and those outcomes directly attributable to the project.

Two further levels will be examined from a programme perspective. Case studies will be collected from discussion with those members of the community who have benefited from the investments

and regeneration activities. These will provide a broader 'human story' to complement the statistical analysis.

Finally, these regeneration activities are considered as a key component of the region's wider economic strategy. It will therefore be important to baseline and track a set of population level indicators. These population level indicators have double purpose. They represent the benefits that it is anticipated that regeneration activities will produce. The current baselines represent the evidence of need on which the project planning is based. This baseline information is included within Appendix 2.

### **Population Indicators**

For each of our prioritised areas we will report on the following data on an annual basis:

1. Household Incomes
  - a. In town
  - b. In deprived area
2. Number of Employments (in town)
3. Number of Businesses (in town)
4. WIMD Income indicator (in deprived area)
5. WIMD Employment Indicator (in deprived area)

Individual regeneration projects will establish relevant outputs and targets that will be monitored and reported at an individual project board level.

## COMMUNICATION

Communication will be managed at both a regional level with the development of a programme level communication strategy and then as an integral part of each project.

All communication activity will be in line with the expectations set out in the Welsh Language Standards.

The Communication Strategy will identify the key communication aims, objectives and measurable outcomes along with the key messages for communication.

Key messages will be developed to ensure that key stakeholders and communities across the region understand:

- The 6 north Wales Local Authorities are working collaboratively in the best interest of the region;
- Resources will be used thoughtfully to bring about the biggest impact;
- Failure to address the challenges in our most deprived communities will have an impact on services across the region (including the demand on health services and police);
- North Wales has many strengths and opportunities and is a good place to live, work and visit;
- North Wales is a good place to invest;
- This is a long-term commitment.

Support from Welsh Government and other funders will be communicated at a regional and project level.

A stakeholder analysis will be undertaken to inform the development of an engagement strategy for the Regeneration Strategy. This will identify communication and engagement messages for key stakeholders which will include:

- Welsh Government;
- AM/MP;
- Local members / Cabinet members;
- Public Service Boards incorporating health, emergency services and education;
- Communities;
- Existing Businesses; and
- Investors.

## **Appendices**

## Appendix 1 - Emerging Proposals

This section of the document is intended to be reviewed and updated on a regular basis both as opportunities emerge and as the Plan progresses and will set out the rationale and detail for project proposals to each funding opportunity.

Proposals will be drawn from those identified within the Regional Regeneration Plan and will be prioritised based on relevance and fit to the criteria of each funding opportunity.

Current Funding Opportunities:

- 1.1 - Welsh Government's Targeted Regeneration Investment Programme –2018-21

## APPENDIX 1.1

### EMERGING PROPOSALS – WELSH GOVERNMENT'S TARGETED REGENERATION INVESTMENT PROGRAMME (2018-21)

**The Targeted Regeneration Initiative (TRI) programme is a new Welsh Government (WG) programme of regeneration investment commencing in 2018.**

**This section specifically relates to priorities and projects which may be supported through this funding programme. The wider regeneration context for these projects is set out in the Regional Regeneration Plan.**

**This section is intended to be reviewed and amended on a regular basis as proposals evolve, project applications are developed and approved and as longer-term aspirations become more defined. This regional approach to applying for Welsh Government Regeneration Investment is also new and it is anticipated that the processes and approach will be reviewed and refined as the regional partnership matures.**

The Welsh Government is looking to support projects that promote economic regeneration - creating jobs, enhancing skills and employability, and creating the right environment for businesses to grow and thrive – with focus on individuals and areas most in need to ensure prosperity is spread to all parts of Wales.

The aim of the Targeted Regeneration Investment programme is to facilitate the development of, and support for, regionally-significant regeneration investment proposals in defined Regeneration Areas designated on the basis of socio-economic data.

There is a notional grant allocation of £22 million over the three-year period 2018-2021 for Targeted Regeneration projects. The North Wales Regeneration Plan provides the strategic prioritisation for projects from the region.

#### **Priority Regeneration Areas 2018-2021**

12 settlement areas have been identified as regeneration priorities within the North Wales Regeneration Plan. These have been selected based on evidence of high levels of concentrated multiple deprivation as measured through the Welsh Index of Multiple Deprivation (2014). Table 3 below provides further details.

Of these, the four most populated areas have been identified as Priority Regeneration Areas for 2018-2021 for the purposes of investment through the TRI Programme. These are set out in Map 2 below.

It is recognised that there is not sufficient resource available through the TRI programme to deliver all the regeneration activities that are required across the region. In targeting these four Priority Regeneration Areas during 2018-2021, there is the potential to reach 62% of the people of North Wales living in the 10% most deprived areas across the region. This prioritisation will maximise the benefit of limited resources and provide the greatest impact.

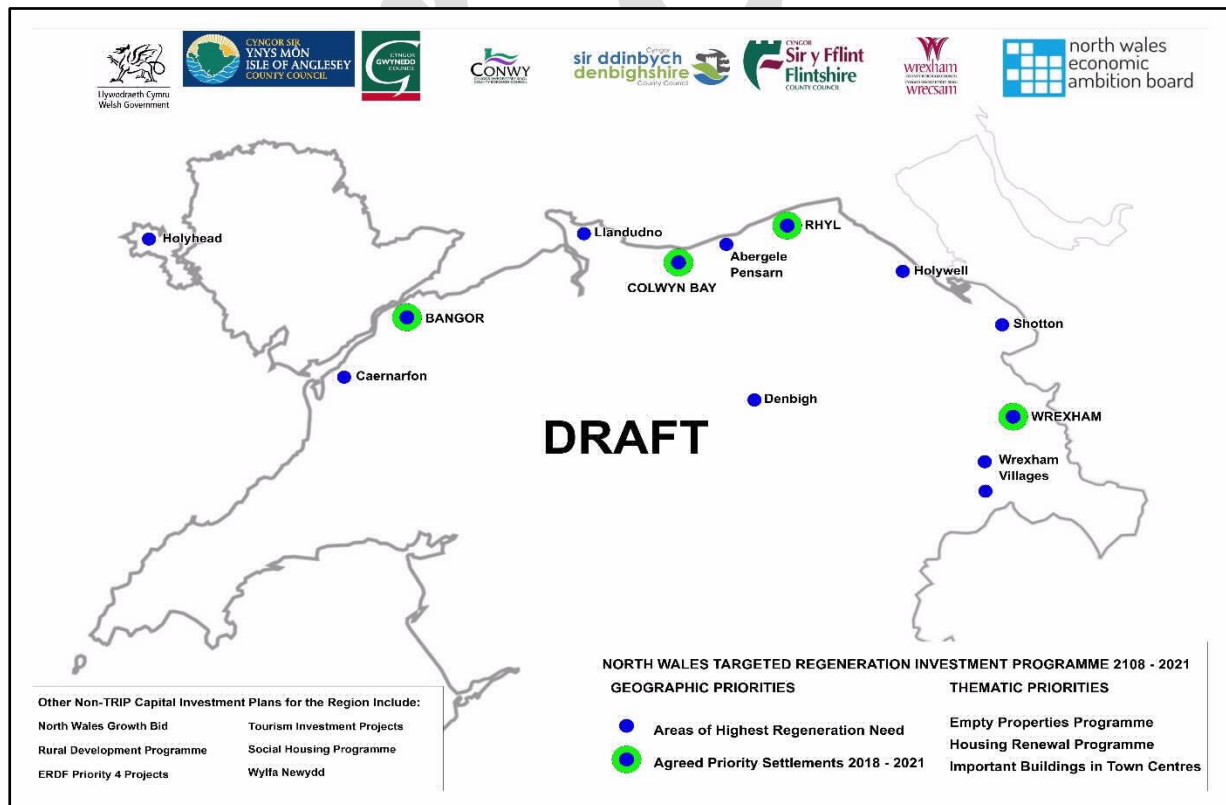
Discussion around these priority areas also recognised that investment at this stage would be beneficial for each town not only because of the concentrated levels of deprivation evidenced in the areas but also because of the benefits that investment would bring to each of them on their regeneration journey.

The Regional Regeneration Plan will provide a flexible basis for prioritising regeneration interventions across the region. Priority Regeneration Areas will change as regeneration aspirations in these first four priority settlements are realised and the focus will move to the other priority towns. As updated data becomes available, this will also inform future prioritisation.

**Table 3:** Most deprived towns in north Wales in population order with four selected as Priority Regeneration Areas for the purposes of the TRI programme

1. Rhyl	7. Holywell
2. Wrexham town	8. Shotton
3. Bangor	9. Llandudno
4. Colwyn Bay and Llysfaen	10. Denbigh
5. Caernarfon	11. Holyhead
6. Newbridge/Cefn and Plas Madoc (Wrexham villages)	12. Abergele & Pensarn

**Map 2:** Map of the Areas across North Wales of highest regeneration need and the Priority Regeneration Areas for 2018-2021



**Targeted Regeneration Investment Programme – Priority Projects**

The four Priority Regeneration Areas, have all identified significant regeneration needs around town centre regeneration.

Housing Renewal is a regional regeneration investment priority with very specific requirements emerging in North West Wales around the proposed new power station.

All six local authorities identified a more recent but significant regeneration challenge threatening the economic stability of smaller towns across the region. The withdrawal of key businesses from key locations is having a substantial impact on the prosperity of those towns.

Draft

<b>Emerging Proposals taken from the Regional Regeneration Plan relevant to the TRI Programme criteria</b>	
<b>Thematic Proposals</b>	
<b>Housing</b>	<b>Yrs</b>
<b>1.1 Empty Properties Programme in North West Wales</b>	
The need for a specific programme to address the challenges and opportunities posed by empty buildings has been highlighted as a need in North West Wales. Empty houses and flats represent a wasted resource and an opportunity to provide a home. A combination of repayable loans, grants, and pro-active work by local authority officers will enable many empty properties to be re-occupied. This theme will help to tackle the problem of privately rented residential properties being in a poor condition, and will support first-time-buyers to take on empty homes in need of improvement.	Short-term – Yr 1 Medium term 1-3
<b>Housing</b>	
<b>1.2 Housing Renewal Programme – North East Wales</b>	
Improve the quality of housing supply with the development of a Private Sector Property improvement scheme. This scheme is traditionally known as Housing Renewal.	Short-term – Yr 1 Medium term 1-3
<b>Thematic Proposal – Important Buildings</b>	
This recognises the devastating impact that the loss of major businesses within key buildings in a town can have on the look and feel of that economic centre and thus the prosperity of the area. This proposal would provide a Grant/Loan scheme to help small towns adapt buildings to changing economic circumstances.	Short-term – Yr 1 Medium term 1-3
<b>Priority Regeneration Areas – Town Centre Regeneration</b>	
<b>Rhyl</b>	
<b>Rhyl Town Centre Gateway schemes 1 &amp; 2</b> - External and internal renovation of the upper stories of key properties at prominent entry points into Rhyl High Street to provide much needed quality residential accommodation, provide modern commercial	Short-term – Yr 1 Medium term 1-3

<p>premises on the ground floor and stimulate further private investment nearby. The project also proposes that one of these vacant commercial units be used to provide accommodation for an 'entrepreneurial' hub supported by a range of local stakeholders which would serve as a launch pad for small digital entrepreneurial businesses, aiming to increase digital programming and creative entrepreneurial activity within Rhyl. By providing relevant space and wraparound support the project will target untapped potential in the area and raise aspirations / achievement of younger people, linking them to business opportunities locally and further afield.</p>	
<p><b>West Rhyl Regeneration Area - Final Phase</b> - Completion of the final phase of delivery of the West Rhyl Regeneration Area Supplementary Planning Guidance. This is an innovative partnership project replacing poor quality housing which no longer meets the current housing needs (many Houses of Multiple Occupation) with quality, mixed tenure, affordable housing. The first phase has successfully remodelled a poor quality housing area to create a successful mixed tenure community. This project in partnership with Pennaf Housing Group and Tir Prince Raceway involves the redevelopment and renovation of properties which were not addressed in the earlier phases and will increase levels of available quality accommodation needed to support town centre living.</p>	Medium term 1-3
<p><b>Contemporary living accommodation and shared retail space / enterprise arcade</b> - Acquisition and renovation of key building on Rhyl high street to provide modern contemporary residential living space on upper floors and shared retail space on ground floor.</p> <p>The shared retail space element will enable multiple small independent retailers to inhabit a high-street property as a stepping stone to taking on an individual premises in future. The project would support local online / start up retailers to test their business concept in 'bricks &amp; mortar' form with reduced risk, offering a business support service to occupants of the space. It is envisaged that around 5 businesses will share the ground floor retail space with provision for the day to day management and development of new tenants.</p> <p>In-house support would also be made available to existing independent retailers in Rhyl Town Centre and could include a full start-up service, retail skills training, mentoring and support. This could extend to promoting retail as a viable self-employment opportunity and mentoring people who are keen to develop a retail business.</p>	Medium term -1-3 Long-term - 4-6
<b>Wrexham</b>	
<p><b>Coach parking</b> - Additional suitable coach parking areas in close proximity to the town centre, for drop offs in the town centre. The site would need to be secure for all day parking facility.</p>	1-3

<p><b>Business Grow On units</b> - In February 2017, the Welsh Government announced £1 million funding to develop a new business hub in Wrexham. The Scheme which has recently been renamed 'Town Square' in recognition of its presence within Wrexham Town Centre, develops incubator units which brings together entrepreneurs in a shared environment, to enable ideas and develop collectively. As well as providing good quality business accommodation within Wrexham Town Centre the scheme can also support businesses with advice, workshops, and support with developing international trade and networking opportunities.</p> <p>The Business Grow on Space is a project developed to meet increased demand for 'growth' accommodation to enable businesses that have been developed to continue to expand within Wrexham Town Centre. This relies on the availability of good quality, sustainable accommodation that suits the needs of businesses and opportunities that outgrow the hub. In collaboration with the Town Centre Regeneration Funding, the use of Targeted Regeneration Investment funding will enable additional accommodation to be acquired and developed to satisfy this anticipated demand. This will provide a longer term legacy which will benefit the economic wellbeing of not only the town centre but the wider region by providing more opportunities for new and existing businesses to develop and flourish.</p>	1-3
<p><b>Markets</b> - Undertake works on a scheme developed from a previous study undertaken to regenerate the two indoor markets to enable better utilisation of the space, in order to enhance the offer within the markets and attract relevant and sustainable traders to reinstate Wrexham as a traditional market town and enhance the markets as a visitor destination.</p>	1-3 4+
<p><b>Town Centre Empty Properties Back into Use</b> - There are several prominent buildings within the core of Wrexham Town Centre that have been vacant for a few years. A combination of repayable loan and grant funding will enable the acquisition and refurbishment of a number of properties bring new life to key prominent buildings within Wrexham Town Centre. Potential Long term sustainable uses being considered include development of a Tourism Hub incorporating a Tourist Information Centre, business grow on space (as above) and accommodation for local social enterprises, community facilities and good quality housing above retail units as above, in order to meet the need of the area based on suitability and demand etc. The buildings would be selected based on a number of factors such as ideal location within the town centre, the type of building, possibly heritage or iconic in some way.</p>	1-3
<p><b>Bridge Street</b> mixed use regeneration site - This is a brownfield site adjacent to the town centre which is a key development site proposed for Mixed use regeneration. The proposed development will comprise of 100 flats, 6 commercial units &amp; A3 restaurants and convenience stores. Funding is required for site remediation to enable development and funding to underpin residential development for private rented sector schemes or commercial.</p>	1-3

<b>Bangor</b>	
<b>Property and Renovation Investment</b> - A suite of support measures (inc grants and loans) to target vacant, underutilised or unsightly properties within the commercial city centre.	1-3
<b>Glancegin Integrated Family Centre, Maesgeirchen, Bangor</b> - Provision of a fully integrated family centre. The centre would provide extra support and care in an area of high social deprivation. In addition to providing support to the families in terms of improving the life chances of the children on the estate, the centre will be able to provide facilities to assist those outside of the employment market to become work ready.	
<b>Integrated health, family and well-being Centre</b> - Development of a multi-agency and integrated health, family and well-being Centre. Proposal will include primary care, community, family health and therapy services and appropriate housing development within an integrated site. The project will also encompass a range of wellbeing initiatives, creating a vibrant one-stop facility that promotes social wellness through social prescribing activities as well as more traditional health services. The project addresses the Five Ways of Working highlighted in the Wellbeing of Future Generations Act. The project will also provide a robust and sustainable location for services that are currently vulnerable, and introduce innovative new ways of working through increased opportunities for training, which in turn will improve recruitment and retention.	1-3
<b>Bangor City Centre : Programme Management</b> - Project Manager to manage and co-ordinate activities within the Bangor City Centre Regeneration Plan. Project Manager will also include project development support for Year 2 and 3 projects and management of programme risks.	
<b>Strengthening Key Urban Access and Linkages</b> - Proposals to develop strategic links between key areas of the city centre (inc University's proposed Science and Technology Quarter) and enhancement of urban environment.	1-3
<b>Integrated Homelessness and Multiagency Facility</b> - Proposed facility to establish a joint housing and multi services provision for homeless clients in Bangor. The development will have a multi-agency focus to provide coordinated support to this hard to reach client group and include homeless housing provision through local housing association. The centre will engage with its clients to provide facilities to improve their physical and mental wellbeing and engage them in skills development and engagement activities. It is envisioned that the centre will offer the necessary support to integrate them into the community.	1-3

<b>Colwyn Bay and Llysfaen</b>	
<p><b>Commercial Property Investment Scheme</b> - The aim of this project is to improve the general appearance, vitality and sustainability of Colwyn Bay for residents, visitors and businesses. This will be achieved by offering grant/loan assistance to property owners for projects that improve the quality and sustainability of commercial premises within the town centre area. This will:</p> <ol style="list-style-type: none"> <li>1. enhance the physical built environment of the town centre</li> <li>2. address problems associated with the poor condition, inappropriate interventions and under-use of prominent or historic buildings</li> <li>3. provide high quality commercial spaces within buildings that are capable of supporting business and employment opportunities</li> <li>4. improve accommodation above premises to encourage full occupation of upper floors and reduce transience of residency</li> <li>5. offer a financial incentive to owners to carry out appropriate and high quality repairs and improve the general condition of their properties</li> <li>6. support the construction industry and local companies, tradesmen and students</li> </ol>	1-3
<p><b>Key Sites and Properties Investment Scheme</b>- This project is part of an integrated investment programme to improve the general appearance, vitality and sustainability of Colwyn Bay town centre to the benefit of residents, visitors and businesses alike. The aim is to target key privately owned properties within the town centre, which are currently largely unoccupied and falling into disrepair, and ensure that they are brought back into sustainable use to the benefit of the town's economic wellbeing. This will be achieved by working with property owners to develop sustainable business plans for properties and supporting their improvement/renovation and conversion by way of a combination of grant and loan assistance. This will bring forward improvements to a small number of properties which would normally fall outside of the Property Investment Scheme.</p>	2-5
<p><b>Integrated and Animated Spaces</b></p> <ul style="list-style-type: none"> <li>• Creation of sustainable business, community and residential spaces</li> <li>• Improved traffic management</li> <li>• Improved and animated spaces and linkages both within the town centre and to surrounding areas.</li> <li>• Station Square Zone – to include the station, its forecourt, linkages to the waterfront, Market Hall, Imperial Buildings, and 'station steps'</li> <li>• Douglas Road Zone</li> </ul>	1-3

<p><b>Waterfront</b> - Completion of the final two stages of the Colwyn Waterfront regeneration programme is critical to both coastal defence and the town's regeneration programme. Completion of phases 1 &amp; 2a, development of Porth Eirias and resolution of the Victoria Pier issue has brought substantial change and benefit to the town in terms of both visitor and resident amenity. It has also triggered significant private sector investment and new business ventures.</p>	2-4
<p><b>Proposal / Project – Long-term</b></p>	
<p>Thematic Proposals – Not determined at this stage</p>	
<p>Regeneration of the Racecourse Ground in Wrexham as a regional centre of excellence by creating a first class stadium capable of hosting international sporting events, music and cultural outdoor events. Also to maximise the development opportunity afforded on the adjacent parcel of land for commercial or mixed use development.</p>	4-7

## PROJECT OUTPUTS

\*- This is an indicative projection of outputs based on the emerging proposals. At this stage of the project identification stage it is only possible to include very broad estimates which will be subject to change if taken forward for further development. Therefore, all Local Authorities reserve the right to amend the data in this table.

		Thematic Proposals		
		Empty Properties Housing Programme	Housing Renewal Programme	Important Buildings
TRI 1	Gross jobs created	14	2	
TRI 2	Number of Jobs accommodated (enabled through regeneration investment)	23	2	
TRI 3	Number of jobs created in the construction sector as a result of Welsh Government regeneration investment.	55	67	
TRI 4	Total number of traineeships on the project.	30	12	
TRI 5	Number of traineeship leavers progressing to further learning (at a higher level) or employment (incl. employment with the contractor)	11	3	
TRI 6	Investment induced (£M)	2m	2	
TRI 7	Enterprises accommodated	10		
TRI 8	Hectares of Land developed	4		
TRI 9	Non-residential Premises created or refurbished (sqm)	1500		
TRI 10	Non-residential Premises created or refurbished (number)	10		
TRI 11	Number of additional market housing units (Built or ready for Occupation - as a direct result of regeneration support)	18		
TRI 12	Number of Additional Social housing units delivered (Built or ready for Occupation - as a direct result of regeneration support)	0		
TRI 13	Number of Additional Intermediate housing units delivered (Built or ready for Occupation - as a direct result of regeneration support)	16		
TRI 14	Number of households helped towards securing improvement in the energy performance of their homes	30	65	
TRI 15	Number of empty homes brought back into use	20	3	
TRI 16	Number of non-residential units brought back into use	8		
TRI 17	Estimated Reduction in CO2 Equivalent Emissions	2500		
TRI 18	Number completing employment related courses or gaining employment related qualification	30		
TRI 19	Number of SMEs based in Wales successful in securing contracts/sub contracts	26		
TRI 20	Value of contracts/sub contracts awarded to SMEs based in Wales (£M)	3.5		
	Residential Properties Renovated		85	

Outputs – Regional priority Areas – Town centres

	Rhyl Town Centre				Wrexham Town Centre				Bangor City Centre						Colwyn Bay and Llysfaen				Total	
	Rhyl TC Gateway 1	Rhyl TC Gateway 2	West Rhyl Regeneration Area - Final Phase	Rhyl TC Contemporary Accommodation	Markets - Phase 1	Coach Parking	Town Centre Empty Properties	Business Grow on Space	Bridge Street	Property Renovation and Investment	Blancpain Integrated Family Centre	Integrated Health, Family and Well-being Centre	Programme Management	Strengthening Key Urban Access and Linkages	Integrated Homelessness and Multi-agency Facility	Commercial Property Renovation and Investment	Key Property Investments	Integrating and Animating Spaces		Waterfront
TRI 1	Gross jobs created																			100
TRI 2	Number of Jobs accommodated (enabled through regeneration investment)																			372
TRI 3	Number of jobs created in the construction sector as a result of Welsh Government regeneration investment.																			156
TRI 4	Total number of traineeships on the project.																			70
TRI 5	Number of traineeship leavers progressing to further learning (at a higher level) or employment (incl. employment with the contractor)																			14
TRI 6	Investment induced (€M)																			2
TRI 7	Enterprises accommodated																			92
TRI 8	Hectares of Land developed																			11.4
TRI 9	Non-residential Premises created or refurbished (sqm)																			2521
TRI 10	Non-residential Premises created or refurbished (number)																			484
TRI 11	Number of additional market housing units (Built or ready for Occupation - as a direct result of regeneration support)																			55
TRI 12	Number of Additional Social housing units delivered (Built or ready for Occupation - as a direct result of regeneration support)																			26
TRI 13	Number of Additional Intermediate housing units delivered (Built or ready for Occupation - as a direct result of regeneration support)																			16
TRI 14	Number of households helped towards securing improvement in the energy performance of their homes																			102
TRI 15	Number of empty homes brought back into use																			34
TRI 16	Number of non-residential units brought back into use																			41
TRI 17	Estimated Reduction in CO2 Equivalent Emissions																			2500
TRI 18	Number completing employment related courses or gaining employment related qualification																			65
TRI 19	Number of SMEs based in Wales successful in securing contracts/sub contracts																			70
TRI 20	Value of contracts/sub contracts awarded to SMEs based in Wales (€M)																			4.55
	Residential Properties Renovated																			85

## DELIVERY PLAN – AN EARLY INDICATION OF FINANCIAL IMPLICATIONS OF EMERGING PROPOSALS

There is a notional allocation of £22M for eligible north Wales projects through the Targeted Regeneration Investment Programme with a £3M notional allocation for 2018/19.

The following table provides an early indication of indicative costs for emerging projects which may be eligible for TRI Programme funding and is not a decision on financial allocation.

Emerging Proposals	Indicative costs Yr 1 (£M)*	Indicative costs Yr 2/3 (£M)**	Future Years 4+	Total
<b>Thematic Proposals</b>				
Housing - 1.1 Empty Properties Housing programme	0.7	2.6		3.3
Housing - 1.2 Housing Renewal	1.5	5.78		7.28
Important Buildings	tbc	tbc		0
<b>New themes</b>	0			0
<b>Thematic Proposals - Indicative Project Costs</b>	<b>2.2</b>	<b>8.38</b>	<i>tbc</i>	<b>10.58</b>
<b>Regional Priority Areas - Town Centres - Emerging Proposals &amp; Indicative Project Costs</b>				0
<b>Rhyl</b>	2.1	3.1		5.2
Rhyl Town Centre Gateway scheme 1 - Upper floor residential /lower commercial refurb				0
Rhyl Town Centre Gateway scheme 2 - residential/digital hub				0
West Rhyl Regeneration Area - Final Phase				0
Contemporary living accommodation and shared retail space / enterprise arcade				0
<b>Wrexham Town</b>	1.7	2.8		4.5
Markets - Phase 1				0
Coach Parking				0
Town Centre Empty Properties back into use				0
Business Grow on Space				0
Bridge Street				0
<b>Bangor</b>	0.025	3.6		3.625
Bangor City Centre Property Renovation and Investment				0
Glancegin Integrated Family Centre, Maesgeirchen, Bangor				0
Bangor City Centre : Integrated Health, Family and Well-being Centre				0
Bangor City Centre : Programme Management				0
Bangor City Centre : Strengthening Key Urban Access and Linakges				0
Integrated Homelessness and Multiagency Facility				0
<b>Colwyn Bay and Llysfaen</b>	0.275	5.3		5.575
Commercial Property Investment Scheme				0
Integrating and Animating Spaces				0
Key Property Investments				0
Colwyn Waterfront				0
<b>New Priority Areas</b>	0	<i>tbc</i>	<i>tbc</i>	0
<b>Priority Areas - Town Centres - Indicative Costs</b>	<b>4.1</b>	<b>14.8</b>	<i>tbc</i>	<b>18.9</b>
<b>Total Indicative Costs</b>	<b>6.3</b>	<b>23.18</b>		<b>29.48</b>

\* Potential year 1 costs for proposals - subject to meeting WG eligibility, timescales and within notional allocation

\*\*Proposals for Years 2 & 3 under development - project costs are indicative only. As above any funding awarded will be subject to meeting WG eligibility, timescales and be within notional allocation for the region.

## APPENDIX 2: DATA ANALYSIS – METHODOLOGY AND RATIONALE

The following sets out the process for selecting the priority areas; the aggregation of these areas in to economic Town geographies; and an outline of the evaluation model and key indicators.

### CHOOSING THE BUILDING BLOCKS

Each of the priority areas is made up of LSOA building blocks. LSOAs are the small neighbourhood geographies used in the Welsh Index of Multiple Deprivation (WIMD). The building blocks chosen are those deemed to be the most deprived because they were included within the 10% most deprived in the 2014 WIMD.

This approach yields the following building block areas:

LSOA Name (Eng)	% of the population of the most deprived areas	Town Area Name	WIMD 2014 Overall Rank(r)	WIMD 2014 Overall Decile	Tier
Rhyl West 2	30.3%	Rhyl	2	1	Tier1 62%
Rhyl West 1			11	1	
Rhyl West 3			19	1	
Rhyl South West 2			20	1	
Rhyl East 3			99	1	
Rhyl South West 1			100	1	
Rhyl South East 4			182	1	
Queensway 1	17.4%	Wrexham	3	1	
Wynnstay			52	1	
Queensway 2			108	1	
Cartrefle 2			128	1	
Marchog 2	7.2%	Bangor	105	1	
Marchog 1			157	1	
Glyn (Conwy) 2	6.9%	Colwyn Bay	110	1	
Llysfaen 1			172	1	
Peblig (Caernarfon)	6.7%	Caernarfon	103	1	Tier 2 38%
Plas Madoc	6.0%	Wrexham Villages	54	1	
Holywell Central	5.0%	Holywell	155	1	
Denbigh Upper/Henllan 1	4.1%	Denbigh	163	1	
Morawelon	4.1%	Holyhead	168	1	

Tudno 2	4.3%	Llandudno	113	1	
Shotton Higher 2	4.3%	Shotton	82	1	
Abergele Pensarn 2	3.2%	Abergele & Pensarn	57	1	

## THE TOWN ECONOMIC AREAS

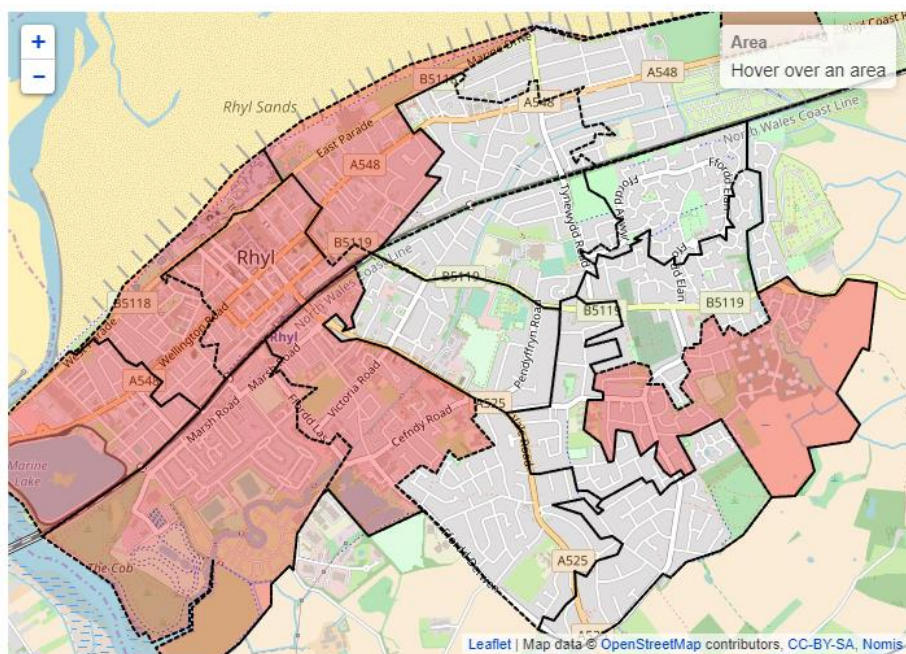
When considering projects the view has been taken the clusters of deprivation identified are each situated within a larger economic unit; the Town. In focusing on projects which regenerate the Towns identified it is felt that this will benefit the deprived communities within these Towns. This means that:

1. Projects will not be required to sit within the (of residential area) where the deprived population actually live, but rather in an economically appropriate location within the boundary of the Towns as we have defined them.
2. Secondly, in monitoring and evaluation the focus will be on monitoring the impact projects have on, the growth of businesses and employment and household income in the Town area as well as specific progress on the income, employment overall deprivation measures in the deprived areas themselves.

## APPENDIX 3 - AREA PROFILES

### RHYL

#### Rhyl Areas of Highest Deprivation



#### Baseline

##### Number of Households below 60% Poverty Line

• Town	3722
• Deprived Areas	2540

##### Number of Businesses (Town)

Denbighshire 004	450
Denbighshire 006	195
Denbighshire 017	165

##### Number of Employments (Town)

Denbighshire 004	5,000
Denbighshire 006	2,500
Denbighshire 017	900

##### WIMD Income Indicator- income deprivation (percentage of population)

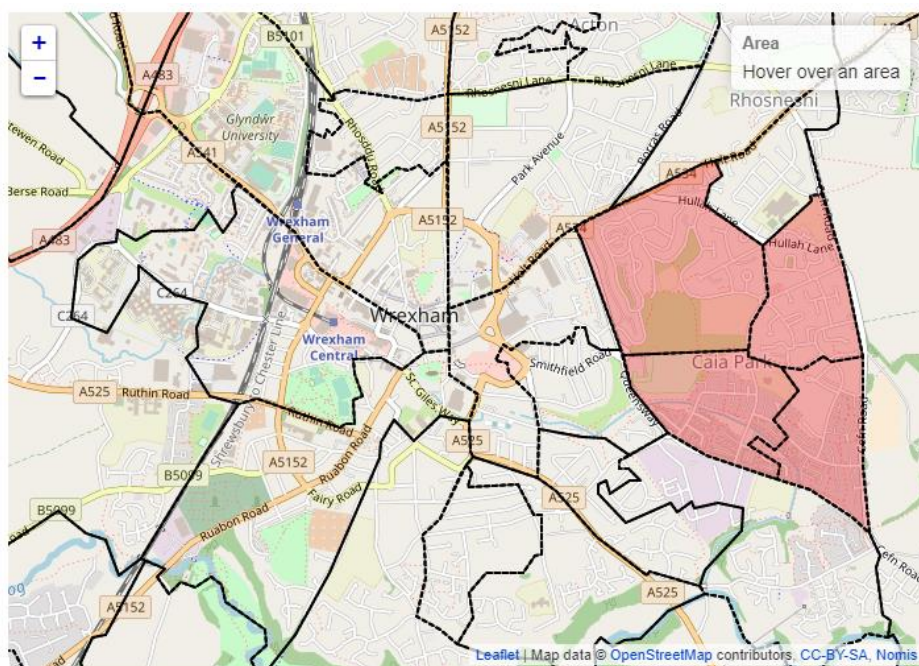
Rhyl West 2	67
Rhyl West 3	50
Rhyl West 1	48
Rhyl South West 2	46
Rhyl East 3	39
Rhyl South West 1	38
Rhyl South East 4	35

##### WIMD Employment Indicator - employment related benefits (percentage of working-age population)

Rhyl West 2	45
Rhyl West 1	33
Rhyl East 3	26
Rhyl West 3	25
Rhyl South West 2	23
Rhyl South West 1	22
Rhyl South East 4	18

## WREXHAM TOWN

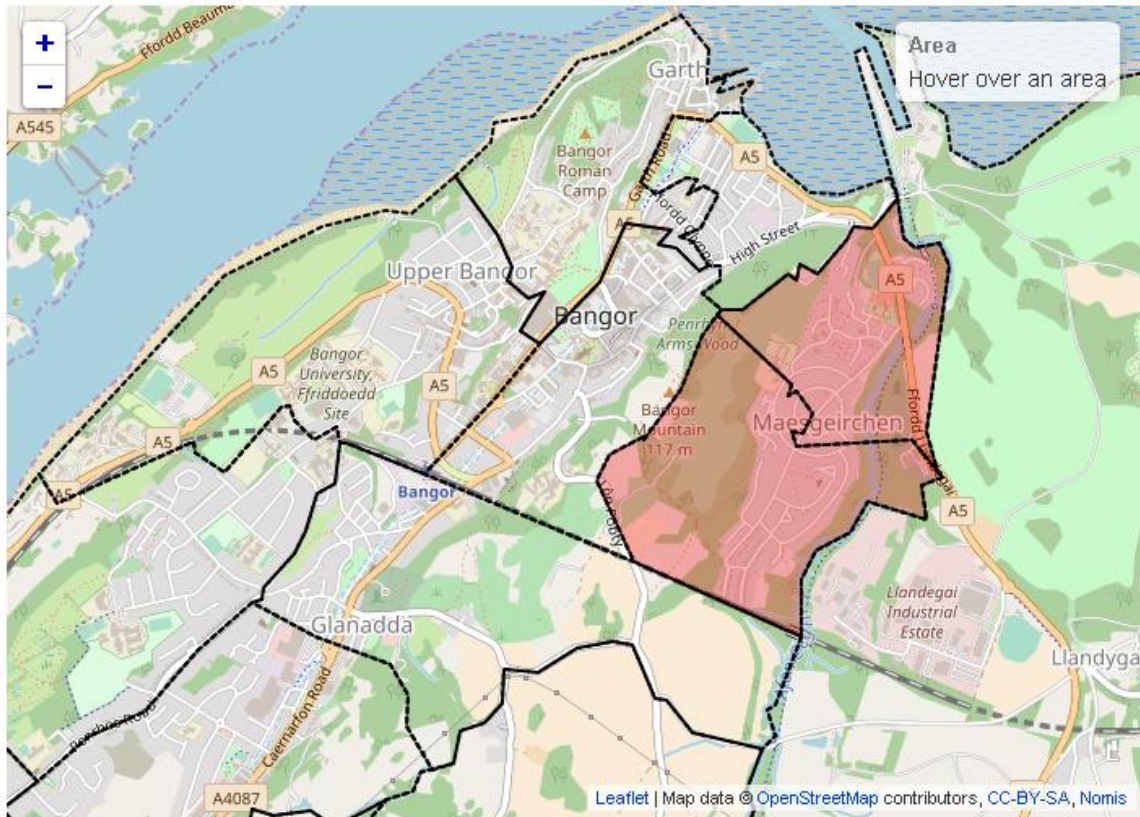
### Wrexham Area of Highest Deprivation



Baseline		
<b>Number of Households below 60% Poverty Line</b>	• Town	7021
	• Deprived Areas	1480
<b>Number of Businesses (Town)</b>	Wrexham 007	100
	Wrexham 008	495
	Wrexham 009	120
	Wrexham 010	65
	Wrexham 011	465
	Wrexham 012	285
<b>Number of Employments (Town)</b>	Wrexham 007	500
	Wrexham 008	8,000
	Wrexham 009	1,500
	Wrexham 010	700
	Wrexham 011	11,000
	Wrexham 012	3,500
<b>WIMD Income Indicator- income deprivation (percentage of population)</b>	Queensway 1	50
	Wynnstay	38
	Cartrefle 2	37
	Queensway 2	36
<b>WIMD Employment Indicator - employment related benefits (percentage of working-age population)</b>	Queensway 1	24
	Wynnstay	21
	Queensway 2	18
	Cartrefle 2	17

**BANGOR**

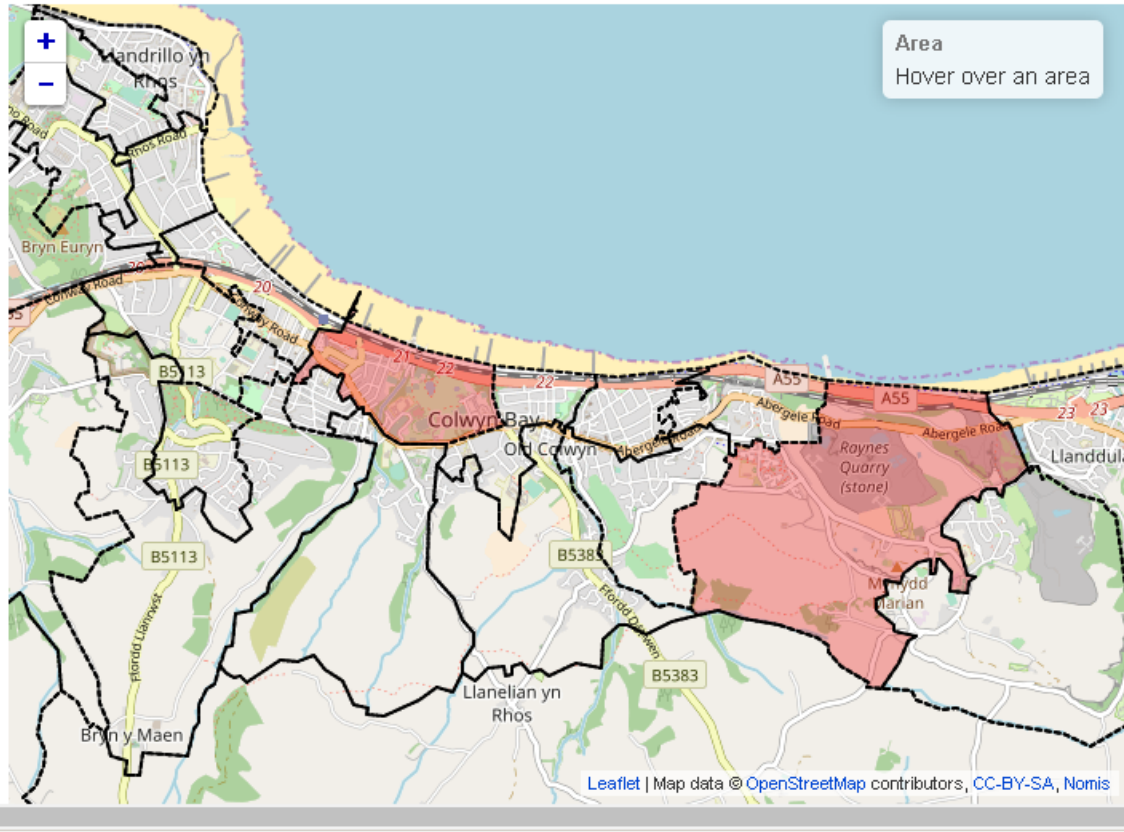
Bangor Area of Highest Deprivation



Baseline		
<b>Number of Households below 60% Poverty Line</b>		
• Town		1991
• Deprived Areas		566
<b>Number of Businesses (Town)</b>	Gwynedd 010	505
	Gwynedd 011	430
<b>Number of Employments (Town)</b>	Gwynedd 0010	3,500
	Gwynedd 0011	3,000
<b>WIMD Income Indicator- income deprivation (percentage of population)</b>	Marchog 2	36
	Marchog 1	33
<b>WIMD Employment Indicator - employment related benefits (percentage of working-age population)</b>	Marchog 2	19
	Marchog 1	13

**COLWYN BAY & LLYSFAEN**

Colwyn Bay Areas of Highest Deprivation

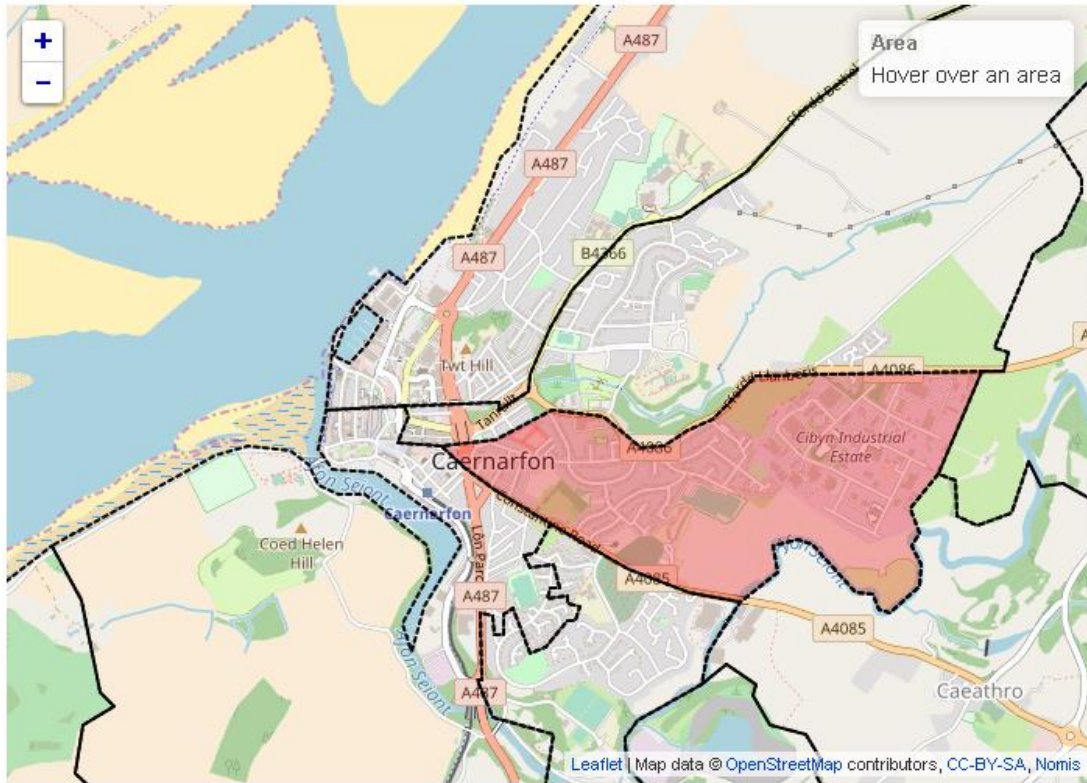


Baseline		
<b>Number of Households below 60% Poverty Line</b>	• Town	3269
	• Deprived Areas	501
<b>Number of Businesses (Town)</b>	Conwy 007	400
	Conwy 008	250
	Conwy 009	200
<b>Number of Employments (Town)</b>	Conwy 007	5,000
	Conwy 008	2,250
	Conwy 009	1,250
<b>WIMD Income Indicator- income deprivation (percentage of population)</b>	Glyn (Conwy) 2	37
	Llysfaen 1	37
<b>WIMD Employment Indicator - employment related benefits (percentage of working-age population)</b>	Glyn (Conwy) 2	37
	Llysfaen 1	19

## AREA PROFILES AND BASELINE INFORMATION - TIER 2 PROFILES

### CAERNARFON

#### Caernarfon Most Deprived Area

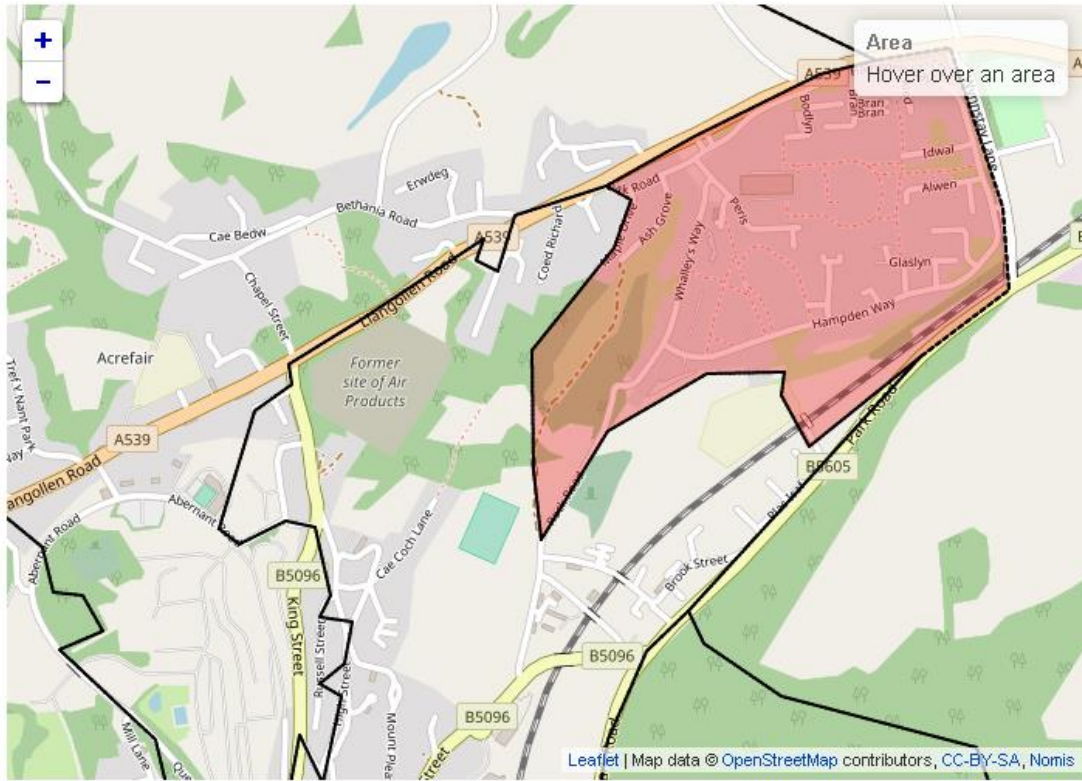


#### Baseline

<b>Number of Households below 60% Poverty Line</b>		
<ul style="list-style-type: none"> <li>• Town</li> <li>• Deprived Areas</li> </ul>		2282 497
<b>Number of Businesses (Town)</b>	Gwynedd 006 Gwynedd 007	220 295
<b>Number of Employments (Town)</b>	Gwynedd 006 Gwynedd 007	4,500 4,000
<b>WIMD Income Indicator- income deprivation (percentage of population)</b>	Peblig (Caernarfon)	36
<b>WIMD Employment Indicator - employment related benefits (percentage of working-age population)</b>	Peblig (Caernarfon)	19

## WREXHAM VILLAGES

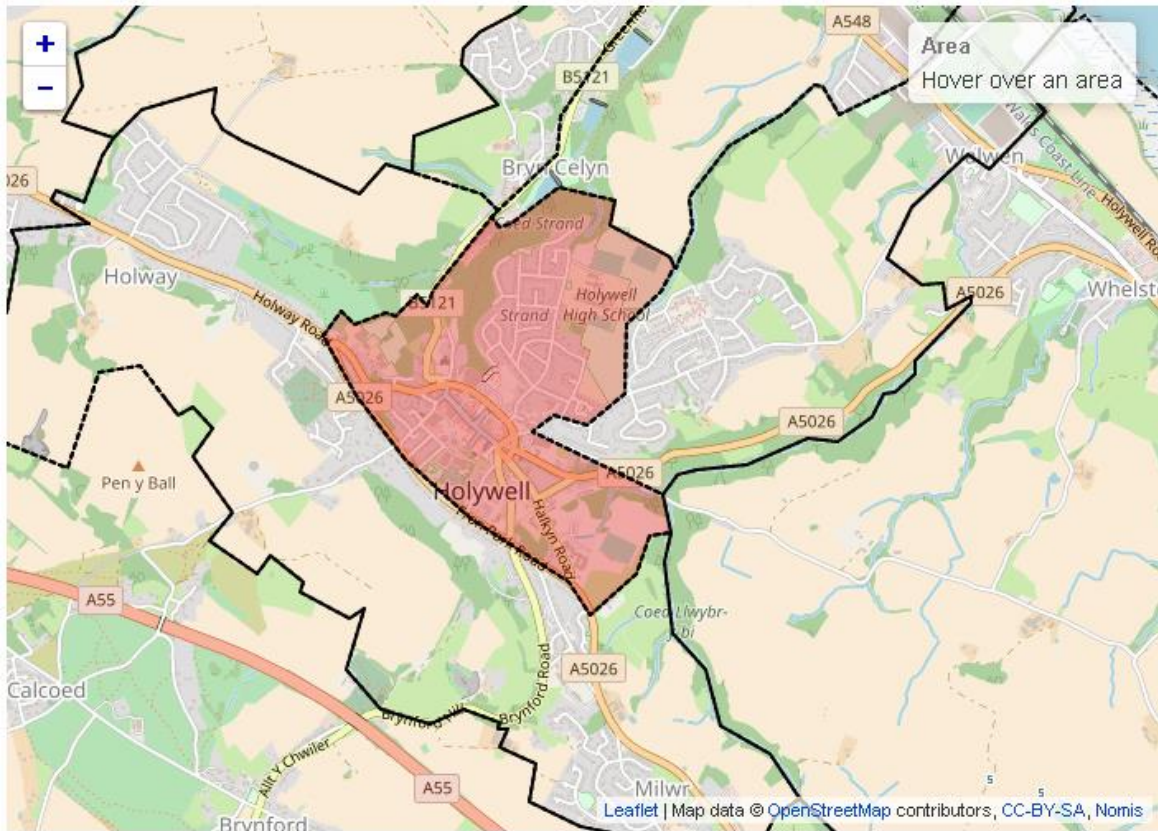
### Wrexham Villages Most Deprived Area



Baseline		
<b>Number of Households below 60% Poverty Line</b>		
• Town		950
• Deprived Areas		561
<b>Number of Businesses (Town)</b>	Wrexham 017	150
<b>Number of Employments (Town)</b>	Wrexham 017	1,000
<b>WIMD Income Indicator- income deprivation (percentage of population)</b>	Plas Madoc	39
<b>WIMD Employment Indicator - employment related benefits (percentage of working-age population)</b>	Plas Madoc	20

## HOLYWELL

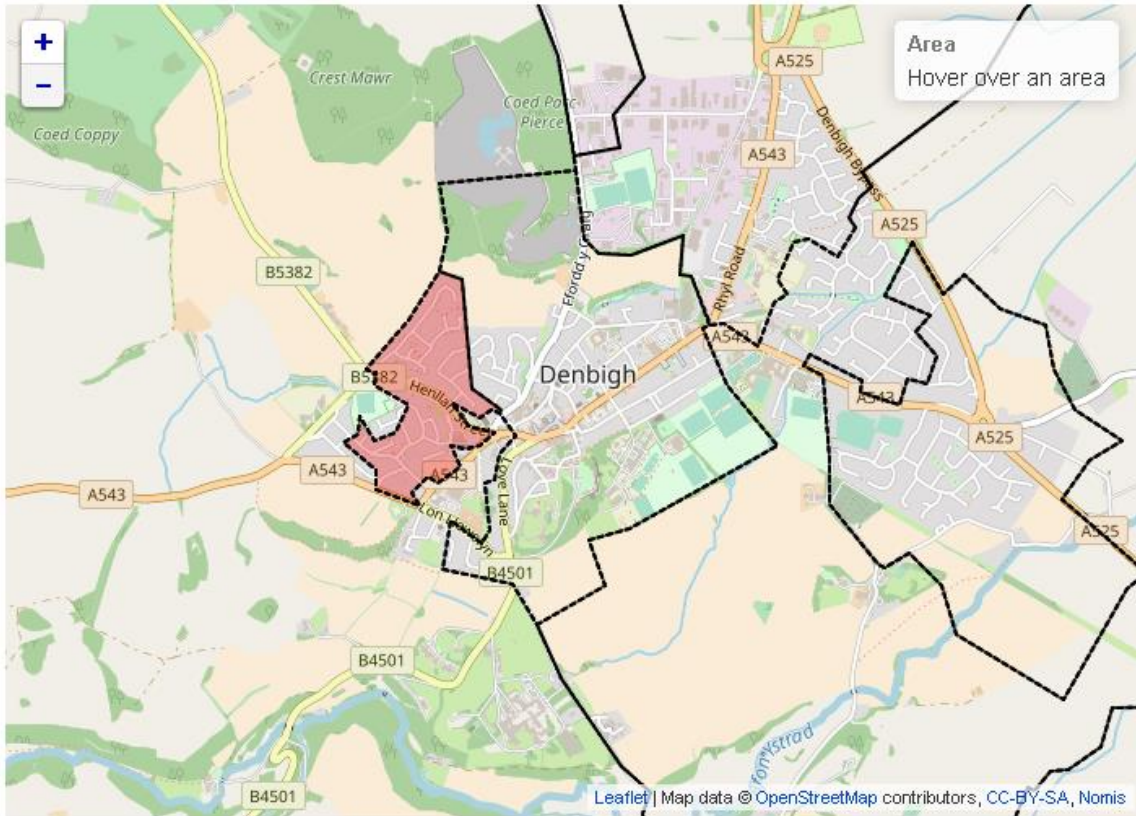
### Holywell Most Deprived Area



Baseline		
<b>Number of Households below 60% Poverty Line</b>	• Town	2578
	• Deprived Areas	462
<b>Number of Businesses (Town)</b>	Flintshire 002	205
	Flintshire 003	325
<b>Number of Employments (Town)</b>	Flintshire 002	2,000
	Flintshire 003	3,500
<b>WIMD Income Indicator- income deprivation (percentage of population)</b>	Holywell Central	33
<b>WIMD Employment Indicator - employment related benefits (percentage of working-age population)</b>	Holywell Central	22

**DENBIGH**

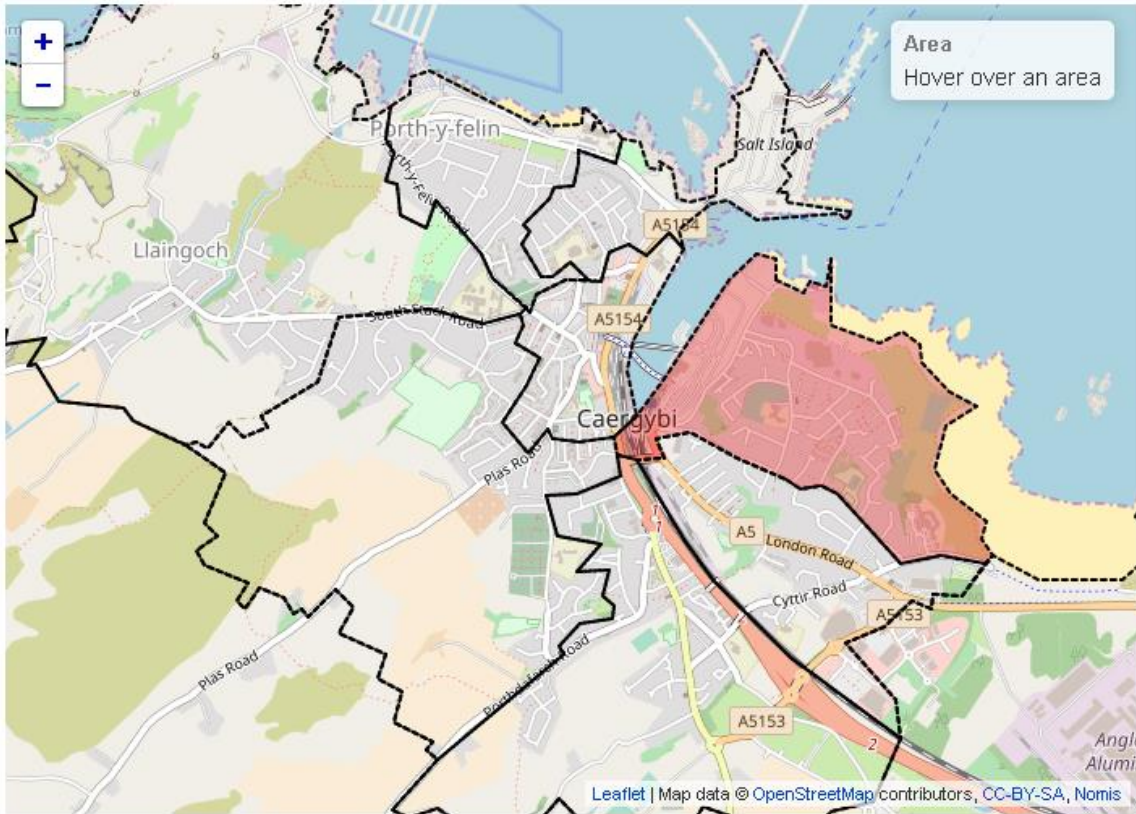
Denbigh Most Deprived Area



Baseline		
<b>Number of Households below 60% Poverty Line</b>		
<ul style="list-style-type: none"> <li>• Town</li> <li>• Deprived Areas</li> </ul>		1285 369
<b>Number of Businesses (Town)</b>	Denbighshire 011 Denbighshire 012	185 350
<b>Number of Employments (Town)</b>	Denbighshire 011 Denbighshire 012	1,750 2,250
<b>WIMD Income Indicator- income deprivation (percentage of population)</b>	Denbigh Upper & Henllan 1	33
<b>WIMD Employment Indicator - employment related benefits (percentage of working-age population)</b>	Denbigh Upper & Henllan 1	19

## HOLYHEAD

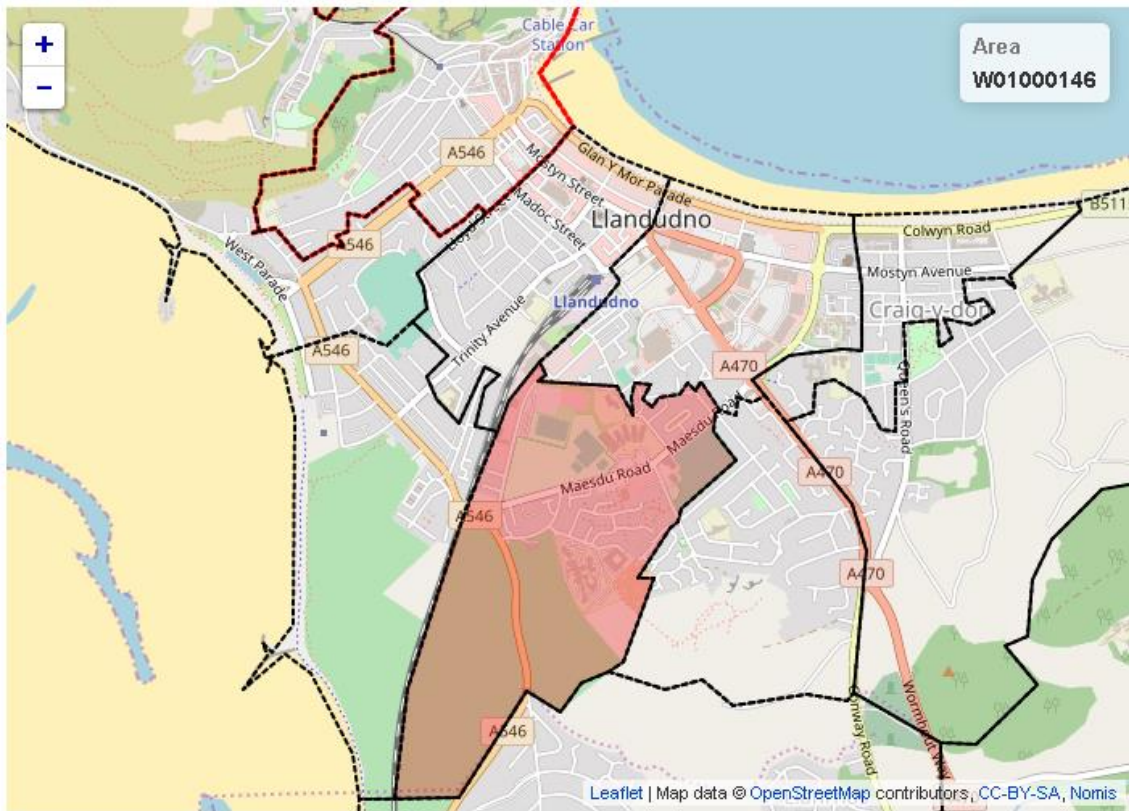
### Holyhead Areas of Highest Deprivation



Baseline		
<b>Number of Households below 60% Poverty Line</b>		
• Town		2175
• Deprived Areas		363
<b>Number of Businesses (Town)</b>	Isle of Anglesey 003	295
<b>Number of Employments (Town)</b>	Isle of Anglesey 003	3,500
<b>WIMD Income Indicator- income deprivation (percentage of population)</b>	Morawelon	32
<b>WIMD Employment Indicator - employment related benefits (percentage of working-age population)</b>	Morawelon	19

## LLANDUDNO

### Llandudno Most Deprived Area

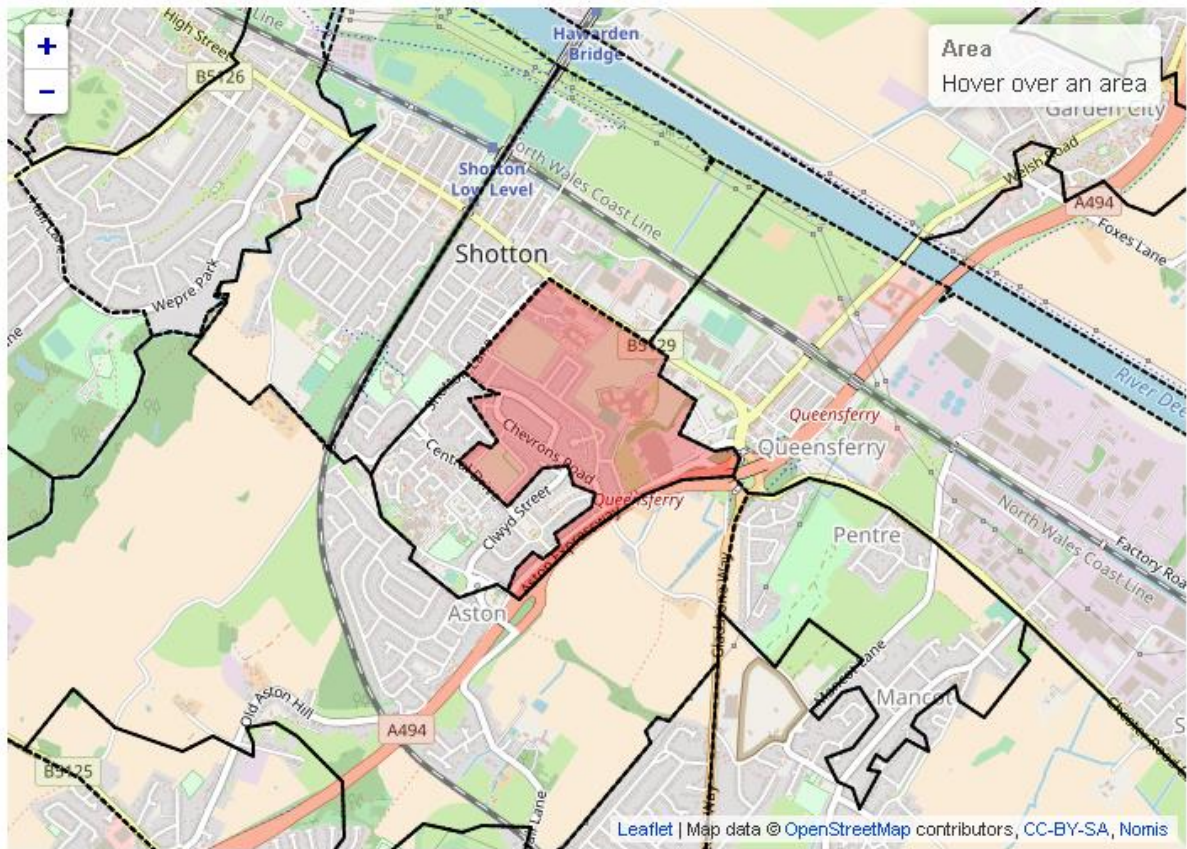


#### Baseline

<b>Number of Households below 60% Poverty Line</b>		2745
<ul style="list-style-type: none"> <li>• Town</li> <li>• Deprived Areas</li> </ul>		377
<b>Number of Businesses (Town)</b>	Conwy 001	555
	Conwy 002	140
<b>Number of Employments (Town)</b>	Conwy 001	9,000
	Conwy 002	2,000
<b>WIMD Income Indicator- income deprivation (percentage of population)</b>	Tudno 2	39
<b>WIMD Employment Indicator - employment related benefits (percentage of working-age population)</b>	Tudno 2	23

**SHOTTON**

Shotton Most Deprived Area

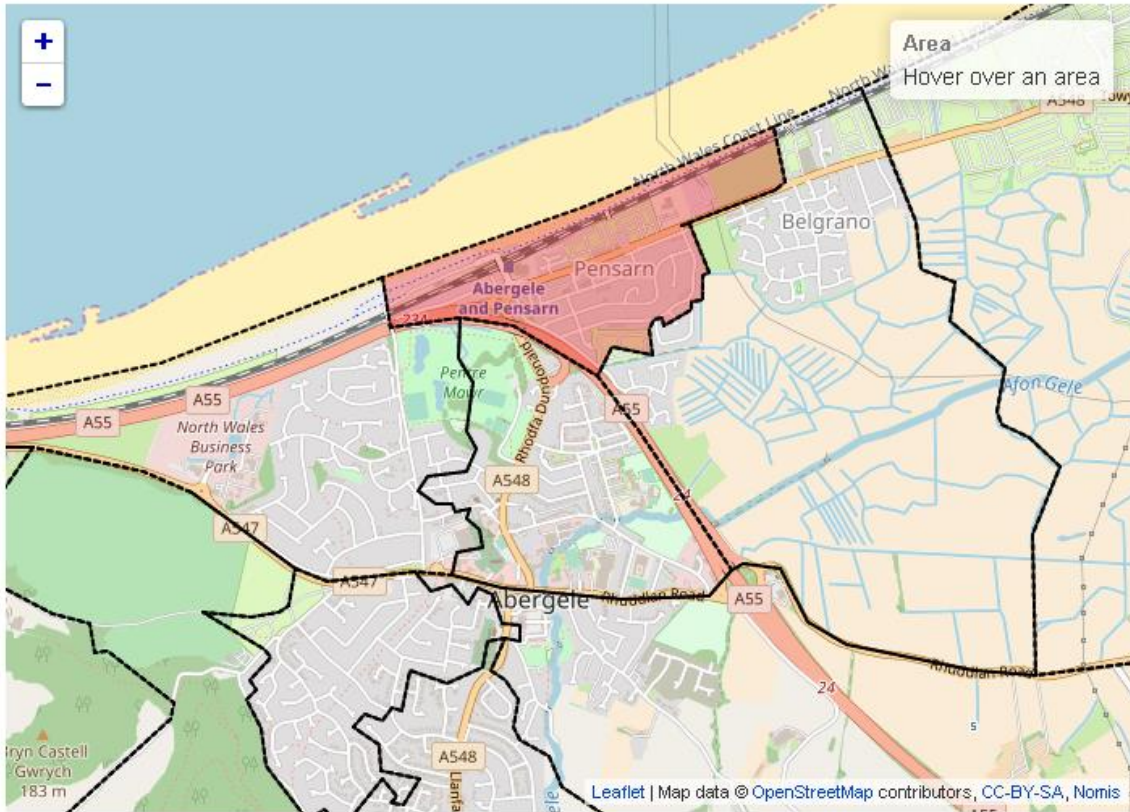


**Baseline**

<b>Number of Households below 60% Poverty Line</b>		
<ul style="list-style-type: none"> <li>• Town</li> <li>• Deprived Areas</li> </ul>		2636 329
<b>Number of Businesses (Town)</b>	Flintshire 009	445
	Flintshire 011	275
<b>Number of Employments (Town)</b>	Flintshire 009	13,000
	Flintshire 011	6,000
<b>WIMD Income Indicator- income deprivation (percentage of population)</b>	Shotton Higher 2	33
<b>WIMD Employment Indicator - employment related benefits (percentage of working-age population)</b>	Shotton Higher 2	18

## ABERGELE & PENSARN

### Abergele & Pensarn Most Deprived Area



Baseline		
<b>Number of Households below 60% Poverty Line</b>		
• Town		1951
• Deprived Areas		223
<b>Number of Businesses (Town)</b>	Conwy 010	260
<b>Number of Employments (Town)</b>	Conwy 010	3,000
<b>WIMD Income Indicator- income deprivation (percentage of population)</b>	Abergele & Pensarn 2	37
<b>WIMD Employment Indicator - employment related benefits (percentage of working-age population)</b>	Abergele & Pensarn 2	32



# Transforming Towns Wrexham – Active Travel: Prioritisation of Proposed Corridors

12<sup>th</sup> February 2020

# Welcome & Introductions

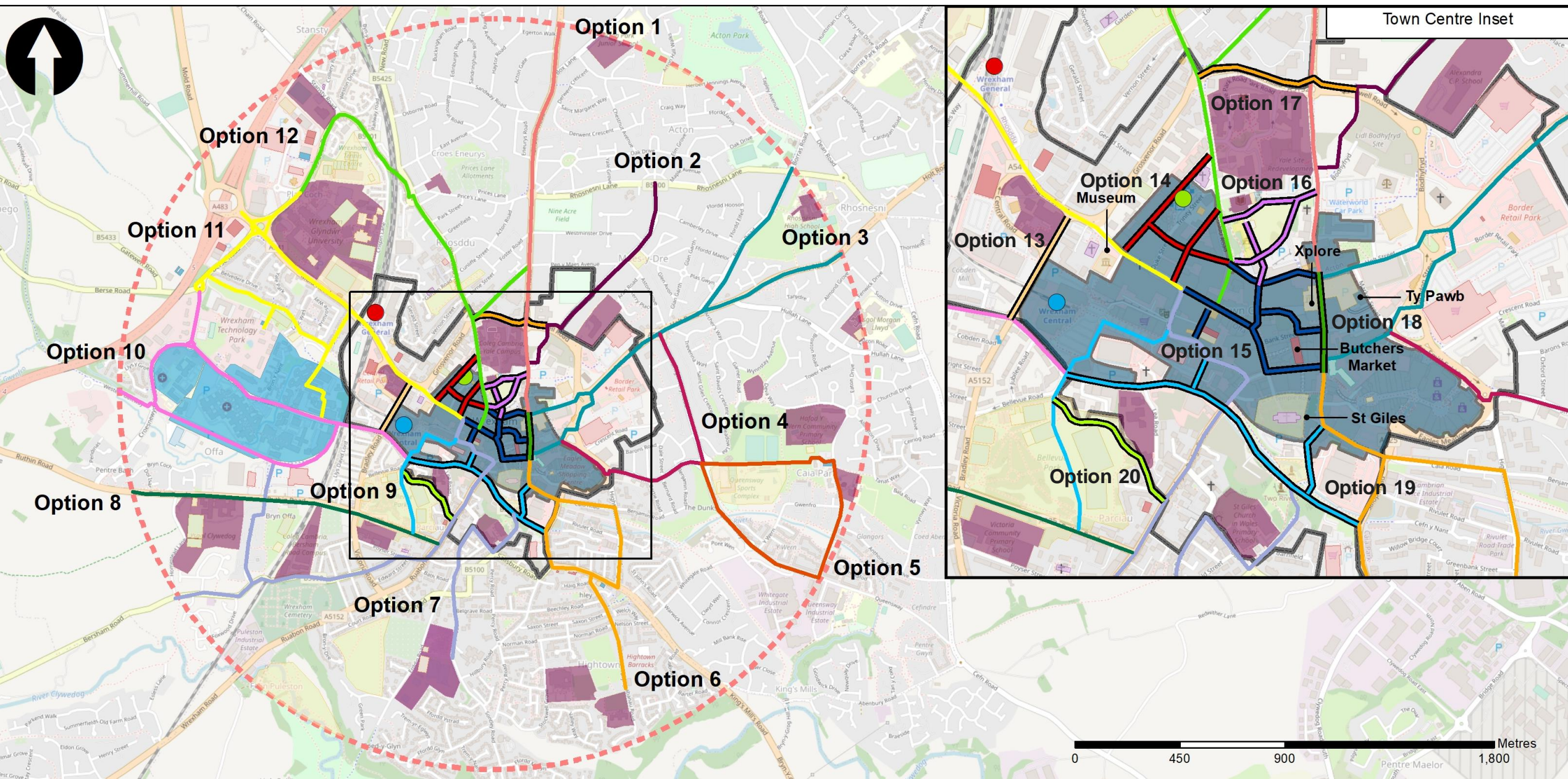
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# Identified Active Travel Corridors

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# Long List of Active Travel Corridors Identified:



# Route Prioritisation Matrix | Overview



# Prioritisation Matrix | Overview

- A matrix has been developed to allow potential active travel routes serving Wrexham Town Centre to be **scored consistently against a set of evidence based criteria**.
- The purpose of the matrix is to **sift down** the **long list of 20 potential routes** to a **short list of up to 10** routes for further development by Arcadis.
- The matrix will be informed by **local authority** and **stakeholder knowledge**.
- The scoring criteria is project specific and is based on **Welsh Government Active Travel Guidance**, **Welsh Government Active Travel Funding Guidance** as well as **Walking / Cycling Audit Tools**. Two criteria have been added to capture the Transforming Towns agenda.
- **Scoring System:**  
Each criterion was assigned a score between **-2** and **2**. A methodology and thresholds for each criterion's score has been provided within the matrix based on a quantitative and / or qualitative assessment.

# Prioritisation Scoring Criteria | Key Principles:



## 1. Directness

Routes should follow the **shortest option available** and be as near to the 'as-the-crow-flies' distance as possible



## 2. Elevation Gain

Routes should **avoid large change in elevation** as uphill sections increase time, effort and discomfort



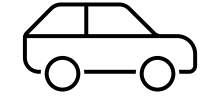
## 3. Access to Facilities

Routes should **serve**, provide access and serve **key trip generators** (including Education, Employment, and key services)



## 4. Population Catchment

Routes should serve **population centres** (resident and workplace population density)



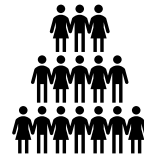
## 5. Safety

Routes should help to address **recorded road collisions** (involving pedestrians and cyclists)



## 6. Impact on Health

Routes should have **positive impact on health** by encouraging more people take on active travel modes



## 7. Impact on Deprivation

Routes should have a **positive impact on deprivation** by encouraging more people take on active travel modes and improving accessibility



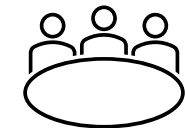
## 8. Potential for Mode Shift

Routes should help to **shift travel mode** from driving to walking and cycling



## 9. Transforming Towns

Routes should complement the ambitions of the **Welsh Government's & WCBC's** investment programme, and contribute to the economic regeneration, well-being and attractiveness of communities



## 10. Policy Support

Route should be **supported** by existing local transport strategy, LDP, Masterplan, INM and relevant studies

# Prioritisation Scoring Criteria | Key Indicators:



## 1. Directness

Deviation Factor is calculated by dividing the actual distance along the route by the straight line (crow-fly) distance, or shortest road (Google Earth A to B)



## 2. Elevation Gain

Total elevation gain per 1 km of route (Google Earth A to B)



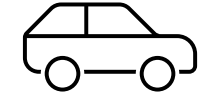
## 3. Access to Facilities

Combined access to education, employment and other key services (e.g. transport interchange, health and considers WIMD (2019) Access to Services).



## 4. Population Catchment

Resident and workplace population density by OA (2019 Estimates and 2011 Census)



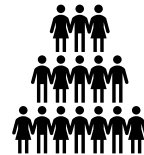
## 5. Safety

Recorded road collisions involving pedestrians and cyclists for the latest 3 year period between 2017-19 (StatsWales)



## 6. Impact on Health

WIMD (2019): Health Deprivation statistics. Routes connect to / from areas ranked by LSOA for their level of deprivation



## 7. Impact on Deprivation

WIMD (2019): Overall Deprivation statistics. Routes connect to / from areas ranked by LSOA for their level of deprivation



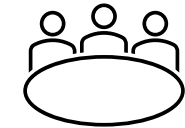
## 8. Potential for Mode Shift

Based on the propensity to cycle tool assessment of existing commuter route using cycle mode and potential to increase this mode under the government target (realistic) and ebike (ambitious) scenarios



## 9. Transforming Towns

Considering vacancy rates, proximity to key development / regeneration opportunities sites and green infrastructure in Wrexham Town Centre



## 10. Policy Support

Route or part of route are identified within existing local transport strategy, LDP, Masterplan, INM and relevant studies

# Route Prioritisation Scoring | Transforming Towns

## Discussion | Developing a Transforming Towns evidence-based criteria.

### 1. Town Centre First Principle | Wrexham key opportunity sites:

- Key destinations named in the Brief
- Hippodrome gap site regeneration
- Creative, family friendly spaces (Queen's Square, Llwyn Isaf)
- Bridge Street / St Giles Way

### 2. Enforcement | Tackling empty / dilapidated properties:

- Use of available vacancy rate data to measure which routes pass through / close to areas with clusters of vacancies. Potential limitation - impacts of a revised Town Centre Masterplan Area (more residential)

### 3. Green Infrastructure & Biodiversity | Deliver environmental benefits & enhanced Town Centre attractiveness:

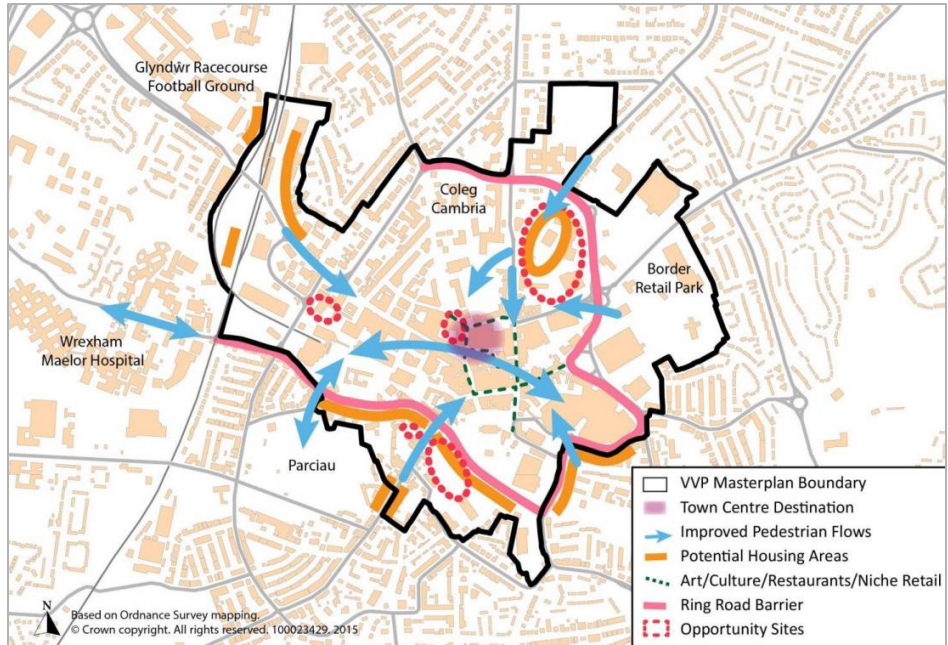
- Active travel routes linking to green spaces around the Town Centre and routes with greater potential for new or enhanced green infrastructure, carbon capture, biodiversity enhancements and sustainable drainage



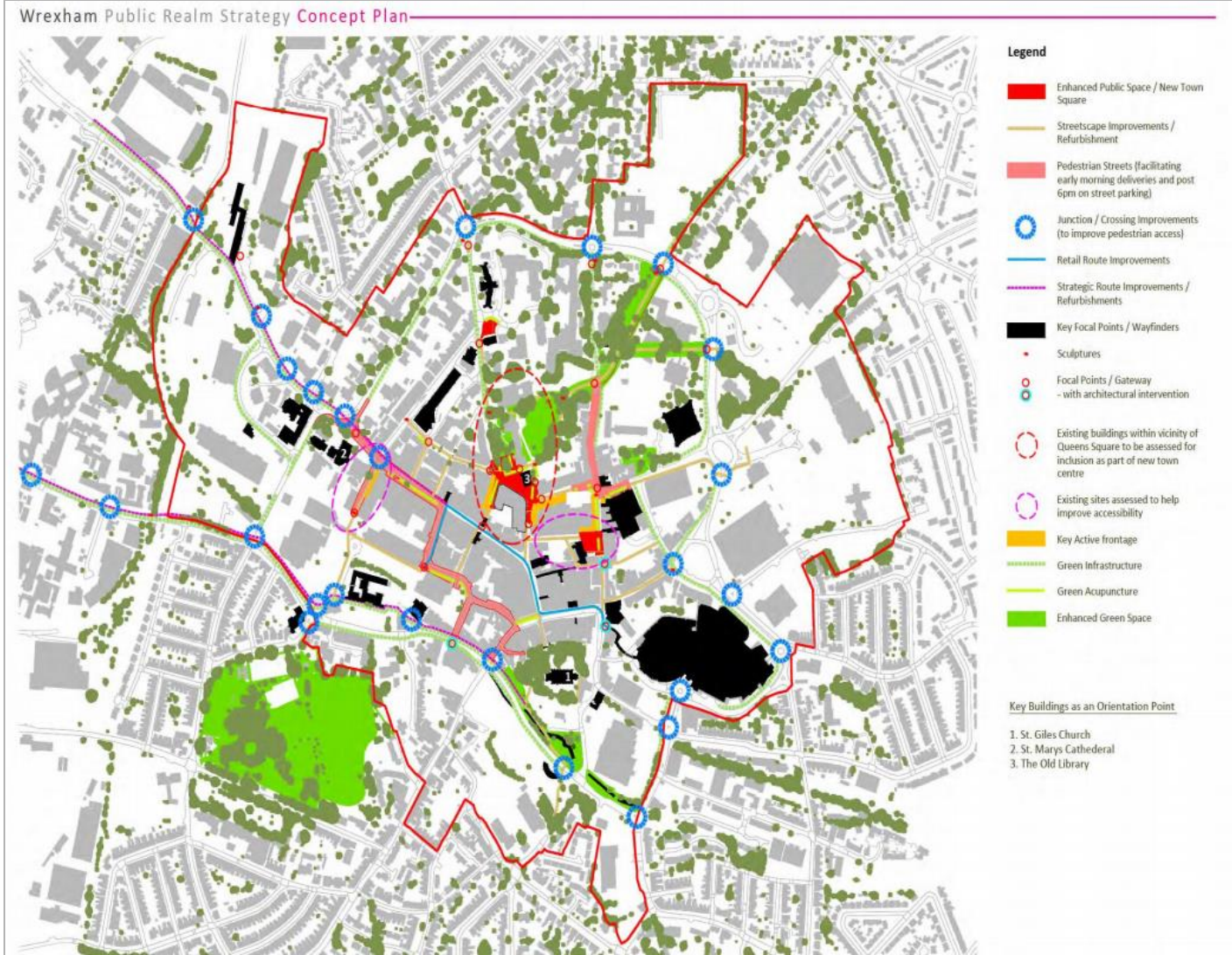
# Scoring Criteria | Transforming Towns:

Data gathering -

## Key Opportunity Sites:



## Green Infrastructure & Space:



# Green Infrastructure & Biodiversity | Intervention Ideas (1)

To provide a vibrant & attractive Town Centre environment

To enhance the delivery of new Town Centre routes



# Green Infrastructure & Biodiversity | Intervention Ideas (2)

To provide a vibrant & attractive Town Centre environment  
To enhance the delivery of new Town Centre routes

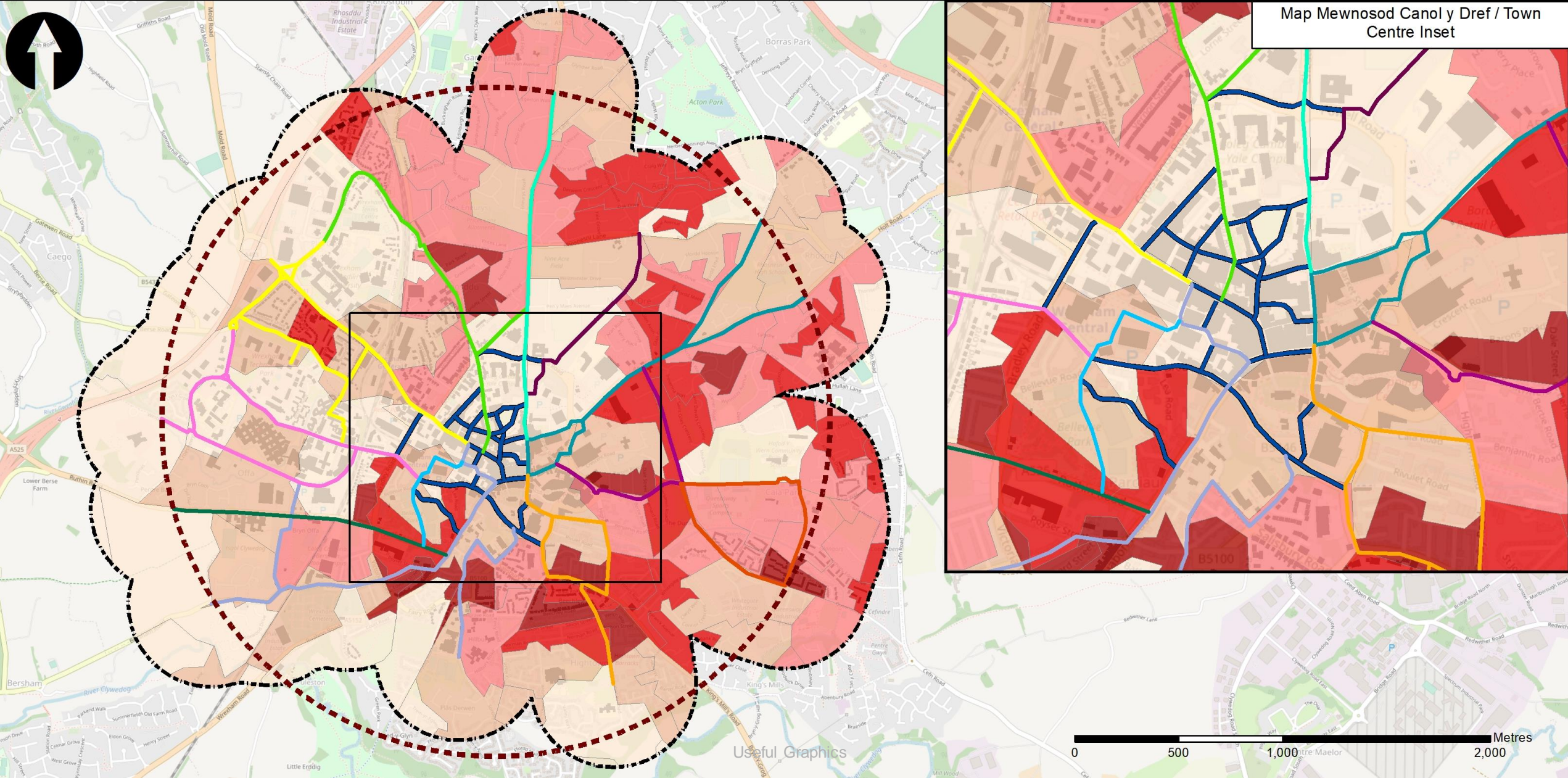


# Route Prioritisation Matrix | Data Gathering & Scoring

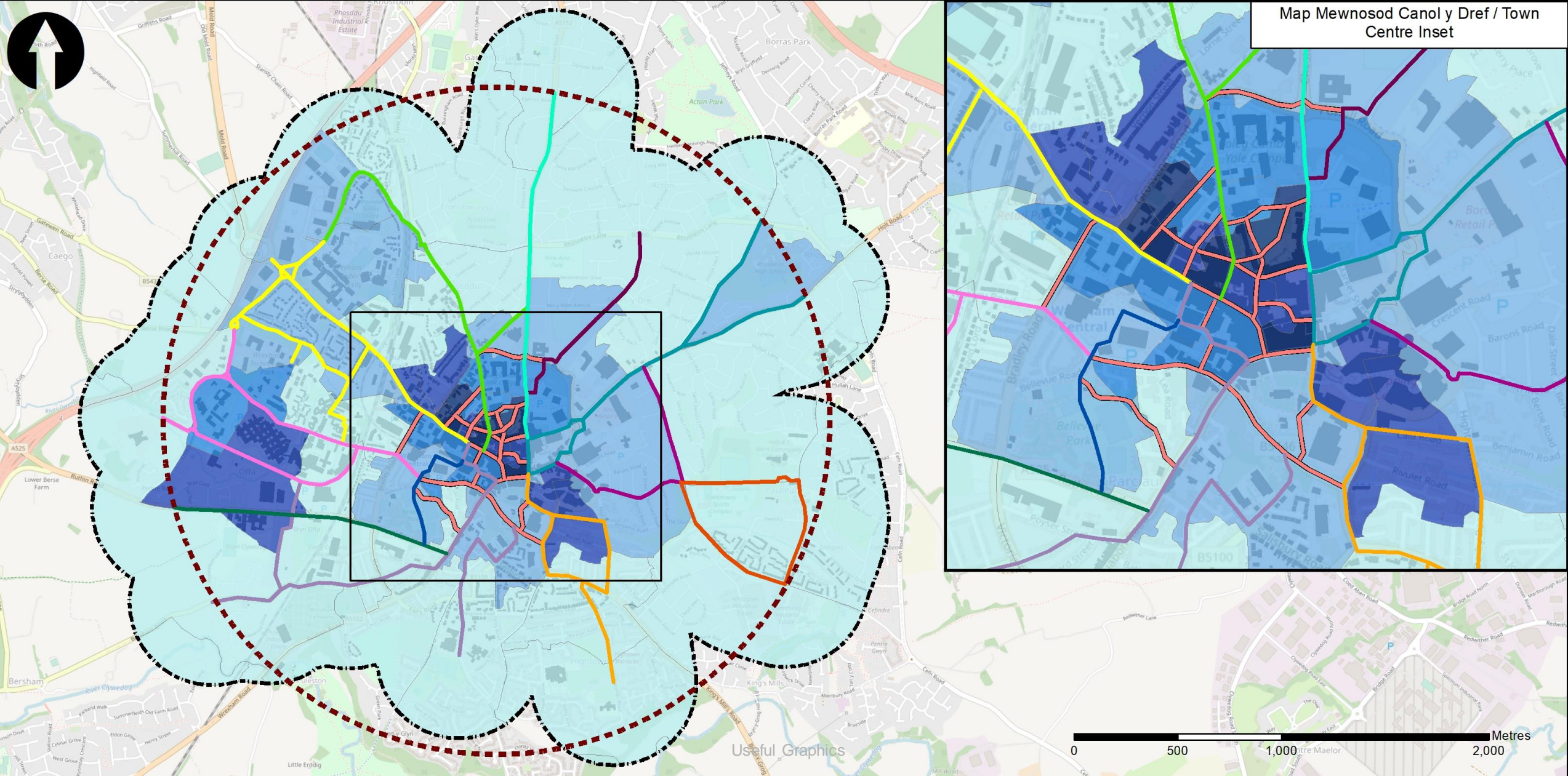
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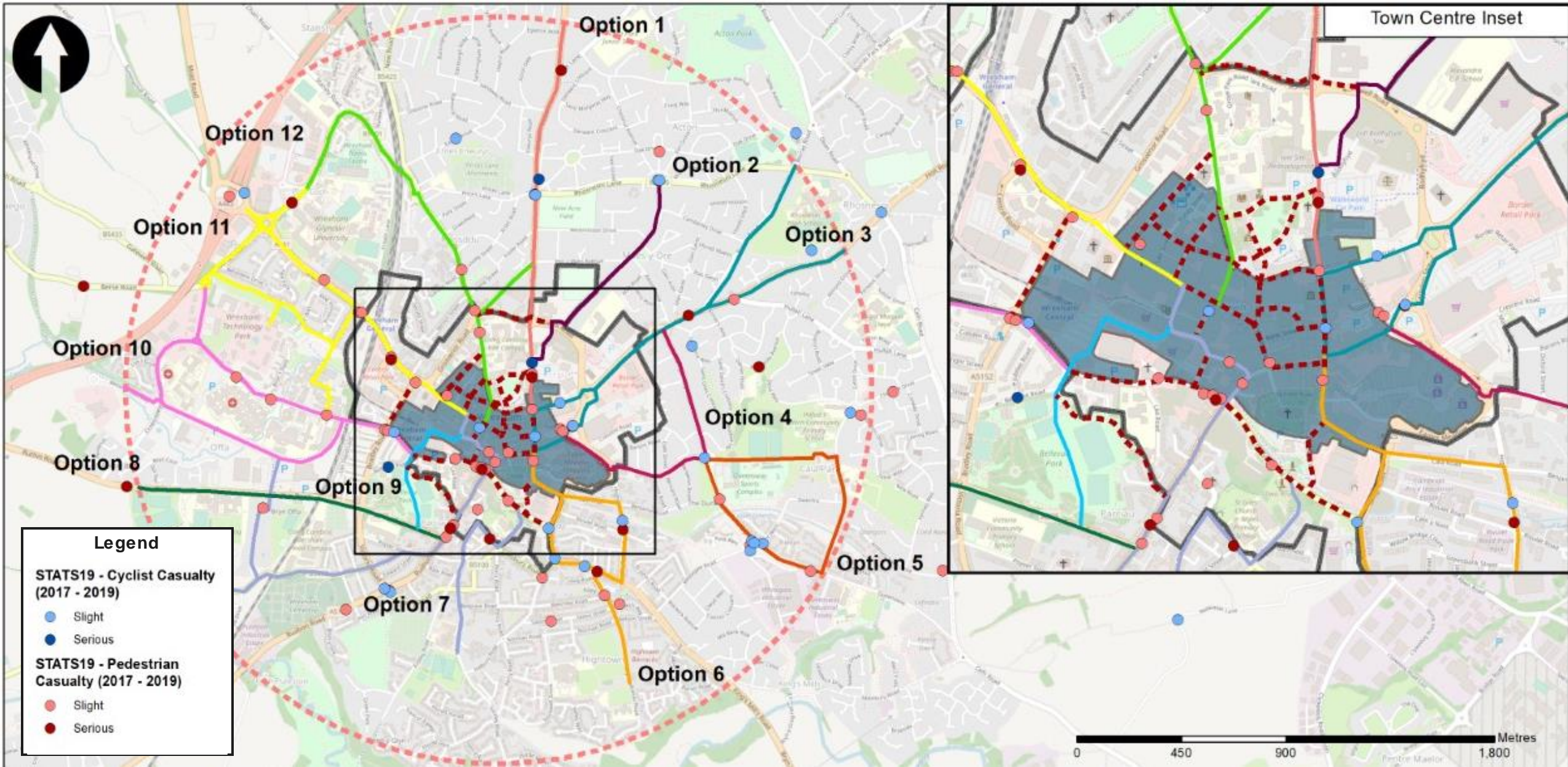
# Route Prioritisation Scoring | Resident Population Density



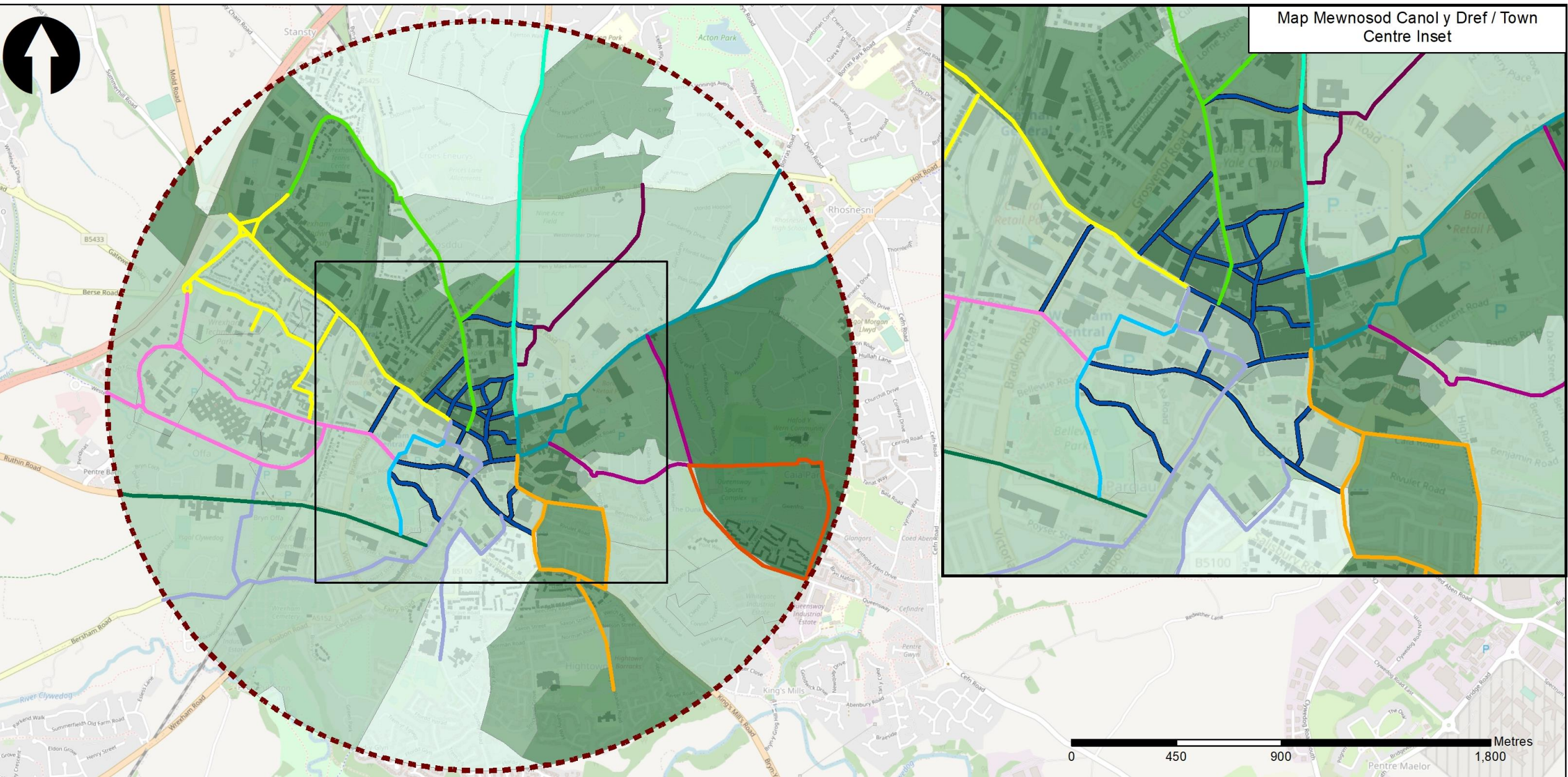
# Route Prioritisation Scoring | Workplace Population Density



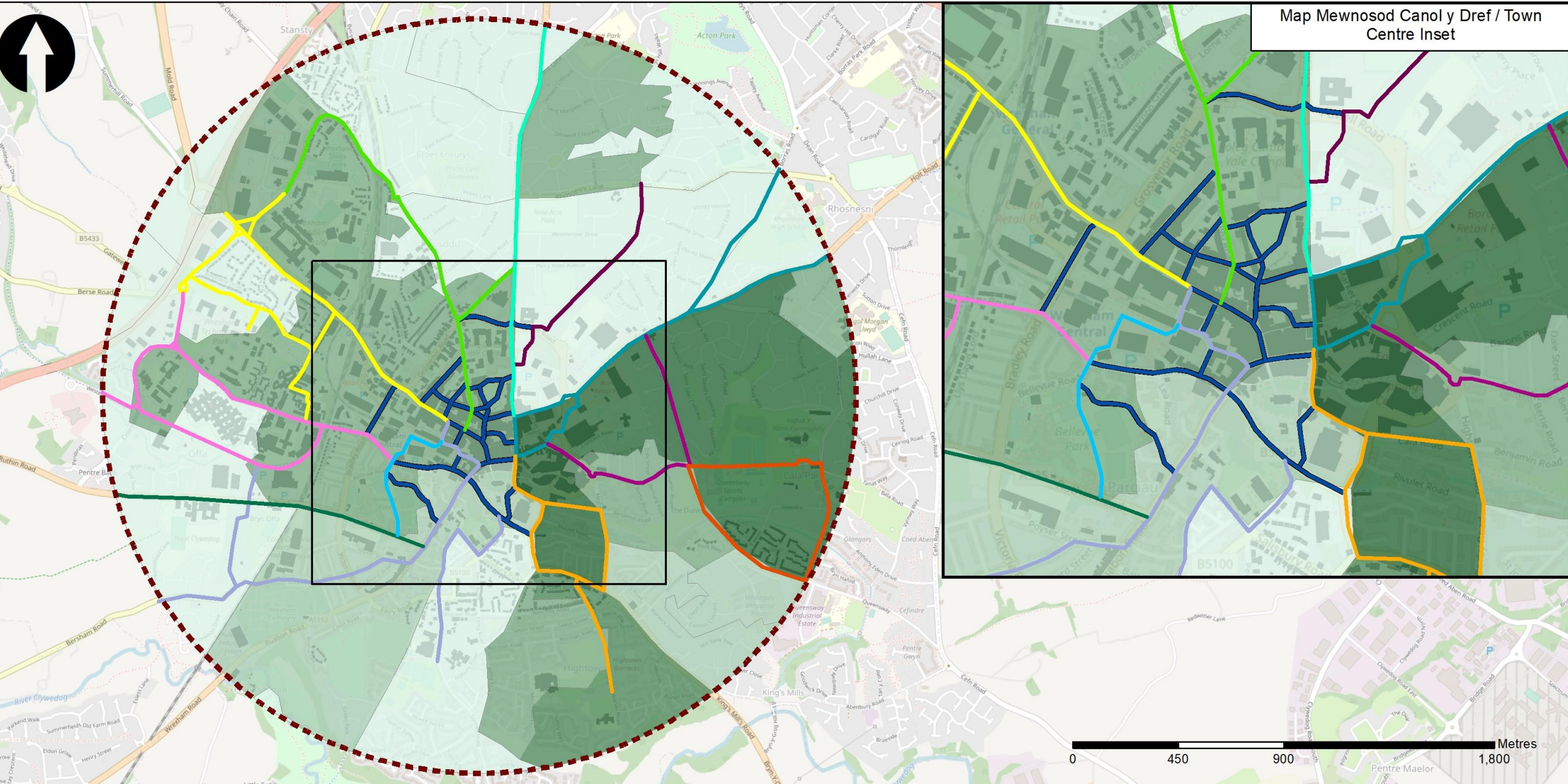
# Route Prioritisation Scoring | Safety



# Route Prioritisation Scoring | Health Deprivation

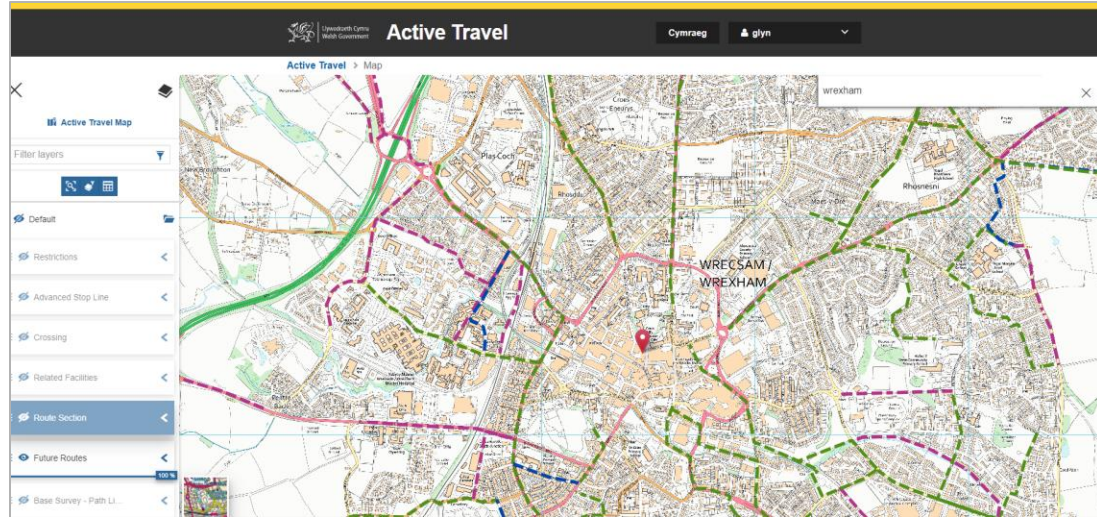


# Route Prioritisation Scoring | Overall Deprivation

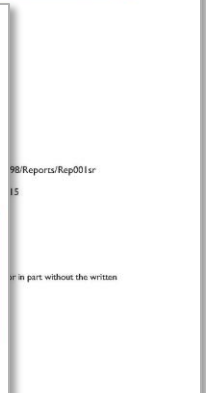
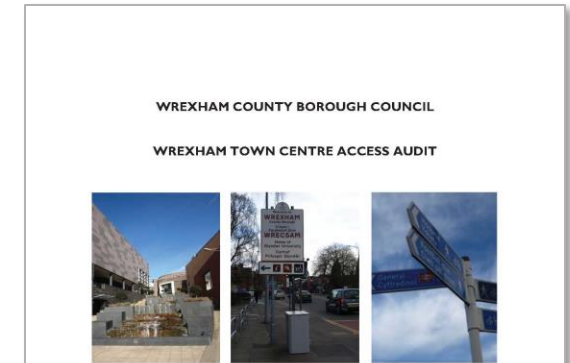
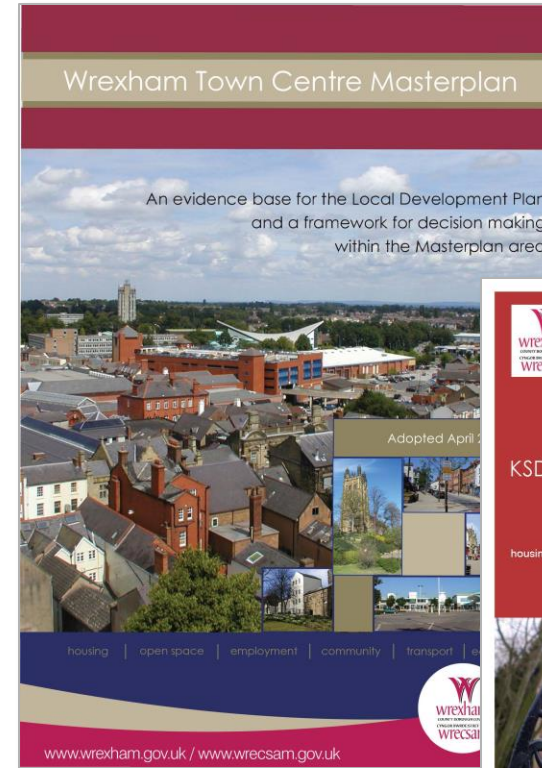
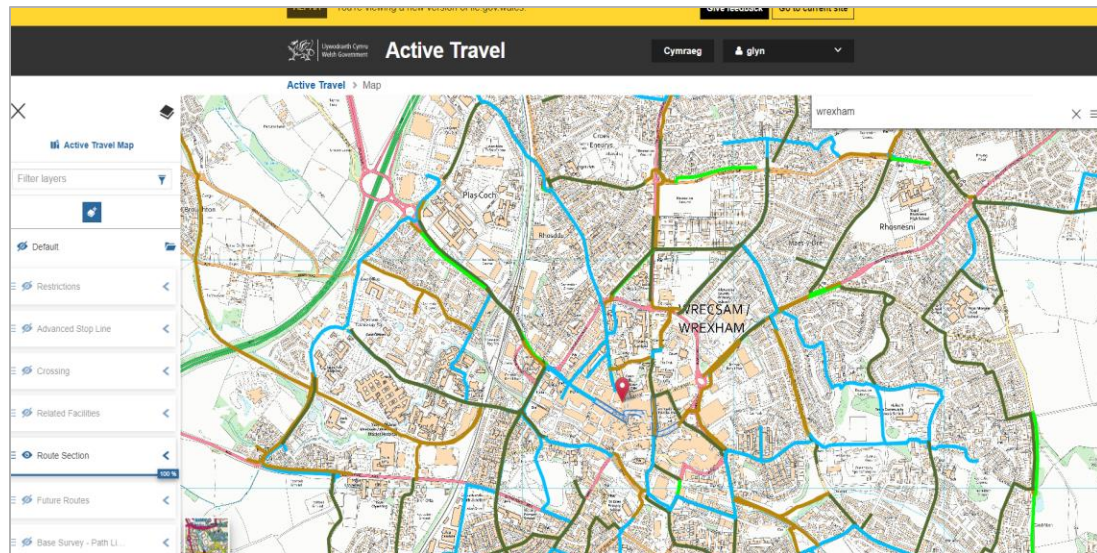


# Route Prioritisation Scoring | Policy Support

ERMS:



INMS:



# Route Prioritisation Matrix | Ranked Results

A decorative graphic in the bottom right corner of the slide. It features a thin horizontal line extending from the left edge. A thin diagonal line starts from the bottom right and extends upwards and to the left, crossing the horizontal line. A solid grey triangle is positioned in the bottom right corner, with its hypotenuse aligned with the diagonal line.

# Short List of 10 Active Travel Corridors

RANKING (1 to 10)	ROUTE DESCRIPTION	SCORE
1. Option 6(b)	High Town to Town Centre	85
2. Option 3(d)	Rhosnesni to Town Centre	81
3. Option 4(b)	Caia Park to Town Centre	75
4. Option 1	Rhosddu to Town Centre	74
5. Option 19	Town Centre - Pentre Felin / Brook Street / St Giles Way	74
6. Option 11(c)*	<b>Mold Road Corridor</b>	<b>73</b>
7. Option 12	Rhosddu Road to Town Centre	70
8. Option 13*	<b>Bradley Road</b>	<b>70</b>
9. Option 10(a)*	<b>Croesnewydd Road to Town Centre</b>	<b>67</b>
10. Option 15	Pedestrianised Zone	66

RANKING (11 to 20)	ROUTE DESCRIPTION	SCORE
11. Option 18	Market Street	64
12. Option 14	Around Wrexham Bus Station	63
13. Option 2	Acton to Town Centre	62
14. Option 7(a)	South West to Wrexham Maelor Hospital	62
15. Option 20	Route through Bellevue Park	58
16. Option 16	Footpath Around the library	56
17. Option 8	A525 Ruthin Road to Town Centre	52
18. Option 9	Bellevue Park towards Island Green	51
19. Option 17	A5152 Powell Road	48
20. Option 5(b)	South East – Prince Charles Road / Queensway	44

\*Mold Road Corridor Study

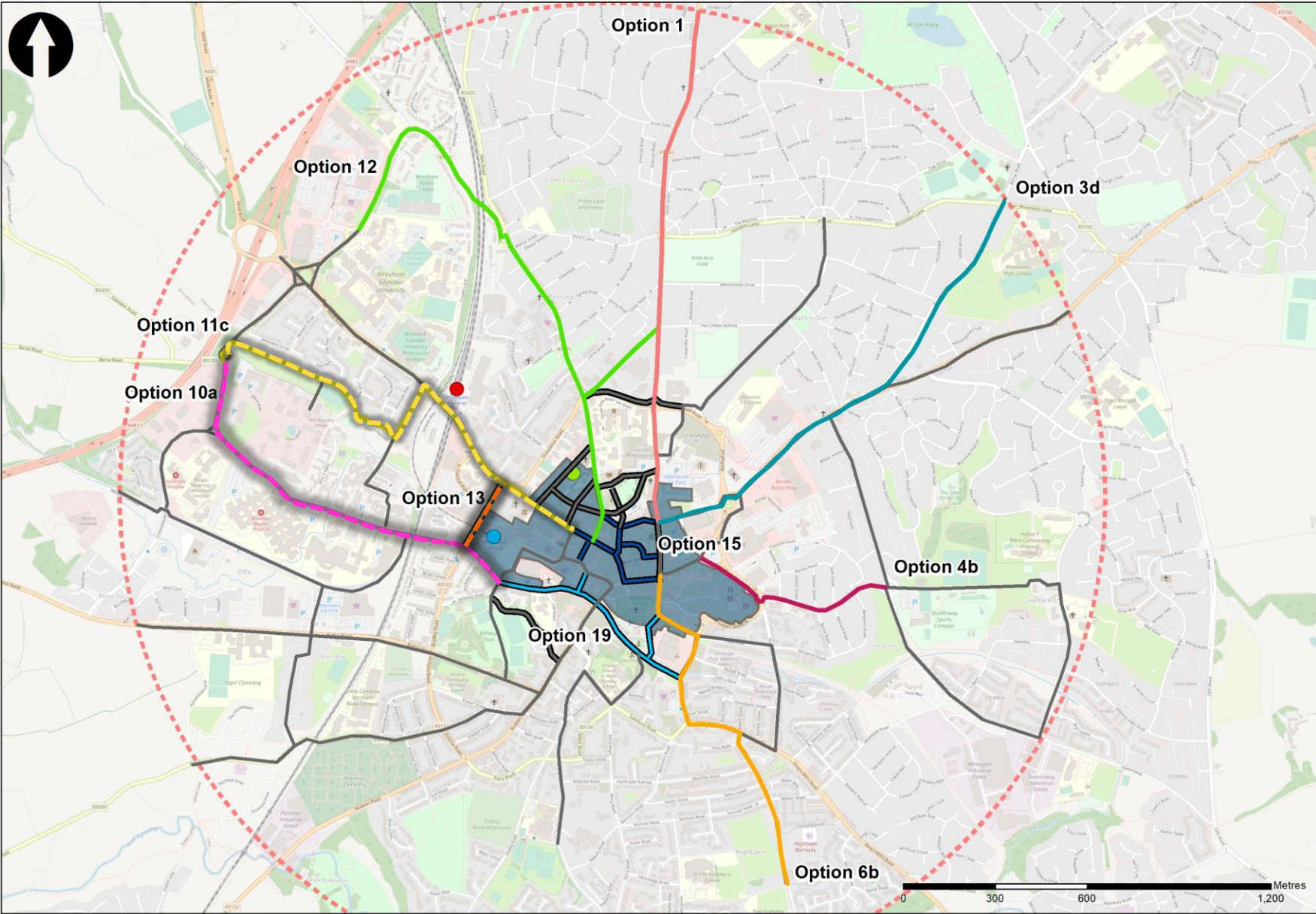
# Short List of 10 Active Travel Corridors | Mold Road Corridor Discounted

RANKING (1 to 10)	ROUTE DESCRIPTION	SCORE
1. Option 6(b)	High Town to Town Centre	85
2. Option 3(d)	Rhosnesni to Town Centre	81
3. Option 4(b)	Caia Park to Town Centre	75
4. Option 1	Rhosddu to Town Centre	74
5. Option 19	Town Centre - Pentre Felin / Brook Street / St Giles Way	74
6. Option 12	Rhosddu Road to Town Centre	70
7. Option 15	Pedestrianised Zone	66
8. Option 18	Market Street	64
9. Option 14	Around Wrexham Bus Station	63
10. Option 2	Acton to Town Centre	62

RANKING (11 to 20)	ROUTE DESCRIPTION	SCORE
11. Option 7(a)	South West to Wrexham Maelor Hospital	62
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15. Option 9	Bellevue Park towards Island Green	51
16. Option 17	A5152 Powell Road	48
17. Option 5(b)	South East – Prince Charles Road / Queensway	44

**Mold Road corridor** has been taken out of the short list as it is to be progressed as part of a separate study.

# Short List of 10 Active Travel Corridors to Audit:



# Next Steps/Proposed Changes to the Matrix to Better Reflect Transforming Towns Agenda

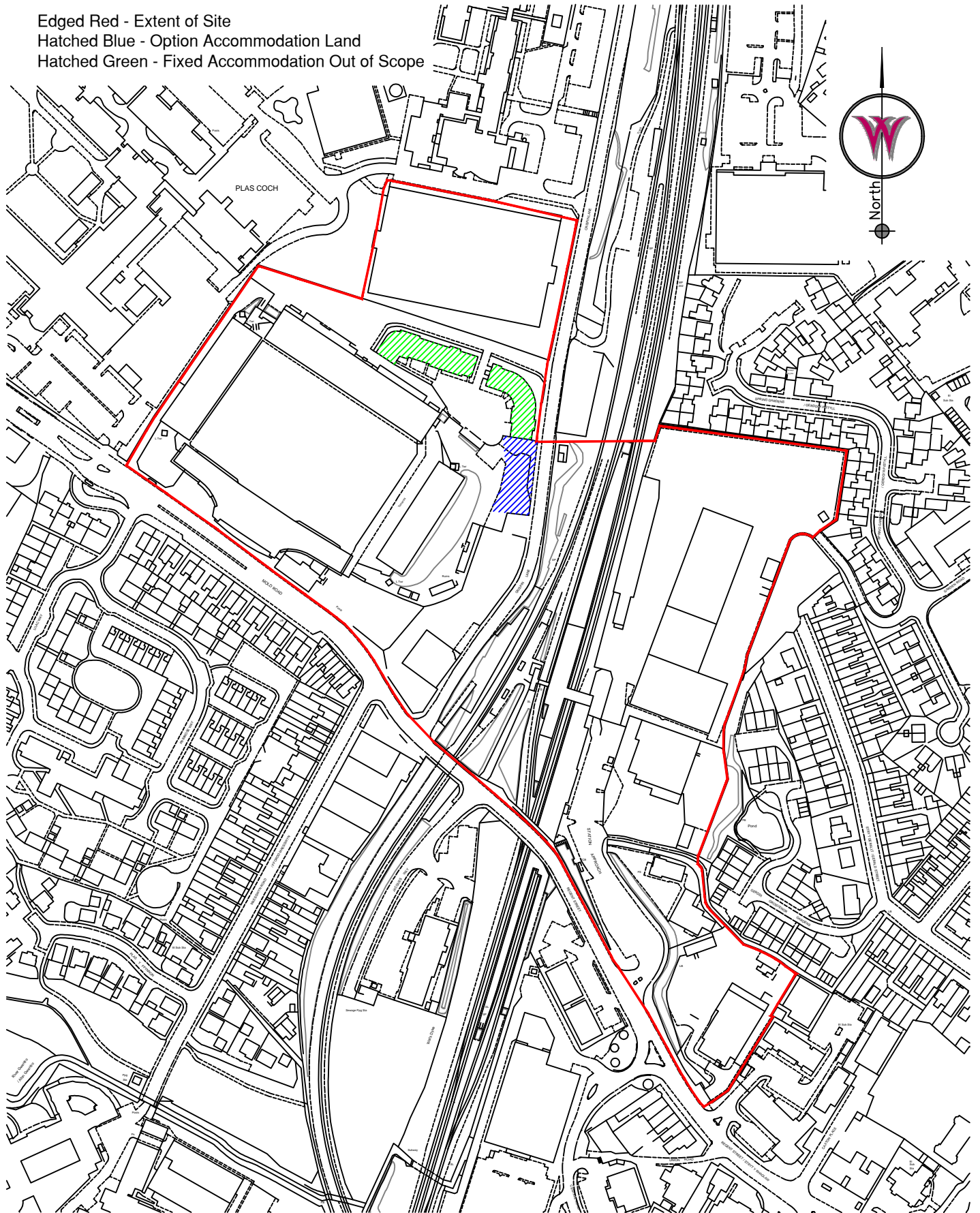
- **Vacancy criteria** to be removed as a test, to see what the effect would be on route prioritisation. This will inform a decision on whether to keep this criteria or not. Criteria weighting to be reviewed (suggested value of 2 or 3).
- **Criteria on green infrastructure and biodiversity** to be added to the matrix and routes scored against this criteria. Criteria weighting to be reviewed (suggested value of 2 or 3).
- **Placemaking criteria** – Review the Placemaking Wales Placemaking Guide 2020 and explore the relevance of the six activities/principles: People & Community, Location, Movement, Mix of Uses, Public Realm and how these could be incorporated into additional criteria. Criteria weighting to be determined (suggested value of 2 or 3).



# PLAN REFERRED TO.

# MOLD ROAD CORRIDOR MASTERPLAN AREA

Edged Red - Extent of Site  
Hatched Blue - Option Accommodation Land  
Hatched Green - Fixed Accommodation Out of Scope



STEPHEN T BAYLEY  
CHIEF OFFICER HOUSING AND ECONOMY  
WREXHAM COUNTY BOROUGH COUNCIL

PLAN No. 26/647/1  
O.S.S. No. S.J.3250  
SCALE. 1:NTS

OFFICIAL SENSITIVE, COMMERCIAL IN CONFIDENCE

OUTLINE BUSINESS CASE

# Wrexham Gateway Project

March 2021



# OFFICIAL SENSITIVE, COMMERCIAL IN CONFIDENCE

This document has been prepared to inform and support decision making, by Welsh Government, in determining the response to a request from Wrexham County Borough Council for grant investment in respect of gap funding for the Wrexham Gateway Project, which focusses on the Mold Road approach into Wrexham.

The document adopts the key principles of the “five case model” for a Full Business Case. Whilst the standard model however assumes outsourcing, procurement from suppliers or a construction type, this proposal has been developed to determine the appropriate response to a request for grant assistance from Wrexham County Borough Council. In these circumstances the scope of the public project is of a very different nature to most public investments. Consequently the standard appraisal model has been adapted to reflect the nature and specifics of the project.

This document is labelled as an Emerging Outline Business Case. The request for funding has been invited by Welsh Government, due to the coincidence of the investment opportunity in the Wrexham Gateway Project with the availability of funding which has arisen within the 2020/21 financial year. The paucity of time available to expand on some areas of the business case, particularly the economic case, demands that these be considered in greater depth as project plans evolve and are agreed by the Wrexham Gateway Partnership.

There is a confidence nonetheless that this Project is at a point where the contribution of gap funding will deliver a programme of investment and development which will enable the Wrexham Gateway Partnership to achieve the majority of its key objectives.











The evidence base presented in this document is deemed to be sufficient to justify the award of grant to WCBC, with conditions in the award letter to ensure that the funding is used appropriately and under the direction of the Wrexham Gateway Partnership.

# OFFICIAL SENSITIVE, COMMERCIAL IN CONFIDENCE

## Wrexham Gateway Project

### Emerging Outline Business Case

#### Annexes

Number	Title	Date	iShare / Web Link
1	Wrexham Gateway Project Site Plan	2020	 Annex 1 - Wrexham Gateway Project Mast
2	WGP – Collaboration Agreement	2020	 Annex 2 - WGP Collaboration Agreeem
3	North Wales Regeneration Plan	2018	 Annex 3 - North Wales Regeneration P
4	Wrexham Town Centre Masterplan	2016	See 4 below
5	Transforming Towns Wrexham – Active Travel Presentation	May 2020	 Annex 5 - Transforming Towns \
6	A483 Wrexham Bypass Junction 3 to 6 Improvement Scheme	August 2020	See 6 below
7	Wrexham Gateway Masterplan	Nov 2020	 Annex 7 - Wrexham Station Gateway - Ma
8	LCR SOBC Wrexham Station Gateway		 Annex 8 - LCR SOBC Wrexham General Sta
9	Wavehill Initial Findings Report (EIA)	February 2021	 Annex 9 - Wavehill - Initial Findings Report
10	Right Solution Report – Demand for Conference Facilities	2019	 Annex 10 - The Right Solution Wrexham rej
11	LCR – Draft Wrexham Budget Programme	February 2021	 Annex 11 - DRAFT Wrexham Budget Proc
12	LCR – Feasibility Study – Financial Analysis	Dec 2020	 Annex 12 - Feasibility Study - Financial Anal
13	Mersey Dee Alliance – Fiscal Stimulus Package	March 2021	 Annex 13 - Mersey Dee Alliance - Fiscal S
14	WGU – Campus 2025 Vision		See 14 below

# OFFICIAL SENSITIVE, COMMERCIAL IN CONFIDENCE

4. [https://www.wrexham.gov.uk/sites/default/files/2020-05/wrexham\\_town\\_masterplan.pdf](https://www.wrexham.gov.uk/sites/default/files/2020-05/wrexham_town_masterplan.pdf)
6. <https://gov.wales/a483-junctions-3-6-improvements>
14. [https://www.glyndwr.ac.uk/en/AboutGlyndwrUniversity/Campus2025/WGU\\_Estates%20and%20Learning%20Environment%20Strategy\\_Campus%202025%20compressed.pdf](https://www.glyndwr.ac.uk/en/AboutGlyndwrUniversity/Campus2025/WGU_Estates%20and%20Learning%20Environment%20Strategy_Campus%202025%20compressed.pdf)

# OFFICIAL SENSITIVE, COMMERCIAL IN CONFIDENCE

## **1 Project Introduction**

- 1.1 Welsh Government has, since 2018 been engaged in a formal collaboration with Wrexham County Borough Council (WCBC) and Wrexham Glyndŵr University (WGU) to develop the Wrexham Gateway Project (the Project). Allied to this Wrexham Gateway Partnership (the Partnership) are Transport for Wales (TfW) and Wrexham AFC.
- 1.2 The Project is focussed physically on a plot of land which encompasses Wrexham General Station, the Racecourse Ground and adjacent land owned by WGU, together with plots currently occupied by the Royal Mail, the Scouts and Guides Associations and Jewson. A site plan for the Project is available at Annex 1.
- 1.3 Finally, there are two sites on which Countrywide Stores and Dickens Garage were located. These sites were acquired by Welsh Government in 2019 and 2020 respectively and are in the process of demolition.
- 1.4 The Welsh Government funding opportunity which has arisen at the close of the 2020/21 financial year has focussed the attention of the Partnership and Welsh Government officials on the extent to which the early delivery phases can be accelerated.

### **Wrexham Gateway Partnership**

- 1.5 The Partnership was created in response to overlapping strategic ambitions held by each party, focussed on the Mold Road approach into Wrexham town centre. These ambitions included:
  - the development of a 21<sup>st</sup> Century public transport service which connected communities across and beyond Wrexham in a manner which served to meet Climate Change and Wellbeing of Future Generations objectives;
  - addressing the issue of connectivity across Wrexham in support of WCBC's Town Centre Strategy and the plans being developed by Welsh Government to upgrade junctions along the A483;
  - restoring the Racecourse Ground to a standard to host multi-code international sporting fixtures, plus regionally significant cultural and music events, and;
  - implementing WGU's Campus 2025 Vision to double the student population and provide the necessary infrastructure to facilitate this.
- 1.6 Welsh Government, WCBC and WGU have entered into a Collaboration Agreement (at Annex 2) to deliver on these ambitions. The Urbanist Ltd was commissioned to produce a concept plan, to encapsulate the Partnership's ambitions and to explore how these might translate into a series of distinct, yet complementary developments.

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## The Project

- 1.7 Each component contributes directly to the achievement of the Partnership's ambitions, or supports the ambitions as an enabling works. The primary features are described as:
- development of a 5,000 seater stand at the Racecourse, raising the capacity to meet international standards;
  - construction of parking facilities to support rail use at Wrexham General Station;
  - construction of a hotel on the junction between Crispin Lane and Mold Road;
  - creation of a public transport interchange at Wrexham General Station, to support rail use;
  - provision of 228 to 328 houses close to Wrexham General Station;
  - development of 16,000 sq.ft. of office accommodation, small scale retain units and community facilities in close proximity to Wrexham General Station.
  - Potential realignment of the Crispin Lane junction with Mold Road.
- 1.8 The outline plan produced by The Urbanist Ltd has subsequently been analysed, challenged and revised by London & Continental Railways Ltd (LCR). LCR has experience of station focussed development, with particular expertise in site acquisition (including the use of statutory powers), project management, the planning process and implementation. LCR has also worked on similar sized projects in Stafford and Chester, gaining experience of supporting local partnerships and utilising contractors with relevant expertise.
- 1.9 The review by LCR has presented the Partnership with a number of key considerations, in terms of the total project costs; public support necessary for the project to proceed; the scale of the overall development and phasing of the works to be undertaken.
- 1.10 Wavehill has been commissioned to undertake an Economic Impact Assessment of the Masterplan. The initial findings are presented in this paper with the caveat that the final report was not available on a timescale to inform a decision on the grant request from WCBC.

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## 2 Evolving Strategic Case

- 2.1 The Wrexham Gateway Project is a direct response to a number of Welsh Government and WCBC strategies and has synergies with others. Primarily, the Project is the response to an urgent need to address an out-dated and dysfunctional public transport system interchange in Wrexham, in line with the region's Metro ambitions.
- 2.2 The Project is a recognition that the Mold Road approach into Wrexham limits the connection of the town with the trunk road network and that active travel routes from the west into town and across to the region's main hospital are at best inadequate.
- 2.3 The Project seeks to create appropriate office accommodation in close proximity to Wrexham General Station, with potential anchor tenants identified.
- 2.4 Finally, the Project aims to meet a long held ambition of the local authority to return the Racecourse Ground to full international standards.
- 2.5 This strategic case will reference a number of key local and regional strategies and plans. These strategies reinforce the central strategic themes of which underpin the Project: connectivity, sense of place and community coherence within a regional context.

### **North Wales Regeneration Plan 2018 – 2035 - Wrexham Town Centre Strategy (2018) and Wrexham Town Centre Masterplan (Adopted 2016)**

- 2.6 The North Wales Regeneration Plan (at Annex 3) was produced by the six local authorities in North Wales, in consultation with Further and Higher Education Institutions, private and third sector organisations. It sets out a shared vision and objectives for cohesive public sector regeneration investment and activity in North Wales until 2035.

*“By 2035 North Wales will experience reduced inequality, increased employment, modernised town centres, an improved housing offer, a stronger visitor economy, a resilient rural economy, and improved health for local people”.*

- 2.7 This Strategy aligns with the objectives of Welsh Government's Targeted Regeneration Investment Fund and focusses on Wrexham as a Priority Regeneration Area. It describes a number of interventions deemed by the local authority to be critical to the achievement of the vision of the town as:

*“a new revitalised town centre and its surrounding neighbourhoods through the delivery of new and improved homes, the creation of businesses and jobs with a diverse offer of independent quality retail, leisure uses such as family restaurants, arts and cultural attractions, and all in a quality public realm providing an environment that is identifiable as Wrexham”.*

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2.8 The priorities underlined in the Strategy for Wrexham are largely drawn from WCBC's Wrexham Town Centre Masterplan (at Annex 4), which was adopted in 2016 and which is intended to set a framework in place for the development of the Local Development Plan.

2.9 Fundamentally in the context of the Project, the Strategy reiterates the Local Authority's long held ambition to

*“change the perception of the town as a tourist attraction and visitor destination that the town has a limited range of attractions in order to attract an increased number of visitors to the area there is a need to improve on the number and quality of strategic large scale events, the regeneration of the Wrexham Racecourse Ground would be a major contributor to this and would improve the overall perception of the area, given its prime location along the main corridor into the town centre. The objective is to create a first class stadium capable of hosting international sporting events, music and other cultural outdoor events establishing it as a Regional Centre of Excellence. In conjunction with this there is ongoing consideration to maximise the development opportunities afforded on the adjacent parcel of land for commercial or mixed use development. This would not only generate a significant increase in footfall in but also enhance and strengthen the connectivity into the town.”*

2.10 The Kop Stand at the Racecourse Ground is an area of covered terracing, which has not been in use for approximately 12 years and is well aged in terms of modern stadia. It is seen by supporters and the wider community as a lasting symbol of the legacy of owners of the Wrexham AFC, whose tenure at the club saw it slip behind its rivals in Cardiff and Swansea and which took it to the verge of insolvency.

2.11 Critically, the state of disrepair of the stand and the fact that it has never been converted to seating has seen the Racecourse Ground largely abandoned by the Football Association of Wales, the Welsh Rugby Union and the Rugby Football League as a venue for major and minor international fixtures. As it is the oldest international football ground in the world (since 1877), which is still in use as a football ground, there is considerable local support for the redevelopment of the stand to a size and standard which will attract such fixtures once again.

2.12 The ambition articulated in the North Wales Regeneration Strategy and the Wrexham Town Centre Masterplan and which is therefore represented in the Wrexham Gateway Project, is one in which the Racecourse Ground and the Kop Stand in particular of are redeveloped to vastly improve the functionality and visual impact of the football ground. Equally importantly is the stadiums ability to attract high profile music and cultural events and to project a growing confidence in the region and the town.

2.13 It should be noted that whilst these strategies pre-date the acquisition of Wrexham AFC by Ryan Reynolds and Rob McElhenney, that acquisition and the rise in profile and improvement in financial stability of the club strengthens

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the case for investment in the Racecourse Ground as a regionally important asset.

- 2.14 In common with the other strategies referenced in this paper, the North Wales Regeneration Strategy and the Wrexham Town Centre Masterplan concentrate strongly on connectivity and accessibility. It is a recurring theme. The North Wales Regeneration Strategy succinctly describes the determination with regards to this as follows:

*“to address the need for improved accessibility into the town there is an identified scheme to modernise transport infrastructure in order to enable growth, through the development of various larger schemes for accessibility into the town, such as the implementation of phased works, to improve the junctions on the A483 in order to address congestion issues currently acting as a barrier in terms of accessibility into the town. Support a modal shift of transport to help deliver growth by supporting development that encourages the use of public transport via Wrexham General Station for a transport hub in order to provide better connectivity with the Bus station and improve links and connectivity to the town.*

*In addition to the larger scale infrastructure proposals there is a need to develop a network of attractive pedestrian friendly routes and spaces to improve the connectivity both into and across the town centre helping to bind various parts of the town together in particular on the main corridor into the town centre.”*

- 2.15 The Project seizes on this concept that a modal shift is required to support development and to facilitate connectivity across, around and into Wrexham.

## **North East Wales Metro**

- 2.16 Wrexham General Station is a vital link within the developing North Wales Metro, the aim of which is to “deliver the North Wales Metro Vision to provide a transformational step-change in public transport to support economic growth and climate emergency.” (TfW).
- 2.17 Wrexham General Station serves the largest centre of population in North Wales and has close cross border links with Chester and Merseyside – a factor recognised within the Mersey Dee Alliance.
- 2.18 Whilst still in development, the concept of the North Wales Metro is a clear one: Welsh Government is to “*provide multi-modal solutions and a transformational step-change in public transport provision to support sustainable economic growth. The Metro will be designed with a hierarchy of modes with train, bus, active travel and road.*” (TfW).
- 2.19 The current constraints at Wrexham General Station are such that there is no effective interchange between public transport on road and rail – buses are unable to turn in close proximity to the station. Nor is there sufficient parking

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(approximately 60 spaces) for the station to facilitate a park and ride function for onward journeys.

- 2.20 The impact of this is that Wrexham General is unable to fulfil its role as a public transport hub and without investment, it will be unable to contribute to the delivery of the key objectives of the North Wales Metro, on behalf of the communities which should be able to utilise its services.
- 2.21 The focal aspect of the Project is Wrexham General Station and the expectation that, if implemented, it will deliver a modern public transport interchange which links public transport and road and rail with well-connected active travel routes as are described in the Wrexham Town Centre Masterplan.
- 2.22 In the attached presentation “Transforming Towns Wrexham – Active Travel” (at Annex 5), the network of Active Travel routes under consideration for the wider Wrexham area is presented, with particular reference for the Mold Road development to link into that plan.
- 2.23 The surrounding development is intended to maximise the benefits to be derived from such a transport hub and whilst each is important in its own right, it is the work envisaged for Wrexham General Station which has the capacity to impact most directly on those who live in, work in and visit Wrexham.

## **A483 Wrexham Bypass Junction 3 to 6 Improvement Scheme**

- 2.24 The A483 Wrexham Bypass Junction 3 to 6 Improvement Scheme (at Annex 6) is a strategic reaction to the issue of current and projected congestion on those junctions which directly link Wrexham to the wider trunk road network.
- 2.25 The Mold Road junction(5) is identified with this improvement scheme as it, in common with the other junctions, is prone to prolonged periods daily in which standing traffic is commonplace and with it, air pollution. The latter fact has led to the imposition of a 50 mph speed limit for the extent of the A438 that bypasses Wrexham.
- 2.26 Congestion is not confined to the junctions. The Mold Road is constructed as a dual carriageway as it passes Wrexham Glyndŵr University and the Racecourse Ground. It then narrows considerably as it crosses the rail lines into the town centre, to the extent that the bridge has now been signalised and vehicles must cross in alternate columns of traffic.
- 2.27 Whilst it has not been included in the Project at this stage, there is support from the Partnership to address the alignment and width of this bridge. It is possible that the matter will be considered as the Project progresses.
- 2.28 The A483 forms part of the trunk road network in Wales, managed by the North and Mid Wales Trunk Road Agent (NMWTRA) on behalf of Welsh Government. The A483 provides one of the key connecting routes between

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North and South Wales, as well as providing access into North Wales and the Midlands.

- 2.29 This road is a key route for tourists travelling to popular North Wales destinations and for freight accessing UK, Ireland and mainland Europe. The A483 is located to the West of Wrexham Town Centre and Junction 3-6 are the local connections to this highway network. This section of trunk road carries 58,000 vehicles per day, with junctions 4, 5 and 6 experiencing peak time vehicle congestion, restricting access to and from Wrexham.
- 2.30 From stakeholder engagement and work carried out in WelTAG Stage 1 and 2, the following key issues were identified in relation to the A483 Wrexham Bypass:
- Local traffic congestion in Wrexham, particularly at Junctions 4 and 5;
  - Strategic traffic congestion on the A483;
  - Economic growth and development in Wrexham restricted by congestion on the A483;
  - Poor active mode travel infrastructure over the A483;
  - Poor public transport infrastructure in Wrexham.
- 2.31 In response, the A483 Wrexham Bypass Junction 3 to 6 Improvement Scheme seeks to:
- Support and enable the LDP growth aspirations of Wrexham;
  - Maintain the strategic function of the A483/A5 by improving resilience and journey time reliability;
  - Improve air quality and noise impact along A483 between Junctions 3 and 6;
  - Reduce the high car mode share for journeys starting or ending within the WCBC area that use the A483 and its junctions;
  - Ensure that the A483 is effective in serving local movements;
  - Enhance connectivity, accessibility and transport network coherence for journeys that cross the A483;
- 2.32 It is important to note that any efficiencies gained by the upgrade of junction 5 (or indeed the more impactful, but still interconnected junction 4) will be undermined by a failure to maximise the public transport and active travel opportunities offered by the Wrexham Gateway Project.

## **Wrexham Gateway Masterplan (at Annex 7)**

- 2.33 The formation of the Wrexham Gateway Partnership is a direct response to many of the issues which are detailed in the strategies above. It is a collaboration which seeks to address some of the most complicated problems which must be overcome in order to ensure that investment in public transport on road and rail, in active travel routes, in businesses, housing, leisure facilities and public spaces across Wrexham are to progress without the

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ongoing impediment of a poor public transport interchange and the persistent perception of a town in need of regeneration.

- 2.34 The Project concentrates on the area within the immediate proximity Wrexham General Station, albeit with strong attention to all that is located around it and which is planned for the future across the town and the region.
- 2.35 Particular note has been taken of emerging priorities for the Betsi Cadwaladr University Health Board (BCUHB) to revise the delivery of its healthcare provision, both at the Maelor Hospital site and within the community. Whilst these plans are still in development, the Board has expressed a strong interest in the progress being made by the Partnership and is kept abreast of the opportunities which will arise in terms of housing provision for health sector staff, plus the potential to position a community health centre close to the station.
- 2.36 The housing element of the project is particularly interesting, given WCBC's ongoing role as a housing landlord, plus the intention of various Registered Social Landlords (RSL) to development opportunities in Wrexham. The BCUHB is currently engaged with two such RSLs as it looks to address its current and future housing requirements for healthcare staff.
- 2.37 Additionally, TfW has a requirement for long term office accommodation within the Project boundary and is investigating the possibility of its staff being co-located with those of Network Rail, thereby creating a public transport management hub in Wrexham.
- 2.38 These opportunities, whilst unconfirmed, give confidence that the wider project features will have anchor tenants or purchasers in place by the time full plans are unveiled.
- 2.39 The Partnership as therefore engaged The Urbanist Ltd to produce indicative schematics for the project site and more latterly, LCR to develop and review a Masterplan. This Masterplan describes the opportunity to develop:
- A public transport interchange in the immediate proximity of Wrexham General Station, which facilitates the transfer of passengers between road and rail and which links with the Wrexham's main bus terminus and outlying communities.
  - A 4,500 – 5,000 seat stand to replace the Kop Stand at the Racecourse Ground, incorporating either 400 public parking spaces to support the growth of the use of Wrexham General Station or a regional conference centre – depending upon the projected demand. An alternative site is available for parking should the latter option be pursued.

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- A pedestrian bridge over the rail line to link the east and west of the project site and to promote safer active travel into and across Wrexham – particularly linking the main University Campus to the town.
- Between 228 and 328 housing units based on current estimations.
- Approximately 16,000sq.ft. of commercial (office) space plus some small retail units associated with the station.
- Landmark 4\* Hotel on the junction of Crispin Lane and Mold Road.

2.40 The project area will include public amenity features and is intended to promote active travel between the University and the town.

2.41 *“Whilst there is no explicit evidence of market failure at these locations, they have intricate complexities related to landownership structures and the rail environment which make them unappealing to the marketplace in their current guise and are untested until now. Therefore, upfront funding is required by the public sector to de-risk these opportunities and make them investable sites for a development or funding partner.”* (LCR Strategic Outline Business Plan – January 2021 – at Annex 8. Note that this document has been produced to inform LCR’s own management about the company’s continued involvement with the Project. It does not address the funding opportunity considered in this paper.)

2.42 The need for public intervention in general and gap funding in particular is clear. Land assembly, the public transport interchange, public realm works, road realignment works and the Kop Stand simply will not be achieved without significant investment from Welsh Government.

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## 3 Evolving Economic Case

- 3.1 It is important to note that the economic case is still in development and a number of the features of the project are yet to be considered in terms of an Economic Impact Assessment (EIA). Wavehill Ltd has been commissioned by WCBC to undertake an early assessment of the project components and the draft report is anticipated for the end of March 2021.
- 3.2 The EIA is based upon a number of assumptions which are subject to change as the project develops and the viability of key features are determined. The outline finance case will highlight the significant viability gap which is inherent in projects which are largely focussed on public transport infrastructure and which feature significant public realm aspects.
- 3.3 Importantly, it is acknowledged at this stage that the redevelopment of the Kop Stand is intended to present Wrexham as a regionally and nationally important centre to sporting, cultural and music events. The acquisition of Wrexham AFC by Ryan Reynolds and Rob McElhenney has raised expectations regarding the club's promotion potential, but revenue derived from increased attendance for club matches is by no means a foregone conclusion. This element of the project was embedded in local strategies and the Partnership's project plans well before the prospect of the club's acquisition became a matter of public record.
- 3.4 The initial findings of the Wavehill's EIA (at Annex 9) are as follows:

### Exclusions

- 3.5 This initial findings report does not include assessment of:
- Footfall and any related benefits
  - Transport effects
  - University effects
  - Sport effects
  - Covid-19 impacts
  - Benefits of public realm (look and feel)
  - Spillover effects or catalysed investments
  - Interactions between component parts

### Initial Findings

- 3.6 Using the cost figures from the LCR reports, the baseline numbers from the Urbanists and Right Solution reports, and additional details from the literature the economic impact on GVA and jobs created/safeguarded has been estimated for the Wrexham Gateway scheme.
- 3.7 Due to the nature of the scheme, the various sites and two options proposed by LCR, the headline findings are broken down into their constituent parts. It is recognised however that there will be benefits from bringing the different

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components of the Wrexham Gateway proposal together and some of these interactions inform basic assumptions. For instance, better transport links are likely to enable greater attendance to the Racecourse Ground. Other factors will have a large influence on the outcomes of the scheme but are not possible to consider given they remain outside of the control of any project stakeholder. The performance of Wrexham FC and the influence on attracting spectators to games, and the implications of a Covid-19 legacy on conference facility usage are two such examples.

- 3.8 Given the completion of the conference centre is likely to be some years away, the effects of any Covid-19 impact are likely to be nullified, but changed working practices may still have an impact. Several other assumptions have been made with the figures, such as the number of additional events brought about by a new stand at the Racecourse Ground and the attendance to conference facilities. Where appropriate, these have been based on available evidence for similar sites, though they include an element of uncertainty that would need to be addressed by demand and feasibility studies for the various sites.
- 3.9 The economic information presented includes the construction and end use impacts for both Gross Value Added and jobs created or safeguarded. This distinction between jobs created and safeguarded is indicative of whether a job is a newly created one which have not existed previously, compared to those that are going to be secured through the continued operation of a firm or activity, such as construction. Finally, a general cost benefit ratio has been calculated based on the indicative investment costs for each part of the project and the expected economic outcomes in both GVA and employment. These relate only to the project and do not include a wider narrative around benefits that may be generated from the visual improvements, transport links and catalytic investments generated.
- 3.10 In calculating construction impacts we have used the initial investment figures developed by LCR in their latest Masterplan (and supported by the evidence presented from partners CBRE), for instance the stadium is expected to cost £12.5m. This starting point is then modelled into GVA and employment impacts through ONS ratios for the construction sector in Wales. Multiplier effects from the UK input-output tables are then used to estimate how such spending indirectly impacts the supply chain. This produces a total GVA and jobs safeguarded/created figure.

## **Stadium**

- 3.11 This covers the stadium separately from the conference facility which will be addressed below. Construction impacts from the £12.5m estimated spend on the stadium (from LCR) will generate £4.7m in direct GVA and a further £4.9m through the supply chain for a total GVA impact of £9.6m. Over 84 Full Time Equivalent (FTE) job years will be safeguarded in the construction sector, and 98.8 more in the supply chain.

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- 3.12 The stadium impacts are primarily driven from the reported ambition to use the new stand as an opportunity for attracting additional events to Wrexham, principally concerts and sporting events. The context is important here, with competition to other localities such as Liverpool and Chester likely to be a factor in whether such events choose to use the Racecourse Ground as a venue. Given this starting point an additional two large sporting events are hosted per year at the stadium and two concerts. In each case, 75% capacity is assumed. Outcome figures are only based on the additional spend brought by the attendees to these events which is based on the £16.75 average per person from available literature. This generates a GVA impact of £440k in the local food and drink sector and safeguards 55 jobs, both directly and through the supply chain. Depending on the scale of the event, this could be larger with further advantages arising from overnight stays for attendees. Further insight on returns for the football club / stadium from the ticket price for such events is needed to calculate this additional impact.
- 3.13 A cost benefit ratio of the stadium development and end use, for a 20 year use period, is £1.80 in GVA for every £1 invested using the current assumptions. Each job year created or safeguarded will be due to £9,776 of spend. No degradation or additional spend has been assumed over these 20 years.

## **Conference Centre**

- 3.14 Evidence shows that including facilities such as conference centres, health centres or leisure centres within stadiums can make significant savings compared to if the two were separate. The construction cost of the conference centre at the Racecourse Ground is estimated to be £7.5m by LCR which will create £2.8m in GVA directly, with a further £2.9m through the supply chain for a total GVA impact of £5.7m. FTE job years safeguarded will be 50.5 for the construction and 59.3 through the supply chain, 110 in total.
- 3.15 The end use of the conference centre draws on figures provided in the Right Solution report (at Annex 10) which does not take into account the impact of the Covid-19 pandemic. Given the length of time between the pandemic and the likely build completion these assumptions are considered acceptable, however, a future demand report for conferencing facilities may be needed when the changed working practices brought about by the Covid-19 pandemic have been realised. The figures show that per year 205 events (of all sizes) may be expected at the conference centre which will generate £414k in GVA directly and a further £180k through the supply chain. Thirteen new jobs will be created, with 33 more safeguarded through the multiplier effect. Displacement is likely to be high as the new conference facility will compete for the trade of a fixed number of businesses with other locations. This may be as high as 50%, and would reduce these outputs by half.
- 3.16 There is potential overlap between the use of the conference centre and the stadium for activities including post game hospitality and events. The interplay between such activities has not been explored, though some is implicit in the events covered in the conference model, it could be that the attraction of more

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or larger stadium events could have further benefits to any mixed-use conference space.

- 3.17 The cost benefit ratio for the conference centre, operating for 20 years, is £2.40 GVA return for every £1 spent. Each job year created or safeguarded has a cost value of £7,231. This does not include any additional investment in the conference centre facility over the 20-year period.

## **Hotel**

- 3.18 The construction of the hotel is estimated to be £9.5m by LCR and though this might be taken on in partnership with a hotelier the construction related impacts will remain the same. An anticipated £3.5m in GVA will be directly created with a further £3.73m through the supply chain. Nearly 64 FTE job years will be safeguarded during the construction period and an additional 75.1 will be produced by the multiplier effect.
- 3.19 The scale of employment generated by the hotel will depend on the number of rooms, and design adopted by the hotelier. Using the CBRE figures with 100 rooms suggests a hotel turnover of £425k, which would create 29 FTE jobs both directly and through the supply chain. Should there be a restaurant as part of the hotel this would increase. GVA impacts would be £396k per annum.

## **Office Space**

- 3.20 A small amount of commercial space has been allowed for within the LCR Masterplan, though with options to substitute some of the housing allocation for additional office space as demand might require. The £3.75m construction will generate £1.4m in direct GVA and a further £1.4m through the supply chain. Twenty-five job years will be safeguarded in construction and a further 29.6 through the supply chain.
- 3.21 Based on the LCR Masterplan, 2100m<sup>2</sup> of office space will accommodate 161.5 FTE jobs. The rental income at £13f<sup>2</sup> would produce £294k in revenue, potentially generating returns for the investors and additional GVA. There may be additional economic impacts from the end use if the new office space has facilitated growth or expansion of businesses, but this comes with significant deadweight as businesses relocate from other areas.

## **Multi-Storey Car Park**

- 3.22 The construction impacts of building a £2.4m MSCP are £906k in direct GVA and £940k indirectly. Sixteen FTE job years will be safeguarded in construction during the build phase, with a further 19 through the supply chain.
- 3.23 During operation, CBRE suggest that the MSCP is likely to be operated by a contacted party, which will generate revenue for the owner/investor. The terms of the lease agreement will determine this impact, but whether for the

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contractor or investor the revenue from a 400 space MSCP using £5 per day figures and 75% occupancy would create £196k in GVA and potentially support 3.2 jobs. There are further operational benefits that may be achieved from the location of the MSCP facilitating integrated use of onward transportation by bus or rail or encouraging use of the conference facility.

## **Student Accommodation**

- 3.24 A £12.8m student accommodation block will principally only generate economic impact during the construction phase, though additional students will bring their own impact separately. Construction will safeguard 86.2 job years directly and a further 101.2 through the supply chain. GVA impacts are estimated to be £4.8m directly and a further £5m through multiplier effects.
- 3.25 Should the accommodation accommodate 50 new students, then this would lead to an estimated additional GVA from local services by £544k per year, though this is tied to the new students, not the use of the accommodation block. There may be some increase in cleaning and security required to cover the new accommodation block, but this will be negligible (<0.5 FTE).

## **Residential**

- 3.26 There is a large allocation of residential usage across the East and West parcels of the site. These plots may be made available for commercial development with a partner but will generate economic impacts in their construction. Under LCR Masterplan Option 1, the residential configuration will cost an estimated £54m generating a GVA impact of £20.5m directly and a further £21.4m in the supply chain. Nearly 370 FTE job years will be safeguarded during the construction and an additional 431 through the supply chain. Under Option 2, £38m is invested, resulting in £14.6m in direct GVA and £15m indirectly. The work will safeguard 261 job years in construction, and 307 through the supply chain.
- 3.27 Returns on investment based on house price estimates can be calculated, though these may be moot given the role of a developer compared to any ownership and sale from the Wrexham Gateway partnership.

## **Public Realm**

- 3.28 The changes to Mold Road, Crispin Lane junction and public realm around the station will create additional economic impact during construction. Further benefits may be accrued by attracting footfall and encouraging residents and visitors to the area, though these are not quantified. Under LCR Masterplan Option 1, £16m in spending will generate £12m in GVA, both directly and indirectly, and safeguard 246 jobs in construction and in the supply chain. Under Option 2, £12m in direct and indirect GVA is created, while 173 job years are safeguarded in construction and through the supply chain.
- 3.29 Wavehill is yet to report its conclusions with regards to the economic impact of the project. It is acknowledged that this business case will need to be

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updated and strengthened as the EIA is completed and then further amended as the Project details are refined, costed and implemented.

- 3.30 It is clear though that without the intervention to deliver the land assembly, the public transport interchange, public realm works, road realignment works and the Kop Stand, there is practically no prospect of independent private investment taking any of the aspects of the Project forward. The Partnership has endorsed the Masterplan as the only way of achieving aspirational change along the Mold Road approach into Wrexham.

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## 4 Outline Commercial Case

- 4.1 From the outset of the inaugural meeting of the Partnership in 2018, it has been clear that the Project would require considerable public sector intervention, in terms of the anticipated funding gap and the drive behind the ambition to deliver transformational change along the Mold Road corridor.
- 4.2 Fundamental aspects such as the development of the public transport interchange at Wrexham General Station and the possible realignment of Crispin Lane fall firmly within the remit of Welsh Government and WCBC. The acquisition of key land holdings in order to deliver housing and business use developments, which are important in their own right, but without which the interchange would not work, also demand intervention by the public sector. This point is particularly important, if the use of statutory powers for Compulsory Purchase becomes necessary.
- 4.3 Nonetheless, there is a strong delivery role for the private sector, working in partnership with Welsh Government and WCBC, or independently of those parties, but under the framework of planning guidance put in place to support the Masterplan.
- 4.4 Consideration has been given to delivery options for each aspect of the project:

### **The Kop Stand**

#### **Option A**

- 4.5 Transfer of the ownership of the Racecourse Ground to WCBC, which will lead on the redevelopment using its borrowing capacity to raise funds to be matched in part by Welsh Government grant. Borrowings to be repaid over a long term with the option to retain, or dispose of the stadium to an appropriate owner. In this case, a new lease will be negotiated with the Wrexham Supporters Trust, or with Wrexham Football Club. There will be the option for the new owners of Wrexham AFC to invest, with or without an option to buy.

#### **Option B**

- 4.6 New owners of Wrexham AFC to acquire the Racecourse Ground and undertake the construction of the stand with grant assistance from Welsh Government.
- 4.7 In either case, whether there is a car park, conference centre, or other use of the interior of the stand, there will be option to let the space to a third party as part of the revenue generating capacity of the project.

### **Separate Car Park (should this not be incorporated into the Kop Stand).**

- 4.8 WGU had plans under its Campus 2025 Vision to convert an all-weather sports pitch to create a ground level car park. WGU has extended the offer to add tiers onto the car park to meet the needs of station users. In this case, the build would be funded by WGU with gap funding from Welsh Government, or

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as a partnership between the two, or in partnership with a developer. WGU would retain the spaces that it required to meet its own needs and contract out to a car park operator, all superfluous spaces.

## **Public Transport Interchange and Crispin Lane Realignment.**

- 4.9 These aspects fall firmly within the public sector remit and it is not envisaged that there will be a private sector role in this, other than under contract to design and build.

## **Housing and Commercial Buildings.**

- 4.10 These elements represent the facets of the Project most likely to be commercially viable. There will undoubtedly be a need for the public sector to undertake site acquisition and preparation and further cost incurred in relocating existing businesses. In terms of the construction programme and further commercial arrangements for the disposal or lease of the assets created, it is not anticipated that there will necessarily be a role for the public sector.
- 4.11 It remains possible that either WCBC, or BCUHB may wish invest into the project by way of involvement in any affordable or social housing scheme, but this will be a separate matter to the overall commercial arrangements necessary to deliver the project. WCBC is still a significant social housing landlord and will in 2021 complete the construction of new council owned housing for the first time in 30 years.

## **Commercial and Funding Structures.**

- 4.12 The challenge presented by the opportunity of funding in 2020/21, but with little of the financial year remaining, is that:
- WCBC cannot amend its Capital Programme and Capital Requirement in sufficient time to be able to accept an offer of loan from Welsh Government, and;
  - Welsh Government cannot offer grant terms which would result in the payment of grant immediately, but with defrayment against project costs arising in future years. The result would be to transfer the budget burden to the years in which the sums were defrayed.
- 4.13 The favoured option by both parties is for Welsh Government to offer grant assistance to WCBC in recognition of capital works undertaken and defrayed to date in 2020/21. At present, WCBC has a housing programme of £120million annually, of which only £7.5million is derived from Welsh Government grants.
- 4.14 The grant award will stipulate that the capital displaced in WCBC's 2020/21 budget will then be reallocated to the Project in future financial years.

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- 4.15 This model has been employed by Welsh Government to support housing and school investment. It is thought that it may be novel to adapt the model to enable the local authority to redirect funds to a different area, but it is not expected to be contentious.
- 4.16 It is intended that WCBC will act as a fund holder on behalf of the Partnership, with administration of the Project being undertaken by a dedicated officer and key decisions on expenditure being taken by an executive committee of the Partnership. The terms of reference for the Partnership will be redefined to provide for this function.
- 4.17 Procurement will then be administered by WCBC.

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## 5 Evolving Finance Case

### ***Capital Cost:***

- 5.1 In its development and review of the Wrexham Gateway Project Masterplan, LCR has identified potential capital costs of up to £90,800,000, based on delivering the full scheme of works as described in the Masterplan and including relocation costs for businesses and organisations impacted by the development (i.e. Jewson, Royal Mail and the Scouts and Guides Associations).
- 5.2 At this point in the development of the project, there is significant scope to amend, reduce and / or phase the construction programme to reflect the availability of funds from the public sector and the investment levered in from the private sector.
- 5.3 The scope of intervention will inevitably vary across the site, both in scale and in nature; as an enabler to take the land from its current use and prepare it for development; as a direct investment to create an asset for public use / benefit; in grant assistance to meet a funding gap, or; to intervene on commercial terms as a co-investor with the private sector etc.
- 5.4 Whatever the approach and regardless of any phasing, scope reduction or amendment, it has been apparent from the outset of the planning for the project that significant public finance will be required to deliver the transformational change envisaged for the Mold Road approach into Wrexham.
- 5.5 As an indication of the Capital Costs associated, this table (extracted from the Draft Wrexham Budget Programme – LCR at Annex 11) illustrates the challenges arising in meeting the Project costs:

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Phase	Asset	Why?	Potential Capital Cost (as developer - costs today)*
Phase 0	Infrastructure Enabling: Crispin Lane realignment & rail footbridge	Footbridge provides key connectivity to fully open up station. Road realignment defines the development plots.	£2,400,000
Phase 1	Hotel	Land under WGP control Existing operator interest Can help act as a catalyst/anchor for the regeneration	£11,100,000
Phase 2	Office	Occupier interest (TfW) although spatial requirement tbc Not WGP land but appears to be within NR land who should be collaborative	£4,400,000
Phase 3	Stadium & MSCP	Could be delivered earlier or later but all subject to funding, however key objective to deliver stadium and helps create the place so hoping to be a relatively early phase	£17,400,000
Phase 4	Apartment Blocks 2 & 3	Could be delivered earlier if viable on PRS tenure but allow some value growth from place-making to make apartments a more viable land use	£17,000,000
Phase 5	*Student Accommodation	Understand not currently demand for additional student residential block but could be by mid 2020s	£15,000,000
Phase 6	Residential (Jewsons site)	Complex & long term to get VP, however should be strong developer interest once VP secured	£11,000,000 (excludes relocation costs)
Phase 7	Conferencing	Could be delivered in phase 3 if sufficient funding, if not could be incorporated into structure at later date once sufficient capital generated	£8,800,000
Phase 8	Residential (Royal Mail)	Complex and expensive intervention, place to be established first and values need to grow. Also plot less integral than other areas of masterplan but also not one to lose sight of	£21,100,000 (includes costs to relocate RM)

\*The student accommodation in Phase 5 is a separate matter for WGU to fund, which it will be receipts from land sales and borrowings.

5.6 At this stage, it is not anticipate that any of the above could be delivered by entirely commercial means. In basic terms:

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**Phase 0** – these are public works which will require both site acquisition (some of which has been completed) and direct commissioning of construction contracts.

**Phase 1** – the ambition is to create a high star rating hotel to improve the offer available in the Wrexham area. Gap funding, or direct build by the public sector, with an agreed tenancy arrangement in place is likely.

**Phase 2** – Potential private sector delivery on the back of public acquisition of property as an enabler.

**Phase 3** – The proposed Kop Stand is a response to an ambition to return the Racecourse to international standards. Whether the option of a multi-storey car-park, or conference centre is pursued, there will have to be public support to deliver this aspect of the Project.

**Phase 4** – As with Phase 2, there is likely to be significant interest from the private sector in this phase of the development, but again, with the public sector securing the land rights and preparing the ground.

**Phase 5** – WGU to lead and fund.

**Phase 6** – This piece is deemed critical to deliver a successful public transport link. Private sector may step in once the plot has been secured and prepared, but this in itself could be a costly exercise.

**Phase 7** – Conference Centre (within the new Kop Stand). As with the hotel, likely to be commissioned directly by the public sector, or with support to a developer, with a commercial arrangement in place for its subsequent operation.

**Phase 8** – Again, the relocation costs are significant for this element. Once acquired, the site should attract private investment.

## Delivery Options

- 5.7 Various delivery options have been examined in order to understand the implications of each model. The caveat which runs throughout this emerging business case is that costs, commercial arrangements, receipts and options all remain to be confirmed, as the delivery plan is developed and implemented.
- 5.8 LCR has assessed the two leading design options presented by Farrells Architects and applied contrasting methodology to the funding models with a view to establishing how the public sector reduces the burden on the public purse.
- 5.9 As an illustration based on Farrells' Option A as described in the Masterplan, consideration has been given to the following delivery methodology: Disposal Model (public sector undertakes all works and sells on completion); Disposal Model with Public Sector Head Leases; Disposal Model including £16.7million infrastructure grant; Disposal Model with Public Sector Head Lease and £16.7million infrastructure grant.
- 5.10 The results are available on the Feasibility Study: Financial Analysis (at Annex 12) document attached, with the headlines as follows:

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<b>Delivery Option</b>	<b>Total Surplus / Deficit</b>
Disposal Model (public sector undertakes all works and sells on completion)	-£ 44,983,309
Disposal Model with Public Sector Head Leases	-£ 34,023,083
Disposal Model including £16.7million infrastructure grant	-£ 27,923,953 -£ 44,623,953*
Disposal Model with Public Sector Head Lease and £16.7million infrastructure grant	-£ 17,038,149 -£ 33,738,149*

\* Sum including infrastructure grant.

- 5.11 The implications are that gap funding of between £34,000,000 and £45,000,000 is required to deliver the Project in its entirety. Further funding will then be required to undertake enabling works, prior to the receipt of income arising from disposals.
- 5.12 Realistically, the figure for the gap funding is likely to inflate as the delivery plan is developed. The Partnership maintains its original view that the Project should be transformational for Wrexham. Project funding is a central consideration; the principle underpinning the project is that it cannot be delivered without this significant gap funding. The scale and standard of ambition however, is such that each element and the Project as a whole, must be considered in terms of its generational impact on Wrexham.
- 5.13 At this stage, there is a working assumption that the project will be funded as follows:

Welsh Government Grant to WCBC	£35,000,000*
Mersey Dee Alliance Funding from UK Government.	£20,000,000**
WCBC Borrowing.	Unknown – to provide short / medium term funding.
WGU Receipts from Land Disposal and Borrowing.	£15,000,000
Private Sector Investment	£45,000,000 - £55,000,000

\* To clarify, the ask from WCBC at this point is for £25,000,000. This is due to accounting guidance provided by Wales Audit Office that the Council's accounts will have to be qualified, if the grant exceeds the sum expended on the Housing Programme (Housing Revenue Account) in 2020/21. There is a likelihood that further grant may be sought in future years, although this would not be anticipated until 2023/24.

\*\* This to be confirmed. WCBC is committed to its inclusion in the MDA programme. MDA - A Fiscal Stimulus Package for the Mersey Dee Economy is attached at Annex 13.

- 5.14 In terms of offering value for money, it is important again to reiterate that much of the investment planned for the Project sits firmly within the remit of the public sector. The road, station and public transport interchange are public works. The creation of a stadium in North Wales to meet full multi-code international standards is a public ambition, as much as it will provide Wrexham AFC with the capacity to grow. The need to change other land

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uses is as much about ensuring that the public transport interchange is able to operate efficiently, as it is about providing new housing and office accommodation in Wrexham.

- 5.15 The proportion of private sector funding anticipated for the project, whilst indicative at this stage, is significant therefore in terms of those elements of the project which can be reasonably expected to attract investment.

## **Timing and Need**

- 5.16 Colleagues in WCBC have carefully assessed the potential to accept Project funding at this stage in the creation of a delivery plan. Without doubt, it is acknowledged that there is an opportunity for Project funding which may not arise in the next two financial years. There is a keen desire from the Partnership and all of its members to ensure that the opportunity is not lost, and with it the momentum which has been generated to deliver the project.
- 5.17 More specifically, WCBC has looked at the issue of funding in advance of need. WCBC has considered that the next steps of project development will require a significant programme of land acquisition. In order to embark on that programme, there must be an assurance that sufficient funding is in place to complete purchases, relocate existing landowners / tenants where necessary and prepare sites for development. WCBC outlines these requirements in greater detail as follows:
- Site acquisition and associated costs.
  - Site relocation costs.
  - Any site improvement works i.e. de-contamination costs, ecology mitigation costs.
  - Utilities and services costs.
  - CPO requires proof of funds as well as reason for acquisition i.e. masterplan.
  - Infrastructure improvements to assist in de-risking the overall scheme.
  - Site improvements (such as Racecourse Kop end).
  - Viability gap funding for say provision of affordable housing to aid Planning Policy requirements. Multi-storey car park provision.
  - Short term works to manage sites.
  - Public realm works.
  - Due diligence costs.
  - Underwriting investment by taking on head leases of assets.
- 5.18 The funding “in advance of need” is therefore addressed in two different ways. The first is to accept that if Welsh Government does not commit to the Project in this manner from the 2020/21 budget, the implication and narrative from Central Finance is that this funding cannot be found in future years.
- 5.19 The second perspective is to consider the proposed funding structure. The intention is grant aid WCBC for eligible capital works undertaken under its Housing Programme (Housing Revenue Account) to date in 2020/21, with a

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clause in the offer stating that the funding released must be committed to the Project and utilised in accordance with the direction of the Partnership. This option satisfies the Welsh Government requirement to score the expenditure in 2020/21, whilst enabling WCBC to carry capital forward for expenditure on the project.

5.20 Clauses in the grant offer would facilitate the claw back of funds in the event that the funds, for whatever reason, were not defrayed on the Project within an agreed timeframe.

5.21 It should be clear to all that this mechanism is proposed as it overcomes two insurmountable issues:

WCBC cannot at this point in time accept the funding as a loan, as might be Welsh Government's preference. The Council has agreed its capital programme for 2021/22 and its capital requirement for that period. The time remaining to for Welsh Government to commit this funding does not allow for the Council to revisit this programme.

Welsh Government cannot issue a direct grant for the Project, as regardless of when the payment to WCBC was made, the budget impact would be recorded only when payments on the Project were defrayed. The result of this would be to commit £25million of budget costs in future years (and given the point of time electoral cycle, it would also commit a future administration).

5.22 The solution proposed provides both Welsh Government with the opportunity to commit the bulk of the gap funding requirement to the project within 2020/21 and the Partnership with the certainty that the Project implementation phase can commence with urgency.

5.23 It is noted that the award of £25million does not eliminate the potential for a future call on Welsh Government for project funding. The gap funding evidenced by LCR equates to between £34,000,000 and £45,000,000, depending upon the delivery model. The restriction of the ask to £25,000,000 is due to accounting guidance provided by Wales Audit Office that the Council's accounts will have to be qualified, if the grant exceeds the sum expended on the Housing Programme (Housing Revenue Account) in 2020/21. There is a likelihood that further grant may be sought in future years, although this would not be anticipated until 2023/24.

5.24 The pace at, and extent to which the project is delivered will depend upon the availability of cash at a given point in time. The timing of an award from the Mersey Dee Alliance and the availability of borrowed funds from WCBC will be key factors in this equation. The £25million will enable the key aspects of the project to be delivered, with the Partnership understanding that the Project may take up to 15 years to be delivered in totality, should future funding prove to be an obstacle.

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## 6 Evolving Management Case

6.1 Project conception and development to date has been led by the Wrexham Gateway Partnership. Welsh Government, WCBC and WGU signed a formal Collaboration Agreement in 2020, in order to take the proposals forward through an agreement with LCR and to further provide a framework to investigate the delivery options for the Project.

### Welsh Government

6.2 Welsh Government has responsibility, together with Transport for Wales, for the development of the Metro concept which relates intrinsically to the creation of the public transport hub at Wrexham General Station. It has responsibility for economic development in relation to the proposed development of office accommodation and the conference centre, if this option is pursued.

6.3 Welsh Government contributes property, project and commercial expertise. The two sites acquired to date are now under the management of the Infrastructure Property team, which has let contracts for their demolition. It is anticipated that Welsh Government and WCBC will lead on site acquisitions and preparation, with Welsh Government further leading on commercial arrangements and project delivery.

6.4 Welsh Government is represented on the Partnership by:

- Business Solutions, which provides commercial expertise;
- Property Infrastructure, which has management acquisition of property and has let the contracts for the demolition of the acquired buildings;
- Housing and Regeneration, advising on housing and links to the wider “Town Centre First” initiative;
- Transport Policy, providing the strategic context for the public transport interchange and links to investment elsewhere on the transport network (particularly in relation to the A483 junction improvements).

6.5 WCBC has a critical role in aligning the strategic direction of the Partnership to fit with other initiatives planned for Wrexham. The local authority has taken the lead on contractual issues relating to the appointment of advisers (The Urbanist / Wavehill etc.), and on establishing the parameters for the engagement with LCR.

6.6 Given the emphasis that WCBC has on the redevelopment of the Kop Stand and the inherent obstacles in place which would prevent this outcome being achieved, should the Racecourse Ground remain in the ownership of WGU, it is likely that WCBC will take the lead in acquiring that asset and managing the construction project.

# OFFICIAL SENSITIVE, COMMERCIAL IN CONFIDENCE

- 6.7 WCBC will be the lead authority, should acquisition of key sites by Compulsory Purchase become essential to the achievement of the overall Masterplan.
- 6.8 It is expected that WCBC will also lead on finance issues. This will include management of project budgets on behalf of the Partnership; application for funding from the Mersey Dee Alliance; plus any project borrowing required to meet short / medium term requirements.
- 6.9 WGU is primarily focussed on the delivery of its Campus 2025 Vision (at Annex 14) for the expansion of the University's student population. It has a unique interest in and influence on the Project in terms of its immediate proximity to the project site and its ownership of the Racecourse Ground.
- 6.10 WGU leads on the matter of integrating new-build student accommodation into the Project, albeit with a pragmatic approach to its location and fit within the Masterplan.

## **External Expertise**

- 6.11 In addition to the considerable resources and expertise available within the Partnership, use is made of a number of organisations and agencies which sit outside the formal Partnership, but which nonetheless have a commitment to the objectives of the Project. This commitment may be by virtue of the organisation's strategic role in certain aspects of the Project (e.g. Transport for Wales in relation to the public transport interchange), or because expertise has been commissioned due to experience garnered on similar projects elsewhere (e.g. LCR).
- 6.12 Transport for Wales (TfW) is a regular attendee at Partnership meetings and leads in the integration of the Project into the wider plans for the development of public and active travel infrastructure in and beyond Wrexham. TfW will be working closely with Network Rail on aspects of the project which directly impinge on the rail network, most specifically, the proposed footbridge linking the east and west of the Project site.
- 6.13 Wrexham AFC. The role of the Football Club has potentially changed significantly following its recent acquisition by Ryan Reynolds and Rob McElhenney. Dialogue is open with the new Chief Executive, Humphrey Kerr, with the Club in an optimistic mood regarding its future. As outlined in the commercial case, there are options for the development of the Kop Stand, which involve either WCBC or Wrexham AFC taking ownership of the Racecourse Ground from WGU.
- 6.14 At this stage, it is most likely that the stadium would have to remain in public ownership in order to overcome the substantial funding issues relating to the construction of the Kop Stand, but undoubtedly, Wrexham AFC has a keener interest, given its projections of growth and promotion.

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## **7 Risk and Mitigations**

- 7.1 There are a number of inherent risks in a project of this scale and nature. Cost inflation is a standard concern and given the complexity of the Project in terms of site acquisition and preparation and the diversity of the various proposed developments, there is some inevitability that the cost will increase and with it the funding gap.
- 7.2 There are options to deal with that and in many ways, the scale and multiplicity offers opportunities to phase individual aspects over an extended timeframe, or even to defer certain features until such time as funding conditions allow. The Project is expected to take up to 10-15 years in total, particularly if the relocation of current land users proves to be difficult.
- 7.3 Should costs inflate and the ambition remains to deliver the Project in full and within a defined period, there will likely be a call for further funding, which must be considered by the Administration and within context of the budget priorities at the time.
- 7.4 Consideration has also been given to the risk of the grant to WCBC being utilised for purposes other than that of delivering the Project. The use of the funds, carried forward by WCBC, will be determined by the Executive Committee of the Partnership, with representation from the three member organisations. Ultimately, the grant conditions will enable Welsh Government to reclaim any funds deemed not to have been defrayed on the Project.

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## **RECOMMENDATION**

I consider that the strategic case is strong and that the financial case provides the evidence that the project can be delivered. I acknowledge that the timing implications for a decision regard the award of a grant of £25,000,000 to Wrexham County Borough Council as such that there are gaps in the evidence base that would be expected for a project of this size. I consider that conditions of an award can ensure that the funds are used for the intended purpose and that Welsh Government involvement in the Partnership will ensure that direction is given in this respect.

This project is recommended for approval.

**Signed: Adam McDonnell – Head of Commercial Solutions**

**Signed: Chris Munday – Deputy Director – Business Solutions**

**18 March 2021**



Wrexham Station Gateway

# Masterplan Proposals

November 2020

**FARRELLS**

# Contents

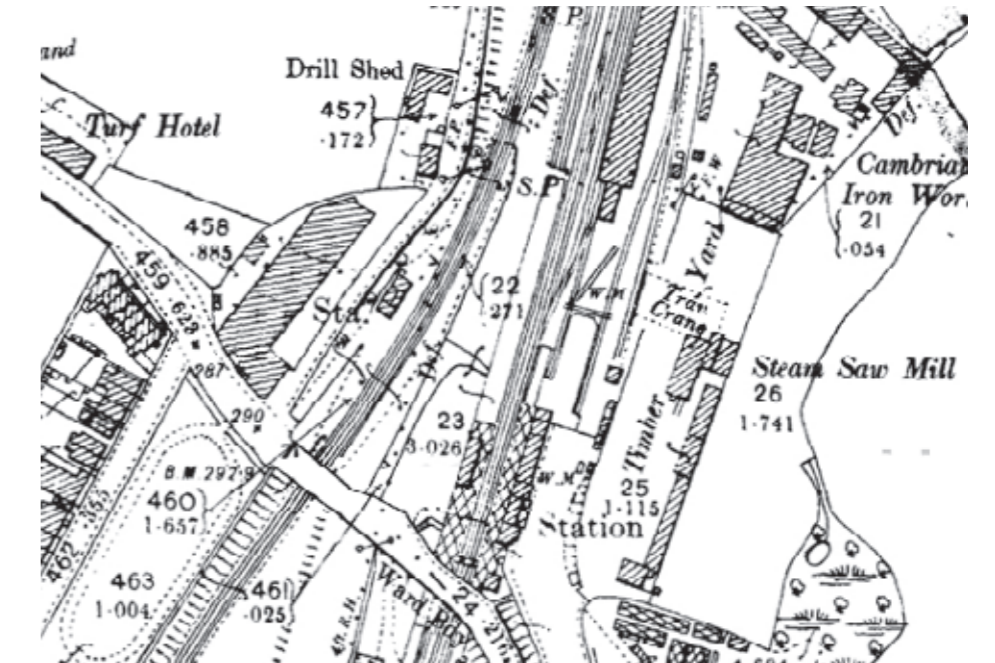
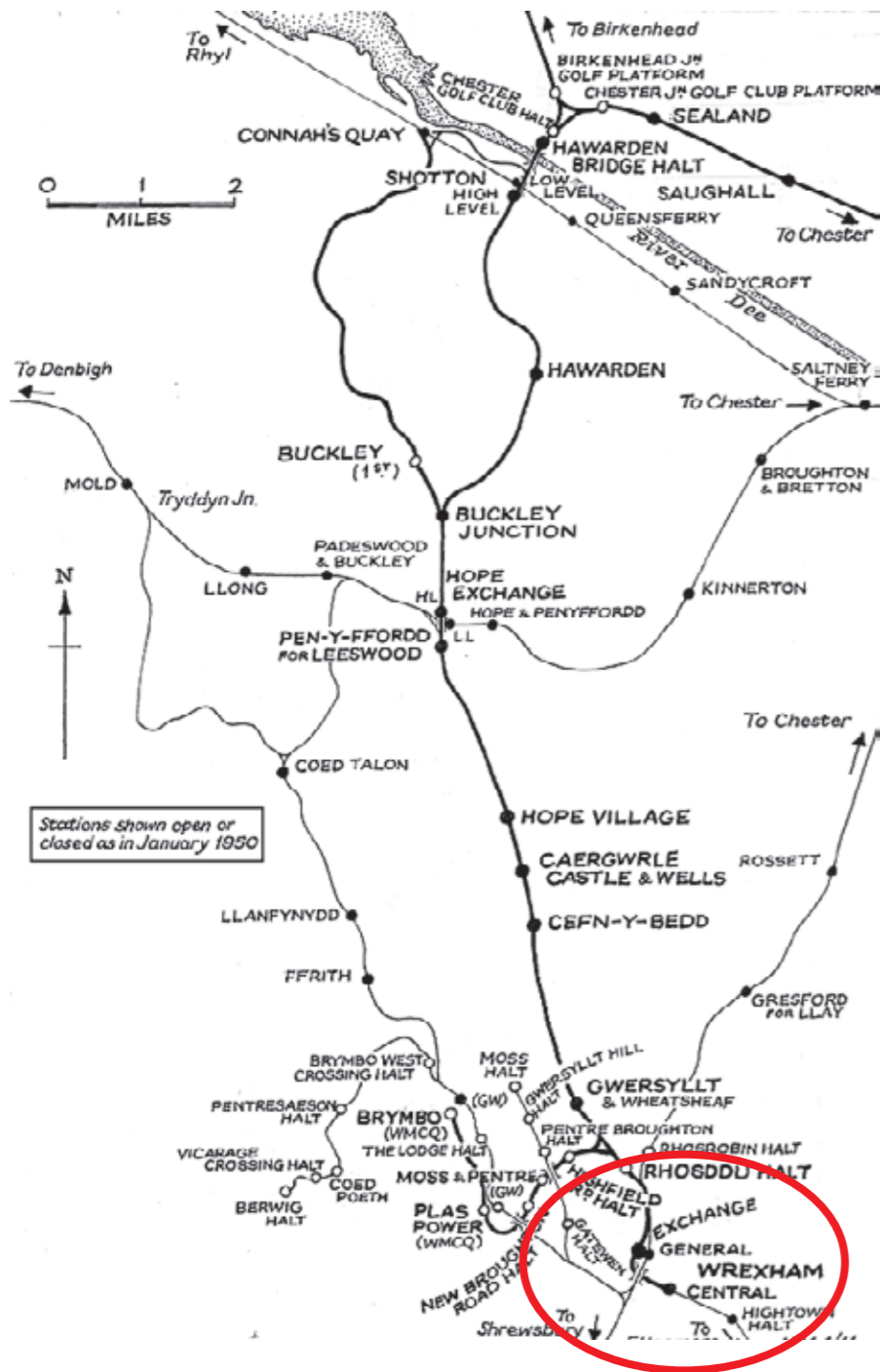
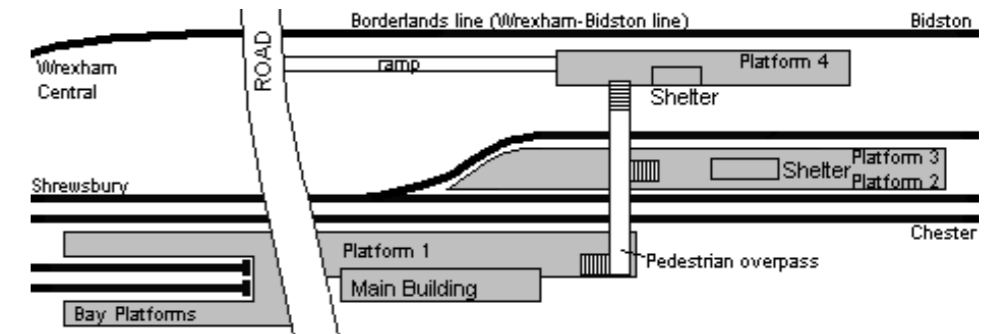
- 1. Location**
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- 8. Comments from Partners** (Oct 2020)
- 9. Design Development**
- 10. Revised Masterplan**
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- 12. Option B**

# Site Location



# Site History

## Wrexham General & Wrexham Exchange

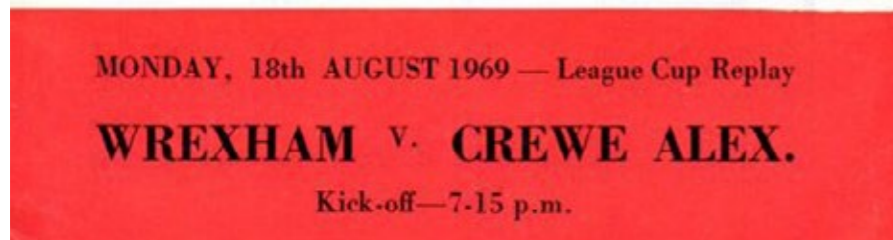


# Site History

## Racecourse Ground



Racecourse Ground, Wrexham



# Previous Scheme Comments



- ① Parking: 400m from Station to far?
- ② Unused N.R Land: Crispin Lane remains exposed
- ③ Crispin Lane: Intersection costs could be avoided ?
- ④ Stadium and Conference Centre may be challenging within space and volume available
- ⑤ Student housing & surface parking not contributing to character of gateway. Possibly not the best mix of uses
- ⑥ Very Long Bridge Link across open land
- ⑦ Hotel shape may not be appropriate for operator requirements. A large landmark building will be challenging and expensive to achieve
- ⑧ Pedestrian steps are not a civic experience; feel like an afterthought with no priority
- ⑨ Busses and taxi movements kill pedestrian gateway experience.
- ⑩ Character of sheds and proximity to railway requires a more urban response. Opportunity for mews street.
- ⑪ Residential grain and character could match surrounding grain.

# Arrival Sequence



Mold Road, looking towards Wrexham Stadium is very visible, while station is hidden behind trees



The Turf  
Small and quirky building, acting as a landmark using detail and character rather than height.



Crispin and Mold Road intersection  
Poor pedestrian and gateway experience



Mold Road Bridge : Constrained pavements. Railway access is screened. No framing to the either side of the street



View to Wrexham Central  
Station is invisible below treeline



Vehicle entrance to station, but no heirarchy. 4 and 5 storey residential buildings define edge of town



Regent street looking West  
4 and 5 storey residential buildings define edge of town

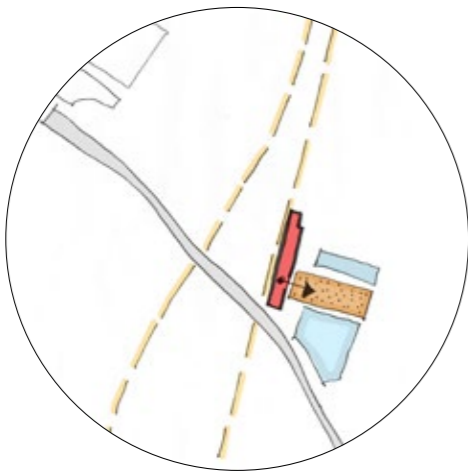


Station Entrance  
Vehicle dominated space

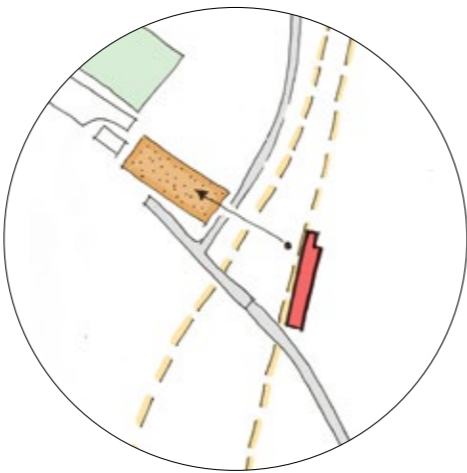


View from Bridge  
Station is almost invisible, but stadium does begin to have a presence

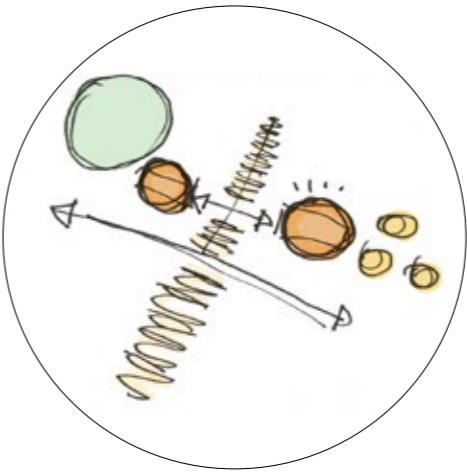
# Principles



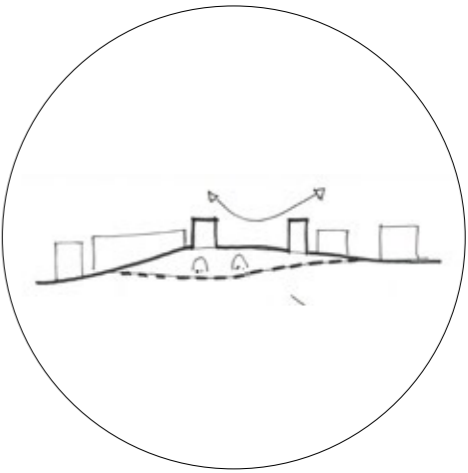
**GATEWAY TO THE EAST**  
FORECOURT SENSE OF PLACE FOR  
WREXHAM GENERAL



**GATEWAY TO THE WEST**  
A PROMENADE BETWEEN STADIUM AND STATION



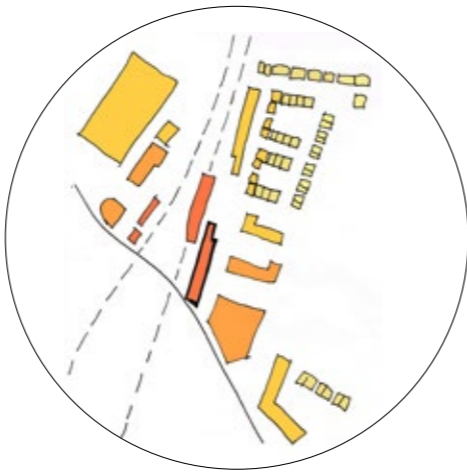
**CONNECT EAST AND WEST**



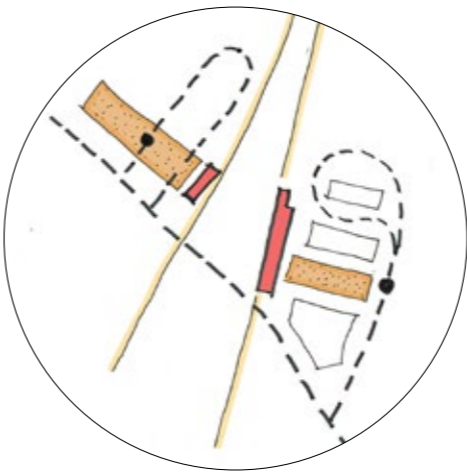
**HEIGHT STRATEGY**  
FRAME THE RAILWAY VALLEY



**FLEXIBILITY OF USE :**  
FUNCTION VENUE  
COMMERCIAL SPACE  
HOUSING  
CAR PARKING



**DEFINED HIERARCHY &  
CHARACTER**

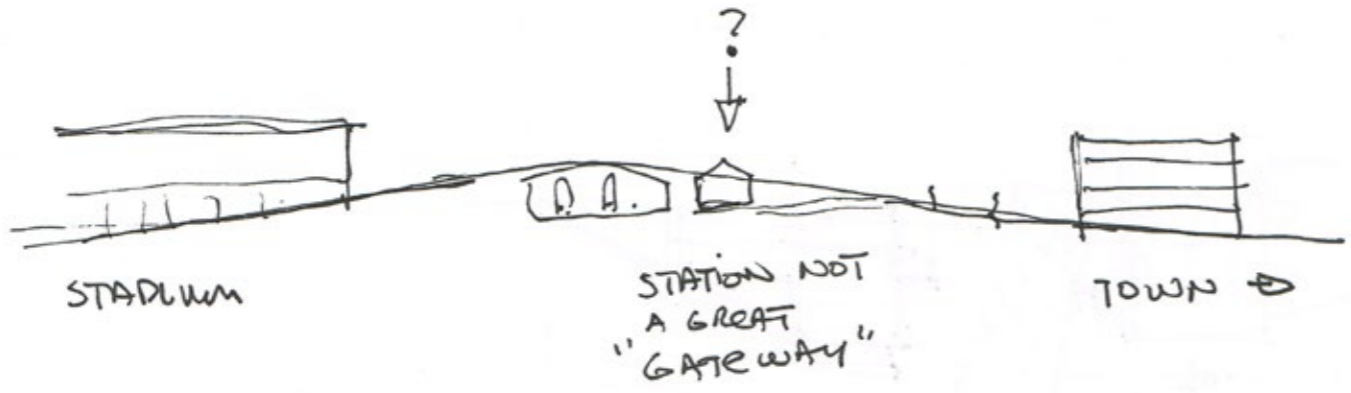
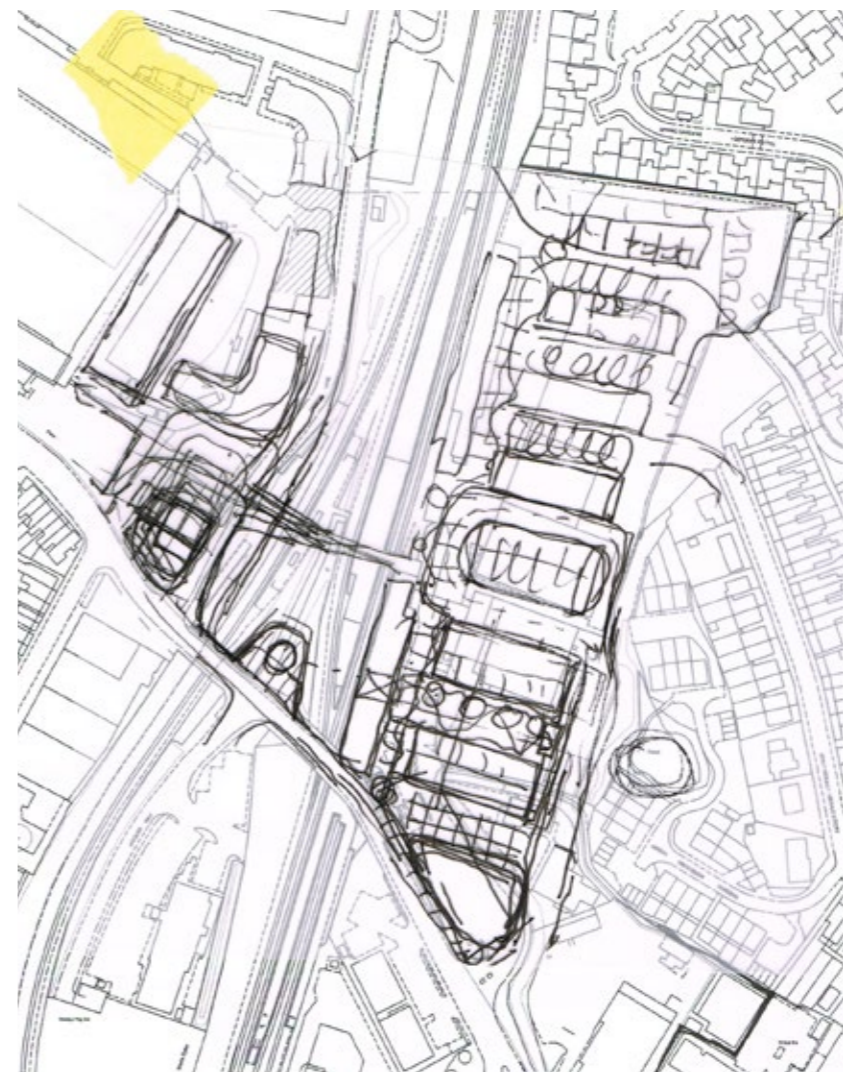
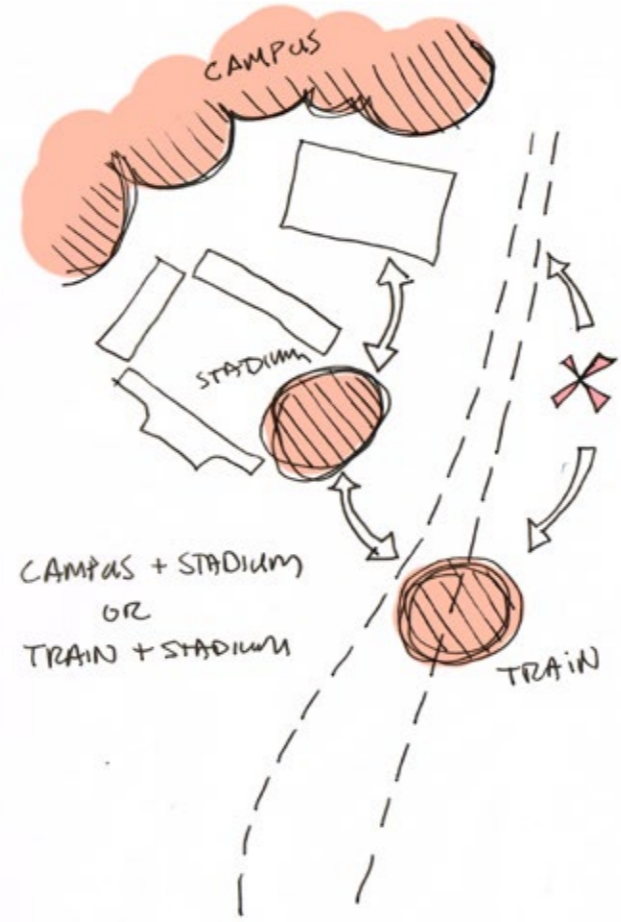
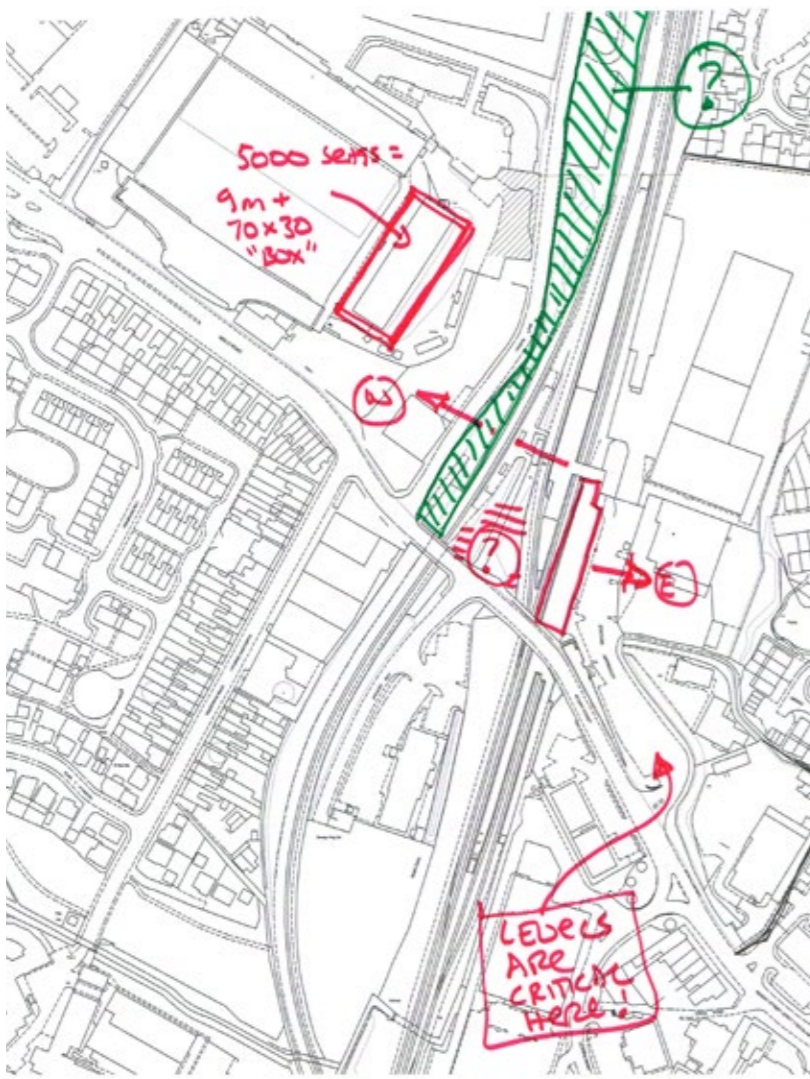


**PEDESTRIAN AND VEHICLE  
MOVEMENTS**

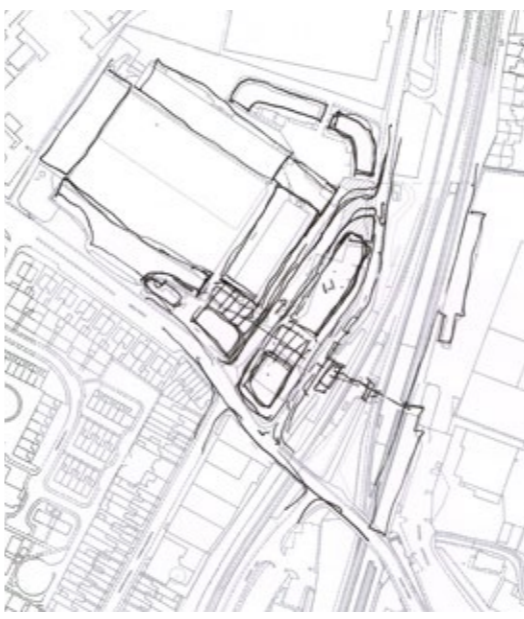
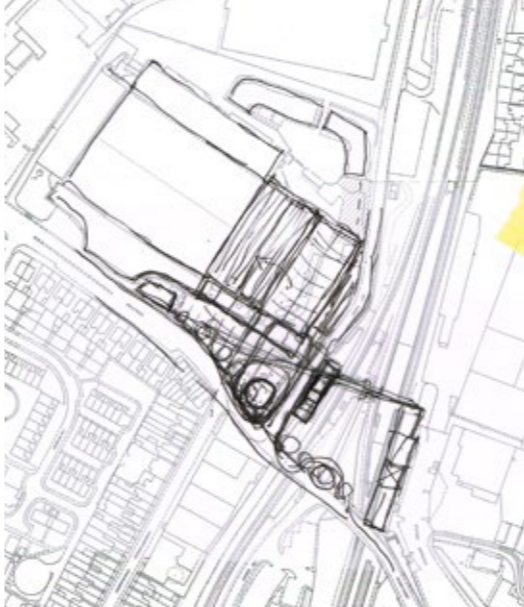


**CONNECTIVITY INTO  
SURROUNDINGS**

# Sketches and Concept Development



# Sketches and Concept Development



# Initial Masterplan



- ① Campus & Crispin Lane
- ② Stadium Square
- ③ Station Gateway
- ④ Cambrian Way

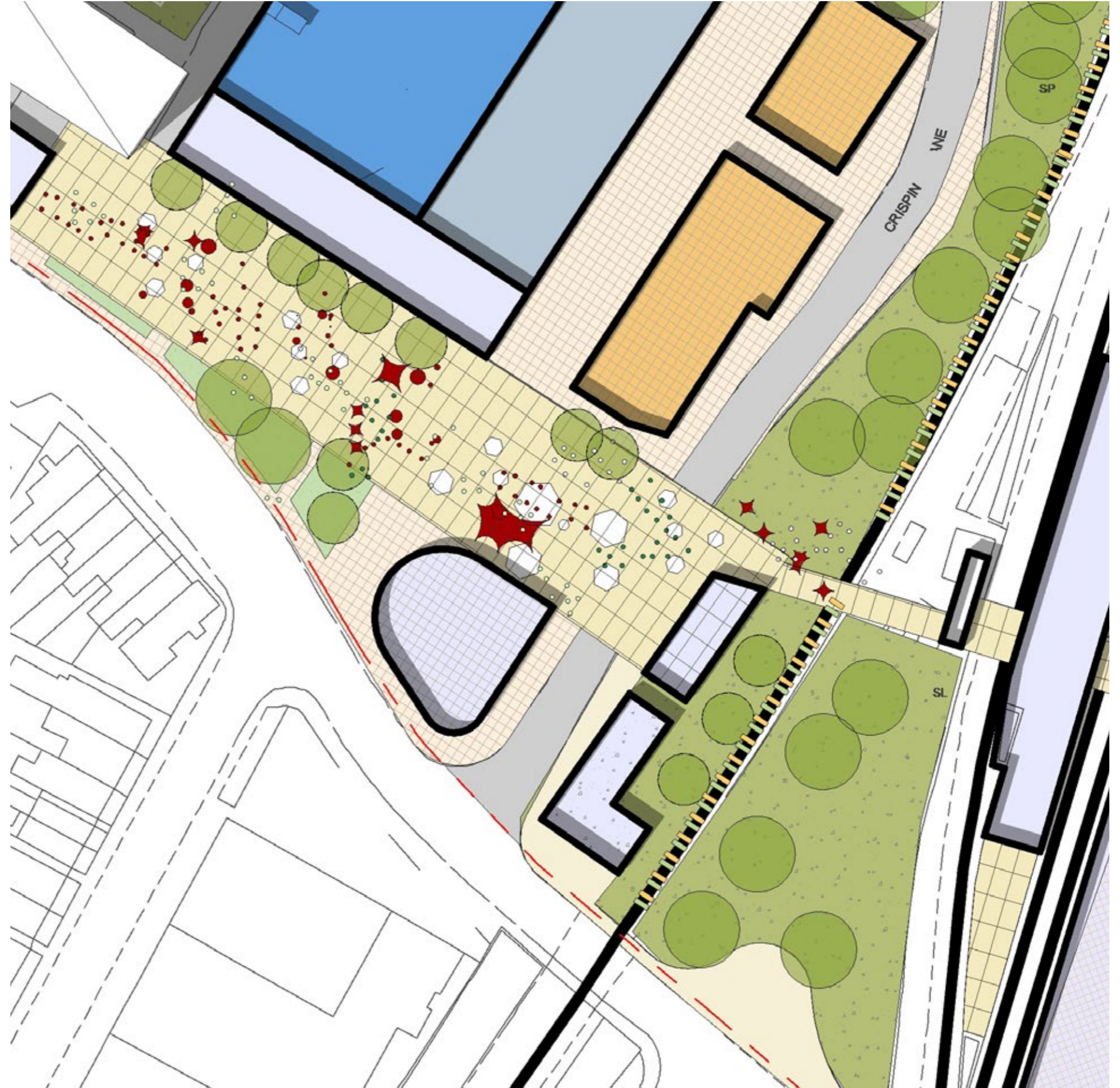


# Initial Masterplan Uses

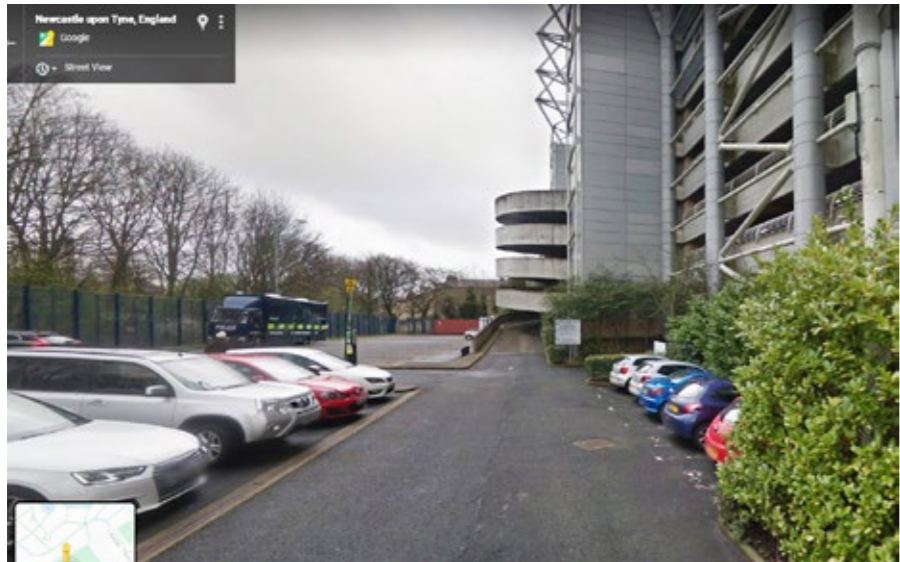
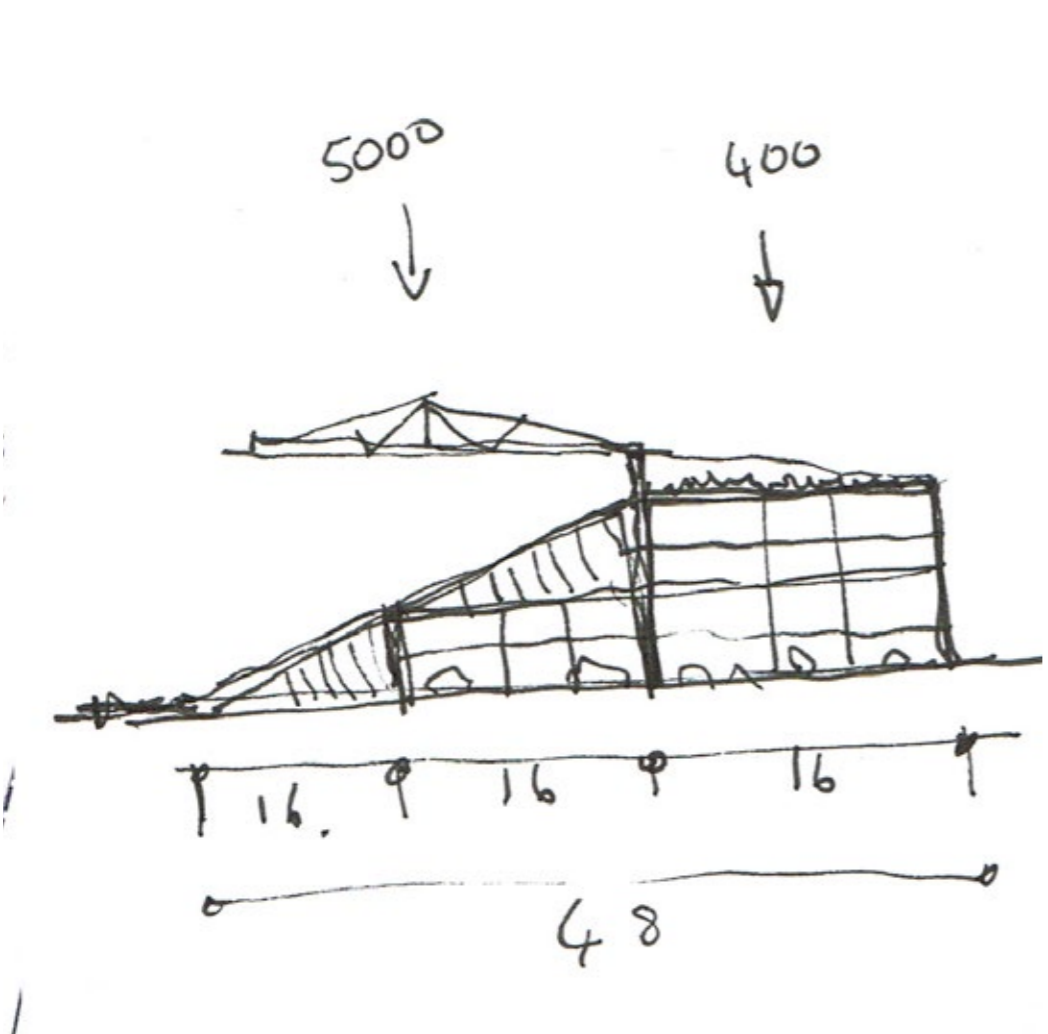
- ① Wrexham Central Gateway
- ② Commercial Building
- ③ Bus/taxi/vehicle drop off
- ④ Vehicle turning route
- ⑤ Apartments/urban
- ⑥ Cambrian Shed - Workspace studios
- ⑦ Mews street
- ⑧ Terrace houses forming garden courtyards
- ⑨ Semi-detached: highest value areas of site
- ⑩ Potential connections
- ⑪ Civic steps: pedestrian connection to station
- ⑫ New bridge link
- ⑬ Ex-entrance reused as pocket park on bridge
- ⑭ Railway park
- ⑮ New station entrance
- ⑯ Crispin Road remains
- ⑰ New Stadium Gateway
- ⑱ The Turf
- ⑲ Landmark building: modest scale
- ⑳ Hotel sets back, appropriate shape
- ㉑ Stadium and Parking
- ㉒ Potential for terrace to complete street
- ㉓ Campus parking & Student housing re-arranged



# Gateway West



# Stadium & MSCP



St James Park, Newcastle



# Gateway East : Wrexham General



# Residential Character - Apartments



The Mallings, Newcastle



Wrexham Station



Leaf Street, Manchester

# Residential Character - Mews



Marmalade Lane, Cambridge



Ilchester Road, London



The Mallings, Newcastle



Cambridge

# Residential Character - Terraces



Goldsmith Street, Norwich



# Residential Character - Semi Detached



# Initial Masterplan Vision



# West Gateway Vision



# Key Comments from Partners

Campus Parking should remain in this location

Student Housing to remain if possible

Feasibility of stadium & MSCP questioned. should allowance be made for smaller conference & hospitality within station ?

Stadium Gateway space is large and expensive to deliver. could be reduced and integrated with street & pavements

Hotel should be located in the most visible location

Consider the proposed Crispin Road intersection

Connection to the Hospital



Character of Cambrian Sheds and mews houses

Jewsons : Welsh housing standards

Consider bridge and levels from station to Crispin Lane

Less apartments & stepped buildings in response to historic station

Busses, Taxis, drop-off and station connection across gateway space to be considered

Shape, scale and height of the commercial building to be revised.

Block to be informed by commercial brief requirements

# Land Ownership Overlay

Campus and stadium land parcels ?

Use of NR land :  
Becomes meaningful development plots if Crispin Lane relocated

Land ownership  
to consider Jewsons as a future phase of development



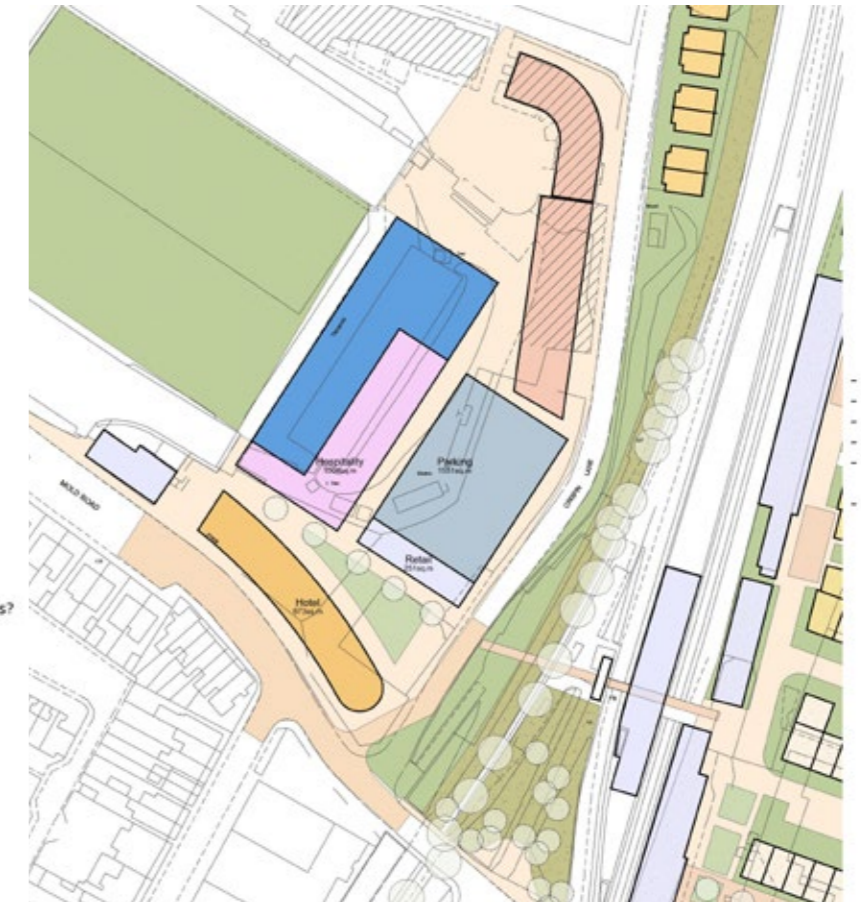
# Design Development Process

The range of comments drove a series of new options which considered :

1. East Gateway rearranged to respect land ownership and better vehicle & pedestrian movements
2. Hotel Location and size of building based on 100 beds
3. Crispin Road relocation : return to previous plan, relocate road and generate addition development opportunity
4. Student Housing locations
5. Car parking scenarios
6. Commercial brief

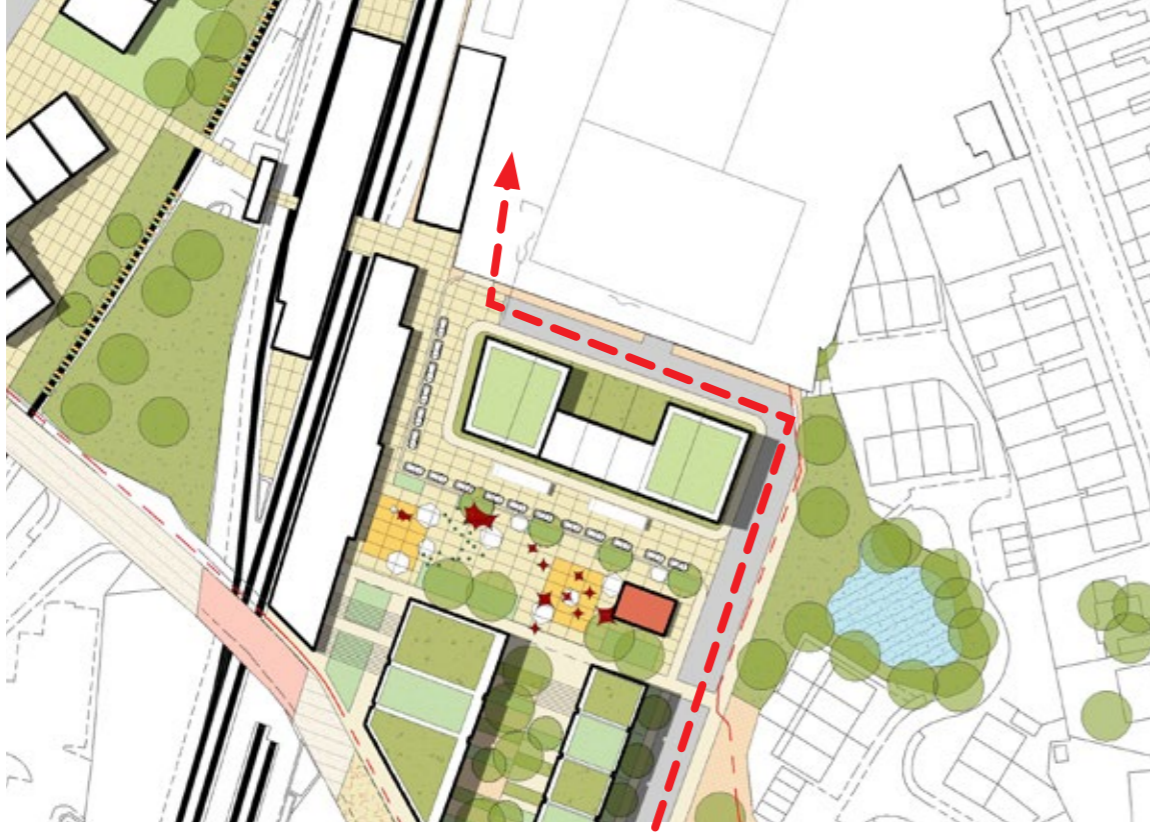


- Crispin Road Relocated
- road geometry comfortable
- Stadium & MSCP integrated
- Hotel as landmark
- Student housing relocated
- 2 additional development plots = apartments?
- Opportunity for hospitality on Mold Rd
- Western Gateway on mold Rd



# Revised Masterplan : Station Gateway

- ① Wrexham Central Gateway
- ② Commercial Building
- ③ Bus & vehicle drop off
- ④ Vehicle turning route
- ⑤ Taxis
- ⑥ Apartments/urban
- ⑦ Cambrian Shed Extension - Workspace studios
- ⑧ Private terraced residential gardens



Phase 1 : allowing access to Jewsons

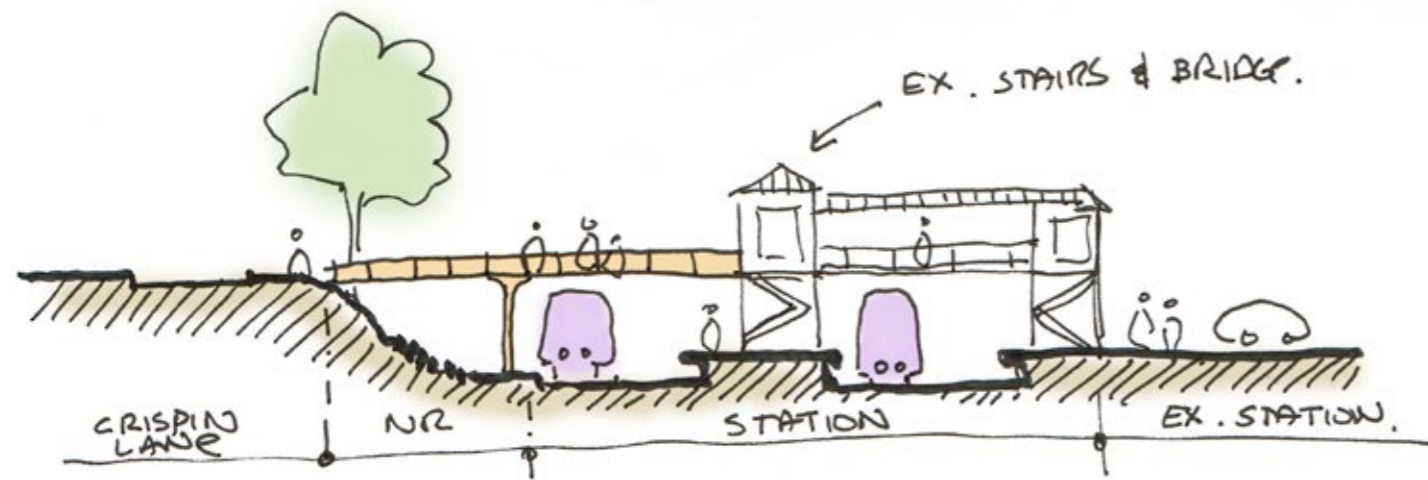


# Station Gateway Vision



# Revised Masterplan : Stadium Gateway Option A

- (A) Stadium Seating
- (B) MSCP
- (C) Retail / Hospitality reception
- (D) Hotels
- (E) Student housing block relocated
- (F) Additional Development Plot
- (G) Additional Development Plot
- (H) Stadium Gateway opening to Mold Road
- (I) Pedestrian Bridge



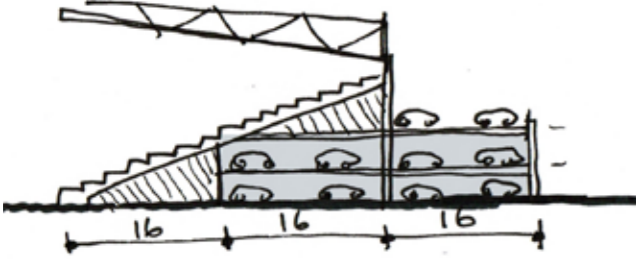
Sketch section

Showing assumed levels between station, Crispin Road and bridge level

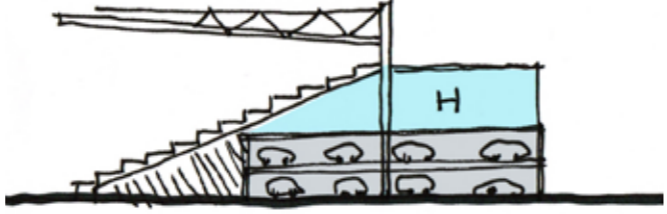


# Revised Masterplan : Stadium Gateway Option B

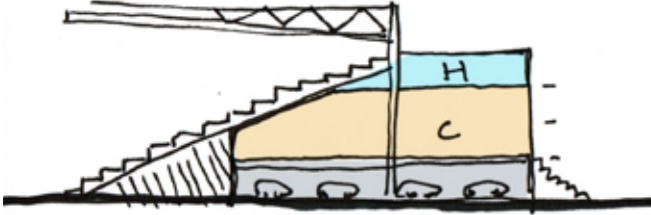
- (A) Stadium
- (B) Conference / Hospitality
- (C) Hotel integrated with conference
- (D) MSCP
- (E) Student Housing
- (F) Retail / Conference lobby if shared block
- (G) Gateway space
- (H) Bridge Link



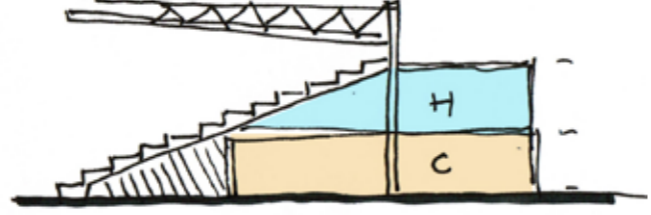
Stadium & 3 decks parking  
Approx. 250 Bays



Stadium & Generous Hospitality  
Approx. 200 Bays



Stadium, Conference & Hospitality  
Approx. 100 Bays



Stadium, Conference & Hospitality  
2000 sq.m Hall

# Option A



1	E. Gateway	Commercial	3-4
2	E. Gateway	Apartments	6
3	E. Gateway	Apartments	4-6
4	Royal Mail	Apartments	6
5	Royal Mail	Apartments	5
6	Royal Mail	Houses	2-3
7	Jewsons	Workspace	1
8	Jewsons	Retail	1
	Jewsons	Houses	2-3
A	W. Gateway	Stadium	5
B	W. Gateway	MSCP	2
C	W. Gateway	Conference	2
D	W. Gateway	Hotel	6
E	Campus	Student	8
F	NR Land	Apartments	6
G	NR Land	Apartments	6
	NR Land	Houses	2-3

# Option A



**Wrexham Station Gateway : Option A - Relocate Crispin Lane**

Building		Residential Units									Resi NIA	Commercial	Hotel	Retail	Function	Total NIA	Stadium	Parking	BOH/Lobby/Cycles	GIA	GEA
No.	Name	Height	1B2P	2B4P	3B5P	2B Mews	3B Terrace	4B Semi	Totals	Sq.M	Sq.M				Sq.M		Sq.M	Sq.M	Sq.M	Sq.M	
1	E. Gateway	Commercial	3-4						0	-	1,200		200		1,400		400	200	2,100	2,205	
2	E. Gateway	Apartments	6	10	20	10			40	2,800					2,800		600	250	4,380	4,599	
3	E. Gateway	Apartments	4-6	16	26				42	2,620					2,620		700	250	4,284	4,498	
4	Royal Mail	Apartments	6	10	30	10			50	3,500					3,500		600	250	5,220	5,481	
5	Royal Mail	Apartments	5		12	6			18	1,380					1,380			100	1,776	1,865	
6	Royal Mail	Houses	2-3				8		8	960					960				960	1,008	
7	Jewsons	Workspace	1								750				750				750	788	
8	Jewsons	Retail	1										250		250				250	263	
	Jewsons	Houses	2-3				9	31	18	58	7,185				7,185				7,185	7,544	
A	W.Gateway	Stadium	5						0						-	3,000		400	3,570	3,749	
B	W.Gateway	MSCP	2						0						-		6,000	300	6,300	6,615	
C	W.Gateway	Conference	2											2,000	2,000			300	2,415	2,536	
D	W.Gateway	Hotel	6						0				3,000		3,000			400	4,080	4,284	
E	Campus	Student	8						0						-				3,000	3,150	
F	NR Land	Apartments	6	10	30	10			50	3,500					3,500			250	4,500	4,725	
G	NR Land	Apartments	6	10	30	10			50	3,500					3,500			250	4,500	4,725	
	NR Land	Houses	2-3				12		12	1,440					1,440				1,440	1,512	
<b>Totals</b>				<b>56</b>	<b>148</b>	<b>46</b>	<b>9</b>	<b>51</b>	<b>18</b>	<b>328</b>	<b>26,885</b>	<b>1,950</b>	<b>3,000</b>	<b>450</b>	<b>2,000</b>	<b>34,285</b>	<b>3,000</b>	<b>8,300</b>	<b>2,950</b>	<b>56,710</b>	<b>59,546</b>
Habitable Rooms				112	444	184	27	204	90	<b>971</b>											

# Masterplan Vision Option A



# Option B



1	E. Gateway	Commercial	3-4
2	E. Gateway	Apartments	6
3	E. Gateway	Apartments	4-6
4	Royal Mail	Apartments	6
5	Royal Mail	Apartments	5
6	Royal Mail	Houses	2-3
7	Jewsons	Workspace	1
8	Jewsons	Retail	1
	Jewsons	Houses	2-3
A	W. Gateway	Stadium	5
B	W. Gateway	MSCP	4
C	W. Gateway	Conference	2
D	W. Gateway	Hotel	6
E	Campus	Student	8
	NR Land	Houses	2-3

# Option B



## Wrexham Station Gateway : Option B - Retain Crispin Lane

Building			Residential Units							Resi NIA	Commercial	Hotel	Retail	Function	Total NIA	Stadium	Parking	BOH/Lobby/Cycles	GIA	GEA
No.	Name	Height	1B2P	2B4P	3B5P	2B Mews	3B Terrace	4B Semi	Totals	Sq.M	Sq.M				Sq.M		Sq.M	Sq.M	Sq.M	Sq.M
1	E. Gateway Commercial	3-4							0	-	1,200		200		1,400		400	200	2,100	2,205
2	E. Gateway Apartments	6	10	20	10				40	2,800					2,800		600	250	4,380	4,599
3	E. Gateway Apartments	4-6	16	26					42	2,620					2,620		700	250	4,284	4,498
4	Royal Mail Apartments	6	10	30	10				50	3,500					3,500		600	250	5,220	5,481
5	Royal Mail Apartments	5		12	6				18	1,380					1,380			100	1,776	1,865
6	Royal Mail Houses	2-3					8		8	960					960				960	1,008
7	Jewsons Workspace	1									750				750				750	788
8	Jewsons Retail	1											250		250				250	263
	Jewsons Houses	2-3				9	31	18	58	7,185					7,185				7,185	7,544
A	W.Gateway Stadium	5							0						-	3,000		400	3,570	3,749
B	W.Gateway MSCP	4							0				250		250		6,000	300	6,550	6,878
C	W.Gateway Conference	2												2,000	2,000			300	2,415	2,536
D	W.Gateway Hotel	6							0			3,000			3,000			400	4,080	4,284
E	Campus Student	8							0						-				3,000	3,150
	NR Land Houses	2-3						12	12	1,440					1,440				1,440	1,512
<b>Totals</b>			<b>36</b>	<b>88</b>	<b>26</b>	<b>9</b>	<b>51</b>	<b>18</b>	<b>228</b>	<b>19,885</b>	<b>1,950</b>	<b>3,000</b>	<b>700</b>	<b>2,000</b>	<b>27,535</b>	<b>3,000</b>	<b>8,300</b>	<b>2,450</b>	<b>47,960</b>	<b>50,358</b>

# Masterplan Vision Option B



# Masterplans



- Relocating Crispin Road
- Relocate student housing & create Additional development plots
- Consolidate Stadium & MSCP
- Stadium Gateway connects to the hospital



- Crispin Road and student housing remain as proposed
- Hotel, function venues and stadiums integrated
- MSCP in seperate building
- Stadium Gateway & pedestrian bridge relate