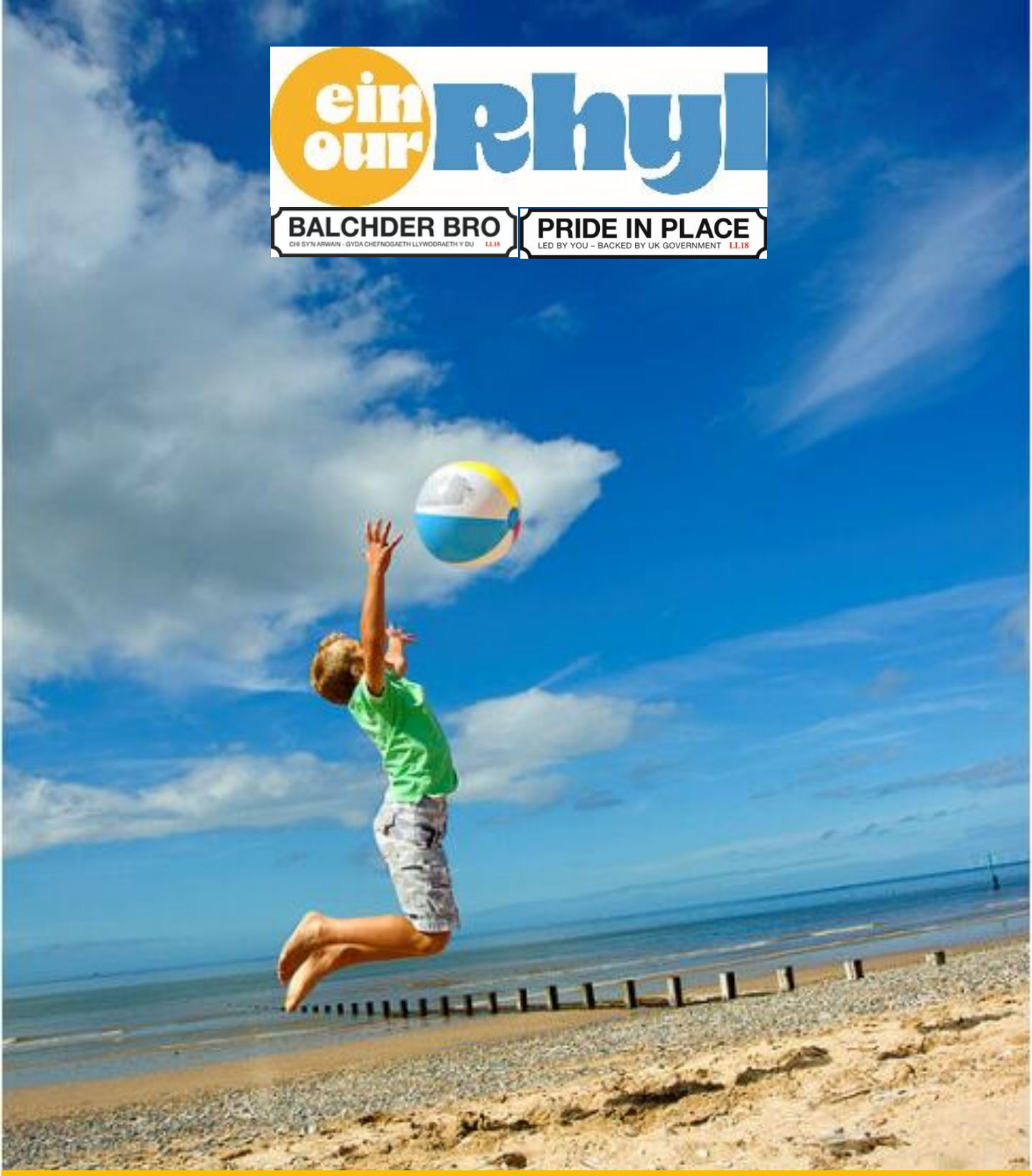
ein our Rhyl

BALCHDER BRO
CHI SY'N ARWAIN - GYDA CHEFNOGAETH LLYWODRAETH Y DU LL18

PRIDE IN PLACE
LED BY YOU – BACKED BY UK GOVERNMENT LL18



EIN OUR

RHYL

Table of Contents



Welcome

SECTION 1 **Rhyl's Vision for 2036**

SECTION 2 **Community Engagement**

SECTION 3 **Data & Case for Change**

SECTION 4 **Local Context**

SECTION 5 **Spatial Targeting**

SECTION 6 **Partnerships & Match Funding**

SECTION 7 **Governance**

SECTION 8 **Assurance**

Our Rhyl, All Welcome

With its stunning sunsets, beautiful beach and a coastline that meets the backdrop of distant Welsh mountains, Rhyl is a place that is loved by its residents. With strong community connections and family friendly vibe, we wouldn't want to be anywhere else.

We are Our Rhyl. We have grown up in Rhyl, live in Rhyl, work in Rhyl, raising our families in Rhyl or a combination thereof. We have come together to build on Rhyl's strengths and to grow its potential. We will do this in conjunction with the UK Government's Pride in Place programme of funding. This will provide £20 million for Rhyl, spread over the next 10-years.

We've started this process already by engaging across the town and we are grateful that so many of you have trusted us with your thoughts, feelings and ideas. We've taken all the feedback into consideration and we have a plan. The plan is here in this document. It is the plan for our Rhyl, and it represents what most of us want to change and improve about our town.

We'll keep coming back to you all, to ensure we are delivering the change you want to see and to evolve all the wonderful ideas you are willing to share with us. We are Our Rhyl and this is for our Rhyl, a town where all are welcome.













Thank you to Radar PR, who provided most of the photography that is contained within this Plan

Our Rhyl Change Makers





Community
Craig Sparrow, Justin Bell, Emma Watling, Leonie Wainwright, Julie Pierce, Linzi Jones, Jonathan Pico, Simon Keeting

Business
Sue Nash, Nadeem Ahmed

Member of Parliament: Gill German, MP
Local Authority Member
Town & County Councillor: Cllr Barry Mellor



01

Rhyl Ambition

Rhyl's Vision for 2036

Vision: Our Rhyl in 2036

A Proud Coastal Town Shaping its Future Together

Rhyl is a town of resilience and opportunity. With a spectacular beach and coastline, strong communities and a rich heritage, we will build on these strengths to help create a cleaner, safer, greener and healthier town, with a thriving town centre at its heart and where people feel proud of where they live.

We will focus on revitalising Rhyl as a place where local people have opportunities to succeed, where children and young people can fulfil their ambitions, where businesses can grow with confidence, and where communities work together to deliver lasting change.

By 2036, we'll help deliver a vibrant and thriving town centre, with independent businesses, culture, events and community spaces bringing life back into the heart of the town. Our seafront will be a popular destination, celebrated for its beauty, activity, green spaces and family experiences. We want young people to see a future for themselves in Rhyl, with access to skills, training, careers, activities and opportunities that allow them to grow and succeed locally.

Our aim is for Rhyl to be known for its confidence, creativity and community spirit; a town where people feel safe, connected and proud, where opportunity is available to all, and where local people have worked together to transform our town for future generations.

Rhyl Evidence

Our Rhyl would like to thank everyone who participated in the engagement in 2025 and 2026. Thanks are also extended to those external organisations who undertook their own engagement and have kindly shared that with us to ensure we have full and rounded feedback. All feedback received has been included within the analysis and the content of this Our Rhyl Plan has derived from all those conversations, written feedback and various other modes of input. We're truly grateful for the time you've given. This Plan belongs to us all.

The Plan provides our collective vision for Rhyl in 2036 and outlines how we can get there together. Detailed information is provided in the accompanying investment plans, of which there will be 3 covering the following time periods:

Investment Plan 1: Winter 2026 to March 2030

Investment Plan 2: April 2030 to March 2033

Investment Plan 3: April 2033 to March 2036

Vision Evidence:

The vision has been developed directly from the themes that consistently emerged across all engagement activities, including resident surveys, visitor feedback, youth consultation, community and third sector engagement, stakeholder engagement and public consultation exercises.

A clear and consistent narrative emerged throughout: People recognise Rhyl's challenges but believe strongly in its future. They value its beach, coastline, community spirit and heritage, and want to see a cleaner, safer, more vibrant town with greater opportunities for local people, particularly young people.

1. "Rhyl is a town of resilience, opportunity and ambition" Evidence: Across all consultations, people described Rhyl as a town that has experienced significant challenges but continues to demonstrate determination, community spirit and belief in its potential and a better future. Community organisations, voluntary groups and residents repeatedly highlighted the resilience of local people and the desire to improve the town.	Illustrative Quotes: *"Rhyl has enormous potential."* *"Rhyl is a town that believed in itself."* *"The people always pull together if needed."* *"Rhyl is a town with strong people, community spirit, and untapped potential."* *"Strong community and support for children and families."*

Rhyl Evidence

2. "With a spectacular beach and coastline“ Evidence The beach, coastline, promenade, seafront and sea were by far the most frequently mentioned positive attributes of Rhyl across every consultation exercise. For many respondents, they were the primary reason they valued Rhyl and its greatest competitive advantage.	Illustrative Quotes: "The beautiful beach." "The beach and promenade." "Fantastic beach and promenade.“ "The beach is our greatest asset.“ “I love the beach and the sea."
3. "Strong communities“ Evidence Community spirit was consistently cited as one of Rhyl's greatest strengths. Respondents frequently highlighted local organisations, volunteering, community groups and neighbourly support as key assets that should be strengthened.	Illustrative Quotes: *"The community and community groups all making a huge difference."* *"Known for collaboration and effective community action."* *"The community spirit is there."*
4. "A rich heritage“ Evidence Many respondents referred to Rhyl's history, heritage and memories of the town during its heyday. While respondents did not want to recreate the past, many wanted to build on Rhyl's history and identity.	Illustrative Quotes: "The history, the wonderful people, the welcoming atmosphere and the beautiful beaches.“ "It's history as a seaside town." "Most people I talk to have lasting memories of holidaying in Rhyl."
5. "Cleaner, safer, greener and healthier town" Evidence These themes emerged repeatedly and consistently across all datasets. Cleaner: Respondents frequently described concerns regarding litter, dog fouling, seagull mess, graffiti, poor maintenance, dirty streets. Safer: Respondents consistently highlighted antisocial behaviour, drug-related activity, crime, visible policing as priorities for improvement. Greener: Respondents consistently asked for more greenery, better parks, cleaner public spaces, stronger environmental management. Healthier: Opportunities for physical activity, reduced isolation, mental health support, and healthier environments were raised.	Illustrative Quotes: *"Clean up the town."* *"Cleaner streets with less druggies."* *"Town centre needs a deep clean."* *"More police on the streets."* *"It doesn't feel safe to walk around at night."* *"Safer streets and reducing anti-social behaviour."* *"Cleaner, greener public spaces and parks."* *"More trees planted in public spaces."* *"More flowers, trees and attractive seating areas."* *“Outdoor exercising“* *“Walking groups“* *“Improved mental health support and wellbeing services“* *“More affordable activities for children, families and older people"*

Rhyl Evidence

6. “A thriving town centre at its heart“ Evidence This is the single strongest theme in all the consultations, and the evidence overwhelmingly supports the town centre as a major priority. Respondents consistently raised empty shops, poor building condition, lack of footfall, need for markets, need for businesses, need for better retail and hospitality offer.	Illustrative Quotes: "Town centre revitalisation should be the main priority.“ "The high street needs a big overhaul.“ "All the empty shops looking tidy again.“ "Fill the shops.“ "Revitalise Rhyl High Street."
7. "Children and young people can fulfil their ambitions“ Evidence Young people repeatedly requested more activities, youth spaces, affordable leisure, employment opportunities, training, apprenticeships.	Illustrative Quotes: *"More opportunities for young people."* *"More things to do."* *"Things for kids of all ages to do and jobs and opportunities for young people."* *"A town where young people gain skills and opportunities to succeed."*
8. "Businesses can grow with confidence“ Evidence Business growth, employment and investment were common themes throughout the consultation evidence. Respondents repeatedly called for support for local businesses, reducing empty premises, creating jobs, business confidence, attracting investment.	Illustrative Quotes: *"Support local businesses and encourage new investment."* *"Encourage new businesses to invest in Rhyl."* *"A place to live, invest, shop and have fun again."* *"Reduced business rates"*
9. "Communities work together to deliver lasting change" Evidence Community influence and community-led regeneration emerged particularly strongly from the Third Sector and Community Engagement evidence. People consistently wanted regeneration to happen with communities.	Illustrative Quotes: *"A place where decisions are made by people and not for them."* *"Community-led town with strong partnerships."* *"Residents want to be a part of shaping the future of Rhyl."* *"Known for collaboration and effective community action."*

Rhyl Evidence

10. "Young people will see a future for themselves in Rhyl“ Evidence Respondents consistently called for more jobs, apprenticeships, skills training, work experience, affordable activities, youth facilities and safe spaces, alongside opportunities that allow young people to build careers, gain qualifications, develop confidence and fulfil their ambitions without needing to leave the town	Illustrative Quotes: "More apprenticeships.“ "More jobs for young people.“ "Training opportunities.“ "Employment opportunities.“ “More things for teens to do”
11. "People feel safe, connected and proud“ Evidence Respondents consistently highlighted the need for safer streets, reduced antisocial behaviour, stronger community connections, cleaner and more attractive public spaces, and a renewed sense of pride in Rhyl reflecting a shared aspiration for a town where people feel safe, connected and proud.	Illustrative Quotes: *"I want to be able to be proud of Rhyl.“* *"A place to feel safer“* *“Pride in place“* *"The town that turned itself around“* *"I want our children to grow up in a town they are proud to call home."*

The vision directly reflects the strongest themes emerging from engagement with residents, businesses, community organisations, visitors and young people. Across all consultations, participants consistently expressed a desire for a cleaner, safer and more vibrant town, with a thriving town centre, greater opportunities for local people, stronger communities, and a renewed sense of pride in Rhyl's future. The vision captures both the aspirations and priorities identified through the engagement programme while remaining realistic and achievable within this ten-year programme.



02

Powered by Rhyl People

Community Engagement

Rhyl Community Engagement

The Vision, Outcomes and Objectives, on the pages that follow, have been informed by a comprehensive programme of engagement undertaken between 2025 and 2026. The purpose of the engagement was to understand the strengths of Rhyl, identify the challenges facing local communities, and gather views on the priorities that should shape future investment and improvement activity.

The engagement sought views from residents, young people, community organisations, businesses, visitors and stakeholders to ensure a broad and representative evidence base.



Rhyl believes that children are the future. Credit: via Radar PR

THRHYL... Work to breathe new life into Rhyl, the North Wales seaside town, through a £20m, 10-year strategy, is underway and moving at pace. Consultations have extracted information from locals about the concerns they have and what the solutions should be.

One of the biggest problems is a lack of activities for the town's youth, it would appear, and a new-look Rhyl will almost certainly feature a youth club. Indeed, the views of younger people have been taken seriously throughout the consultation process – Denbighshire Youth Service reached more than 300 young people through 18 street-based sessions, five focus groups, and, amazingly, a 10-episode podcast series.







Meet Linzi and Simon from the Our Rhyl Board at the North Wales Women's Centre on Thursday, 9th July between 11am - 2pm to chat with you about the project and for you to share your views on what improvements you would love to see in the town.

Our Rhyl is a community-led Board. The Board will make decisions about how the UK Government's Pride of Place funding will be spent in Rhyl. The Pride in Place funding for Rhyl is £20million spread over 10 years.

You're more than welcome to come in for a cuppa and a chat with Linzi and Simon. If you're not able to make it on the day and would still like to share your views, please find the QR code in the comments below that you can use to access a feedback form. Share your voice and be heard...



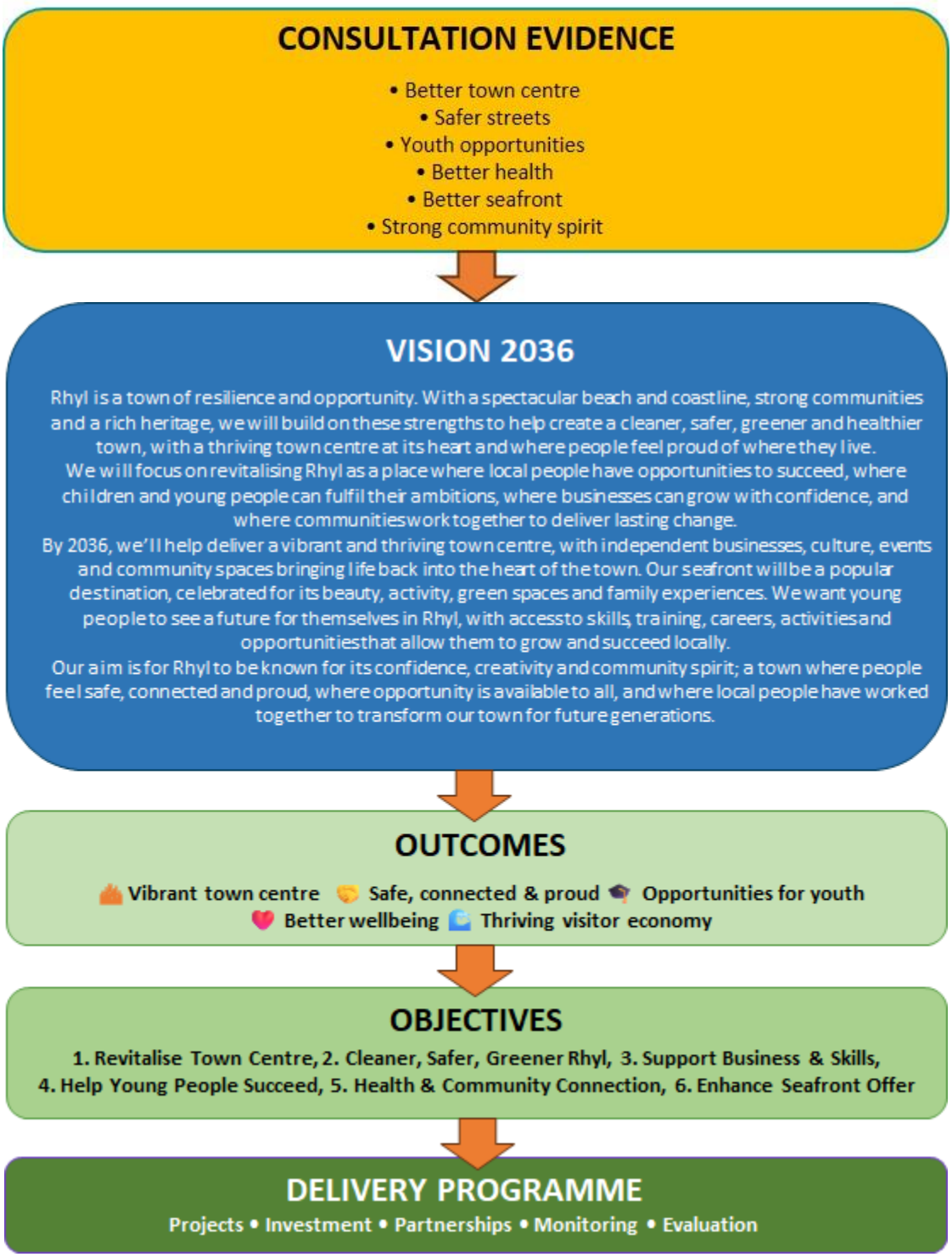




Photography by Radar PR

Created by Rhyl, for Rhyl

Summary - The Golden Thread



Our Rhyl

Introduction

This community engagement process brought together the views of residents, young people, businesses, community organisations, visitors and wider stakeholders to ensure that the future direction of the town is grounded in local priorities, aspirations and lived experience.

The evidence base incorporates feedback from residents, young people, businesses, community organisations, visitors and wider stakeholders through a range of consultation exercises, including the Our Rhyl engagement (2026), Gill German's MP spring/summer engagement (2026), the Help Shape Rhyl's Future survey (2025), Youth Consultation (2025 engagement kindly shared by external organisations), Third Sector Engagement (2025/26) and Zencity (2026 engagement kindly shared by UK Government). Collectively these exercises generated a substantial body of qualitative and quantitative evidence regarding the future of the town.








The most significant finding from the engagement process was the consistency of views expressed across different audiences. Regardless of age, background or stakeholder group, respondents identified many of the same strengths, concerns and aspirations for Rhyl. This consistency provides confidence that the Vision, Outcomes and Objectives are firmly rooted in the priorities of the community and reflect a shared direction to secure long-term positive change for the town's future.

Our Strengths

Rhyl's Strengths and Opportunities

The engagement highlighted a strong sense of affection and optimism about Rhyl despite the challenges that respondents identified. Across all consultation exercises, the beach, coastline and seafront were repeatedly identified as Rhyl's greatest assets. Respondents consistently praised the town's natural environment, promenade and coastal setting, recognising these as defining characteristics that distinguish Rhyl from many other towns across North Wales and beyond.





Alongside the physical environment, respondents highlighted the strength of local communities, a strong sense of community spirit, Rhyl's heritage and history, and the determination of local people who remain committed to improving the town.




Rhyl Carnival 2026



St Mary's Parish Feast 2026





Many respondents also spoke about Rhyl's untapped potential. While there was widespread recognition of current challenges, there was also a clear belief that the town can transform itself over the coming decade. This aspiration is reflected directly in the Vision's emphasis on resilience, opportunity and ambition. The engagement evidence therefore supports a positive and forward-looking vision which builds upon Rhyl's existing strengths.

Our Challenges

Key Challenges Identified Through Consultation

Whilst stakeholders were optimistic about Rhyl's future, the consultations also identified several key challenges that require attention if the town is to achieve its long-term ambitions.

The decline of the town centre emerged as the strongest and most frequently raised concern. Respondents consistently referred to empty shop units, vacant buildings, deteriorating shopfronts and declining footfall. Many respondents stated that they no longer visit the town centre regularly because it no longer provides the range of shops, services or experiences that it once did. This concern was raised by residents, businesses, visitors and community organisations alike.

Derelict & Deteriorating Buildings

"The abandoned unloved look is a negative impression."

"So many derelict buildings"

"Deprecating town center, derelict shops"

"Many buildings are being left empty or deteriorating"

"How run down and unloved areas of the town look."

Empty Shops & Business Closures

"Empty neglected shops"
"Lack of shops in town centre"
"Lack of Highstreet shops"
"A lot of small businesses are having to close down"
"No businesses, no jobs"

Overall Town Centre Decline

"The decline of the town centre"

"the town centre feels neglected"

"The town centre is a shadow of its former self"

"Urban decay - town centre is horrible I'm beginning to avoid it."

"Poor economy, the town centre is a ghost if what it once was"

"The state of the town centre. Shops are all closing and there is no incentive for locals to venture into town anymore."

Declining Footfall

"The image the empty shops give to the High Street"

"Empty shops and lack of foot fall into town"

Our Challenges

Key Challenges Identified Through Consultation

Community safety was another major issue. Concerns about antisocial behaviour, public disorder, drug and alcohol misuse, street drinking and the overall perception of safety appeared consistently across the evidence base. These concerns were especially prevalent amongst young people and town centre businesses. Respondents frequently associated safety with wider issues of town centre decline and a loss of confidence in public spaces.

"Deal with the anti social behaviour“

"More police foot patrolling the town centre and anti social behaviour to be dealt with.“

"Eliminate the anti social behaviour“

"Crack down on anti social behaviour“

"Theft, dog poo, lack of shops in town“

"Groups of youths causing trouble like stealing bikes, etc.“

"More CCTV cameras in the high street, beachfront and increase the presence of police in the area“

"More CCTV and a larger police presence“

"It doesn’t feel safe to walk around at night- sometimes the day too“

"The towns biggest problem is by far the druggies and alcoholics“

"There is a need to rid Rhyl of the reputation for being a haven for drugs and excess drinking in the centre“

"It’s turned into a drug town with no shops left“

"Street drinkers in town from morning until night"

Our Challenges

Key Challenges Identified Through Consultation

Young people repeatedly highlighted the lack of activities, facilities and opportunities available to them. Many young respondents spoke about wanting more things to do, more affordable activities, safe places to spend time with friends and clearer pathways into employment, training and careers. This theme was reinforced by parents, schools, community organisations and employers, all of whom emphasised the importance of creating opportunities that encourage young people to remain and succeed in Rhyl.

"There needs to be something for the upcoming generation to do on the weekend and evenings that doesn't involve them just loitering in the town centre and causing trouble."

"Rhyl has a lack of employment for young people."

""More shops/ restaurants that will actually hire young people who have no experience."

"Young people need something to do and pride in where they live."

"The lack of activities for younger people and teenagers results in anti social behaviour."

"There is not much for them to do or places for them to hang out safely."

Health and wellbeing also featured strongly. Stakeholders regularly raised concerns regarding mental health, loneliness, social isolation and access to support services. Community organisations in particular identified the importance of local facilities, community activities and support networks in helping people remain connected and maintain good wellbeing.

"A place to talk about mental health."

"Reduced isolation and loneliness."

"Long-term support for healthy lifestyles, walking groups and mental wellbeing."

"More opportunities and support enabling people to remain active and connected."

Across all consultations, respondents consistently emphasised that regeneration should first improve quality of life for local people and communities, while also creating a more attractive destination for visitors and investment.

Our Opportunities

How the Consultation Supports the Vision

The Vision Statement is firmly grounded in the consultation evidence and can be traced back directly to the themes raised by stakeholders.

The Vision's focus on a thriving town centre directly responds to the widespread concern regarding empty shops, town centre decline and the need for more activity, businesses, events and experiences. Stakeholders consistently identified town centre regeneration as a priority and as a key contributor to wider confidence in the town.

"A thriving town by the sea“

"A welcoming, vibrant town with wonderful beaches and a working town centre with regular street markets.“

"A vibrant seaside destination known for a safe town centre, thriving high street, family attractions, active seafront and positive visitor experiences“

"A place to live, invest, shop and have fun again!“

"A vibrant seaside town demonstrating that it is OPEN FOR BUSINESS and able to attract visitors.“

"Having a beautiful beach and having a town centre that turned it's self around“

"More events in the public areas again this would increase footfall into the town centre“

"More live music to bring fun to the area.“

"More funding would bring in highly anticipated shows/ artists who would bring people to Rhyl which would boost the economy.“

"Community events in events arena.“

"A yearly Comedy Festival using the Pavillion, Little Theatre and Queens Market“

"Encourage new business into the town centre.“

"More independent shops, markets, cafes“

"Find a way to bring more shops into town. Not necessarily big chains.“

"Support local businesses and encouraging new investment.”

"Back to being a holiday seaside town with plenty of things for children to do“

"More seafront activities and higher end restaurants“

"More funding would bring in highly anticipated shows/ artists who would bring people to Rhyl which would boost the economy.“

Our Opportunities

"The commitment to creating a cleaner, safer, and greener town reflects widespread calls for improvements to environmental quality, public safety, public realm and community wellbeing. The evidence consistently demonstrated that people want to feel safe in their communities and take pride in clean, attractive public spaces.

"Cleaner streets, improved housing, support for local businesses and reuse of empty buildings"

"Cleaner streets, bring empty shops into use, reduce abandoned properties and create more green spaces"

"Cleaner and safer high street, more varied shops, cafes, restaurants, seating, family activities and stronger Queen's Market offer"

"Better maintained buildings, fewer empty shops, less street drinking and anti social behaviour, safer at night-time"

"Improve the aesthetic look and feel of the High Street so that it feels more inviting"

"A cleaner, welcoming town that celebrates its heritage and supports local residents"

"A cleaner and safer town would make me a lot less anxious."

"Clean and welcoming"

"A busy, clean and safe community"

"A safe and modern environment, happier residents as move opportunities for work"

Our Opportunities

The opportunity for children and young people to fulfil their ambitions and see a future for themselves in Rhyl is strongly evidenced throughout both the dedicated Youth Consultation and wider engagement. Respondents repeatedly called for more opportunities, skills, training, careers and activities, reflecting a strong desire to improve prospects for younger generations.

"It's about the younger generation. Things for kids of all ages to do and jobs and opportunities for young people."

"More opportunities for young people"

"More jobs for young people"

"Life skills training for young people"

"Support young people in enterprise projects, let them be creative in starting their own business"

"More young people gaining skills, qualifications and moving into employment"

"A place with more opportunities for the young people who have been inspired by growing up in Rhyl"

"A town where young people gain skills and opportunities to succeed"

"What the young people want. They are the future of Rhyl so let's listen to their opinions and start making some real changes with what they want."

Our Opportunities

Respondents highlighted the need for better support for health, wellbeing and social connection, with a strong emphasis on tackling loneliness, isolation and poor mental health. Activities that bring people together were often cited, including walking groups, youth provision, dementia support and volunteering opportunities. Overall, residents expressed a desire for a more connected, inclusive and supportive Rhyl.

"Investment in community support groups which promote social cohesion and address loneliness"

"A place to talk about mental health"

"Safe places, free activities, stronger social connections and community participation"

"A healthier, more connected town where people feel valued and involved"

"Support for positive mental health and wellbeing through arts and community activities"

"Community facilities that bring residents, services and organisations together"

"A community known for good health awareness, early diagnosis and strong support for families"

Finally, the aspiration for Rhyl to become a place where people feel safe, connected and proud directly reflects the emotional themes that emerged throughout the consultation process. Across multiple surveys, respondents spoke about wanting to restore pride in Rhyl, improve perceptions of the town and create a future where local people can feel positive about where they live.

"I want it to be a place where you can make memories and have a good time."

"A place people love living in and people love visiting, again and again."

"A vibrant seaside destination with jobs, pride in place, thriving businesses and attractions"

"A cleaner, welcoming town that celebrates its heritage and supports local residents"

"A town where young people gain skills and opportunities to succeed“

"I want our children to grow up in a town they are proud to call home"

Our Future

Delivering What Matters Most

The consultation evidence demonstrates that local people want the Pride in Place Programme to focus on tangible improvements that can be seen and experienced by residents as well as visitors. Respondents consistently prioritised improvements that make Rhyl feel safer, cleaner, more vibrant and more welcoming. They also expressed a clear desire for investment that creates opportunities for young people, supports local businesses and strengthens communities by working together.

The Vision reflects what people want Rhyl to become. The Outcomes describe the changes that respondents want to see achieved. The Objectives provide the practical framework through which these ambitions can be delivered. Together they ensure that future investment remains clearly aligned with the priorities identified through stakeholder engagement and continues to reflect the aspirations of Rhyl's communities over the next ten years.

From Stakeholder Engagement to Vision



The consultation evidence directly supports the Vision Statement.

Our Future

From Vision to Outcomes

Analysis of the consultation evidence identified five overarching themes which together form the foundation of the programme outcomes.

The 5 Outcomes:

A Thriving Town Centre

The decline of the town centre emerged as one of the strongest and most consistent themes.
Respondents repeatedly called for:

- More independent businesses
- Reduced vacancy
- Better shopfronts
- Markets and events
- Greater activity and footfall
- Better use of vacant buildings.

This directly informs the outcome:
The town centre is vibrant, active and thriving.

Cleaner, Safer, and Greener Rhyl

Concerns regarding antisocial behaviour, drugs, alcohol misuse, litter, environmental quality and perceptions of safety were among the most frequently cited issues across all consultations:

Respondents consistently called for a cleaner town, safer public spaces and greater pride in place.

This directly informs the outcome:
People feel safe, connected and proud of Rhyl.

Our Future

Better Opportunities for Young People

Young people consistently highlighted the need for:

- Things to do
- Safe spaces
- Affordable activities
- Jobs
- Training opportunities
- Apprenticeships and career pathways

These findings directly support the outcome:
Young people have opportunities and a future in Rhyl.

Health and Wellbeing

Evidence across residents, community groups and stakeholders consistently highlighted:

- Mental health support
- Loneliness and isolation
- Physical wellbeing
- Access to activities and services
- Opportunities for social connection.

This informs the outcome:
People enjoy improved health, wellbeing and social connection.

Seafront and Visitor Economy

Across every dataset the beach, coastline and promenade were identified as Rhyl's greatest asset.
Respondents consistently called for:

- More attractions
- Increased activity
- Better visitor experiences
- Greater use of the seafront
- More events and animation

This supports the outcome:
Rhyl's seafront supports pride, prosperity and a thriving visitor economy.

Building a Rhyl Future

From Outcomes to Objectives

The five Outcomes describe the long-term changes that residents and stakeholders want to see in Rhyl by 2036. The six strategic Objectives, outlined on the following page, translate those outcomes into the principal areas for action and investment that is required to make those changes happen. They are intentionally interconnected rather than matched one-to-one: the engagement demonstrates that issues such as town-centre decline, safety, employment, opportunities for young people, wellbeing and the visitor economy influence one another.

For example, revitalising the town centre can increase footfall, support businesses and create employment; providing activities, skills and opportunities for young people can improve future prospects while contributing to wellbeing and community safety; and enhancing the seafront can build on Rhyl's greatest identified asset while supporting jobs, tourism, pride in place and improving the quality of life available to residents.

The engagement did not identify six isolated problems requiring six isolated solutions. Instead, it showed that Rhyl's economic, social, environmental and community challenges reinforce one another, but so do the opportunities for improvement. One objective can therefore contribute to several outcomes, and one outcome may require several objectives to be delivered together. The six objectives therefore provide the practical framework for delivering the five outcomes collectively and, ultimately, achieving the long-term Vision for Rhyl.

Building a Rhyl Future

The 6 Objectives

The consultation evidence provides strong justification for six strategic objectives which collectively deliver the Vision and Outcomes Framework.

Strategic Objective	Key Engagement Evidence - Themes
1. Revitalise Rhyl Town Centre	Empty shops, vacant buildings, poor shop fronts, declining footfall, lack of retail offer, need for markets, cafés, restaurants, events and independent businesses, better use of vacant buildings.
2. Create a Cleaner, Safer, and Greener Rhyl	Antisocial behaviour, drugs and alcohol misuse, public safety, litter, fly tipping, dog fouling, environmental quality, town centre cleanliness, visible policing, community safety concerns.
3. Support Local Businesses, Jobs, Skills and Enterprise	Need for local jobs, business growth, support for entrepreneurship, reducing business costs, attracting investment, supporting independent businesses, increasing economic confidence. Skills training, employability support, vocational pathways, adult learning, career opportunities, support into employment.
4. Ensure Children and Young People Can Succeed Locally	Jobs, apprenticeships, work experience, youth facilities, youth activities, affordable activities, safe places to meet, career opportunities, support for future ambitions.
5. Improve Health, Wellbeing and Community Connection	Mental health support, loneliness, isolation, wellbeing, community support services, affordable activities, healthier lifestyles, community wellbeing opportunities.
6. Enhance Rhyl's Seafront and Visitor Offer	Beach and seafront as Rhyl's greatest asset, visitor economy, tourism, attractions, family activities, events, promenade improvements, year-round destination.

Building a Rhyl Future

What the Pride in Place Board Can Deliver

The consultation evidence identified a wide range of issues and aspirations. However, it is important to recognise where the Pride in Place Board can realistically make a direct impact through this £20 million programme.

The funding profile places significant emphasis on capital investment. This creates substantial opportunities to invest in long-term physical assets and infrastructure, while requiring careful management of the more limited revenue resource available to support programme management, activities, services and ongoing operating costs. The Board will therefore seek partnership and match-funding opportunities wherever these can help create sustainable projects and maximise the impact of Pride in Place investment.

The predominant capital investment nature of the Pride in Place funding reflects the requirement to deliver long-lasting sustainable change for places (in our case for Rhyl) where additionality can be demonstrated that deliver against the objectives, outcomes and ensure successful delivery of the Vision by 2036.

Example of Direct Delivery

Working with partners, the Board could directly deliver:

- Town centre improvements
- Events and cultural programmes
- Enhanced safety measures
- Youth provision
- Healthier lifestyle opportunities
- Volunteering initiatives
- Seafront enhancements

Building a Rhyl Future

Examples of Influence Only

There are, however, many aspirations that remain outside of the Board's direct control. The Board will, where possible, seek to input influence on, for example:

- NHS related outcomes
- Larger-scale housing supply
- Policing levels
- Wider employment rates
- Private ownership and businesses
- Long-term health outcomes

Key Messages from Stakeholder Engagement

These priorities are reflected directly within the Vision Statement, translated into long-term outcomes and then expressed through a clear set of strategic objectives that can be delivered and influenced through the Pride in Place Programme.

It is the intention of the Our Rhyl Board to ensure that objectives are delivered through partnership working, community involvement and local participation.

Community involvement, partnership working and local participation will underpin the delivery of all outcomes, objectives and investment decisions.

Rhyl Plan 2026-2036

Stakeholder Engagement Summary

The 5 Outcomes – this is what success looks like:

These are the big strategic changes emerging from the consultation evidence:

1. The town centre is vibrant, active and thriving
2. People feel safe, connected and proud of Rhyl
3. Young people have opportunities and a future in Rhyl
4. People enjoy improved health, wellbeing and social connection
5. Rhyl's seafront supports pride, prosperity and a thriving visitor economy

These come directly from the strongest consultation themes and align closely with the vision

The 6 Objectives – this is where we will take action:

These are the big strategic changes emerging from the consultation evidence:

1. Revitalise Rhyl Town Centre
2. Create a Cleaner, Safer, and Greener Rhyl
3. Support Local Businesses, Jobs, Skills and Enterprise
4. Ensure Children and Young People Can Succeed Locally
5. Improve Health, Wellbeing and Community Connection
6. Enhance Rhyl's Seafront and Visitor Offer

Rhyl Works



Principle / Way of Working = How success is achieved:

- Continued community engagement
- Resident involvement through Our Rhyl Board and Action Groups
- Stakeholder partnerships and community-led working to collectively deliver projects

Cross-Cutting Principle: Local people, community organisations and stakeholders will be actively involved in shaping and delivering investment throughout the Pride in Place Programme.

The Vision, Outcomes and Objectives are not only evidence-based, but clearly rooted in the views, experiences and aspirations of the communities they are intended to serve.

Methodology

Evidence and Consultation Methodology

Methodology

The consultation methodology combined both quantitative and qualitative approaches.

It is important to note that some evidence submitted reflected collective group discussions whereas others were provided as individual submissions. Therefore, the underlying data will not be interpreted with any percentage representation. The evidence therefore has been interpreted as follows:

Quantitative Evidence

Structured surveys enabled respondents to:

- Identify key challenges facing Rhyl.
- Prioritise investment themes.
- Rank future priorities.
- Highlight areas requiring intervention.

This allowed a comparison of priorities across different stakeholder groups and provided an indication of the relative importance of particular themes.

Qualitative Evidence

Open-ended consultation questions provided detailed insight into people's experiences, concerns and aspirations.

Responses were analysed to identify:

- Recurring themes
- Consensus views
- Areas of concern
- Emerging opportunities
- Future aspirations for the town

Methodology

Thematic Analysis

Responses from all engagement activities were reviewed and grouped into common themes. These themes were then assessed against:

- Frequency of occurrence.
- Consistency across datasets.
- Relevance to Pride in Place objectives.
- Alignment with the scope and influence of the Pride in Place Programme.

This process identified several recurring themes which consistently appeared irrespective of respondent type.

Strength of the Evidence

The evidence demonstrates a high level of alignment across all stakeholder groups.

Particular consistency was found around:

- The beach and coastline being Rhyl's greatest asset.
- The need to revitalise the town centre.
- Concerns around antisocial behaviour and environmental quality.
- The importance of creating opportunities for young people.
- A desire for communities together to build pride, confidence and a positive future for Rhyl.

Whilst some differences emerged around their suggested specific projects and delivery approaches, there was broad consensus regarding the outcomes people want to see achieved over the next decade.

Methodology

Using the Evidence

The consultation and evidence gathering process has directly informed:

- The 2036 Vision Statement
- The Outcomes Framework
- The Objectives
- The Prioritisation of Delivery Actions
- The proposed monitoring and performance framework

The evidence demonstrates that the Vision is grounded in the aspirations of local people and reflects the priorities most consistently identified throughout the engagement programme.

Stakeholder Engagement and Strategic Alignment

The stakeholder engagement and evidence gathering process establishes a clear golden thread throughout this Plan. The Vision reflects the aspirations expressed by residents and stakeholders. These aspirations have been translated into five long-term outcomes, supported by six strategic objectives that will guide investment decisions and project delivery over the lifetime of the Programme.



03

Rhyl Change Is Needed

Case for Change & Data

WIMD 2025

Through the Our Rhyl engagement, it is clear that Rhyl residents want and need to see change. This is not new information. This need for change and improvement has been present for years. It is visually evident and has been consistently conveyed across other previous consultations. The data tells the same story.

Welsh Index of Multiple Deprivation (WIMD) 2025

The Welsh Index of Multiple Deprivation (WIMD) is the official measure of relative deprivation for small areas (LSOA's) in Wales. It identifies areas with the highest concentrations of several different types (domains) of deprivation. Wales is split up into 1,917 small areas, with each small area usually containing a resident population of between 1,000 and 3,000 persons. WIMD ranks all small areas from 1 (most deprived) to 1,917 (least deprived).

Being deprived does not just mean being poor, it can also mean having fewer resources and opportunities which we might expect in our society.

WIMD 2025 domains and weightings:

Income, 22%.
Employment, 20%.
Health, 15%.
Education, 14%.
Access to services, 10%.
Housing, 9%.
Community safety, 5%.
Physical environment, 5%.

WIMD 2025 contains 8 types (domains) of deprivation. Overall deprivation adds up these scores, but some domains have more weight than others, so they contribute more to the overall index.

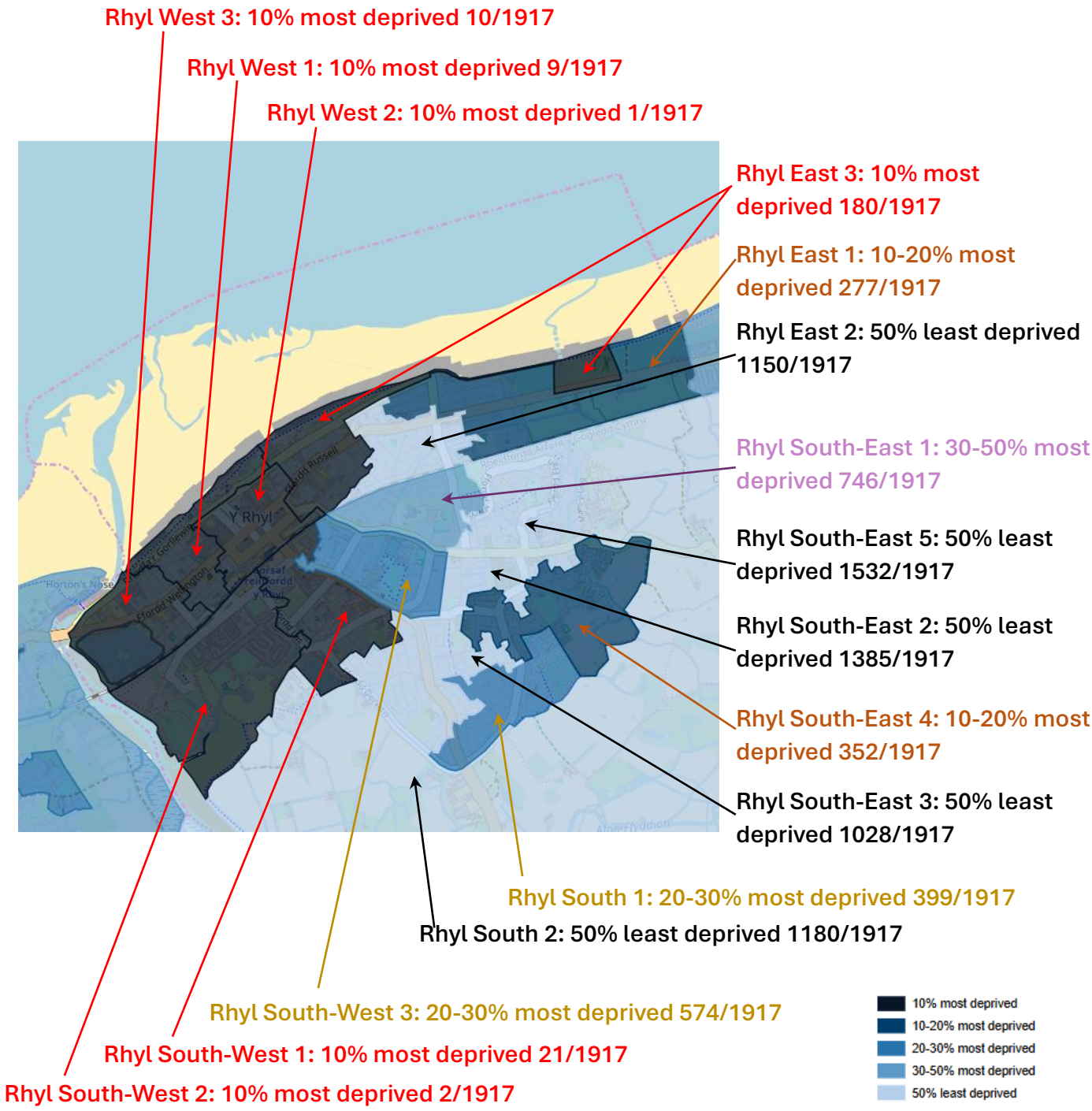
At the end of 2025, the latest WIMD data was released. Certain small areas in Rhyl remain highly deprived relative to other small areas across Wales. Whilst the WIMD ranks do not infer absolute change over time nor can it tell us how deprived a small are is, the data can identify small areas of "deep-rooted" deprivation. These are small areas that have remained within the top 50 most deprived small areas in Wales for the last 6 publications of WIMD ranks, which equates to the last 20 years.

There are 22 small areas across Wales that are in deep-routed deprivation:

- Rhyl West 2, Rhyl South-West 2 and Rhyl West 1 have remained in the top 50 most deprived since WIMD 2005.
- Rhyl West 3 has been in the top 50 most deprived for between 3 and 5 of the last 6 WIMD publications.
- Rhyl South-West 1 has been in the top 50 most deprived for 1 or 2 of the last 6 WIMD publications.

WIMD 2025

There are 16 LSOA / small areas within the Rhyl boundary. The overall measure for deprivation combines the 8 separate domain, or types, of deprivation discussed previously. The graphic below shows how each LSOA / small area of Rhyl ranks relative to each other.



Data Map Wales (2025)

WIMD 2025

The WIMD 2025 data points to specific types (domains) of deprivation across Rhyl's small areas. Relative deprivation across income, employment, health, education and community safety is evident across the 5 small areas that experience levels of deep-routed deprivation.

LSOA name	WIMD 2025	Income	Employment	Health	Education	Access to Services	Housing	Community Safety	Physical Environment
Rhyl West 2	1	1	1	1	6	1593	80	1	477
Rhyl South West 2	5	11	20	9	12	500	352	22	851
Rhyl West 1	9	19	3	2	24	1513	398	3	737
Rhyl West 3	10	29	8	18	53	1824	56	8	422
Rhyl South West 1	21	15	50	7	58	1715	243	30	886
Rhyl East 3	180	365	61	48	368	1287	762	327	1045
Rhyl East 1	277	312	187	337	359	1056	775	284	398
Rhyl South East 4	352	214	448	216	492	736	1037	372	1564
Rhyl South 1	399	432	235	622	379	571	1157	406	1213
Rhyl South West 3	574	567	585	645	410	1880	447	154	1258
Rhyl South East 1	746	663	698	375	595	1742	837	618	1863
Rhyl South East 3	1028	735	746	745	770	1683	1186	926	1897
Rhyl East 2	1150	851	797	830	1267	1638	1201	1203	514
Rhyl South 2	1180	881	982	855	760	1590	1329	1022	1198
Rhyl South East 2	1385	1096	1045	776	1075	1744	1634	1142	1849
Rhyl South East 5	1532	1363	1291	1030	1128	1716	1815	1027	1031

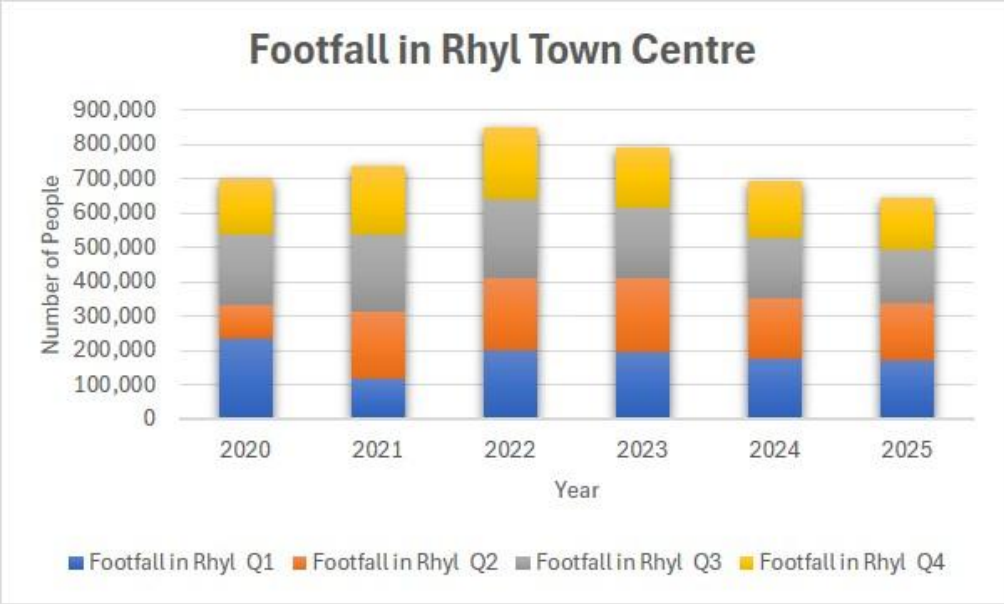
Wales Index of Multiple Deprivation (2025)

Revitalising the town centre to deliver a town that is vibrant, active and thriving will aim to contribute opportunities for local residents to gain secure employment and provide a good income. By supporting local businesses and developing skills we aim to ensure adults and young people have available options to succeed locally and build their future in Rhyl.

Through our engagement, it was evident that residents want a cleaner and safer town centre. Seeking ways to contribute to community safety will begin in the town centre.

Town Centre Footfall

Whilst the COVID-19 pandemic subdued footfall in 2020 and 2021, the recovery in footfall in Rhyl in 2022 has since been met with an ongoing decline, as shown below.



Denbighshire Couty Council Footfall Data

In January 2023, the shop vacancy rate was 29.4%, compared to the Denbighshire average of 22.3% and the UK average of 14.5%.

Type	Number of units	% units	% units Denbighshire average	% units UK average
Class A1 – Comparison retail	102	31.3	27.2	28.8
Class A1 – Convenience retail	15	4.6	6.5	9.8
Class A2 – Financial / Professional	21	6.4	7.3	8.8
Class A3 – Restaurant / Café	19	5.8	8.6	10.4
Class A3 – Public house / Bar	10	3.1	3.3	5.1
Class A3 – Hot food takeaway	15	4.6	4.8	6.4
Other non-retail services	48	14.7	19.9	16.2
Vacant units	96	29.4	22.3	14.5
Total	**326**	**100.0**	**100.0**	**100.0**

Source: Denbighshire Land Use Survey January 2023; Goad Plan UK average.

Mix of retail and service uses – Rhyl town centre

As of September 2024, commercial vacancy rates in Rhyl were 21% compared to 17% in Wales (MHCLG Data Pack, 2025). Despite high vacancy, Rhyl Town Centre has approximately double the number of outlets per 1,000 population compared to Wales overall (3.1 vs 1.7) (MHCLG Data Pack, 2025).

Conservation Areas

During the 19th and early 20th centuries, Rhyl transformed from a small fishing village to a booming Victorian and Edwardian seaside resort. This spurred significant construction of hotels, civic buildings and other buildings that are now of historic importance.

In a bid to protect the Victorian streetscape and key architectural details, there are three conservation areas in Rhyl including the Town Centre, Rhyl River Street and Rhyl Seabank Road and numerous listed buildings.

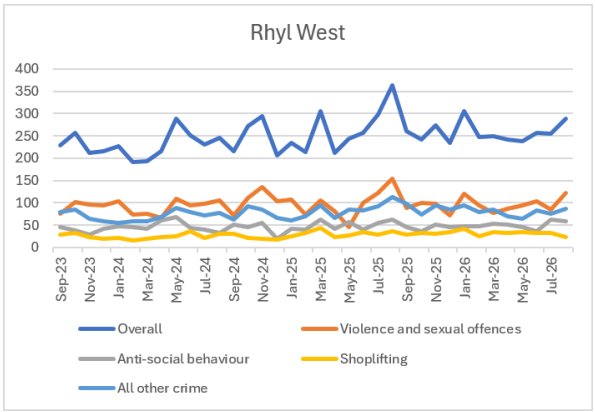


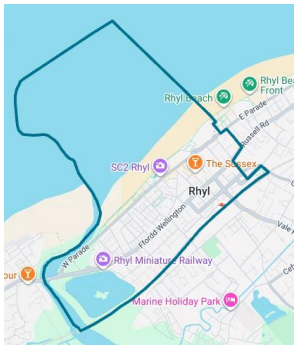
However, the declining town centre and increasing vacancy rates, has put downward pressure on property values in some areas of Rhyl, including the town centre. With a higher cost of maintaining heritage buildings, this has created a conservation deficit – a financial gap between a building costs and its market value once completed. Many historical properties in the town centre therefore face ongoing structural decline, which compounds the ongoing town centre decline.

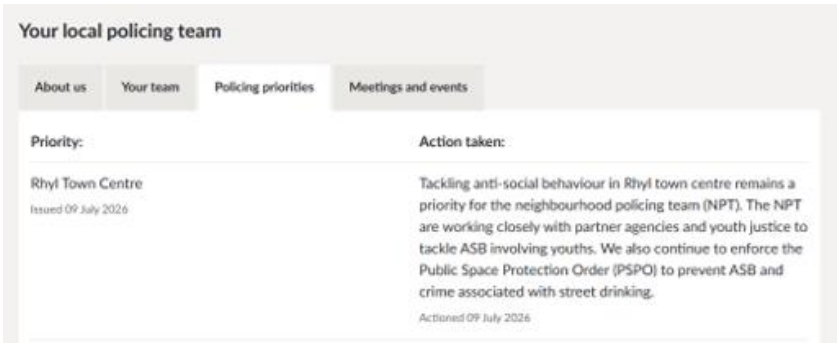
Police Statistics

Through our engagement, it was evident that residents want to see a cleaner and safer town centre.

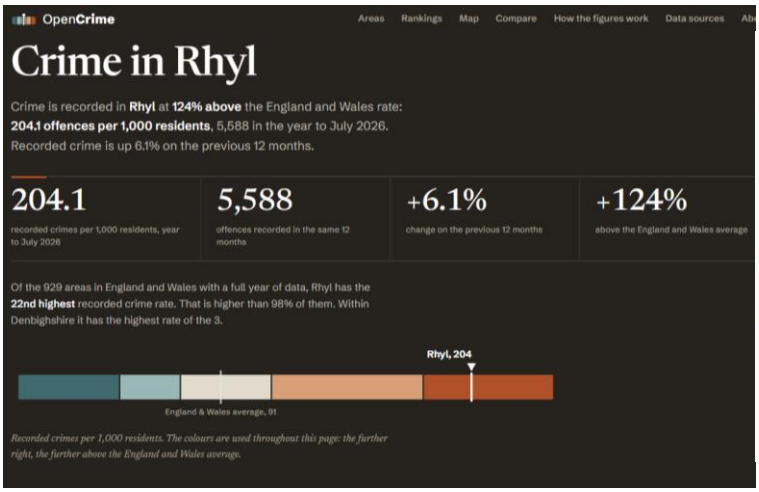


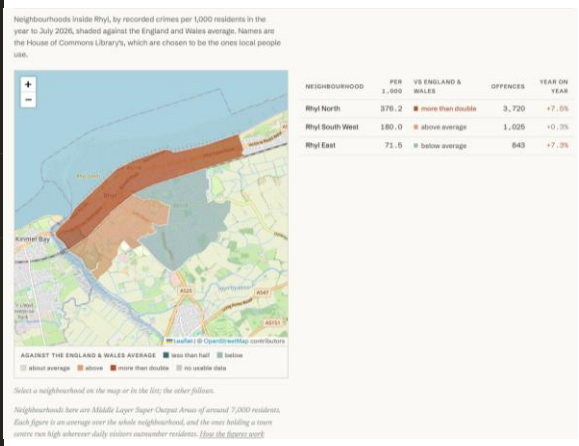






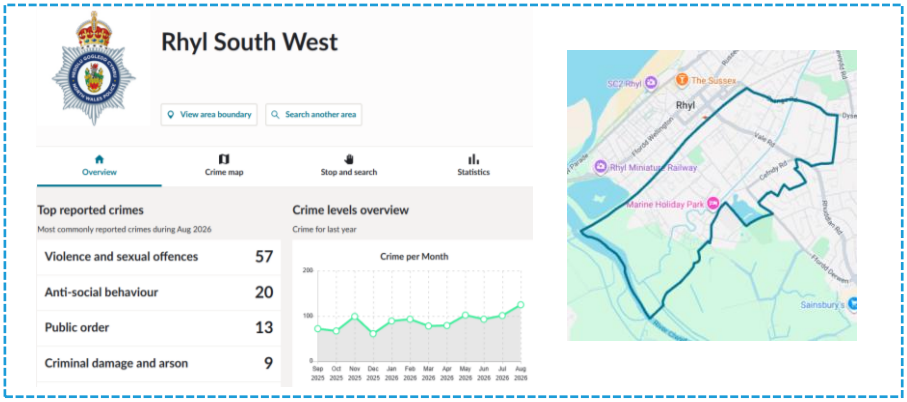
Rhyl has a crime rate of 197 per 1,000 population. This is 2.5x higher than the Welsh average (78) (MHCLG Data Pack, 2025). Violence and sexual offences makes up the largest proportion of recorded crimes (88 per 1,000). By comparison this is 36 per 1,000 population in Wales (Police.UK, 2024). Anti-social behaviour is also high at 34 per 1,000 population compared to 15 per 1,000 population in Wales (Police.UK, 2024).

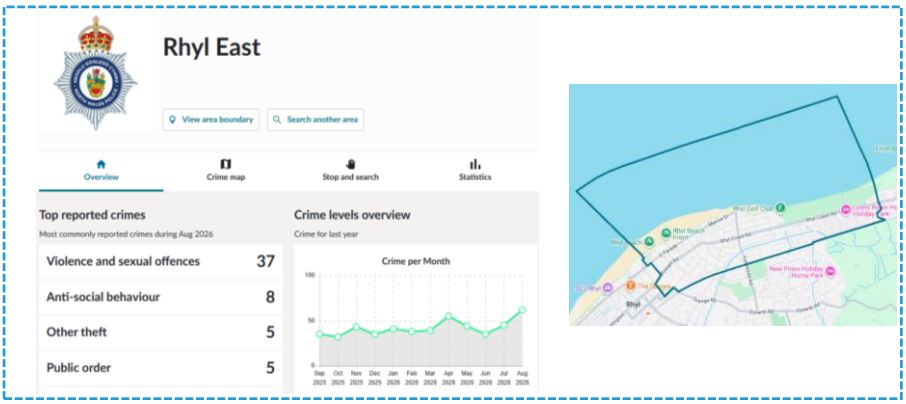


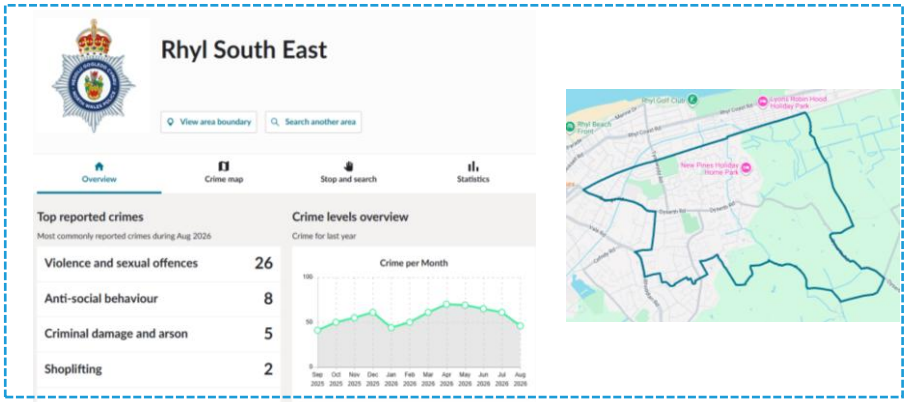


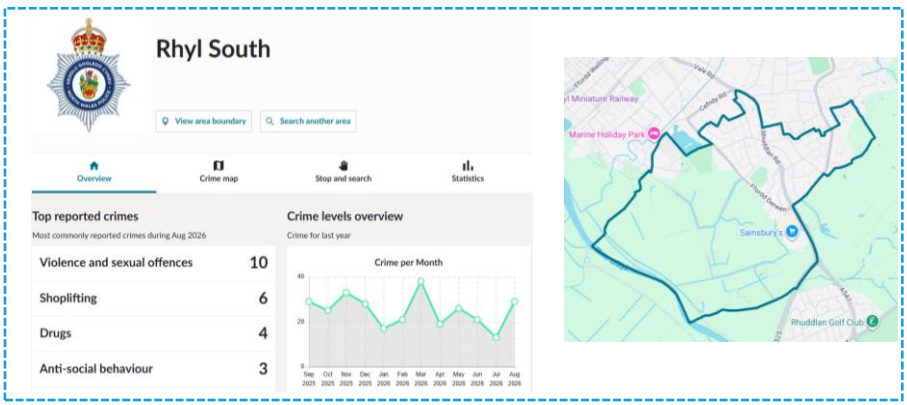
Police Statistics

The Police boundary area of Rhyl West sees the highest levels of crime. Other areas across Rhyl for the month of August 2026 are as follows:



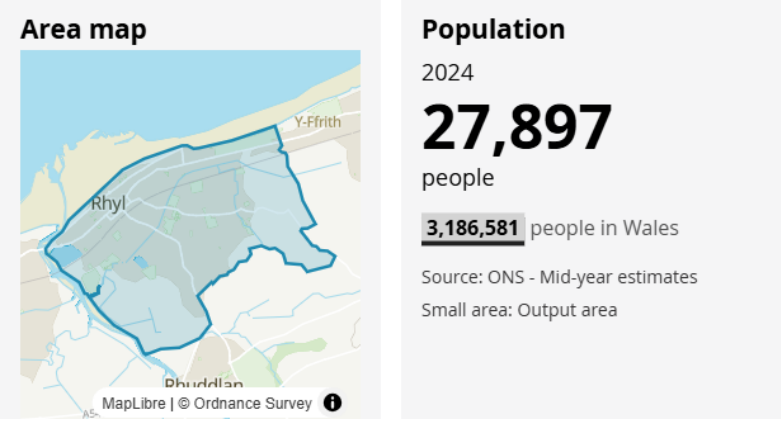






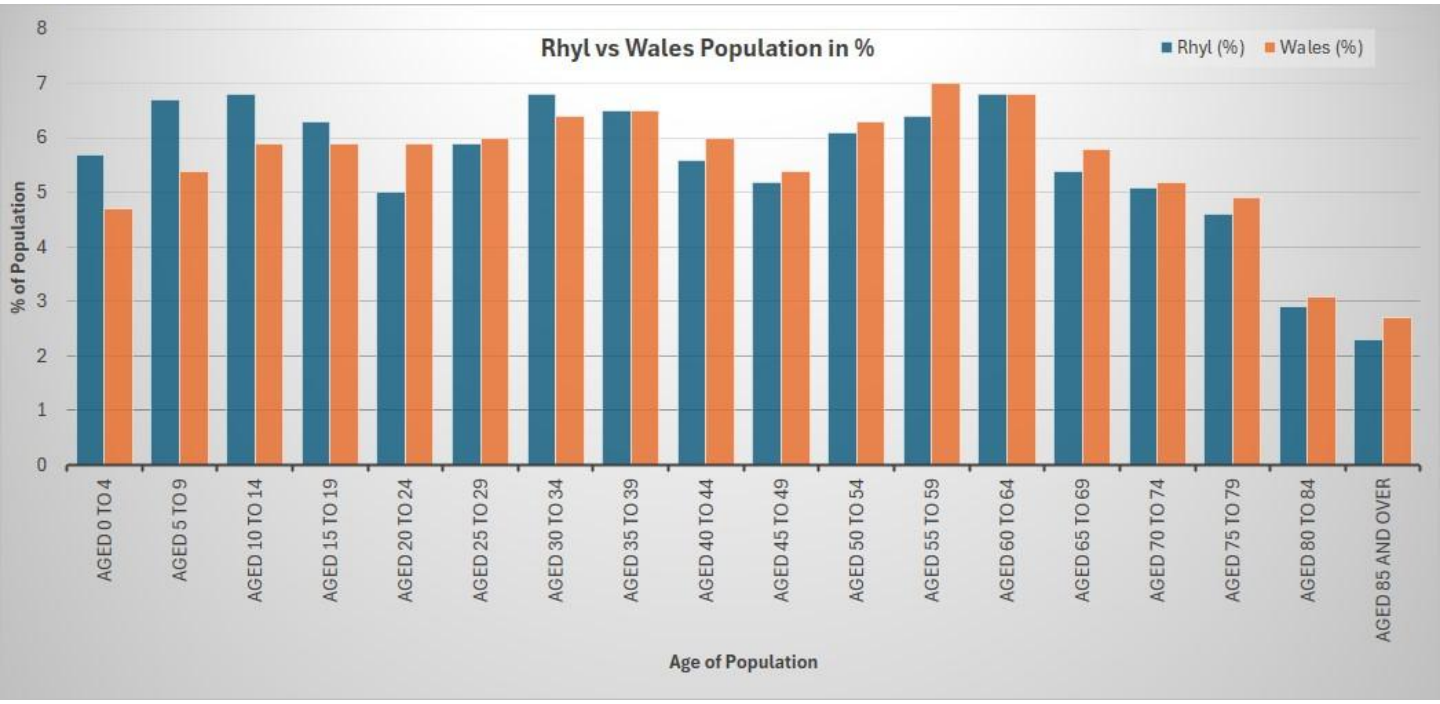
ONS Census 2021

In 2024, the population of Rhyl was estimated by the ONS to be 27,897 which represents 0.88% of the total population of Wales.



The population data gathered in the 2021 census indicates that the percentage of population aged 19 and under in Rhyl, is notably higher than the Wales average. From aged 40 onwards, the population percentage in these age groups is lower in Rhyl than the Wales average (with the exception of the age group 60-64).

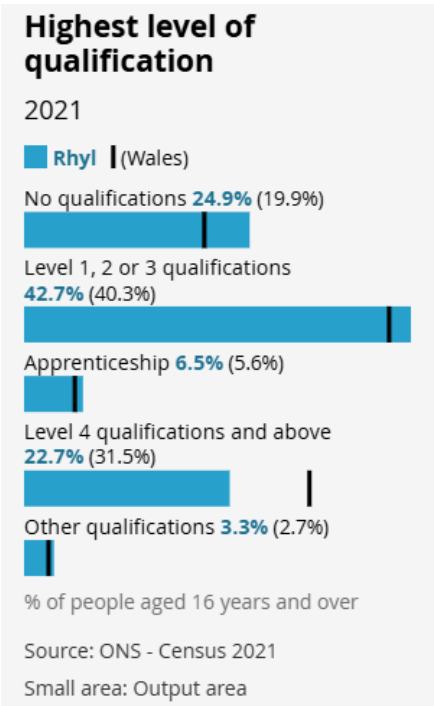
The Our Rhyl engagement data clearly highlighted the need for more things for young people to do. Additionally, Rhyl residents highlight the need for more skills and opportunities for young people so they can make a future in Rhyl.



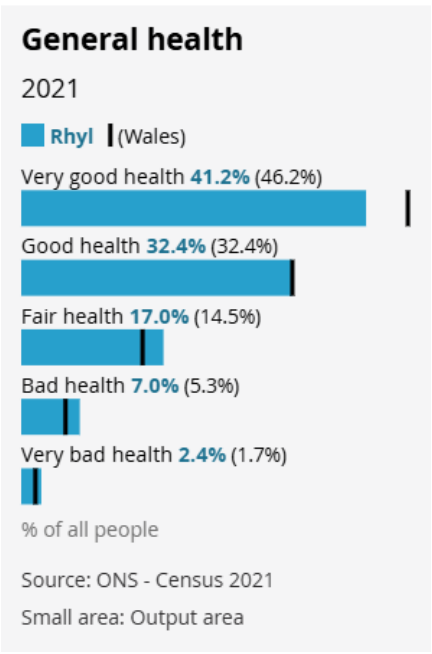
ONS Census 2021

In providing a summary overview of Rhyl compared to the Wales average, the ONS census 2021 data below shows that 42.7% of Rhyl's over aged 16 population has level 1, 2 and 3 qualifications which is above the average of 40.3% from across Wales. There is a notably lower percentage of people with a level 4 qualification and above (22.7% in Rhyl vs 31.5% across Wales). In 2021, 24.9% of Rhyl's population (aged 16 and over) had no qualifications compared with 19.9% across Wales. The lower proportion of residents qualified to Level 4 and above, alongside the higher proportion with no qualifications, highlights the importance of improving access to skills, employment and progression opportunities. The age profile also reinforces the strategic importance of ensuring that children and young people can see opportunities for their future in Rhyl.

Rhyl experiences higher economic inactivity with 47.8% of its over aged16 population classed as inactive in 2021 compared to 43.5% across Wales. There was 48.2% of Rhyl's over aged 16 population in employment in 2021 compared to 53.5% across Wales.







From the 2021 census, 41.2% of people in Rhyl deem themselves in very good health which is lower than the Wales average of 46.2%, while 17% consider their health as fair compared to 14.5% across Wales.

Rhyl has a higher percentage of people who consider themselves to be in bad (7.0%) or very bad (2.4%) health compared to the average across Wales (5.3% and 1.7% respectively).

Tourism Data

Denbighshire's visitor economy has an economic impact of £736m (2023). This has grown by 88% since 2012 and makes up about 18% of the North Wales visitor economy (£4.2bn) (STEAM, 2023).

Tourism is a key sector across Coastal Denbighshire, which includes Rhyl and neighbouring Prestatyn. The data below compares 2025 and 2024 , indexed to 2025 prices.

Whilst staying visitors across Coastal Denbighshire saw growth, decline was evident in day visitors, which represents the largest proportion of overall visitor numbers. Correspondingly, this impacted expenditure particularly in shopping and recreation. Direct employment also declined across all visitor category types.



Global Tourism Solutions (UK) Ltd 2026

Town centre improvements and upgrades to the seafront and Marine Lake to provide more events, activities and festivals featured significantly in the community engagement. Providing these improvements will not only deliver for Rhyl's residents but also help attract day and overnight visitors, which should in turn provide additional economic and employment benefits.

Greener Rhyl

The Green Space Index by In Fields We Trust (2023) suggests that Rhyl has good access to green spaces with the population living within a 10-minute walking distance of green spaces.

However, most of Rhyl's green space is less than the minimum standard of 2.4ha of accessible green space per 1,000 people, and it is significantly below the UK urban area average for tree canopy cover.

Natural Resources Wales cite Rhyl as having an overall urban tree coverage of approximately 6%, which ranks among the lowest for towns across Wales. This drops as low as 0.3% in Rhyl West.

Benefits of having a greater tree ecosystem could include:

- a reduction in air pollutants,
- reduction in stormwater risk,
- mitigation of extreme temperatures,
- improvements to biodiversity and
- improvements to general wellbeing

(Woodknowledge Wales 2023)



04

This is Rhyl

Local Context

Local Context

Rhyl is rich with history and nostalgia and has a vibrant community, shaped by its people, heritage and local economy. Rhyl's journey so far, along with its enormous potential, reflects our community's values and ambitions.

Rhyl's Geographical Context

Rhyl is a coastal town in North Wales and lies at the mouth of the River Clwyd where it meets the Irish Sea. The town is well-connected, with public transport enabling access to Chester, Liverpool and Manchester within 2 hours. It forms a conurbation with nearby areas including Prestatyn, Kinmel Bay and Towyn (see Figure 2). Due to its close proximity, Rhyl often competes with these towns and larger tourist areas (such as Llandudno) for footfall, tourism and jobs.

"Rhyl is a very centralized town with strong connection to other areas via public transport"

-Quote from Ein/Our Rhyl's Survey (2025)

"I tend to travel elsewhere for days out. Llandudno, Prestatyn and Conwy have more to offer"

-Quote from Ein/Our Rhyl's Survey (2025)

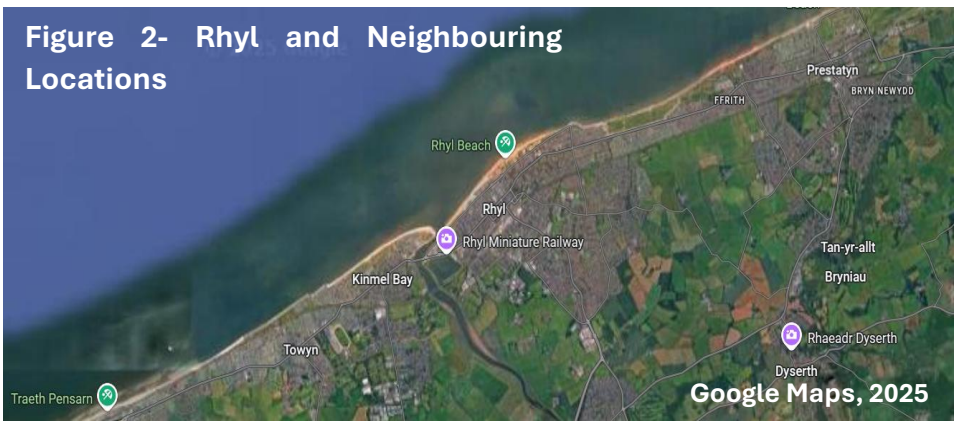
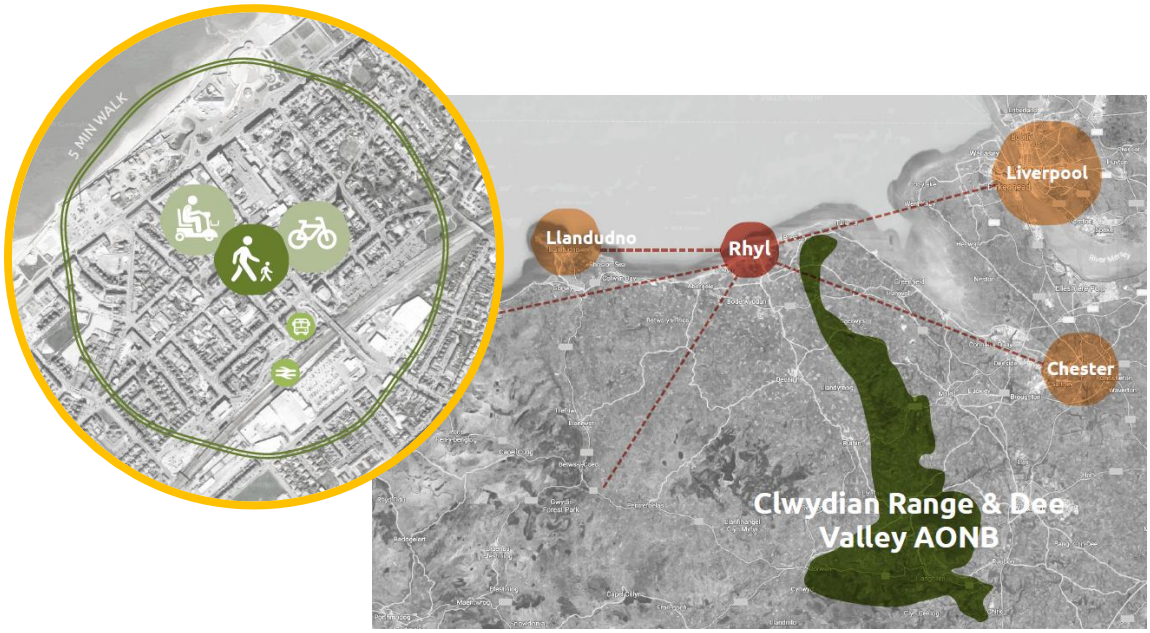


Figure 2- Rhyl and Neighbouring Locations

From the station to the sea in five minutes, Rhyl is a very walkable town in which you don't need a car to get around.



Rhyl History

1301-1840
Small Fishing and Farming Settlement

The town originally began as a small fishing and farming settlement and was previously known as Hulle Ryhull (1301), Hyll, Hull, Rhill and Rhûl Rhul, with Rhyll becoming Rhyl in 1840.

1848
Railway Station Development & Seaside Resort

Rhyl changed dramatically with the arrival of the railway station in 1848. The railway development transformed Rhyl into one of the UK's most popular Victorian seaside resorts, drawing holidaymakers from Liverpool, Manchester and beyond.





Rhyl Train Station



The VIBE Station (formerly Costigan's)

The Costigan's building at 40 Bodfor Street dates from the mid-19th century and was already in existence before the railway reached Rhyl in 1848. Owned by James Costigan from the mid-1800s, it later operated as the Railway Refreshment Rooms.

It is now a key people-focused regeneration project run by Working Denbighshire. Recently renamed The VIBE Station, it is a new community support hub that provides wellbeing, training and employment support for the people of Rhyl and beyond.

Bee & Station Hotel (then the Bee & Station Business Centre) in Rhyl was built between 1861 and 1868. It stands on Bodfor Street opposite Rhyl railway station and is a Grade II listed building. The building is soon to be repurposed to provide for family and early years support.



Bee & Station Hotel

Rhyl History

1867
North Wales' first pier built in Rhyl (£15,000).

In 1867, Rhyl built North Wales' first pier at £15,000. Hotels, theatres and expansive beaches defined a golden age of seaside leisure at Rhyl.



David Cox Rhyl Sands c 1854



People's Collection Wales:
Estimated 1890-1900



Rhyl's Historic Street Pattern - 1912



Rhyl Beach scene in 1913



People's Collection Wales:
Estimated 1917



Rhyl Library

Rhyl History

19th/Early 20th Century
Brickmaking Industry

In the 19th and early 20th centuries, Rhyl also became a thriving brickmaking industry with four clay pits on the edge of town (including Cefndy Brickworks). Most of the red brick buildings in Rhyl between 1860 and 1940 were built from locally-made bricks.

Late 20th Century
Decline in domestic seaside tourism and demand for blue collar jobs

Over time, the town's identity shifted with broader economic and social changes. Post-war migration brought new communities and a more diverse population but industrial decline and the collapse in demand for blue collar jobs adversely impacted residents through job cuts. The decline in domestic seaside tourism to cheaper holidays abroad also had a significant impact on the local economy.

21st Century
Socio-economic hardship

As residents became attracted to job opportunities elsewhere and visitor numbers fell, major attractions like the pier and Sun Centre Water Park closed and Rhyl became associated with economic hardship, social inequality and urban decline.



Rhyl Town Centre 2026

2025
Rhyl's Revival

Despite challenges, Rhyl's community has remained resilient, with many residents holding deep pride in the town's heritage and potential. New development and attractions have kickstarted efforts to restore Rhyl's appeal to both residents and visitors.

The journey is far from over but together we will succeed in making the town a better place for us all.

Rhyl Skills

Recent projects that contribute to the regeneration of Rhyl









The VIBE Station

It is now a key people-focused regeneration project run by Working Denbighshire. Recently renamed The VIBE Station, it is a vibrant community hub providing training, skills development, employability, wellbeing and employment support for the people of Rhyl and beyond. Through a collaborative partnership led by Working Denbighshire, health services, third sector organisations and community partners work together to deliver joined-up support that helps people overcome barriers, build confidence, develop new skills and progress into sustainable employment. By bringing services and expertise together under one roof, The VIBE Station creates a clear pathway for residents to improve their wellbeing, achieve their goals and access opportunities to feel good and live better in work and in life.











Rhyl Community

Our Rhyl Murals







Created by artists, designers, and community groups in or connected to Rhyl, Our Wall reflects the town today through its diverse, vibrant, and creative communities.

Most of the artworks were produced during a three-month workshop project that engaged with various communities across Rhyl to gather ideas for a thriving mural trail along the new sea defence. Participants included local schools, community groups, and projects such as Ysgol Tir Morfa, Willow Collective, and West Rhyl Young People's Project. The response from the community was overwhelmingly positive, with residents warmly welcoming the initiative and eagerly sharing ideas. Many expressed a strong desire to make their mark on the town and to feel a sense of ownership over its ongoing developments. The mural was designed to offer the community a source of pride and a visible symbol of their contribution to Rhyl's future.



In addition, local artists were commissioned through an open call process. Responding to the theme Our Rhyl, artists with connections to the town created a rich variety of works that captured what Rhyl means to them. These ranged from depictions inspired by the mythology of the sea to nostalgic scenes of skating on the seafront as teenagers. The submissions revealed the depth and variety of creative inspiration in Rhyl, showcasing perspectives from first-time exhibitors alongside seasoned professionals who have worked with international clients. The open call highlighted the town's exceptional creative talent, and Our Wall now serves as a platform to celebrate and support these artists.



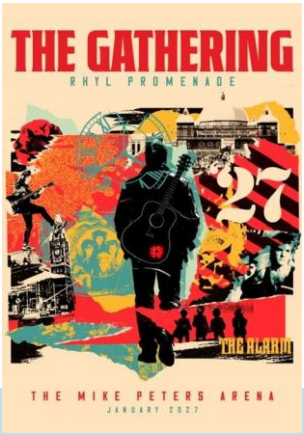


The sea defence protects the town. Our Wall celebrates what is being protected.

Rhyl Regeneration

Recent projects that contribute to the regeneration of Rhyl









Queen's Market

A newly built Market Hall and Events Space on the site of the historic Queens Market and in a central spot sitting between the town centre and the beach. The new building opened in July 2026.

Its purpose is to kick-start town centre regeneration through improving footfall, providing start-up business opportunities in food and drink, job creation and attracting year-round music events, whether it's well-known bands or nurturing local talent.

Drift Park

This popular play area was reinstated following the completion of the Coastal Defence works and includes ocean themed play, exercise and gym equipment for all to use.

Sitting alongside the beach, this outdoor equipment provides health and wellbeing improvements and community cohesion for all who gather there together.



Upcoming Regeneration Improvements: Artist Impressions

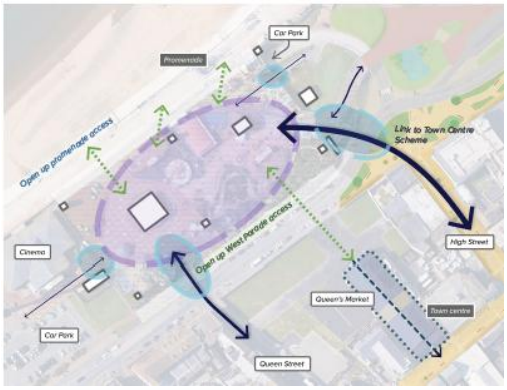


Rhyl Clock Tower & High Street Improvements

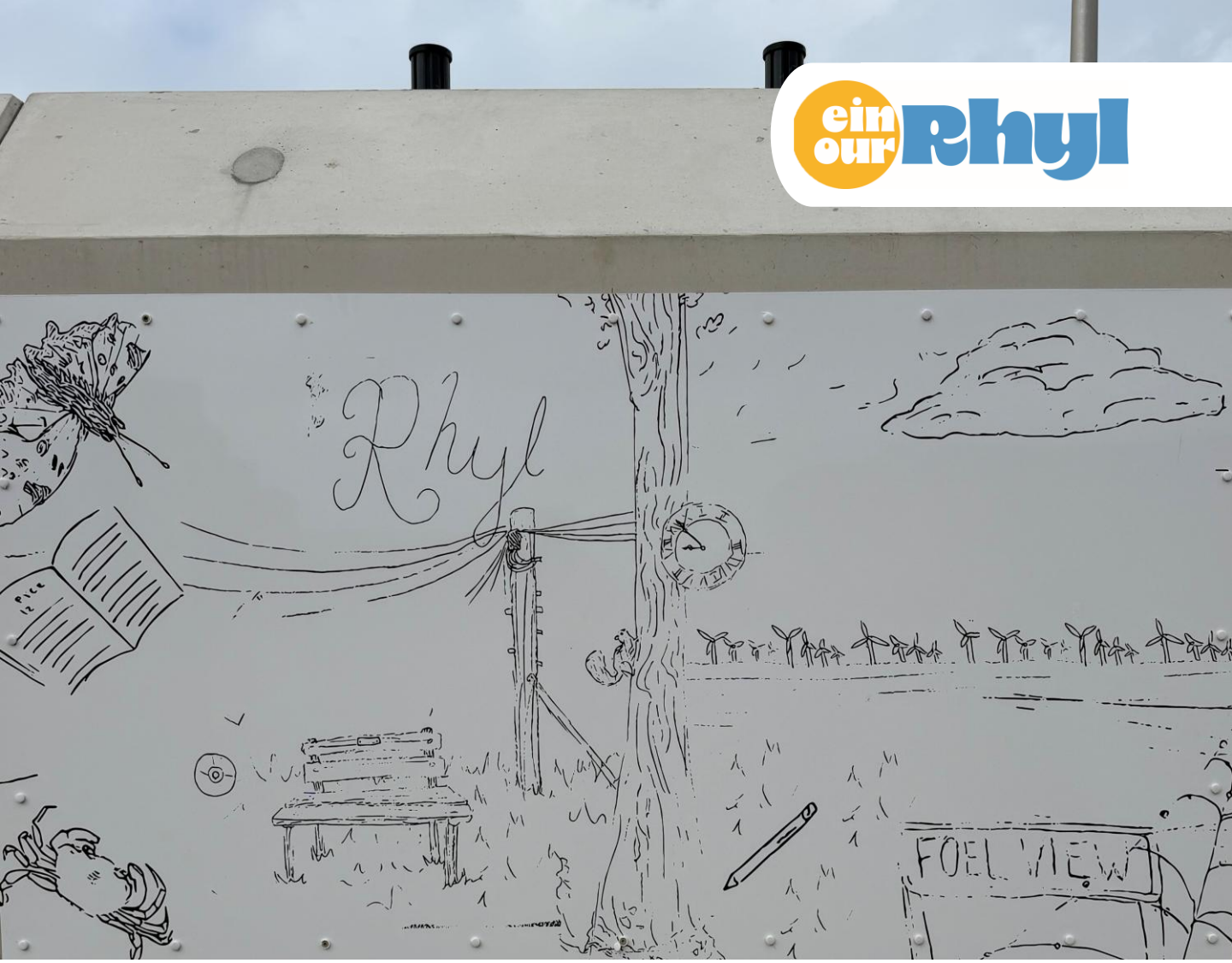




Rhyl Pocket Park



Concept design for the Children Village to reconnect the beach with the town



05

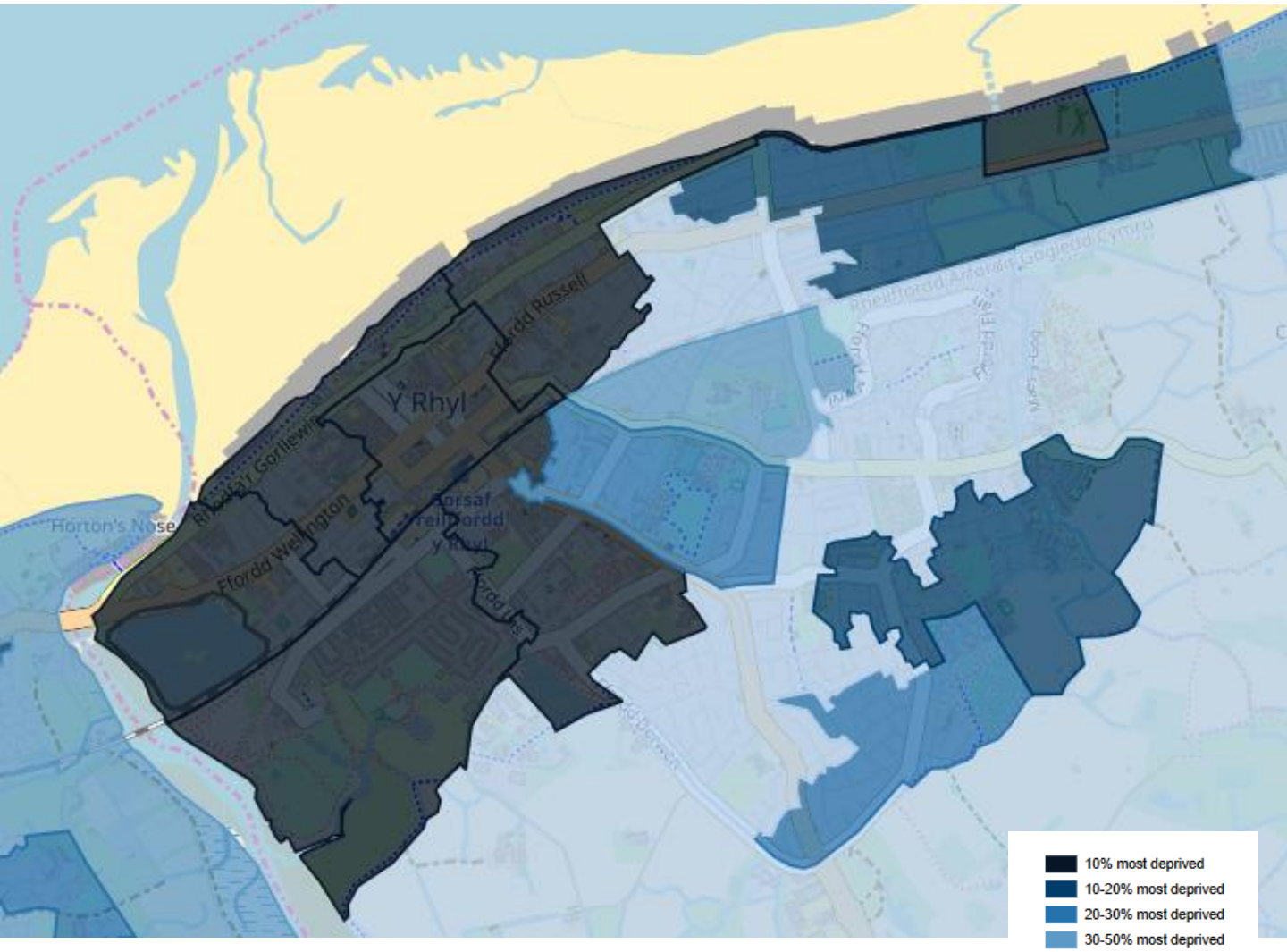
Rhyl Focus

Spatial Targeting

Spatial Targeting

As a phase 1 Pride in Place location (formerly Plan for Neighbourhoods), our boundary area for this funding covers the whole of Rhyl. While this is a large geographical area to cover, the engagement data tells us where to begin our journey – the majority of responding Rhyl residents want to see improvement in the town centre – reduction in vacant premises, a safer and cleaner town, things for young people to do, support for businesses and jobs for locals, well-being and greener improvements and a seafront that local people and visitors can enjoy.

Our starting point will therefore be in the town centre. This is also the most deprived small area in Wales (WIMD 2025).



Data Map Wales (2025)

Spatial Targeting

The town centre will therefore provide the initial spatial focus for Investment Plan 1. This does not prevent investment elsewhere within the eligible Our Rhyl boundary. Projects outside the town centre may progress where there is clear community support and evidence of need, where they contribute strongly towards the Vision, Outcomes and Objectives, and where the proposed location is necessary to achieve the intended benefit.

Particular attention will be given to opportunities that benefit communities experiencing the greatest disadvantage and to projects capable of generating wider benefits across Rhyl. Spatial investment decisions will be evidenced and transparently reported.



06

Rhyl Working Together

Partnership & Match Funding

Our Partnership Plan

Our starting point for this plan will be with the 17 actions identified and further outlined in the accompanying 4-year investment plan. It details how the actions can deliver the objectives, the outcomes and ultimately the vision that have been developed based on the community engagement undertaken across Rhyl.

For each action, we have initially identified possible working partners. This list is not exhaustive nor complete at this starting stage – we know there are many strong partners working successfully across Rhyl already. Our hope is to bring those connections together to strengthen partnership working and reduce competitive inefficiencies and we are willing and open to end up in a stronger place than where we start from.

Our starting point is shown below:

#	Our Rhyl Initial Action	Our Rhyl Outcomes & Objectives			Wider Alignment - Partnership Working Potential
		Primary/direct delivery	Secondary contribution	Potential contribution	
1	Social Enterprise Vacant Property Reuse	**Outcome 1:** Vibrant, active & thriving town centre. **Obj. 1:** Revitalise Town Centre. **Obj. 3:** Businesses, Jobs, Skills & Enterprise	**Outcome 3:** Young people have opportunities & a future. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 2:** Connected & proud. **Obj. 4:** Children & Young People Succeed Locally	• Vacant Building Owners • Community Organisations • Business Support / Economic Development
2	Markets & Events	**Outcome 1:** Vibrant, active & thriving town centre. **Obj. 1:** Revitalise Town Centre	**Outcome 2:** Connected & proud. **Outcome 4:** Wellbeing & social connection. **Obj. 3:** Businesses, Jobs, Skills & Enterprise. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 3:** Young people's opportunities. **Outcome 5:** Seafront/visitor economy. **Obj. 4:** Children & Young People. **Obj. 6:** Seafront & Visitor Offer	• Denbighshire County Council (Asset Owner) • Private Companies (Large Event Infrastructure) • Creative Organisations (incl Young People Opportunities)
3	Pop-Up & Meanwhile Uses	**Outcome 1:** Vibrant, active & thriving town centre. **Obj. 1:** Revitalise Town Centre	**Outcome 2:** Connected & proud. **Obj. 3:** Businesses, Jobs, Skills & Enterprise. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 3:** Young people's opportunities. **Outcome 4:** Wellbeing/social connection. **Obj. 4:** Children & Young People	• Denbighshire County Council • Vacant Building Owners • Community Organisations • Business Support
4	Cleaner Streets	**Outcome 2:** Safe, connected & proud. **Obj. 2:** Cleaner, Safer & Greener Rhyl	**Outcome 1:** Vibrant town centre. **Obj. 1:** Revitalise Town Centre; **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 3:** Young people's opportunities. **Obj. 4:** Children & Young People	• Rhyl Town Council • Denbighshire County Council (Street Scene) • Community Organisations
5	Greener Streets	**Outcome 2:** Connected & proud. **Outcome 4:** Improved health & wellbeing. **Obj. 2:** Cleaner, Safer & Greener Rhyl	**Outcome 1:** Vibrant town centre. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 3:** Young people's opportunities. **Obj. 4:** Children & Young People	• Rhyl Town Council • Denbighshire County Council • Community Organisations
6	CCTV	**Outcome 2:** People feel safe, connected & proud. **Obj. 2:** Cleaner, Safer & Greener Rhyl	**Outcome 1:** Vibrant, active & thriving town centre. **Obj. 1:** Revitalise Town Centre	–	• Denbighshire County Council (Asset Owner) • North Wales Police
7	Lighting Improvements	**Outcome 2:** People feel safe, connected & proud. **Obj. 2:** Cleaner, Safer & Greener Rhyl	**Outcome 1:** Vibrant town centre. **Obj. 1:** Revitalise Town Centre	**Outcome 5 / Obj. 6** if improvements extend to or materially improve the seafront	• Denbighshire County Council (Asset Owner) • North Wales Police
8	Wardens	**Outcome 2:** People feel safe, connected & proud. **Obj. 2:** Cleaner, Safer & Greener Rhyl	**Outcome 1:** Vibrant town centre. **Obj. 1:** Revitalise Town Centre	**Outcome 4 / Obj. 5** where wardens provide community connection/signposting	• Denbighshire County Council • North Wales Police

Our Partnership Plan

#	Our Rhyl Initial Action	Our Rhyl Outcomes & Objectives			Wider Alignment - Partnership Working Potential
		Primary/direct delivery	Secondary contribution	Potential contribution	
9	Apprenticeships & Work Experience	**Outcome 3:** Young people have opportunities & a future in Rhyl. **Obj. 3:** Businesses, Jobs, Skills & Enterprise. **Obj. 4:** Children & Young People Succeed Locally	–	**Outcome 2:** Pride/connection through involvement in Our Rhyl	• Working Denbighshire's Trailblazer • North Wales Regional Skills Partnership • Private Companies • Local Organisations
10	Skills Programmes	**Outcome 3:** Young people have opportunities & a future. **Obj. 3:** Businesses, Jobs, Skills & Enterprise	**Obj. 4:** Children & Young People Succeed Locally	**Outcome 1:** Thriving town through stronger local workforce/economy	• Working Denbighshire's Trailblazer • North Wales Regional Skills Partnership
11	Shared Youth Hub / Youth Provision	**Outcome 3:** Young people's opportunities & future. **Outcome 4:** Wellbeing & social connection. **Obj. 4:** Children & Young People. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 2:** Safe, connected & proud. **Obj. 2:** Cleaner, Safer & Greener Rhyl	**Outcome 1 / Obj. 1:** if a vacant town-centre property is reused	• Rhyl's Youth Provision Organisations • Denbighshire Youth Services
12	Sports Facilities	**Outcome 3:** Young people's opportunities. **Outcome 4:** Improved health & wellbeing. **Obj. 4:** Children & Young People. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 2:** Connected & proud	**Outcome 5 / Obj. 6:** if facilities form part of the seafront visitor/leisure offer	• Rhyl's Youth Provision Organisations • Denbighshire Youth Services • Rhyl's Sports Facility Providers
13	Community Grant Scheme	**Outcome 2:** Connected & proud. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 4:** Wellbeing & social connection	**Outcomes 1, 3 & 5 and Objectives 1–4 & 6**, depending on grant criteria and projects funded	• DVSC • Rhyl's Community Organisations
14	Community Collective Building	**Outcome 2:** Connected & proud. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 1:** Vibrant town centre. **Outcome 4:** Social connection. **Obj. 1:** Revitalise Town Centre	**Outcome 3 / Obj. 4:** where organisations provide youth services or opportunities	• Cooperative / Social Enterprise Partners
15	Events Arena	**Outcome 5:** Seafront supports pride, prosperity & visitor economy. **Obj. 6:** Enhance Seafront & Visitor Offer	**Outcome 1:** Vibrant/active Rhyl. **Outcome 2:** Connected & proud. **Outcome 4:** Social connection. **Obj. 1:** Revitalise Town Centre; **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 3 / Obj. 4:** if youth activities/opportunities form part of delivery. **Obj. 3:** if local employment/business opportunities are maximised	• Denbighshire Leisure (Asset Leaseholder) • Denbighshire County Council (Asset Owner)
16	Marine Lake Activities	**Outcome 5:** Seafront supports pride, prosperity & visitor economy. **Obj. 6:** Enhance Seafront & Visitor Offer	**Outcome 4:** Health, wellbeing & social connection. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcomes 1, 2 & 3. Obj. 3:** Business/jobs; **Obj. 4:** Children & Young People, depending on activities commissioned	• Community Organisations • Private Companies
17	Festivals	**Outcome 5:** Seafront/visitor economy*. **Outcome 1:** Vibrant and active Rhyl. **Obj. 6:** Seafront & Visitor Offer*. **Obj. 1:** Revitalise Town Centre	**Outcome 2:** Connected & proud. **Outcome 4:** Social connection. **Obj. 3:** Businesses, Jobs, Skills & Enterprise. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 3 / Obj. 4:** depending on youth/work-experience opportunities built into festivals	• Denbighshire County Council (Asset Owner) • Private Companies (Large Event Infrastructure) • Creative Organisations (Young People Opportunities)

Matchmaking

Match Funding

We want to maximise our match making opportunities and work together with other investors, funds and funders. The 4-year investment plan outlines our initial 17 actions. As we evolve these actions into deliverable projects, we will collaborate with partners and continue to identify match funding opportunities to grow the pride in place funding even further. We aim to make our invested projects as sustainable as possible so they can self-generate and live well beyond the 10-years of this programme.

As we progress with each action, we will continue to identify match funding opportunities and how much can be targeted.

Our starting point is shown below (subject to application windows and criteria):

#	Our Rhyl Initial Action	Our Rhyl Outcomes & Objectives			Potential Match Funding Opportunities to Explore
		Primary/direct delivery	Secondary contribution	Potential contribution	
1	Social Enterprise Vacant Property Reuse	**Outcome 1:** Vibrant, active & thriving town centre. **Obj. 1:** Revitalise Town Centre. **Obj. 3:** Businesses, Jobs, Skills & Enterprise	**Outcome 3:** Young people have opportunities & a future. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 2:** Connected & proud. **Obj. 4:** Children & Young People Succeed Locally	• Commercial Property Development Grant • Heritage Lottery • Transforming Towns • ANW Clean Energy Fund • Community Funds • Local Growth Fund
2	Markets & Events	**Outcome 1:** Vibrant, active & thriving town centre. **Obj. 1:** Revitalise Town Centre	**Outcome 2:** Connected & proud. **Outcome 4:** Wellbeing & social connection. **Obj. 3:** Businesses, Jobs, Skills & Enterprise. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 3:** Young people's opportunities. **Outcome 5:** Seafront/visitor economy. **Obj. 4:** Children & Young People. **Obj. 6:** Seafront & Visitor Offer	• Private Sponsorship & Investment • Welsh Government Tourism Related Funds • Arts Council of Wales • Local Growth Fund
3	Pop-Up & Meanwhile Uses	**Outcome 1:** Vibrant, active & thriving town centre. **Obj. 1:** Revitalise Town Centre	**Outcome 2:** Connected & proud. **Obj. 3:** Businesses, Jobs, Skills & Enterprise. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 3:** Young people's opportunities. **Outcome 4:** Wellbeing/social connection. **Obj. 4:** Children & Young People	• Commercial Property Development Grant • Heritage Lottery • Transforming Towns
4	Cleaner Streets	**Outcome 2:** Safe, connected & proud. **Obj. 2:** Cleaner, Safer & Greener Rhyl	**Outcome 1:** Vibrant town centre. **Obj. 1:** Revitalise Town Centre; **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 3:** Young people's opportunities. **Obj. 4:** Children & Young People	• Keep Wales Tidy Packages • Community Funds
5	Greener Streets	**Outcome 2:** Connected & proud. **Outcome 4:** Improved health & wellbeing. **Obj. 2:** Cleaner, Safer & Greener Rhyl	**Outcome 1:** Vibrant town centre. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 3:** Young people's opportunities. **Obj. 4:** Children & Young People	• Welsh Government Funding • Lottery Heritage Fund • Keep Wales Tidy Packages
6	CCTV	**Outcome 2:** People feel safe, connected & proud. **Obj. 2:** Cleaner, Safer & Greener Rhyl	**Outcome 1:** Vibrant, active & thriving town centre. **Obj. 1:** Revitalise Town Centre	–	• North Wales Partnerships
7	Lighting Improvements	**Outcome 2:** People feel safe, connected & proud. **Obj. 2:** Cleaner, Safer & Greener Rhyl	**Outcome 1:** Vibrant town centre. **Obj. 1:** Revitalise Town Centre	**Outcome 5 / Obj. 6** if improvements extend to or materially improve the seafront	• North Wales Partnerships

Matchmaking

#	Our Rhyl Initial Action	Our Rhyl Outcomes & Objectives			Potential Match Funding Opportunities to Explore
		Primary/direct delivery	Secondary contribution	Potential contribution	
8	Wardens	**Outcome 2:** People feel safe, connected & proud. **Obj. 2:** Cleaner, Safer & Greener Rhyl	**Outcome 1:** Vibrant town centre. **Obj. 1:** Revitalise Town Centre	**Outcome 4 / Obj. 5** where wardens provide community connection/signposting	• North Wales Partnerships
9	Apprenticeships & Work Experience	**Outcome 3:** Young people have opportunities & a future in Rhyl. **Obj. 3:** Businesses, Jobs, Skills & Enterprise. **Obj. 4:** Children & Young People Succeed Locally	–	**Outcome 2:** Pride/connection through involvement in Our Rhyl	• UK Government Trailblazer • Welsh Government • Private Investment
10	Skills Programmes	**Outcome 3:** Young people have opportunities & a future. **Obj. 3:** Businesses, Jobs, Skills & Enterprise	**Obj. 4:** Children & Young People Succeed Locally	**Outcome 1:** Thriving town through stronger local workforce/economy	• UK Government Trailblazer • Welsh Government
11	Shared Youth Hub / Youth Provision	**Outcome 3:** Young people's opportunities & future. **Outcome 4:** Wellbeing & social connection. **Obj. 4:** Children & Young People. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 2:** Safe, connected & proud. **Obj. 2:** Cleaner, Safer & Greener Rhyl	**Outcome 1 / Obj. 1:** if a vacant town-centre property is reused	• Philanthropy / Foundations • Community Funds • Denbighshire Leisure
12	Sports Facilities	**Outcome 3:** Young people's opportunities. **Outcome 4:** Improved health & wellbeing. **Obj. 4:** Children & Young People. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 2:** Connected & proud	**Outcome 5 / Obj. 6:** if facilities form part of the seafront visitor/leisure offer	• UK Government Grassroots Facilities • National Lottery • Be Active Wales Fund • Philanthropy / Foundations • Community Funds
13	Community Grant Scheme	**Outcome 2:** Connected & proud. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 4:** Wellbeing & social connection	**Outcomes 1, 3 & 5 and Objectives 1–4 & 6**, depending on grant criteria and projects funded	• Community Funds • WCVA Funds
14	Community Collective Building	**Outcome 2:** Connected & proud. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 1:** Vibrant town centre. **Outcome 4:** Social connection. **Obj. 1:** Revitalise Town Centre	**Outcome 3 / Obj. 4:** where organisations provide youth services or opportunities	• ANW Clean Energy Fund • Transforming Towns Welsh Government Funding • Heritage Lottery • Community Funds • WCVA Funds
15	Events Arena	**Outcome 5:** Seafront supports pride, prosperity & visitor economy. **Obj. 6:** Enhance Seafront & Visitor Offer	**Outcome 1:** Vibrant/active Rhyl. **Outcome 2:** Connected & proud. **Outcome 4:** Social connection. **Obj. 1:** Revitalise Town Centre; **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 3 / Obj. 4:** if youth activities/opportunities form part of delivery. **Obj. 3:** if local employment/business opportunities are maximised	• Welsh Government Tourism Related Funds • Arts Council of Wales • Local Growth Fund
16	Marine Lake Activities	**Outcome 5:** Seafront supports pride, prosperity & visitor economy. **Obj. 6:** Enhance Seafront & Visitor Offer	**Outcome 4:** Health, wellbeing & social connection. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcomes 1, 2 & 3. Obj. 3:** Business/jobs; **Obj. 4:** Children & Young People, depending on activities commissioned	• Welsh Government Tourism Related Funds • Private Investment
17	Festivals	**Outcome 5:** Seafront/visitor economy*. **Outcome 1:** Vibrant and active Rhyl. **Obj. 6:** Seafront & Visitor Offer*. **Obj. 1:** Revitalise Town Centre	**Outcome 2:** Connected & proud. **Outcome 4:** Social connection. **Obj. 3:** Businesses, Jobs, Skills & Enterprise. **Obj. 5:** Health, Wellbeing & Community Connection	**Outcome 3 / Obj. 4:** depending on youth/work-experience opportunities built into festivals	• Private Sponsorship & Investment • Welsh Government Tourism Related Funds • Arts Council of Wales • Local Growth Fund

Matchmaking

Sustainable Investment and Legacy

Pride in Place is a ten-year programme, but Our Rhyl's ambition extends beyond 2036. Projects involving buildings, facilities or other physical assets will therefore be considered not only in terms of the cost of acquisition or construction, but also their long-term operation and sustainability.

Before significant capital investment is committed, project development will consider:

- who will own the asset;
- who will operate and manage it;
- responsibility for repair and maintenance;
- future revenue and staffing requirements;
- opportunities to generate income;
- environmental and energy performance;
- demand and expected levels of use;
- financial resilience; and
- what will happen after Pride in Place funding ends.

Where appropriate, the Board will explore community ownership or management models, social enterprise approaches and opportunities to attract additional public, private, philanthropic or social investment.

Our aim will be to use Pride in Place funding as a catalyst, creating sustainable assets and organisations that continue delivering value for Rhyl long after the programme itself has ended.

Alignment with Wider Policy

Across Wales and the UK, there are many policies and programmes that need to be considered to ensure we achieve the best results we can during the delivery of the Our Rhyl Vision. This is public money and we will seek to gain the best value for money we can.

Alignment with Wider Investment – National

Plan/Investment	Details	Alignment
Wellbeing of Future Generations (Wales) Act	• The primary focus of the Act is the enhancement of Wales' social, economic, environmental, and cultural wellbeing. • It outlines 7 well-being goals to steer actions and delineates the approach public bodies should adopt in their endeavours.	• The Act mandates that all public entities prioritise long-term thinking, foster improved collaboration with individuals, communities and among themselves; and collectively strive to enhance the well-being of Wales. • The method for assessing projects within the 10-year vision incorporates local collaboration and well-being interventions.
Future Wales: The National Plan 2040 and Planning Policy Wales	• The National Plan 2040 and Planning Policy Wales requires planning, investment and development to create sustainable places. • Sustainable places have the right mix of homes in the right place; include local employment and services; have excellent public transport and active travel infrastructure; and are green. • National policy also defines that sustainable places require mixed-use town centres that satisfy local needs.	• In recognition of the role that town centres have in building sustainable places, the Welsh Government introduced the 'Town Centre First' principle, which requires all new major commercial, retail, education, health and public service investment and proposals to be in town centres. • Regeneration of Rhyl town centre will be a key area of focus in the 4-year investment plan.
Net Zero Strategic Plan Wales (2021)	• The strategic plan consolidates evidence and outlines priority decarbonisation initiatives, establishing a framework to identify carbon reduction opportunities and progress toward net zero.	• Decarbonisation targets are divided into two categories: measurable reductions in operational emissions and qualitative targets for supply chain and land use practices. • The 10-year vision aims to utilise local procurement, reducing supply chain emissions where possible.

Alignment with Wider Policy

At the regional level, Rhyl's 10-year vision and 4-year investment plan supports North Wales' Regeneration Plan, the Growth Vision for the North Wales Economy and the North Wales Regional Framework.

Alignment with Wider Investment – Regional

Plan/Investment	Details	Alignment
North Wales Regeneration Plan (2018-2035)	• The strategy serves as a guiding document intended to synchronise regeneration efforts in north Wales.	• It delineates a spatial and thematic framework for prioritising investments, outlining the following regeneration shared objectives: -Reduce inequality -Strengthen the visitor economy -Modernise town centres • These objectives align with initial priorities for Rhyl.
A Growth Vision for the Economy of North Wales (2016)	• Ambition North Wales crafted a vision for North Wales to be "A confident, cohesive region, with sustainable economic growth, capitalising on the success of high value economic sectors and our connection to the economies of the Northern Powerhouse and Ireland.	• One of the fundamental principles of the Growth Vision is 'Resilient- with a focus on retaining young people, increasing employment levels and skills to achieve inclusive growth'. • A priority for Rhyl is the improvement of employment and skills, focusing on the youth population.
North Wales Regional Framework (2021)	• The framework, formulated by Welsh Government, offers a blueprint for delineating how the public, private and third sectors will pursue their priorities.	• Town centres are identified within the framework as a key component of the Social and Community Wellbeing Economy. • The role of town centres to support smaller businesses to be more competitive, act as focal centres for remote working and amenities, and establishing community hubs are identified. • Revitalisation of Rhyl town centre will be a key area of focus in the 4-year investment plan.

Alignment with Wider Policy

The 10-year vision aligns closely with Denbighshire County Council's strategies but also complements existing activity and masterplans within Rhyl.

Alignment with Wider Investment – Local

Plan/Investment	Details	Alignment
Rhyl Placemaking Plan (2025)	• The Rhyl Placemaking Plan was an action plan required by Welsh Government to continue accessing Transforming Towns Placemaking Grant Funding. The plan detailed 8 big ideas to help shape the future of Rhyl Town Centre.	The eight big ideas and priorities from the placemaking plan have consistency with the priorities for the Our Rhyl plan. Eight big ideas: • Reunite the beach and town centre • Expand recreational led offer and diversify the choice in retail and food. • Create a busier town centre • Create Civic spaces to be proud of • Create great places to spend time • Transform the Queen's building into a vibrant and busy destination • Make the town centre a place for locals • Create opportunities for the local community to raise aspirations.
Climate and Nature Strategy (Adopted by DCC July 2024)	• This document sets out DCC's aim of a 35% reduction in supply chain emissions by 2030.	• The 10-year vision aims to utilise local procurement and low carbon initiatives where possible, reducing supply chain emissions.
Denbighshire Local Area Energy Plan (2024)	• Denbighshire's Local Area Energy Plan (LAEP) is a strategic framework aimed at decarbonising the county's energy systems to support net-zero goals by 2050. • Focuses on sustainable energy transitions, enhancing community resilience and fostering economic vibrancy.	

Alignment with Wider Policy

Alignment with Wider Investment – Local

Plan/Investment	Details	Alignment
Denbighshire Economic Development Strategy, 2025-2035	• The strategy aims to support long-term economic development and is designed to help achieve a 'prosperous Denbighshire'. • The strategy makes clear that a collective effort from partners inside and outside of the County will be required to achieve the shared ambition.	• The Our Rhyl plan aims to encourage public and private match funding into Rhyl over the plan's duration.

DCC Corporate plan 2022-2027	• The corporate plan sets out what the council want to achieve for people and communities of Denbighshire over the next 5 years.	• Interventions in this plan will contribute to the priorities of the Corporate plan:
		  • A prosperous Denbighshire
		  • A healthy, happy and caring Denbighshire.
		  • A learning and growing Denbighshire.
		  • A greener Denbighshire.

DCC Local Development Plan	• The Local Development Plan sets out the proposals and policies for future development and use of land in Denbighshire.	• Rhyl's development plan map identifies development at Queen's Market (the new retail development) and a brownfield development priority neighbouring the arena. • These are in areas that Rhyl's -10-year vision seeks to focus on (the Town Centre and West Rhyl).









07

Rhyl Transparency

Governance

Governance

Shared Leadership and Accountability

The Our Rhyl Board will provide overall direction and accountability, while delivery will be shared across community organisations, businesses and public sector partners. Success will therefore require collective action to deliver the 10-year vision for Rhyl.

The governance model will be designed to provide clear lines of responsibility while remaining collaborative, transparent and responsive to local priorities.

Our Rhyl Board

The Our Rhyl Board will provide strategic leadership for the programme and oversee the use of programme investment. Its responsibilities will include:

- ensuring that resident and stakeholder voices demonstrably influence decision-making.
- approving significant funding and investment decisions;
- monitoring programme performance, outcomes and delivery;
- maintaining oversight of risk, finance and programme assurance;
- securing and leveraging additional funding and investment;
- championing Rhyl locally, regionally and nationally;

The Board will operate in accordance with its published Terms of Reference and relevant Pride in Place requirements. Membership will continue to be maintained so that community leadership remains at the heart of the Board and the range of perspectives within Rhyl is appropriately represented. Clear arrangements will be maintained for voting, quorum, declarations and management of interests, decision-making, delegated authority and publication of decisions. These are specified in the Terms of Reference which is available on the *ourrhyl.wales* website.

The governance arrangements will be reviewed periodically to ensure that they remain proportionate and effective as the programme develops and as Our Rhyl strengthens community leadership and develops its longer-term delivery arrangements.

Governance

Community representation will form an important part of governance. The community engagement has informed the vision, the outcomes, objectives and the initial 17 actions. Opportunities will be developed for residents, young people, community organisations and the business community to contribute directly into shaping the detail that sit behind the actions where appropriate.

A Partnership Approach to Delivery

The Board will provide leadership, but it will not deliver the ambitions of Our Rhyl alone. Partners will contribute according to their respective strengths, responsibilities and connections with the town.

Residents and communities will help shape projects. Community organisations and the third sector will be important delivery partners, particularly in areas including wellbeing, youth provision and community-led activity.

Denbighshire County Council, Rhyl Town Council and other Public Bodies are invested stakeholders and potential delivery partners who may also provide opportunities to secure complementary investment and support local projects, events and engagement.

Businesses, education providers, health organisations, community safety partners and other agencies may contribute specialist expertise and delivery capacity. This will connect the programme's investment with wider work on employment, skills, health and wellbeing, community safety, young people and the vitality of the town centre.

Residents at the Heart of Our Rhyl

Consultation has established a clear expectation that Rhyl's future should be shaped with local people. Resident participation will therefore continue throughout the life of the programme rather than ending when the Plan is adopted.

Our Rhyl will progressively move beyond traditional consultation towards creating different opportunities for people to participate according to their interests, circumstances and the time they are able to give.

Governance

A Range of Ways to Participate

Specific Action Groups will provide a continuing resident voice, bringing together people from different neighbourhoods, age groups and backgrounds. It will provide a mechanism through which residents can contribute ideas related to specific actions and share thoughts and feedback with each other.

A specific youth voice will be developed so that children and young people can influence decisions that affect their future. Initially, this will include a youth representative on the Board, followed by the establishment of a youth action group which will lead to youth-led project development and identification of other relevant opportunities.

Face-to-face involvement will be complemented by digital engagement, including surveys, online consultation, social media and other accessible channels. Digital methods will broaden participation but will not replace direct engagement, recognising that different communities engage in different ways.

From Engagement to Shared Decision-Making

Community involvement will continue to evolve as the programme develops. Our approach aims to progressively move through four levels of participation:

Inform – keeping residents informed about what is proposed, what has been decided, what is being delivered and the difference it is making.

Engage – actively seeking ideas, views and feedback from different communities across Rhyl.

Co-design – bringing residents and partners together to develop relevant projects, explore options and shape solutions. Action 15: Events Arena is one example.

Decide – creating defined opportunities for residents and young people to directly influence or determine how elements of programme investment are used. For example, action 12: Sports Facilities.

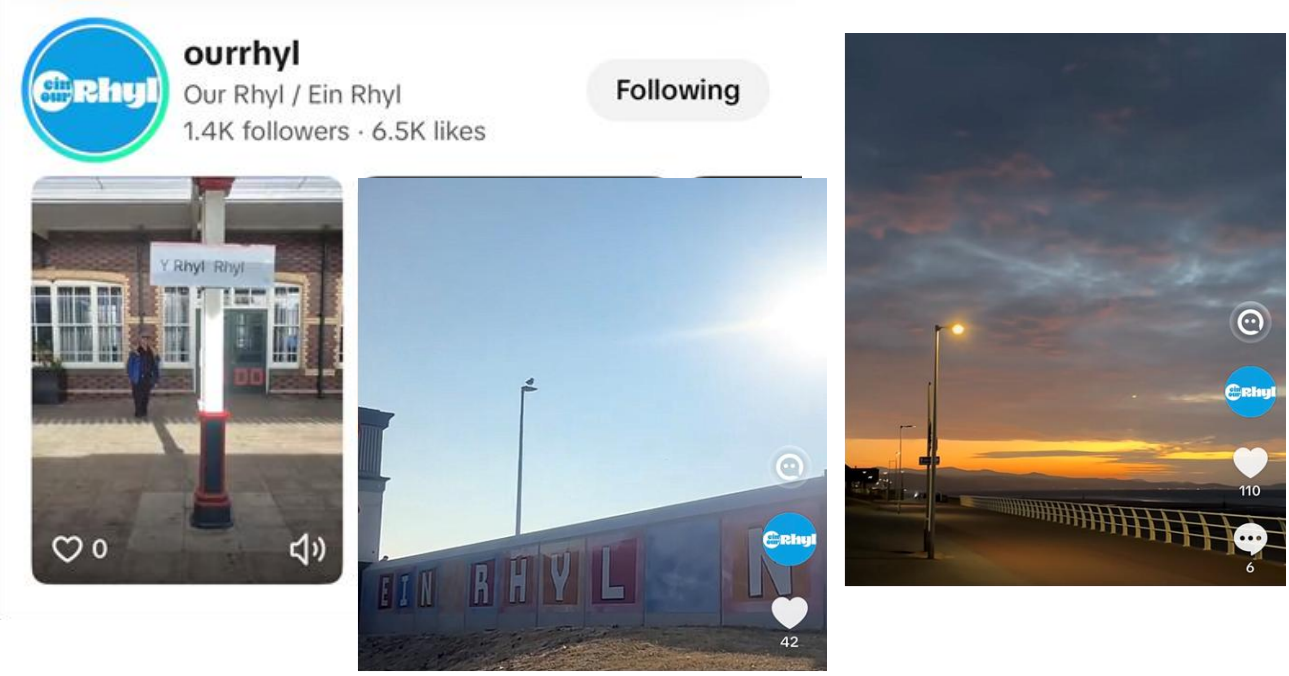
Not every project will lend itself to the same form of participation. The approach will therefore be proportionate to the project, but the Board will be transparent about where community involvement has influenced a decision and why a particular course of action has been taken.

Governance

Continued Engagement

Engagement events with the community and local stakeholders will continue throughout the duration of the 10-year vision. We'll update on what we've done and what we're doing.

Updates and information will continue to be shared via our website, on social media and via other appropriate information sharing methods (e.g., press discussions, articles, library and blogs etc).



Governance

Investing in Participation

Early activity will concentrate on building trust and establishing opportunities for participation; subsequent phases will place greater emphasis on co-design and resident decision-making, before progressively strengthening community leadership and long-term local capacity. In the later years of the programme, attention will turn increasingly towards succession, sustainability and ensuring that community leadership continues beyond the programme itself.

Community-led transition

Our Rhyl has been established as a community-led partnership, with local people at the heart of decision-making. Over the lifetime of the programme, we want that community leadership to become stronger and increasingly sustainable.

During the first Investment Plan period, the Board will explore the most appropriate longer-term community-led delivery model for Our Rhyl. This will include whether a dedicated legal structure, such as a community interest company, charitable organisation, co-operative or community benefit society, would provide a sustainable model for future delivery.

In reaching that decision, the Board will consider:

- how community representation and accountability will be protected;
- governance and legal responsibilities;
- the future management or ownership of community assets where appropriate;
- financial sustainability and opportunities to generate or attract additional income;
- the skills and capacity required within the community;
- the relationship with the accountable body and other delivery partners;
- risk, liability and assurance requirements; and
- how the model can continue to deliver benefits for Rhyl beyond the ten-year Pride in Place Programme.

The priority will be to identify the model that provides the greatest long-term benefit to Rhyl and enables local people to continue shaping and delivering change beyond the lifetime of Pride in Place funding.

Programme Team

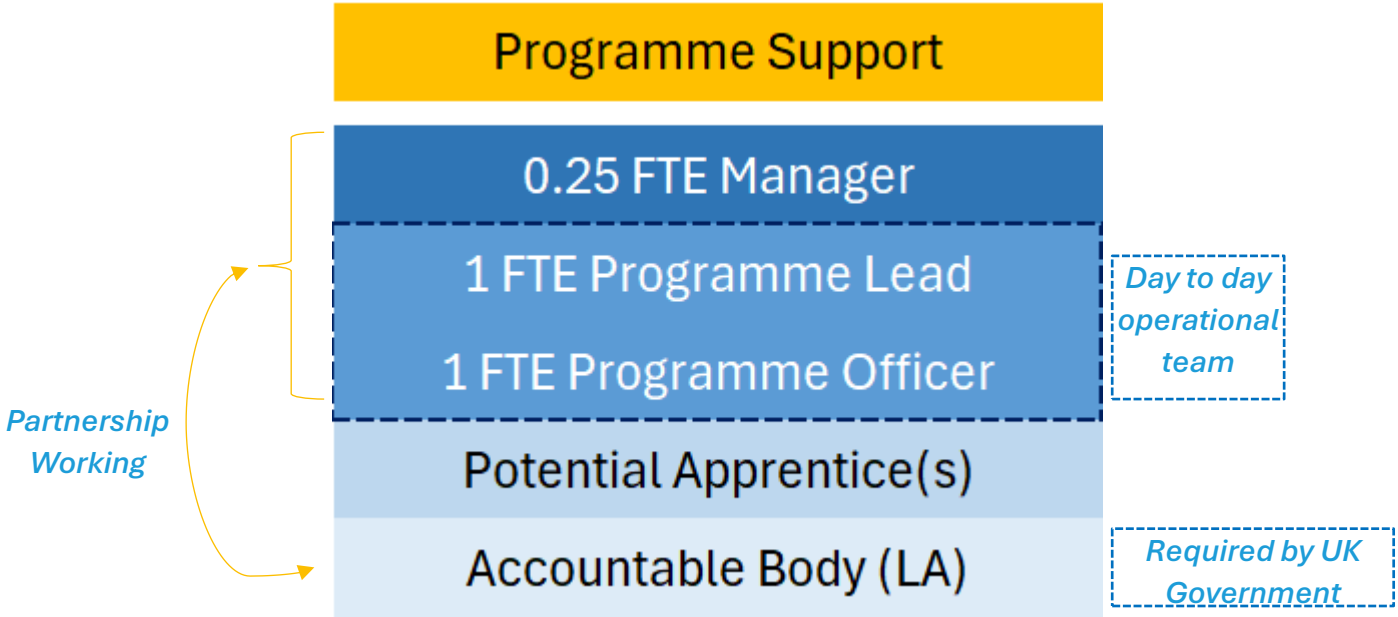
The Our Rhyl Board is an independent Board which is majority community-led. This means most of the decision makers are people who live, work, have grown up or are raising their own families in Rhyl or a combination thereof.

The Pride in Place funding is public money and, in the near-term, will be received by the Local Authority as per the requirements of this funding programme.

Currently, the Our Rhyl Board – like most of the other Pride in Place Boards across the UK - is not its own legal entity. Therefore, it must work with the Local Authority – Denbighshire County Council in our case – who acts as the accountable body for this funding.

What this means is that appropriate governance and assurance is required. UK Government provide continual oversight of the actions and developments of all Pride in Place locations, including Our Rhyl. Bi-annual monitoring returns have to be submitted to UK Government, and all funding must conform to public standards and regulations. For example, any projects delivered will have to comply with public procurement regulations and subsidy control requirements. From an outside perspective, these required processes can appear to slow down progress – however, they are in place to ensure that public money is spent fairly, transparently and that it delivers value for money. We will work closely with Denbighshire County Council to ensure that funds are spent appropriately and sustainably.

This is quite an undertaking for a community-led Board, and we are therefore putting a programme team in place to ensure the required processes run as smooth and swiftly as they can:



Programme Team

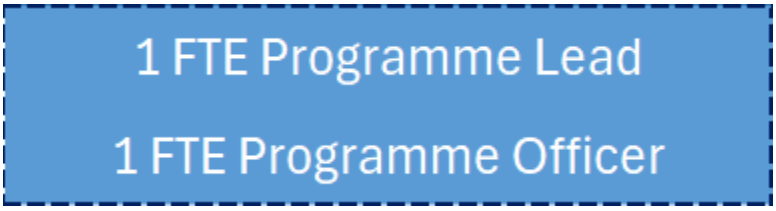
The Programme Support Team

The programme team will carry out the work on behalf of the Board. They will liaise between the Board (as decision makers), UK Government (as funder) and the Local Authority (as accountable body). The team will provide / seek appropriate guidance to provide to the Board (where possible) on public sector regulations, such as procurement and subsidy control, among others.

The roles are broadly defined as follows:



The Manager, Lead and Officer roles are currently hosted by the Local Authority, in line with most other pride in place areas, and in agreement with UK Government. As such, the team Manager will provide pastoral management duties to the Lead and Officer as required by the Council as well as programme oversight.



In summary, the Programme Lead will provide all the required day-to-day operations in relation to the Board, the programme, delivery, stakeholder relations, transparency and liaising with the funder and accountable body to ensure programme compliance. The Lead will be supported by an Officer, who will also carry out Secretariat duties for the Board meetings. It is our intention to host an apprenticeship(s) to directly deliver on our outcomes and pass on programme skills.

Programme

Initial Actions

Our initial 17 actions have been derived directly from the community engagement as detailed earlier in this plan and in the accompanying 4-year investment plan. This is what most respondents called for, and this will guide us in our delivery.

At this stage, some actions are still ideas whereas others are further along. It will be a fluid process. We know we can't progress them all at once – this is not a sprint. Some may falter, while others gather pace. Once established, the action groups will open-up community discussions further on specific projects / ideas.

The programme team will begin by reaching out to potential partners and starting the dialogue. They will provide progress summaries to the Board and on the Our Rhyl website and they will share where opportunities arise. The process will be tailored to each individual action under the direction of the Our Rhyl Board members.



08

Rhyl Assured

Assurance

Assurance

Project Development and Assessment

The 17 initial actions provide the starting point for Investment Plan 1. They do not represent an automatic commitment to expenditure. Individual projects will progress through a proportionate development and assurance process before funding is committed.

The level of assessment will reflect the scale, complexity and risk of each proposal. In determining whether a project should proceed, the following will be considered:

- Community mandate – is there evidence that the proposal responds to identified local priorities?
- Strategic fit – does it contribute to the Our Rhyl Vision, Outcomes and Objectives and the Pride in Place Programme?
- Additionality – will Pride in Place investment add value rather than simply replace existing or statutory expenditure?
- Deliverability – are there realistic timescales, appropriate capacity, partners and delivery arrangements?
- Affordability – are capital, revenue and whole-life costs understood and affordable?
- Value for money – are the anticipated benefits proportionate to the level of investment?
- Outcomes and impact – is there a clear and measurable difference that the project is expected to make?
- Equality and accessibility – have barriers to participation and impacts on different groups been considered?
- Environmental impact – can the project contribute positively to environmental sustainability and climate resilience?
- Compliance – have relevant procurement, subsidy control, statutory and other legal requirements been addressed?

Assurance

- Risk – are the principal financial, operational, delivery and reputational risks understood and manageable?
- Sustainability and legacy – what happens when Pride in Place funding ends?
- Leverage – can the proposal attract wider public, private, community, philanthropic or social investment?

Investment Decisions

We know we won't be able to fund all the potential ideas and projects that are shared with us, and we know that we'll have to make difficult decisions along the way. For example, many worthy projects need revenue and, as a capital-led programme, we have limited amounts of revenue available.

Therefore, if we have competing projects, the programme team will assess each one as previously described. The community-led Our Rhyl Board will then review and agree a shortlist of projects that can holistically deliver against our objectives, outcomes and ultimately the vision.

Where appropriate, we'll open it up so that the community can have the final say. Sometimes it might be "Tesco-style" – the one with the most community counters moves forward and/or a similar style online via our website. For others, such as youth related projects, we'll work with local schools to gather young people's votes. Where we have larger expenditure items, we'll host a "Welsh Dragon Community Den" where projects will present and the community will decide. Interactive decision-making ideas will also be sought from our action groups.

We're not going for a one-size fits all, we want funding decisions to be flexible, dynamic and appropriate for the decisions at hand. We will, however, always be transparent. Our website has been designed for this purpose and as we move through delivery, we'll let the community know what's happening and how they can continue to be part of the Our Rhyl journey.

Risk Management

Risk Management and Assurance

Effective risk management will be integral to the delivery of Our Rhyl, ensuring that public funding is protected, delivery remains focused on agreed outcomes and the confidence of residents, partners and funders is maintained. Risk management will be embedded within the programme governance and decision-making.

Our Approach

The Our Rhyl Board will oversee a proportionate and transparent approach to risk management based on five principles:

- Early identification – identifying emerging risks before they develop into significant issues.
- Clear ownership – ensuring every significant risk has a named individual or body responsible for its management.
- Proportionate management – applying a level of control and scrutiny appropriate to the scale and potential impact of the risk.
- Transparency – openly reporting, reviewing and discussing significant risks.
- Continuous review – regularly reassessing risks and adapting mitigation actions as circumstances change.

Risk will be managed at three interconnected levels:

Project risks will be managed by project leads and grant recipients, with risks reviewed as part of regular project monitoring. These may include delays, budget pressures, supplier/contractor issues, capacity and other factors affecting individual projects.

Programme risks will be managed by the Programme Lead and reported to the Our Rhyl Board. These will include cross-programme risks such as financial pressures, capacity constraints, grant recipient performance, community engagement and reputational concerns.

Strategic risks will be overseen by the Our Rhyl Board. These will focus on matters that could materially affect the programme's ability to achieve its long-term outcomes, including changes in funding, economic conditions, partner withdrawal or a significant failure to achieve intended outcomes. Strategic risks will be considered at Board meetings.

Risk Management

Assessment and Escalation

A consistent scoring methodology will be used across the programme. Risks will be assessed on a 1–5 scale for both likelihood and impact, producing an overall score from 1 to 25, which respectively relates to a classification from low to critical.

This common approach will enable risks from different projects and workstreams to be assessed consistently and allow the Board to focus its attention on those requiring intervention.

The principle of escalation will be straightforward: lower-level risks will be managed as close to delivery as possible, while significant or deteriorating risks will be escalated through the programme governance structure. Critical risks will trigger enhanced Board scrutiny and an appropriate mitigation plan.

Risks and issues will be distinguished clearly. A risk is something that may happen; an issue is something that has already occurred and requires management. This distinction will strengthen reporting and ensure that emerging threats are not confused with active delivery problems.

Strategic Risk Priorities

The strategic risk register will remain live throughout the programme and will evolve as circumstances change. Initial areas include:

- Funding sustainability – addressing the potential reduction or cessation of funding by diversifying income, seeking match funding and exploring other investment opportunities.
- Delivery capacity – ensuring community organisations and delivery partners have sufficient capacity, capability and support to deliver effectively.
- Achievement of outcomes – ensuring investment delivers measurable benefits rather than focusing solely on project outputs.
- Financial and economic pressures – responding to inflation, increased project costs, potential underspend or overspend and wider economic conditions.
- Reputation and stakeholder confidence – managing communications, complaints, stakeholder concerns and potential delivery failures effectively.

Risk Management

Monitoring, Reporting and Assurance

A single Programme Risk Register will provide the master record of programme risks, recording ownership, likelihood and impact, mitigation actions, status, review dates and escalation requirements. Individual project risk logs, owned and managed by the project deliverers, will feed into the programme-level register where risks have wider implications.

Risk reporting will align with the programme's wider monitoring arrangements:

Regular project monitoring will identify progress against milestones and budgets, delivery issues and emerging risks and opportunities.

Quarterly programme reporting will provide the Our Rhyl Board with a concise assessment of the overall risk position, changes in risk levels, key mitigation activity and the principal risks requiring Board attention.

Board-level assurance will provide a clear overview of strategic, financial, delivery, community and reputational risks, supported by RAG ratings, trends and identification of the highest-priority risks. This will enable the Board to concentrate on areas requiring decisions or intervention rather than reviewing every operational risk individually.

Governance Commitment

The Our Rhyl Board will maintain a robust and proportionate approach to risk management that protects public funding, supports effective decision-making and maintains community and stakeholder confidence. Risks and opportunities will be actively monitored and transparently reported, with appropriate action taken throughout the life of the programme to keep Our Rhyl focused on achieving long-term outcomes for the people of Rhyl.

Impact

Measuring Our Impact

Our Rhyl will measure success by the difference the programme makes to the town and its people, not simply by the amount of money spent or the number of projects completed.

A programme monitoring and evaluation framework will therefore be maintained throughout the ten-year programme. It will connect individual project outputs to the five Our Rhyl Outcomes, six Objectives and the overall Vision for 2036.

Where appropriate, each project will identify:

- the issue or opportunity it is seeking to address;
- relevant baseline evidence;
- expected outputs;
- intended short, medium and long-term outcomes;
- measurable indicators and targets;
- the source and frequency of performance information;
- responsibility for collecting and reporting information; and
- how impact will be evaluated.

The framework will combine quantitative measures, such as vacancy, footfall, participation, jobs and skills opportunities, with qualitative evidence including resident experience and perceptions where possible

Monitoring will be proportionate. Smaller projects will not be expected to operate the same evaluation arrangements as major investments, but all funded activity will be expected to demonstrate a clear contribution towards the agreed Outcomes and Objectives.

Programme performance will be reported regularly to the Our Rhyl Board and communicated to the community. This will enable the Board to understand what is working, identify where delivery needs to change and ensure that future investment responds to evidence and experience.

The monitoring framework will be reviewed between Investment Plan periods so that lessons from delivery inform future priorities and investment decisions.

Benefits

Benefits Realisation

The Board will distinguish between outputs, which describe what the programme delivers, and outcomes, which describe the difference that delivery makes.

For example, refurbishing a vacant property is an output; bringing that property back into productive use, supporting activity, increasing footfall and creating opportunities for employment or community use are potential outcomes.

This distinction will help ensure that investment decisions remain focused on achieving lasting change rather than delivery activity alone.

Safeguarding

Safeguarding will be embedded within programme and project assurance. Where projects, engagement or programme activities involve children, young people or vulnerable adults, appropriate safeguarding arrangements will be required.

Denbighshire County Council, as accountable body, will work with the Board and delivery partners to ensure that safeguarding responsibilities are identified during project development and that appropriate policies, risk assessments, procedures and checks are in place before delivery begins.

Funding recipients and delivery partners will be expected to demonstrate appropriate safeguarding arrangements proportionate to the activity being undertaken.

Equality, Accessibility and Inclusion

Equality, accessibility and inclusion will be considered throughout programme development, project appraisal and delivery. The programme will seek not simply to make opportunities available, but to understand and address barriers that may prevent people from participating or benefiting.

Consideration will include, where relevant, disability and physical accessibility, age, socioeconomic disadvantage, digital exclusion, language, caring responsibilities and other barriers to participation.

Engagement and funded activity will be designed to reach a broad cross-section of Rhyl's communities. Reasonable steps will be taken to enable participation by people who might otherwise be excluded, including through accessible venues, alternative engagement methods and reasonable participation costs where appropriate.

Regulation

The programme will also consider its responsibilities to the Welsh language and will continue to communicate information bilingually.

Equality considerations will form part of project appraisal and the programme-level Wellbeing Impact Assessment rather than being considered only after projects have been selected.

Subsidy Control

Denbighshire County Council, as accountable body, together with the Programme team, will ensure that Pride in Place funding is administered in accordance with the Subsidy Control Act 2022 and relevant statutory guidance. Potential subsidies will be identified and assessed during project development, with the appropriate compliance route determined according to the circumstances of each proposal, including use of an applicable Streamlined Route where appropriate.

Funding will not be committed until any required subsidy control assessment and assurance has been completed.

Procurement

Denbighshire County Council, as accountable body, together with the Programme team, will ensure that Pride in Place expenditure is managed in accordance with applicable procurement legislation and requirements. Procurement arrangements will be proportionate to the value, nature and risk of the activity and will seek to secure value for money, transparency and effective delivery.

In keeping with the community-led principles of Pride in Place, processes will be designed, within the requirements of the law, to avoid unnecessary administrative burden and enable the Board's agreed priorities to be delivered effectively.

Regulation

Keeping the Benefits Local

The £20 million Pride in Place investment provides an opportunity not only to deliver projects, but also to maximise the wider benefits that investment can create within Rhyl.

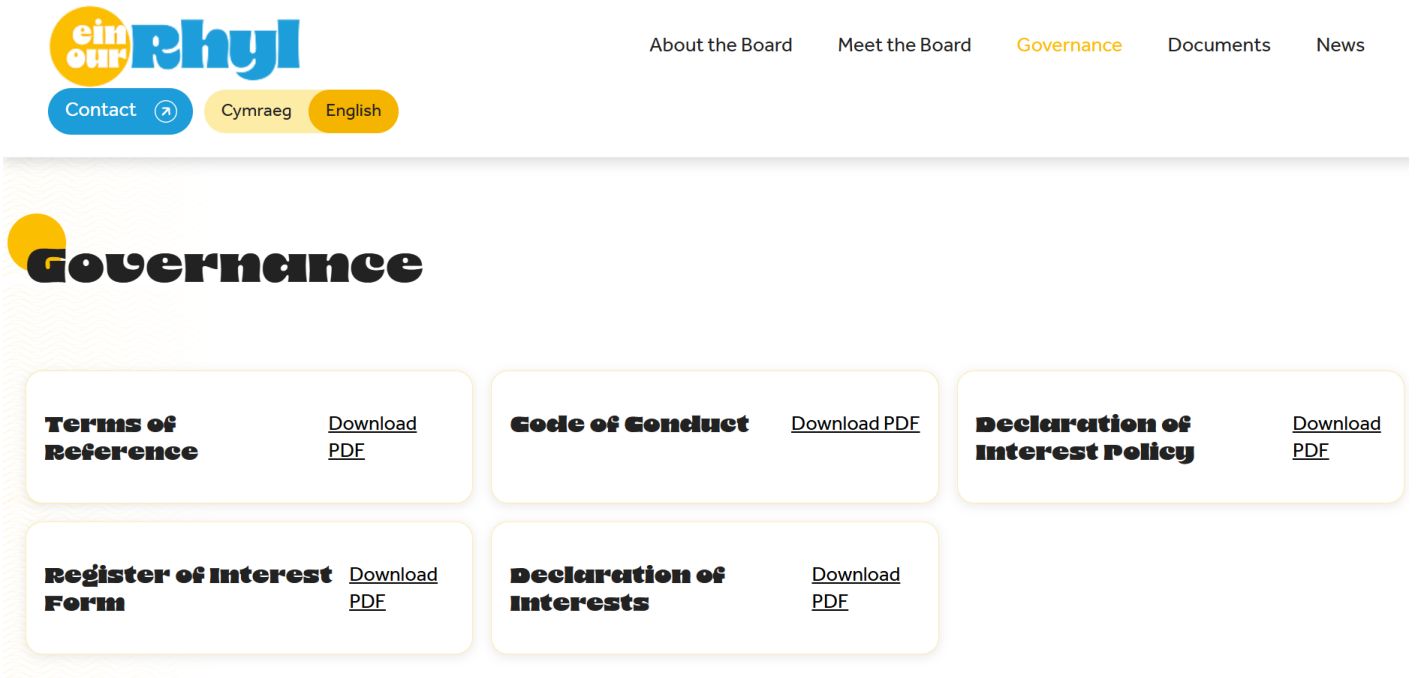
Where legislation, procurement requirements and value for money considerations allow, the programme will seek to maximise community wealth and social value through its investment. This could include creating apprenticeships and work experience, opening opportunities for local small businesses and social enterprises, strengthening local supply chains, supporting volunteering and skills development and encouraging funded projects to deliver wider community benefits.

These opportunities will be considered during project development rather than as an addition after investment decisions have been made.

In this way, the programme will seek to ensure that the process of investing in Rhyl contributes towards the Outcomes and Objectives as well as the projects themselves.

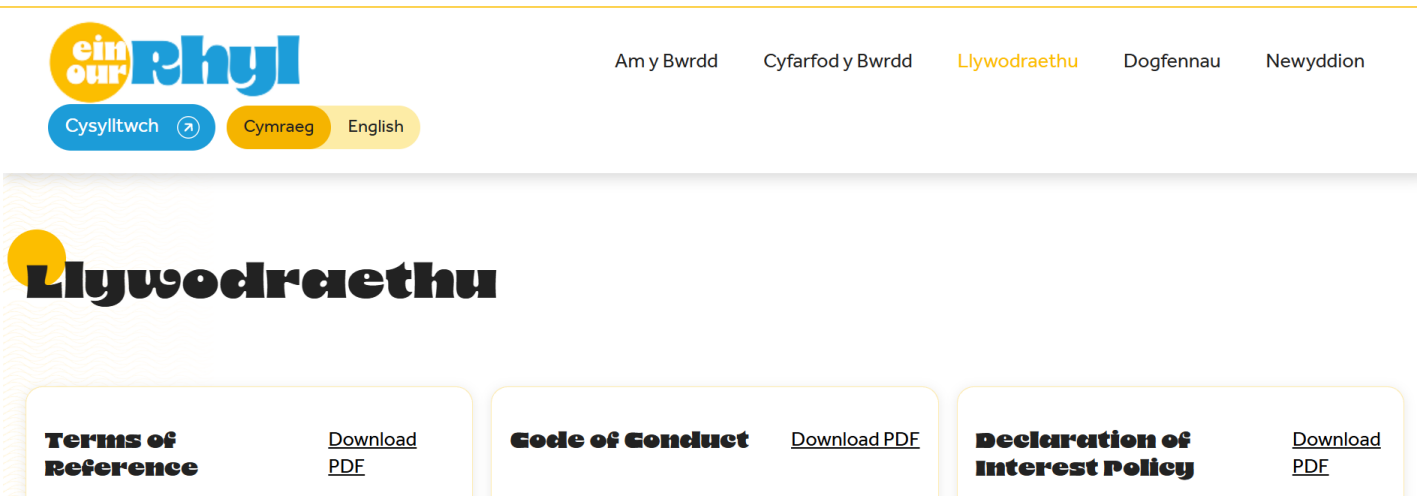
Transparency

Our Rhyl have the following documents and policies in place: a Terms of Reference, Conflict of Interest policy and forms and a Code of Conduct policy. They are available on the Our Rhyl website *ourrhyl.wales.* This is in line with UK Government requirements.



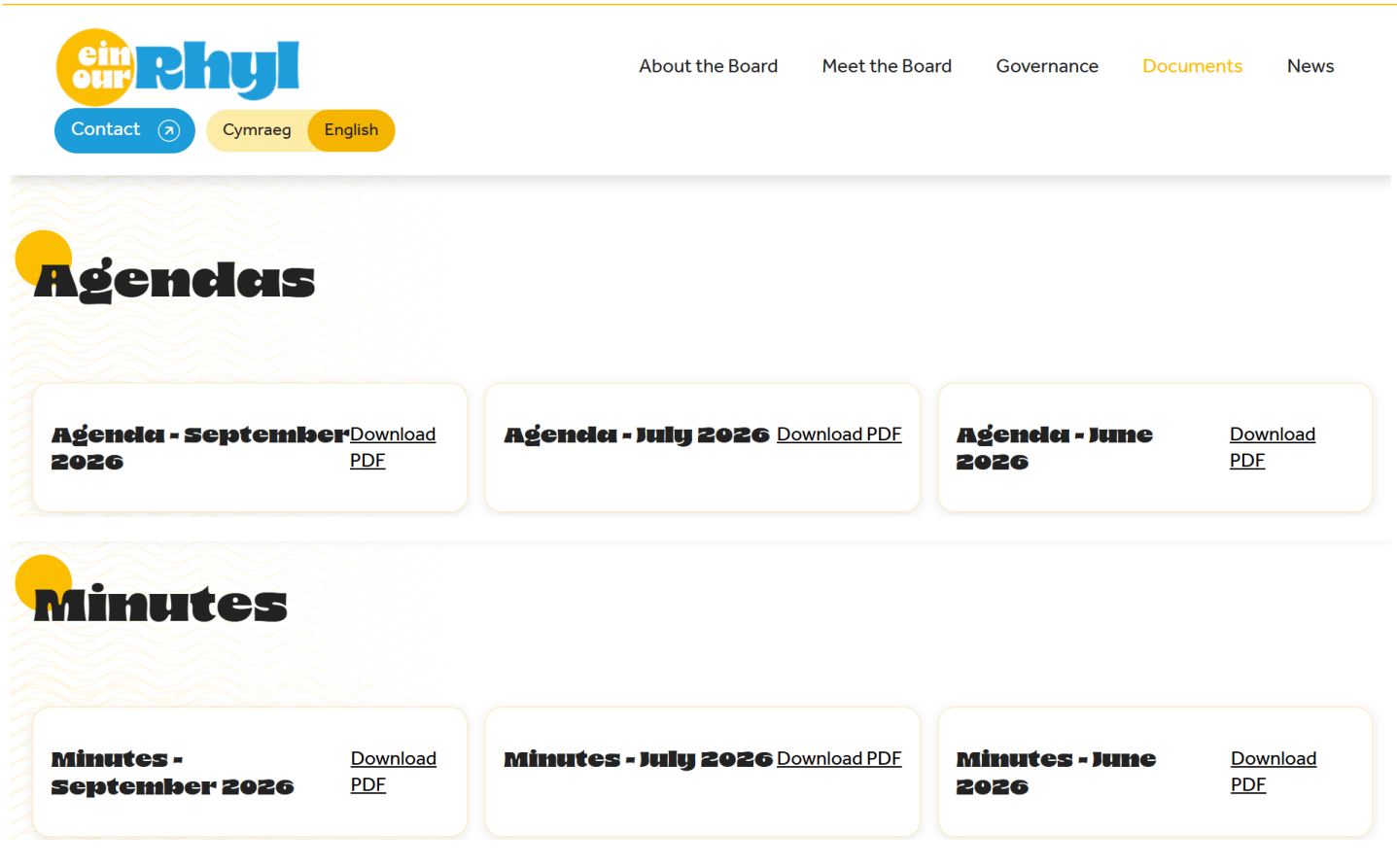
Induction packs are provided to new members and meetings held to ensure relevant background information is shared. To support the Board members further, Denbighshire Voluntary Services Council (DVSC) are providing a scheme of governance and Board development training. This will be delivered throughout the programme as required.

Information is provided on our website bilingually:



Transparency

In line with requirements, Board agendas and minutes are uploaded to the website, with hard copies made available in Rhyl Library.



ein our Rhyl

BALCHDER BRO

PRIDE IN PLACE
LED BY YOU – BACKED BY UK GOVERNMENT