



Minutes of the Ein Rhyl / Our Rhyl Special Board Meeting

Date	7 th November 2025
Time	4:00 – 4:45pm
Location	Rhyl Youth Centre / Microsoft Teams (Hybrid)
Present	Members: Chris Ruane, Craig Sparrow (Chair), Cyng/Cllr Barry Mellor, Cyng/Cllr Jason McLellan, Gareth Matthews, Gill German MP, Lee Boycott, Nadeem Ahmad, Sue Nash, Wayne Jones Advisors: Martin Williams (Radar PR), Nick Bennett (Savills), Ryan McKenzie (Savills), Tom Barham (DVSC), Tony Ward (DCC) & Rhyl Regeneration Programme Manager. Observers: Natalie Nolan (UK Government), Karl Gornell (UK Government)
Apologies	Gareth Davies MS, Jane Moore, Jim Jones, Wesley Williams, Peter James (Welsh Government).

1. Welcome, apologies and declaration of interest

The Chair welcomed Natalie Nolan and Karl Gornell who are Delivery Leads on the Pride in Place Programme at the Ministry of Housing, Communities & Local Government for UK Government.

It was explained that Natalie and Karl will observe the Board meeting and the public information event and are available to answer any questions the Board might have on the programme and / or plan submission process.

Apologies were sent from Gareth Davies MS, Jane Moore, Jim Jones and Wesley Williams.

No declarations of interests were raised.

2. Minutes from 5th September 2025 Board Meeting

The Board Minutes from the 5th September Board meeting were submitted and confirmed as a correct record.

3. For Board Approval - Presentation of Rhyl Regeneration Plan for Submission to UK Government

The main changes in the updated plan were presented by Savills. It was explained that the updated plan contains more information and evidence on the community engagement undertaken. It documents the priority interventions that arose through the engagement and surveying. The plan now provides a high-level approach on the strategy and no specific projects were included.

Denbighshire County Council explained that the draft plan had been taken through the political process, as the Council is the accountable body for the funds. The draft plan has been presented to the Rhyl Member Area Group and the Partnership Scrutiny Committee and will be presented to Cabinet on 18 November. Feedback provided suggested it would be more useful to present the plan without specific projects and to instead focus on the priorities identified through the engagement. The draft plan will be presented to Cabinet later this month for endorsement – no decision will be required from Cabinet as it is not the Council's plan. It was explained that endorsement will show the Council's support for the Board and the plan.

Board members were positive about the changes made in the updated draft plan, noting that the citing of views and opinions from the engagement were welcome additions. They expressed the need for an executive summary in the plan, an easy read version of the document and to ensure there will also be a focus on the Welsh language.

ACTION: to include an executive summary, easy read version and ensure Welsh language focus.

Savills reiterated that the plan includes all key aspects of the process and engagement undertaken to date, presenting a more human voice. The Local Context section had been strengthened with UK Government encouraging the documenting of Rhyl's story so far and the inclusion of the regeneration that has already been undertaken.

Board Members agreed that a lot of money has already provided improvements across Rhyl such as the recent sea defence work and school building improvements with the hospital improvements upcoming. Board Members indicated they would like to see these improvements highlighted further within the plan, such as in map form, to show where in Rhyl the funds have been spent to date.

ACTION: to include a map within the plan showing where funds have been spent to date.

In addition to highlighting the output from regeneration to date, Board Members discussed how the plan can also evidence what this has brought to the community. The Board discussed whether the outcomes can be demonstrated although it was noted that this may

be difficult on a project by project basis. However, there are some examples of clear benefits such as those delivered through the sea defence scheme in the form of social value through work experience and apprenticeships. It was asked who would benefit from including this information in the plan and UK Government indicated that they would like to hear about the Rhyl now and in the future with the plan demonstrating where the people of Rhyl get their pride from. The Board discussed that it is important to celebrate the positive improvements in Rhyl and to ultimately demonstrate how the funding can build on things that are already happening.

Savills confirmed that the Spatial Targeting builds this context.

ACTION: to demonstrate the social value / economic benefits of completed projects in Rhyl.

The Board also reaffirmed its support for the wider boundary that had been agreed to previously which ensures it covers all of Rhyl and not just the urban areas.

Savills informed the Board that the Vision has its own chapter and outlined how that Vision statement was development. They confirmed that the Case for change hadn't changed but the presentation of it had given the removal of the projects.

There was a discussion about the engagement with UK Government being asked how the level of engagement compared to other towns within the funding programme. UK Government indicated that many were similar to Rhyl noting that one location in particular has undertaken a huge amount of engagement. However, the main aspect is that it needs to be right for Rhyl. UK Governments indicated that once all plans have been received there be learning and collaboration as we move forward.

Board Members expressed interest in collaborating across towns for best practice, noting that there were regular MP meetings being undertaken in both a formal and informal setting.

The Board asked UK Government if projects should be included within the plan. UK Government acknowledged that some towns were including specific projects but that it isn't encouraged if the projects weren't ready.

The Board discussed match funding, with a reference made to all public sector bodies involved to look at existing funding streams and how they may work together with this programme of funding. It was noted that leveraging additional funding was important and it is where the plan becomes sustainable following the 10-years. Using existing expenditure in a better way is as important as the new funding.

ACTION: to enhance the match funding section referencing existing expenditure as well as the leveraging of further public and private funds.

The Board noted that Welsh language, culture and heritage are very important as well as climate change and these references should be strengthened in the plan.

ACTION: to strengthen the references to Welsh language, culture, heritage and climate change in the plan.

Following the presentation and discussion, the Board Members were asked to:

Approve the Our Rhyl Regeneration Plan and its submission to UK Government.

Board Members all voted in favour of approving the plan and its submission to UK Government subject to the incorporation of the action points as described above.

4. AOB

The Board Members provided their thanks to the North Wales Police regarding the recent successes of Operation Vroom, which relates to the riding of electric scooters in public places.

Savills explained the public information drop-in session would follow this Board meeting.

The Meeting concluded at 4.45pm.