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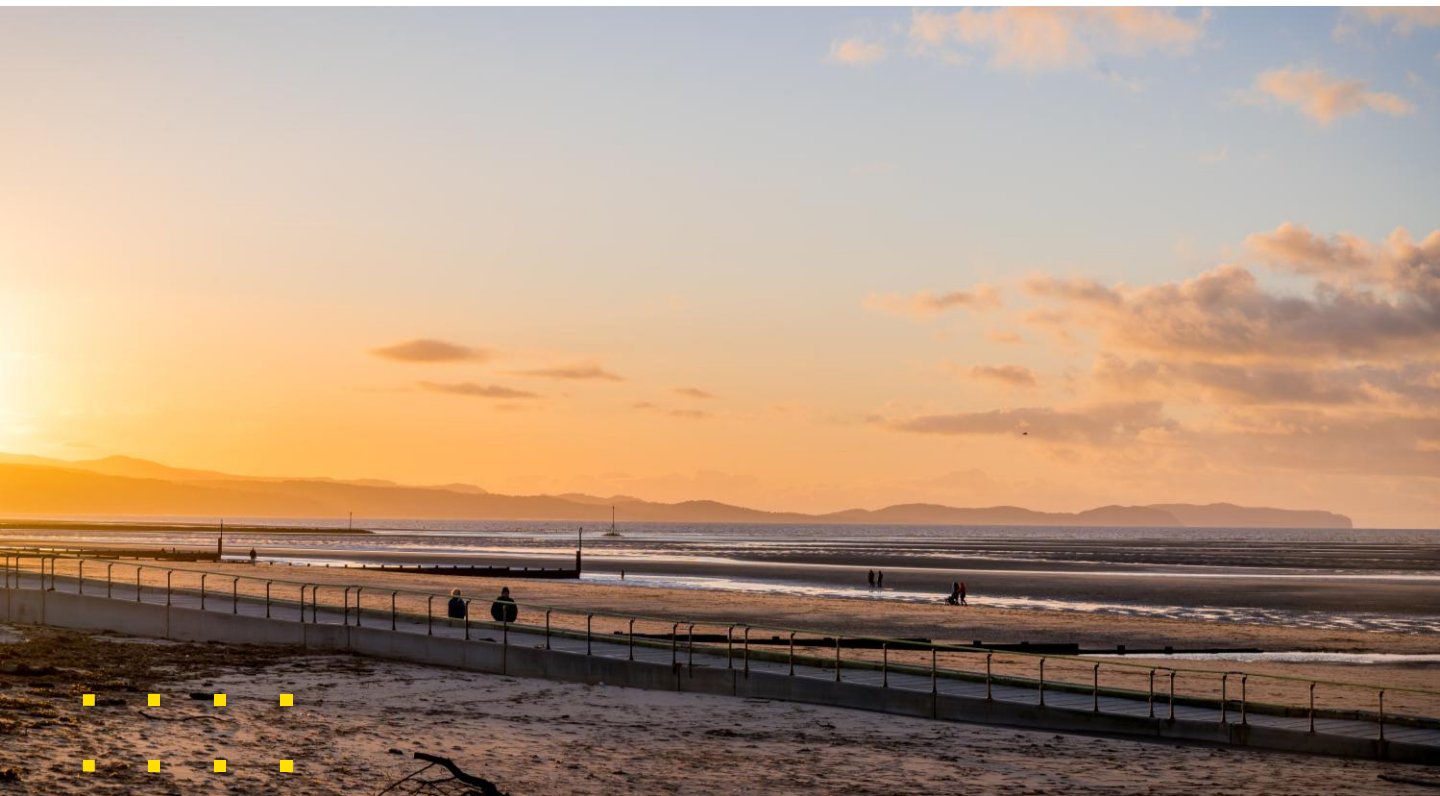
ein  
our Rhyl

**10-Year Vision**

# This is Our Rhyl



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# Neighbourhood Board Foreword

*Rhyl is a town with a proud history, a strong community and a unique identity across the Coast of North Wales. Yet in recent decades, the town has faced significant economic and social challenges stemming from the decline of domestic seaside tourism.*

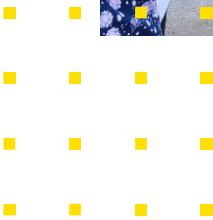
*The plan for Neighbourhoods marks a turning point, a bold commitment to renewal, resilience and long-term prosperity.*

*As representatives of the Neighbourhood Board, we recognise that £20m over 10 years is not, on its own, enough to deliver all the change Rhyl needs. But this plan is more than a single funding stream. It is about using that investment as a catalyst, leveraging further support from public, private and community partners to maximise every pound and unlock new opportunities. By targeting resources carefully, we can deliver visible improvements while laying the foundations for longer-term growth and investment.*

*The plan for Neighbourhoods offers a shared vision of renewal, and an invitation to everyone who cares about Rhyl to be a part of its future. Returning Rhyl to a place full of life, character and opportunity for generations to come.*

**Rhyl Neighbourhood Board**

November, 2025





THIS IS OUR RHYL

# Introduction



# Introduction

## Rhyl Plan for Neighbourhoods

The Plan for Neighbourhoods programme intends to invest £20m of funding into Rhyl as part of the UK Pride in Place strategy (25% revenue and 75% capital).

This documents sets out Rhyl's 10-year vision and outline a four-year investment plan (2026-2029) to detail the themes and challenges that the community wishes to address via the Plan for Neighbourhoods programme.

The eight themes of the programme are:

- Regeneration, High Streets and Heritage
- Housing
- Work, Productivity and Skills
- Cohesion
- Health and Wellbeing
- Transport
- Safety and Security
- Education and Opportunity

These fall into the three overarching strategic objectives of the programme:

**Thriving Places** – Regenerating town centres and neighbourhoods to reflect the needs and habits of the community.

**Stronger Communities** – Tackling root causes of deprivation, rebuilding relationships, and restoring a collective sense of belonging to the community.

**Taking Back Control** – Empowering people to enter the workplace, workers to progress and businesses to grow.



# Introduction

## Purpose of this Document

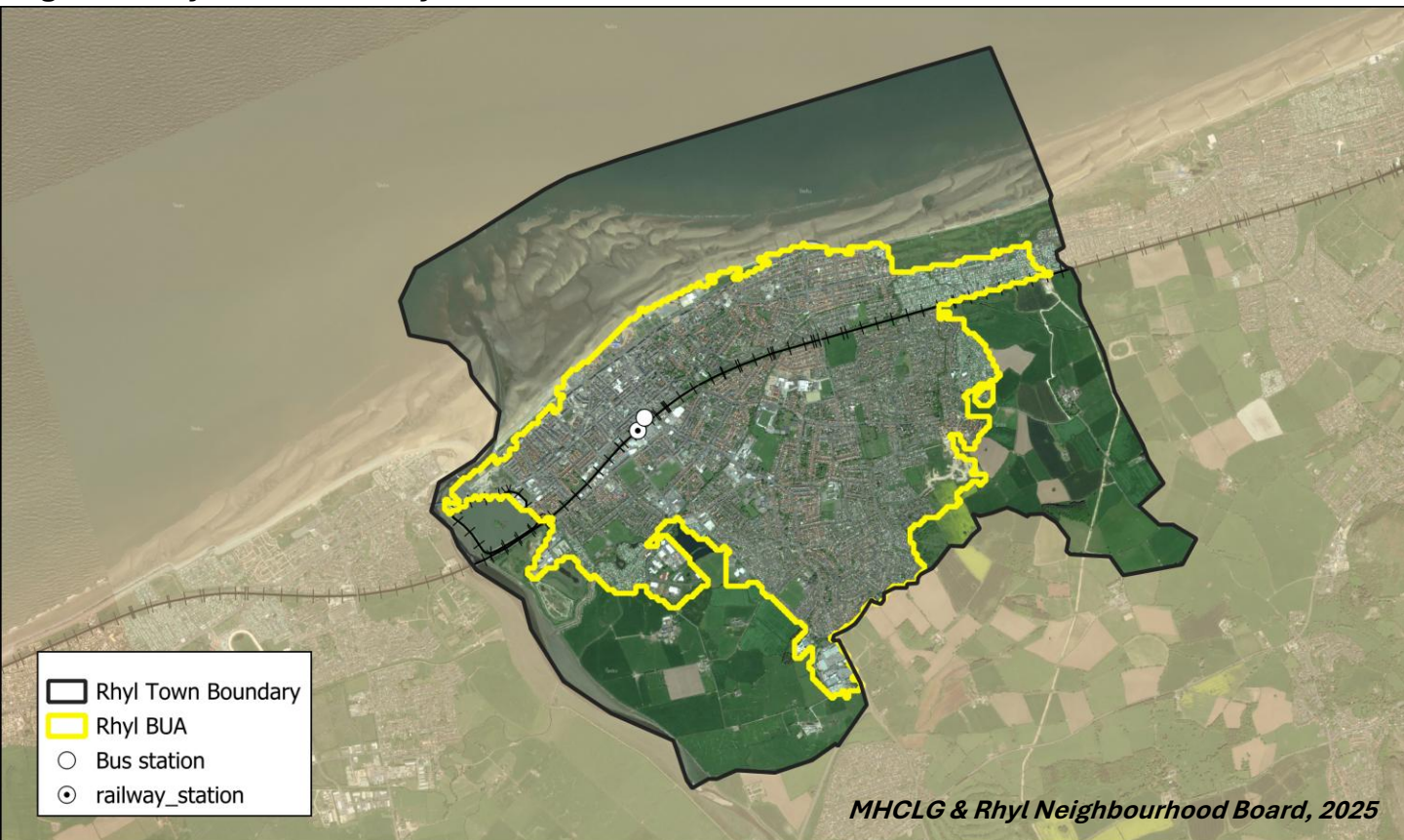
The document details a long-term vision for Rhyl, setting out the themes that the community wish to prioritise. Projects and specific interventions as a part of the Plan for Neighbourhoods programme will align to these prioritised themes and contribute to the UK's strategic objectives.

## Plan for Neighbourhoods – Document Structure

This document sets out the 10-Year Vision for Rhyl and is structured as follows:

- Local Context
- Spatial Targeting
- Vision
- Case for Change
- Wider Alignment
- Match Funding & Leveraged Investment
- Engagement
- Governance
- Assurance

**Figure 1 - Rhyl Town Boundary**







# 01

THIS IS OUR RHYL

## Local Context

# Local Context

This section of the vision explores Rhyl's history to build a context for the Plan for Neighbourhoods by telling Rhyl's story so far. This includes an introduction to the local community, its history, identity, people, the economy and recent investment.

## Rhyl's Local Context

Rhyl is a coastal town in North Wales, located in Denbighshire. It has a population of c. 27,000 and lies at the mouth of the River Clwyd. 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).

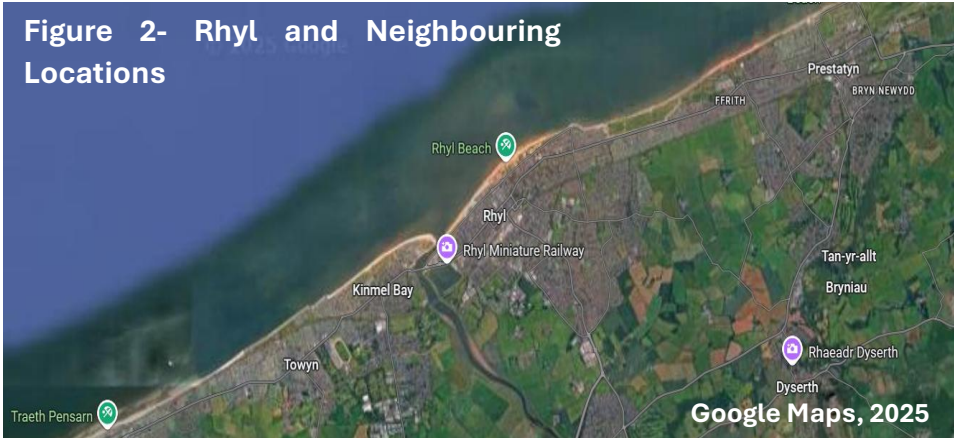
Due to its close proximity, Rhyl often competes with these towns and larger tourist areas (such as Llandudno) for footfall, tourism and jobs.

**“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)



<p><b>1301-1840</b></p> <p>Small Fishing and Farming Settlement</p>	<p>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.</p>
<p><b>1848</b></p> <p>Railway Station Development &amp; Seaside Resort</p>	<p>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.</p>
<p><b>1867</b></p> <p>North Wales’ first pier built in Rhyl (£15,000).</p>	<p>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.</p>



# Local Context

**19<sup>th</sup>/Early 20<sup>th</sup>  
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 20<sup>th</sup> 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 also had a significant impact on the local economy.

**21<sup>st</sup> 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. Parts of the town developed a reputation for deprivation, poor housing and youth disengagement.

“It is not what it used to be”

“Residents want to see Rhyl back on its feet”

“Rhyl has declined so much over the years”

“Rhyl is a Seaside Town a bit stuck in time”

“Local people are passionate about the regeneration of our town”

“The beauty of its location is often overlooked in grim news headlines”

Quotes drawn from Ein/Our Rhyl’s business, voluntary sector, youth and community workshops (2025)

**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 visitors and residents. These are listed overleaf and have provided >£65m in total investment into Rhyl to date.

# Local Context

Investment as part of the 10-Year Neighbourhood vision will build on existing funding streams and the ongoing revitalisation of Rhyl. New investment will complement established progress and align resources to meet the communities’ Vision for Rhyl, without duplicating existing activity.

## Recently completed projects that contribute to the regeneration of Rhyl



**Project/Intervention:** Queen’s Building/Market

**Project Overview:** Purchase of buildings to allow for Phase 1 Market Hall and Events Space.

**Theme:** Regeneration, High Streets & Heritage

**Project/Intervention:** 1891 Restaurant

**Project Overview:** Renovation of the Pavilion Theatre and creation of the 1891 restaurant

**Theme:** Regeneration, High Streets & Heritage



**Project/Intervention:** SC2 Waterpark

**Project Overview:** Demolishment of the Sun Centre and build of SC2.

**Theme:** Regeneration, High Streets & Heritage

**Project/Intervention:** Llys Anwyl

**Project Overview:** Llys Anwyl, Churton Road conversion of office block into apartments.

**Theme:** Housing



**Project/Intervention:** 123-125, 127-129 and 131 High Street

**Project Overview:** Purchase of properties for the Town Centre Gateway Pocket Park redevelopment.

**Theme:** Health and Wellbeing



# Local Context

*Recently completed projects that contribute to the regeneration of Rhyl*



**Project/Intervention:** 3-23 Edward Henry Street.

**Project Overview:** Construction of new houses on site of former flats.

**Theme:** Housing

**Project/Intervention:** Travelodge

**Project Overview:** Travelodge and Marstons Pub Development.

**Theme:** Regeneration, High Streets and Heritage



**Project/Intervention:** Christ the Word Catholic School

**Project Overview:** Provided a new school building to replace the old Ysgol Mair and Blessed Edward Jones Catholic High Schools.

**Theme:** Education & Opportunity

**Project/Intervention:** Former Victorian Post Office Building

**Project Overview:** Purchase of the former Victorian Post Office building to allow for redevelopment.

**Theme:** Regeneration, High Streets and Heritage



**Project/Intervention:** Botanical Gardens Depot

**Project Overview:** Upgrade of existing vehicle and storage facilities.

**Theme:** Work, Productivity & Skills

# Local Context

*Recent projects that contribute to the regeneration of Rhyl*



**Project/Intervention:** Contemporary living and independent retail

**Project Overview:** Residential accommodation on upper floors and commercial space on the ground floor.

**Theme:** Housing

**Project/Intervention:** Coastal Flood Defence

**Project Overview:** Improvement to coastal flood defences.

**Theme:** Safety & Security



**Project/Intervention:** Oaktree Centre Expansion

**Project Overview:** An extension to the Oaktree Centre to allow for an expansion of childcare provision and the establishment of a Cylch Meithrin provision.

**Theme:** Education & Opportunity

**Project/Intervention:** 2-16 Aquarium Street

**Project Overview:** Conversion of a terrace of former HMOs into houses.

**Theme:** Housing

**Project/Intervention:** Former Goldilocks Salon, 39-41 Queen Street

**Project Overview:** Redevelopment to provide new apartments.

**Theme:** Housing

**Project/Intervention:** Grwp Llandrillo Menai Expansion

**Project Overview:** New professional, apprentice and business training centre.

**Theme:** Education & Opportunity

**Project/Intervention:** Strand Cinema

**Project Overview:** Reopening of the cinema by Merlin Cinemas.

**Theme:** Regeneration, High Streets and Heritage



# Local Context

## *Recent projects that contribute to the regeneration of Rhyl*



### **Project/Intervention: Drift Park**

**Project Overview:** Play area that includes ocean themed play, exercise and gym equipment.

**Theme:** Education & Opportunity

Completed and existing developments contribute to the themes of the plan for neighbourhood. To date this has focused primarily on regeneration and housing (with some interventions for health, education and opportunity, work productivity and skills and safety and security).

Community engagement as a part of this plan will help identify the priority themes for Rhyl's next steps.



# 02

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## Spatial Targeting



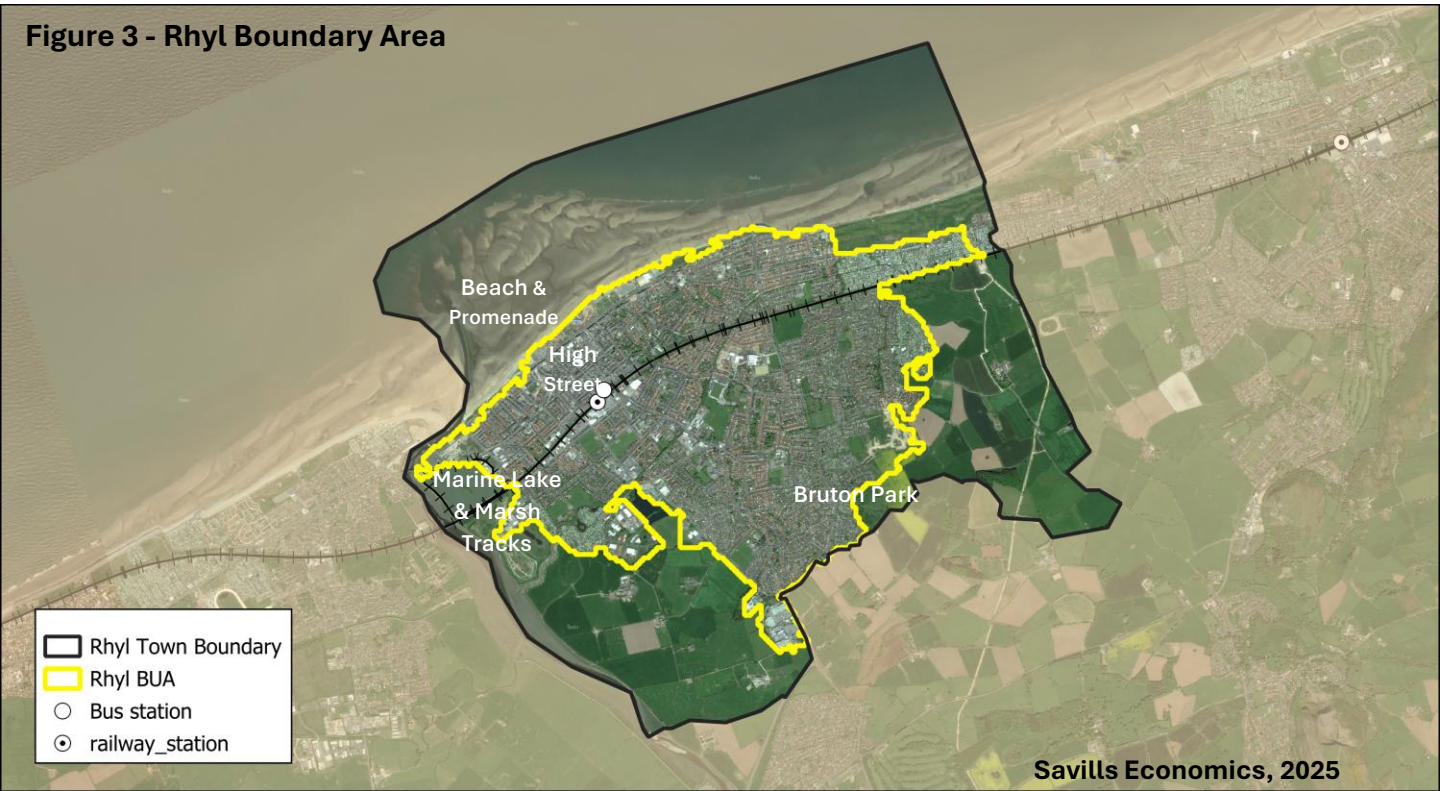
# Spatial Targeting

Understanding the geography and spatial economic inequalities in Rhyl is crucial to identifying the areas of Rhyl that the Neighbourhood Plan should focus efforts on.

## Rhyl Boundary Area

Figure 3 below displays the Town boundary area for the Neighbourhood plan. Originally, this only included Rhyl’s Built Up-Area. This excluded the coastal seafront and wider areas such as Bruton and Marine Lake, which are notable key areas to Rhyl’s community. The Neighbourhood board therefore requested an expansion of the boundary, which was accepted by Government in July 2025.

Figure 3 - Rhyl Boundary Area



## Areas of Focus

Initial engagement suggested that Rhyl’s existing strengths include physical assets such as the beach, promenade, cycle path and marine lake (Our Rhyl Survey, 2025). Survey feedback suggested that these should better link to the town centre/high street as a part of plan.

“Revitalise the route from the train station, through the high street to the beach”	“Promote what we have – marine lake, the prom/beach”	“Rhyl has a beautiful beach and cycle path”	“Promote the beach more, it’s Rhyl’s best asset”
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-Quotes from Ein/Our Rhyl’s Survey (2025)

# Spatial Targeting

Spatial analysis reiterates that the initial focus of interventions should be on the Town Centre as well as West Rhyl.

These are areas where deprivation is in the top decile, residential and commercial vacancies are highest, and house prices are lowest. Interventions or funding within these areas can support reductions in deprivation and utilise vacant properties. However, the affordability of activities or interventions for the community should be taken into consideration.

“Not charging so much that families can’t afford to go”

“Affordable prices for local people”

-Quotes from Ein/Our Rhyl’s Survey (2025)

Figure 4 – Deprivation Deciles for Rhyl (Darker Red = Higher Deprivation)

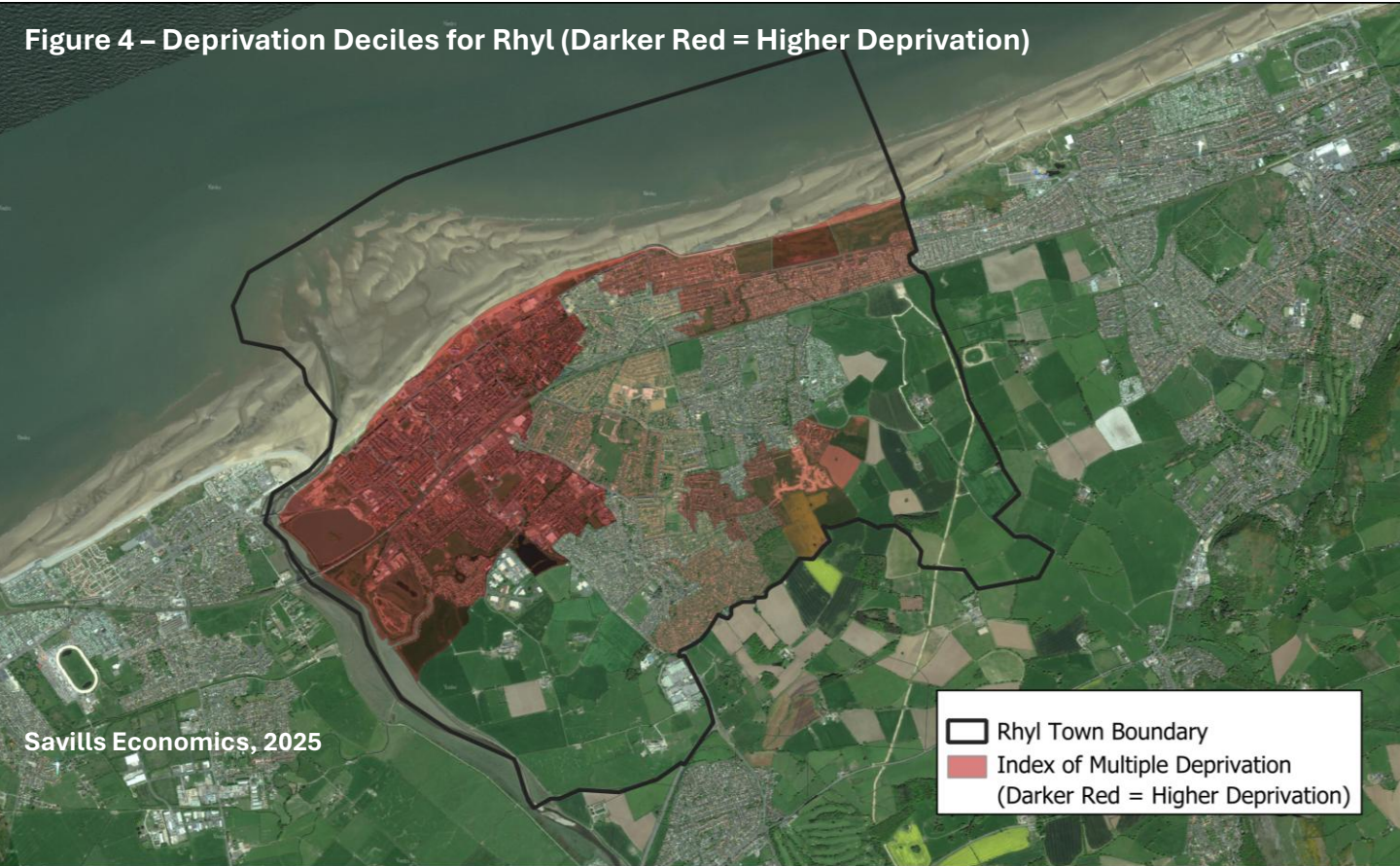
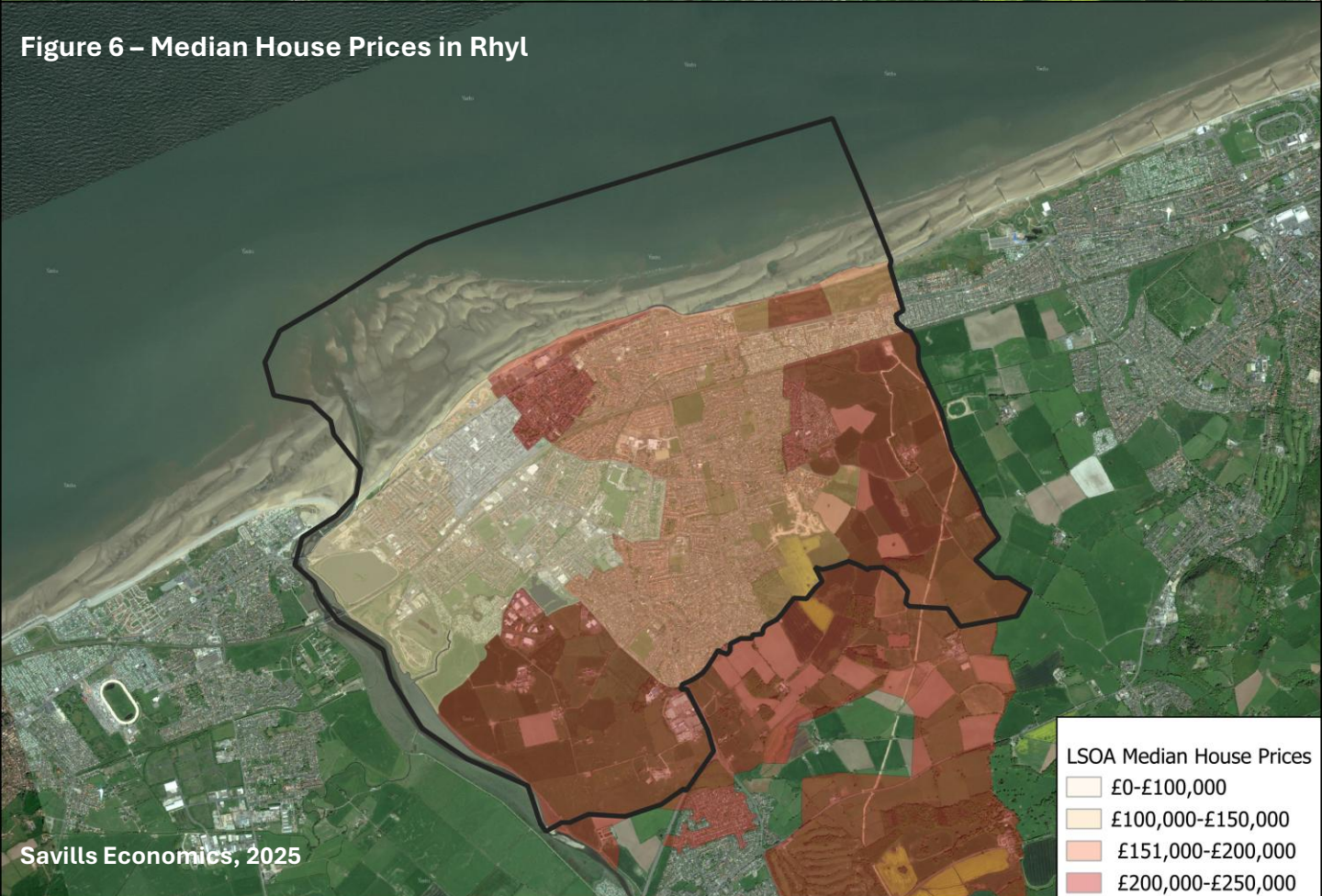




Figure 5– Vacant Floorspace in Rhyl



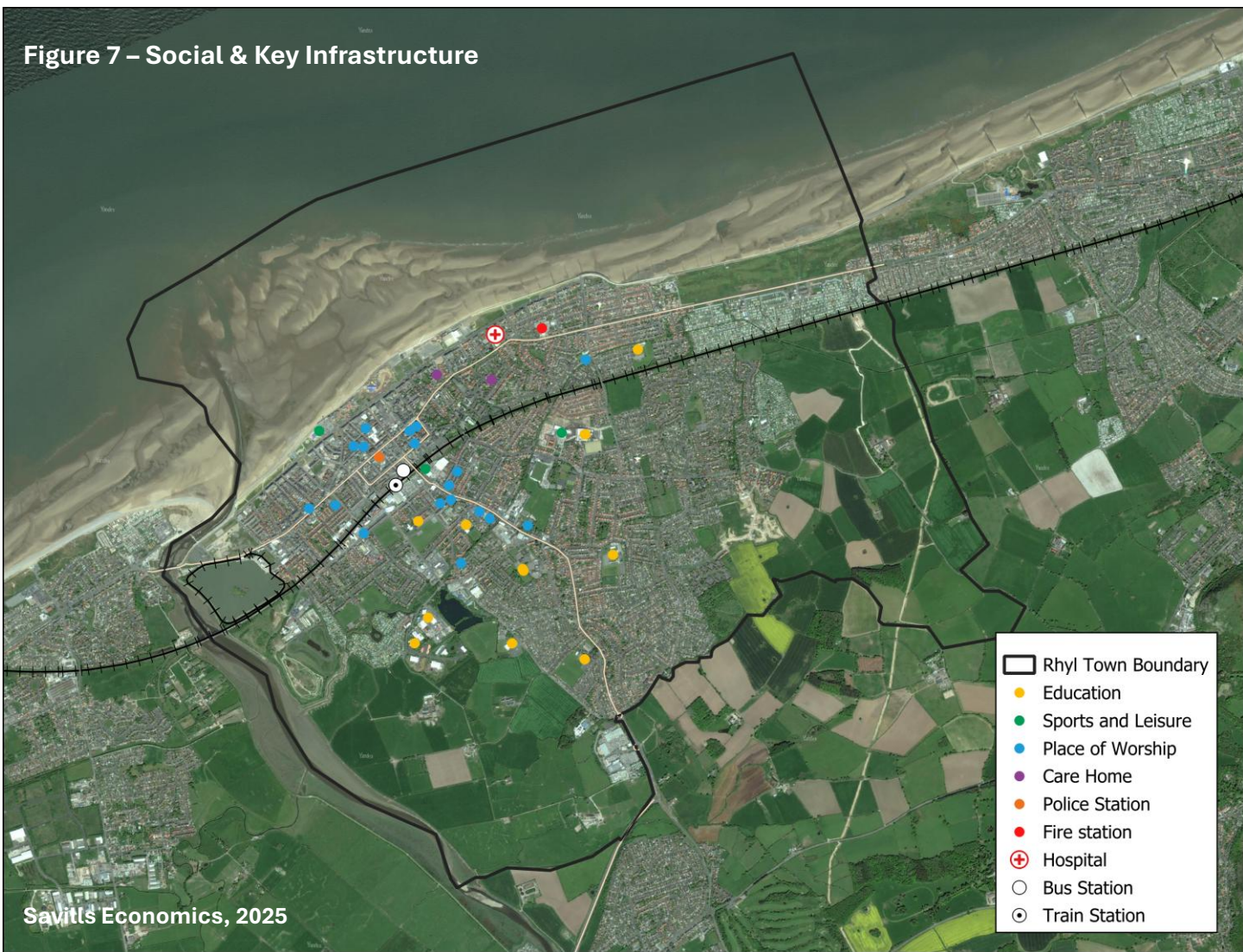
Figure 6 – Median House Prices in Rhyl





# Spatial Targeting

Although there are also pockets of high deprivation in the Northeast and Southeast of Rhyl, the town centre and West Rhyl sit within a cluster of social and key infrastructure whereby footfall is highest.



Targeting these areas provides an opportunity to increase dwell time by leveraging and utilising existing projects that have been recently delivered (E.g. Queen’s Market, SC2 and the Coastal Flood Defence etc.) as well as link the existing assets described within the community (the beach, promenade, marine lake etc).



# Spatial Targeting

Figure 8 – Completed and Current Projects (>£65m of Investment)



Rhyl Neighbourhood Board will target these areas in the first instance (for the first investment period to 2029). Spatial targeting will be reassessed at each investment period dependent upon Rhyl’s evolving needs.





# 03

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## Vision



# Vision

This section provides an overarching vision for Rhyl, identifying what a successful plan for neighbourhood's programme would look like for Rhyl in 2035.

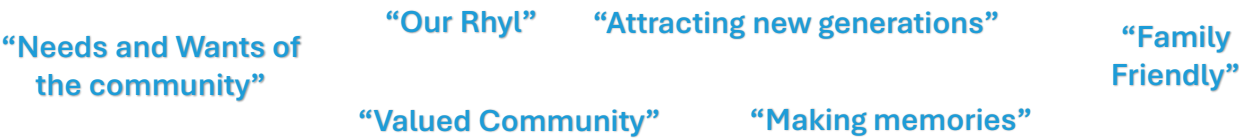
## The Future of Rhyl

As a starting point, the board began with the vision for Rhyl’s placemaking plan (2025). This was shared in Ein/Our Rhyl’s business, voluntary sector and community workshops (c.100 engaged, 2025), to obtain ideas on how this could be updated for the Plan for Neighbourhood document. Co-creating a shared vision and understanding ensured that projects and programmes across Rhyl contribute to a shared success.

*“A modern distinctive seaside town that meets the needs of its community and gives people from in and outside Rhyl a reason to visit”. – Placemaking Plan Vision, 2025*

Stakeholders discussed the vision and presented phrases to consider incorporating into the Plan for Neighbourhood Vision.

Feedback, and discussions around how the community wish to see the plan impact Rhyl, indicate that meeting the needs, but also ‘wants’ of the local community should be at the heart of the vision. The community was recognised as a strength within the Our Rhyl Survey (2025). Youth Engagement suggested that the terminology ‘Our Rhyl’ should also be included. Rhyl in 2035 should provide opportunities and activities for local families and the generations to come.



Feedback recognised that Rhyl ‘is not what it used to be’ and that it needs to refresh its long-standing identity as. It will forever be a seaside town, but the community do not want the area to be heavily tourism dependent and competing with neighbouring areas such as Llandudno. Findings from the Our Rhyl Survey implied that increased events could tailor Rhyl’s identity. This could draw on the Queen’s Market events space and places like the arena could be better utilised throughout the year for locals and visitors.



Quotes drawn from Ein/Our Rhyl’s business, voluntary sector, youth and community workshops (2025)

# Vision

Rhyl’s retail offering needs to improve for its community. The high street needs to be clean and safe, regenerating in a way that links it to Rhyl’s strongest assets (i.e., the beach and promenade). Alongside events, providing this connection should increase existing resident’s dwell time, encouraging wider leisure visitors naturally in the future.

- “Clean & Safe”
- “Attract vendors”
- “Improved Town Centre”
- “Encourage leisure visitors”
- “Promote the beach”

\* Quote drawn from Ein/Our Rhyl’s business, voluntary sector, youth and community workshops (2025)

## Vision Statement

Taking into account the feedback from the community, the below vision statement was established for the Plan for Neighbourhood document. This was presented to and approved by Board members.

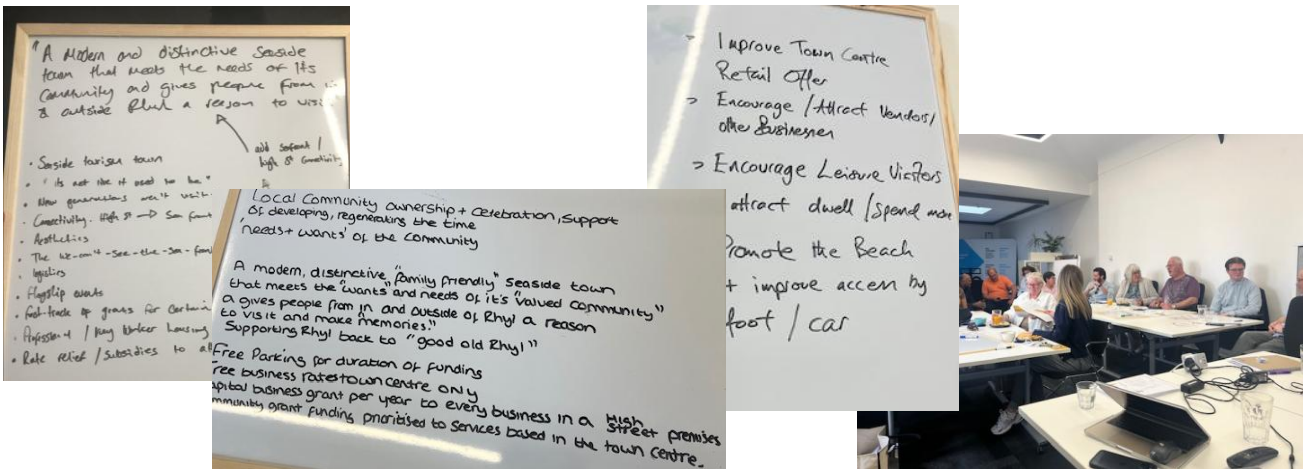
### Rhyl’s Vision Statement 2026-2035

*RHYL – A place full of character and opportunities for generations to come*

A modern distinctive family friendly seaside town that meets the wants and needs of its valued community and gives people from in and outside of Rhyl a reason to visit and make memories.

Rhyl will be a destination of choice, known for its beautiful coastline, diverse leisure offer, dynamic town centre and calendar of events bringing people together from near and far.

Rhyl will be a clean, safe place, full of life, character and opportunity for generations to come. Distinctly, our Rhyl.







# 04

THIS IS OUR RHYL

## Case for Change

# Case for Change

## What is the 'Case for Change'?

The 'Case for Change' sets out how socio economic evidence and community consultation has informed the development of the Vision and identified the priority themes for Rhyl.

## Case for Change Methodology and Approach

The 'Case for Change' focuses on the following four elements:

- The community's priorities for change, which are informed by extensive engagement and the evidence of need, challenges and opportunities.
- The evidence of need, challenges and opportunities, informed by analysis of Rhyl's socio-economic baseline.
- How the community's priorities of change align against the Government's three strategic objectives for the plan for neighbourhoods (Thriving places, stronger communities and taking back control).
- The outline funding allocation for the 4-year investment plan.

The Case for Change started with the board reviewing priorities from the 2024 placemaking plan engagement (>2,500 people engaged). This identified how the existing priorities set out in the 2024 Placemaking Plan aligns with Plan for Neighbourhoods themes and interventions.

The combination of socio-economic analysis of Rhyl and extensive community engagement then informed the board to determine whether these priorities remained relevant. This also helped identify any new priorities and the long-term outcomes that the community want, and need to see, as a result of the 10-year vision.

The Plan for Neighbourhoods programme provides a list of theme interventions and powers that the community can use within the 10-year vision. Those that are most relevant to community and baseline findings have been listed within this section. To identify the focus of the 4-year investment plan, the Board identified priority themes using community feedback from the Our Rhyl survey.





# Placemaking Plan Engagement

## Building on Rhyl's 2024 Placemaking Plan Engagement

As a starting point, the Neighbourhood board reviewed findings from Rhyl's 2024 placemaking plan engagement (>2,500 people engaged) to see if priorities from these consultations remained relevant within the community. Table 1 below sets out how the placemaking plan priorities align to the themes and strategic objectives of the Plan for Neighbourhood programme.

**Table 1 – Objectives, Themes, Interventions and Placemaking plan priorities**

UK Government Plan for Neighbourhood Strategic Objective	UK Government Plan for Neighbourhood Theme	UK Government Plan for Neighbourhood Intervention	Rhyl Placemaking Plan priorities
Thriving Places  Taking Back Control  Stronger Communities	Regeneration, High Street and Heritage	<ul style="list-style-type: none"><li>-Funding for improvements to town centres</li><li>-Creating and improving green spaces</li><li>-Support for non-domestic energy efficiency measures</li><li>-Funding for new community infrastructure projects</li><li>-Enhanced support for arts, cultural, heritage and creative activities.</li><li>-Funding for local arts, cultural heritage and creative initiatives</li><li>-Digital infrastructure investment &amp; support</li></ul>	<ul style="list-style-type: none"><li>-Town Centre Regeneration</li><li>-Perception of the Town</li><li>-Environmental Issues</li></ul>
	Work, Productivity and Skills	<ul style="list-style-type: none"><li>- Supporting sustained employment</li><li>- Enabling community wealth building</li><li>- Local business support</li><li>- Skills provision</li><li>- Development and improvement of the visitor economy.</li></ul>	<ul style="list-style-type: none"><li>-Unemployment</li><li>-Funding Support</li></ul>
	Safety and Security	<ul style="list-style-type: none"><li>- Design out crime</li><li>- Targeting crime prevention</li><li>- Tackling anti-social behaviour</li><li>- Co-location of crime reduction services</li><li>- Improve town centre management</li><li>- Initiatives to reduce burglary</li></ul>	<ul style="list-style-type: none"><li>-Community Safety</li></ul>
	Health and Wellbeing	<ul style="list-style-type: none"><li>- Support community-level health provision</li><li>- Integration and co-location of services</li><li>- Local sport and activity facilities, events, teams and leagues</li><li>- Preventative public health initiatives</li><li>- Drug and alcohol support</li></ul>	<ul style="list-style-type: none"><li>-Health and Wellbeing</li><li>-Isolation and Loneliness for Older Residents</li></ul>



# Placemaking Plan Engagement

**Table 1 – Objectives, Themes, Interventions and Priorities for Change (ctd.)**

UK Government Plan for Neighbourhood Strategic Objective	UK Government Plan for Neighbourhood Theme	UK Government Plan for Neighbourhood Intervention	Rhyl Placemaking Plan priorities
Thriving Places  Taking Back Control  Stronger Communities	Education and Opportunity	<ul style="list-style-type: none"> <li>- School based programmes to support young people’s development</li> <li>- Reduce levels of child poverty</li> <li>- Support for families and young children</li> <li>- Childcare cost alleviation</li> <li>- Growing the local social economy</li> <li>- Support for community-based learning and development</li> </ul>	-Poverty, Deprivation & Inequality -Barriers to Education
	Housing	<ul style="list-style-type: none"> <li>- Safe and supportive environments for people experiencing homelessness</li> <li>- Modernisation of social housing</li> <li>- Wider neighbourhood renewal</li> <li>- Climate resilient homes support</li> <li>- Land Trusts</li> <li>- Community initiatives to bring down energy bills</li> </ul>	-Quality, Affordable Housing
	Transport	<ul style="list-style-type: none"> <li>- Support for active travel enhancements</li> <li>- Funding to Improve local bus services</li> <li>- Funding to improve local road networks</li> <li>- Funding to improve rail connectivity</li> <li>- Reducing vehicle emissions</li> </ul>	-Poor Travel Connections
	Cohesion	<ul style="list-style-type: none"> <li>- Improving community cohesion</li> <li>- Funding for impactful volunteering and social action</li> <li>- Investment in capacity building and infrastructure support</li> </ul>	-Provision of Activities and Community Spaces




# Rhyl Plan for Neighbourhood Engagement

Engagement with the community and local stakeholders took place from May 2025 to September 2025. This built upon prior engagement in Rhyl for the 2024 placemaking plan whereby 2,500 residents were consulted and the UK Government’s Zencity survey results (179 respondents). A summary of the engagement activities to date is provided below.

Further engagement will take place throughout the duration of the 10-year vision post submission. Engagement outputs have been incorporated into the following Case for Change evidence.



>4,000 engagements to date

<div>Placemaking Plan Engagement (2024)</div> <div>Community Engagement (&gt;2,500 residents) Council Officer Workshop</div>	<div>Youth Engagement</div> <div>14 sessions across Rhyl (c. 200 young people engaged) Youth Focus Group - 10 young people 3x Podcast Episodes - 60 Young people</div>	<div></div> <div>c. 3,300 Residents</div>
<div>Thematic Workshop (May 2025)</div> <div>c. 40 Businesses (In-Person, Rhyl)</div>		
<div>DVSC Survey (June/July 2025)</div> <div>43 Survey Responses Local Voluntary and Community Organisations</div>	<div>Ein/Our Rhyl Survey (July 2025-Sept 2025)</div> <div>542 Survey responses (79% live or work in Rhyl, 21% visit)</div>	<div></div> <div>c. 60 Businesses</div>
<div>Business Workshop (July 2025)</div> <div>20 Local Businesses</div>	<div>Rhyl Comms Team</div> <div>Radar PR - Articles, LinkedIn, Facebook, and TikTok (1500+ followers, 100,000+ views), social media campaign backing from local celebrities.</div>	<div></div> <div>c.60 Voluntary and Community Organisations</div>
<div>DVSC Interviews &amp; Workshop (June/July 2025)</div> <div>14 face-to-face interviews with local and voluntary and community organisations</div>		

## What do you like about Rhyl?



## What changes would you like to see in Rhyl?



- Ein/Our Rhyl Engagement Survey (Open-Ended Responses, N=542), 2025



# Case for Change - Evidence

The following section provides thematic context for Rhyl. This references the socio-economic opportunities and challenges of Rhyl, engagement with the community members, which Placemaking Plan priorities are relevant under each theme, discusses implications for the Plan for Neighbourhoods programme, and lists the potential interventions and powers to be used. Long terms outcomes of the programme by theme are also specified.



## Regeneration, High Streets & Heritage

### Baseline Data

- 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 c. double the number of outlets per 1,000 population compared to Wales overall (3.1 vs 1.7) (MHCLG Data Pack, 2025).
- Denbighshire’s visitor economy has an economic impact of £736m (2023). This has grown by 88% since 2012 and makes up c. 18% of the North Wales visitor economy (£4.2bn) (STEAM, 2023).
- In 2024, Rhyl had a footfall of 0.7million. This makes up just under a quarter of Denbighshire’s footfall (3.0m) (Denbighshire County Council Footfall, 2025).

### Engagement

- When asked ‘What things do you dislike about Rhyl most?’ Abandoned buildings, empty shops and litter were frequently cited within the Our Rhyl Youth Consultation (2025).
- *“Improve the town centre retail offer” “Attract leisure visitors” - Our Rhyl Business Workshop (2025)*
- *“We could do more with empty spaces – bring them to life as places for young people to create, run projects and build skills”- Third Sector Consultation (2025).*
- *The town centre needs more/a better range of non-food shops; cleaner and better maintained streets; more ‘high-street’ retailers; fewer empty shops; refurbishing the shopping area; and better security/safety (Denbighshire Town Centres Assessment feedback, 2024).*
- *“The Town Centre should be better connected to the beach and promenade”, “Remove the Children’s village” – Our Rhyl Survey (2025).*

### Are Placemaking Plan Priorities still Relevant?



Perception of the Town



Town Centre Regeneration

# Case for Change - Evidence

## Implications:

- Consultation feedback suggests that Rhyl should make the most of vacant sites – utilising them for community activities where retail cannot be attracted in the first instance.
- The Town would benefit from wrap around public realm improvements, reducing litter, maintaining streets and shopfronts.
- Denbighshire’s visitor economy continues to grow. Although meeting the needs of the community is at the heart of this programme, improving the retail and leisure offering and connecting the promenade to the town centre may also support the wider visitor economy. The long-term impact of this is likely to be increased and sustainable employment opportunities.

## Plan for Neighbourhood Priorities:

### Perception of the Town

Given the socio-economic baseline and the community feedback, these priorities remain relevant for Rhyl. Town centre regeneration should encompass connecting the beach to the town centre,

### Town Centre Regeneration

widening the retail offering, public realm improvements and reducing empty shops. This is required to improve the perception of the town.

## Potential Interventions:

- Funding for improvements to town centres
- Funding for new community infrastructure projects

## Long term outcomes:

- Increase footfall and dwell time
- Increase retail expenditure along the high street
- Reduce vacancy rates
- Increase business diversity

## Potential Powers:

- Local Development Order
- Permitted Development Rights
- Compulsory Purchase Orders
- Maintenance of Land Notice
- Force of Sale
- Conservation Area Management
- Community Asset Transfer



# Case for Change - Evidence



## Education & Opportunity

### Baseline Data

- A quarter (25%) of Rhyl's population aged 16+ have no qualifications (Census, 2021).
- 41% of Rhyl's LSOAs are in the top 20% most deprived LSOAs for education deprivation (MHCLG Data Pack, 2025).
- Only 6% of jobs in Rhyl are classed as Knowledge intensive Market Services<sup>1</sup>.
- 9% of people in employment are in highest level occupations.
- 35% of under 16s in Rhyl live in relative low-income households. This is 12% higher than the Welsh average.

### Engagement

- A frequent open response of the Our Rhyl Survey (2025) was that there are a lack of opportunities for young people in Rhyl (both in terms of activities and work following education). People often move out of Rhyl to seek job opportunities.
- There was a strong appetite for supporting young people through informal learning and enterprise, including better use of empty buildings and stronger links between schools and third sector providers (Third Sector Consultation, 2025).
- Youth consultation implied that more and cheaper activities would be beneficial within Rhyl to avoid routes into ASB (2025).

### Are Placemaking Plan Priorities still Relevant?



Poverty, Deprivation, Inequality



Barriers to Education

<sup>1</sup> based on HTEC. Knowledge intensive market services include professional, scientific, technical and admin activities.

# Case for Change - Evidence

## Implications:

- Rhyl should continue to provide skill and qualification support for its residents. This should align to a localised skills and employment plan that identifies routes into local job opportunities.
- Attracting businesses to Rhyl that provide Knowledge Intensive Market Services will help retain graduates. This should be a priority within the next investment plan (2030-2032) as it will

take time to attract these businesses to Rhyl and get established. The first investment plan (2025-2029) should focus around creating Rhyl’s identity, meeting the immediate wants and needs of the community. A focus on green jobs could complement existing initiatives to train local people for jobs in the renewables sector.

- An immediate focus should be made on providing activities or safe community spaces for young people in the first investment plan.

## Plan for Neighbourhood Priorities:

Poverty, Deprivation, Inequality

Barriers to Education

NEW: Providing activities and spaces for Rhyl’s Youth Population

Although previous priorities remain relevant for Rhyl, a particular focus on providing spaces and activities for young

people should be considered as a priority within the first investment plan.

## Potential Interventions:

- School based programmes to support young people’s development
- Support for families and young children
- Growing the local social economy
- Support for community-based learning and development

## Long term outcomes:

- Young people’s skills and confidence improved
- Improved attainment and qualification scores

## Potential Powers:

- Framework for social service provision



# Case for Change - Evidence



## Safety and Security

### Baseline Data

- 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).

### Engagement

- 87% of young people (Youth Survey, 2025, N=549) stated that they do not feel very safe within their neighbourhood.
- Community safety concerns and anti-social behaviour was a frequent

challenge identified in the Our Rhyl Survey (2025).

- *‘There is a severe lack of safe spaces’* - Our Rhyl Survey (2025).
- *‘Blatant drug taking and dealing in the streets is being ignored’* - Our Rhyl Survey (2025).

Are Placemaking Plan Priorities still Relevant?



Community Safety

### Implications:

Rhyl experiences high crime rates and that need to be tackled. Community safety remains a priority with a focus on tackling drugs, ASB and providing safe community spaces.

### Plan for Neighbourhood Priorities:

Community Safety (focused on tackling drug taking, ASB, and providing safe community spaces).

# Case for Change - Evidence

### Potential Powers:

- Public spaces protection orders
- Civil injunctions
- Community protection notices
- Criminal behaviour orders
- ASB Case Review
- Community Remedy
- Fixed Penalty Notice

### Long term outcomes:

- Reduced crime and ASB
- Increased perception of safety

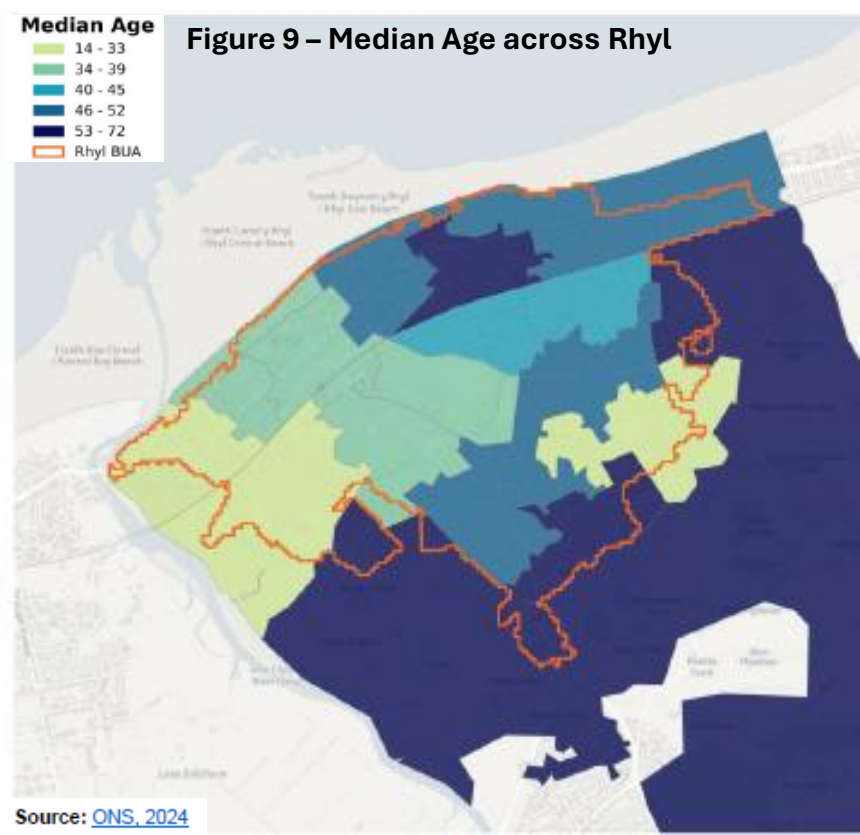


### Baseline Data

- Rhyl has a population of 27,129 (2022). This has increased by 8% since 2011. By comparison, the Denbighshire and Welsh population have increased by 3% over the same time period.
- Population growth stems from the youth population (+15% across 2012-2022) compared to Denbighshire (+0%).
- The median age in Rhyl is 40 years, but this varies by location (see below), with younger residents in West Rhyl and older residents located on the outskirts of the Rhyl BUA.
- Approximately 5% of the population are of a non-white ethnic group.



# Case for Change - Evidence



- Engagement**
- As set out under the Education and Opportunity theme, Youth Engagement highlighted that more activities and community spaces would be beneficial for Rhyl.
  - This was reiterated in Third sector engagement which identified a need for improved community facilities and greater funding and resources to assist community and voluntary groups (2025).

## Are Placemaking Plan Priorities still Relevant?

✓ Provision of activities and community spaces

## Implications:

- Rhyl should continue to foster a diverse community as the population grows.
- This includes through the provision of improved community spaces and through supporting the resourcing of community and voluntary groups.

## Plan for Neighbourhood Priorities:

Provision of activities and community spaces

Supporting resource of community & voluntary groups

# Case for Change - Evidence

### Potential Powers:

- Wellbeing power
- Co-operative placemaking
- Village Green status

### Potential Interventions:

- Improving community cohesion
- Funding for impactful volunteering and social action
- Investment in capacity building and infrastructure support

### Long term outcomes:

- Improved community cohesion
- Increased usage of and increased community spaces



## Work, Productivity and Skills

### Baseline Data

- *GVA per filled job is lower in Rhyl (£39,261) than in Denbighshire (£44,893) and Wales (£50,034) (ONS, 2022).*
- *Unemployment is at 7% in Rhyl compared to 5% in Denbighshire and Wales (MHCLG Data Pack, 2025).*
- *Similarly, Economic inactivity is at 48% in Rhyl compared to 45% in Denbighshire and 43% in Wales (MHCLG Data Pack, 2025).*
- *Job density figures show that for every resident aged 16-64, there are only half the number of jobs (0.53) (MHCLG Data Pack, 2025).*
- *The majority of town centre consumers in Rhyl come from the lowest income decile (Smart Towns, 2025).*
- *There are fewer entrepreneurs/micro-business in Rhyl (78%) compared to Denbighshire and Wales (83%) (UK Business Counts (2023).*



# Case for Change - Evidence

## Engagement

- When asked ‘What would you most like to be doing in the next 5 years?’, 99% of young people surveyed stated they would like to be in work, in further education/gaining further skills or volunteering. 10% of respondents wanted to start their own business.
- *“There are not many jobs for locals”  
“People stay in jobs they don’t really like as there aren’t opportunities to move”. – Our Rhyl Survey, 2025.*
- *“My daughter went to Rhyl High School and has graduated from University with a First-Class degree and is just finishing her masters. There is no employment locally so she will have to move away.” – Our Rhyl Survey, 2025.*

## Plan for Neighbourhood Priorities:

Unemployment

Funding Support and Guidance for entrepreneurs

## Are Placemaking Plan Priorities still Relevant?

- ✓ Unemployment
- ✓ Funding Support

## Implications:

*Increased local jobs through business support will be beneficial for productivity improvements in Rhyl. Given that there are a lack of jobs currently available, guidance and funding support for entrepreneurs should also be supported.*

## Long term outcomes:

- Increased employment figures
- New enterprises and entrepreneurs

## Potential Powers:

- Improving economic, social or environmental wellbeing
- Temporary event licensing
- Community Banks
- NEET provision
- Support for disabled people in the workplace

## Potential Interventions:

- Enabling community wealth building
- Local business support
- Skills provision

# Case for Change - Evidence



## Health and Wellbeing

### Baseline Data

- 47% of LSOAs in Rhyl are in the 20% most deprived LSOAs in Wales for health deprivation (MHCLG Data Pack, 2025).
- Rhyl has a higher proportion of people economically inactive due to long term illness or disability compared to Denbighshire or Wales (19% vs, 14% and 11% respectively) (Census, 2021).
- A high proportion of people in Rhyl rate their health as bad or very bad (9%) compared to Wales (5%) (Census, 2021).
- Although life satisfaction and anxiety are

*rated better in Denbighshire compared to Wales, resident scores on worthwhileness and happiness are lower (Personal Wellbeing, ONS, 2023).*

- 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.

### Engagement

- “The quality of life for some residents in Rhyl is really poor due to bad housing conditions, poor healthcare and inadequately resources support services for drugs, alcohol and mental health.” – Our Rhyl Survey, 2025.

- Our Rhyl intercept survey conversations (2025) and DVSC third sector engagement found that the older demographic of Rhyl often suffer from isolation and loneliness. General conversations outside of the home (E.g., at shops) can often act as an important form of engagement/discussion.

### Are Placemaking Plan Priorities still Relevant?



Health & Wellbeing



Isolation and loneliness for older people

# Case for Change - Evidence

## Implications:

Public realm, active travel and health infrastructure provision could further improve Rhyl's health profile.

Events and initiatives for Rhyl should be advertised via a wide array of marketing (e.g., social media, but also in-person/on notice boards etc.) to ensure that all demographics of Rhyl are reached and are aware of community events.

## Potential Interventions:

- Support community-level health provision
- Integration and co-location of services
- Local sport and activity facilities, events, teams and leagues
- Preventative public health initiatives
- Drug and alcohol support



## Housing

### Baseline Data

- 35% of LSOAs in Rhyl are in the top 20% most deprived LSOAs for household deprivation (MHCLG Data Pack, 2025).
- The average house price in Rhyl is £189,500 (2024). This has increased by 5% over the past 5 years but remains lower than Denbighshire (£209,200) and Wales (£285,200) (VOA & Savills, 2025).
- Rhyl has unaffordable housing with an

## Plan for Neighbourhood Priorities:

Health & Wellbeing

Isolation and loneliness for older residents

## Long term outcomes:

- Improved health and wellbeing score across Rhyl.
- Improved wellbeing of older residents.

## Potential Powers:

- Improving the quality of health and social care services
- Healthy lifestyle measures
- Framework for social partnership

affordability ratio of c.8:1. This has led to fewer owner-occupied homes in Rhyl (57%) compared to Denbighshire (66%) and Wales (63%) (Housing Affordability in England & Wales & Savills, 2025).

- Denbighshire County Council's Annual Monitoring Report (2019) suggested that 66% of households in Rhyl & Coast were also priced out of the private rented market.




# Case for Change - Evidence

## Engagement

- Resident feedback suggests an inability to get on the housing ladder: *“I’m unable to move out of living with my parents because there is no affordable housing nearby. I can’t afford to move away because of my work, but I also can’t afford a home to live in to work somewhere better”– Our Rhyl Survey, 2025.*
- When organisations within the DVSC third sector engagement (2025) were asked “What would help their communities”, Affordable housing was highlighted.

## Are Placemaking Plan Priorities still Relevant?

 Quality, Affordable Housing

## Implications:

Household deprivation remains prevalent to residents in Rhyl. Development of quality, affordable housing should be supported.

Employment and skills support to improve incomes can also complement development activity.

## Potential Interventions:

- Wider Neighbourhood Renewal
- NB. Direct development of affordable housing is an off-menu intervention. As such, wider neighbourhood renewal should support existing/future housing programmes in Rhyl.

## Plan for Neighbourhood Priorities:

Quality, Affordable Housing

## Long term outcomes:

- Improved housing affordability ratio in Rhyl.

## Potential Powers:

- Local Development Order
- Compulsory Purchase Powers for Housing
- Maintenance of Land Notices
- Empty Dwelling Management Order
- Force of Sale
- Supporting people that are homeless or threatened by homelessness
- Securing the provision of a new service
- Community Land Trust

# Case for Change - Evidence



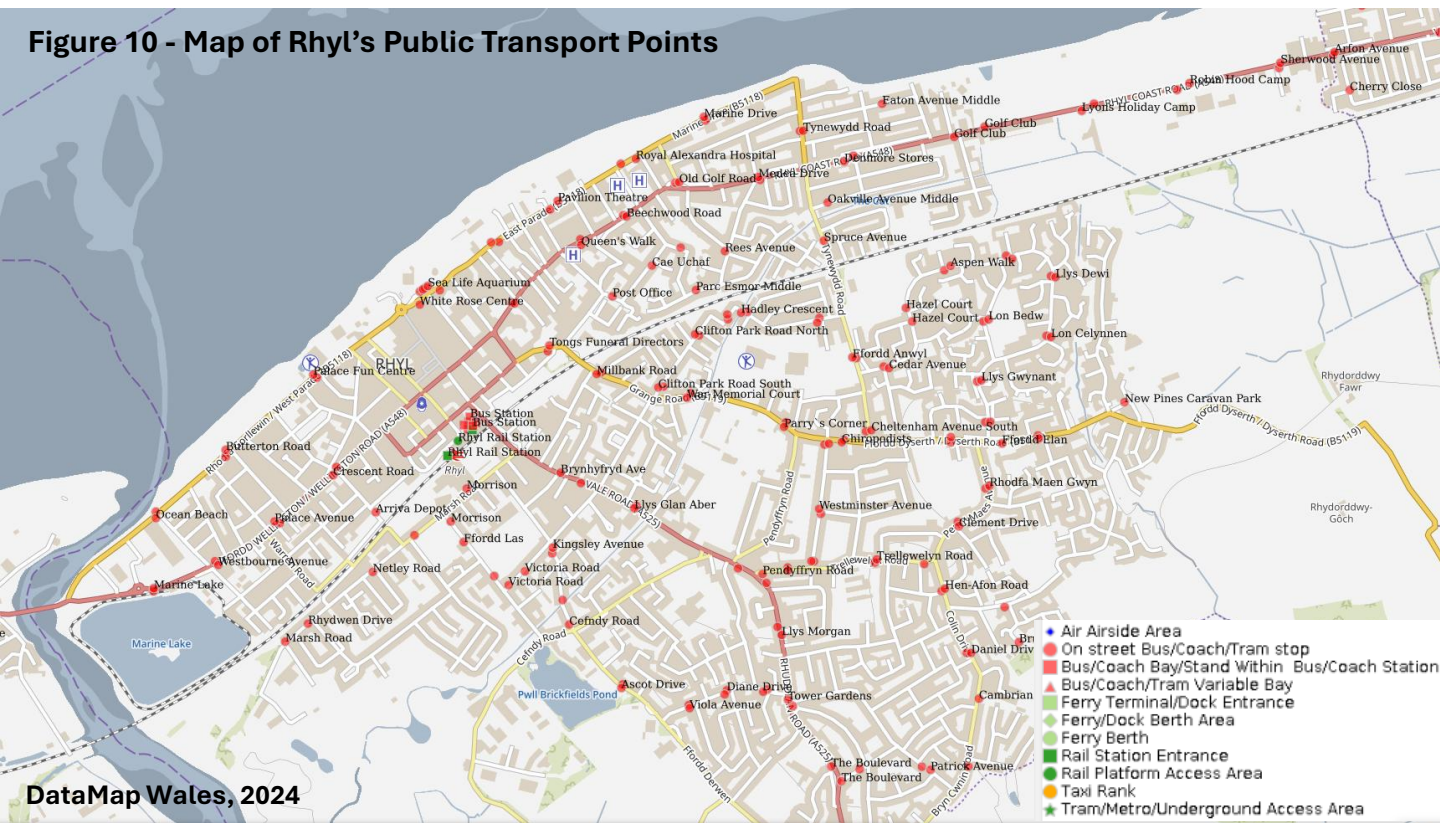
## Baseline Data

- In 2022-2023, Rhyl was the second busiest station along the North Wales mainline, after Bangor (StatsWales, 2023).
- Various public transport routes are available across Rhyl but the most

popular method of travel to work based on the 2021 Census was by car (58%).

- C. 40% of residents live and work in Rhyl emphasising the need for public and active travel around the town (MHCLG Data Pack, 2025).

Figure 10 - Map of Rhyl’s Public Transport Points



## Engagement

- “Rhyl is a very centralised town with strong connection to other areas via public transport” – Our Rhyl Survey, 2025.

- “There are easy transport links to wider areas such as Prestatyn, Abergelle” – Our Rhyl Survey, 2025.

# Case for Change - Evidence

Are Placemaking Plan Priorities still Relevant?



Poor Travel Connections

Implications:

- Rhyl has good public transport infrastructure; however active travel within Rhyl should continue to be promoted.

Potential Interventions:

- Support for active travel enhancements

Plan for Neighbourhood Priorities:

Active Travel

Long term outcomes:

- Improved active travel routes

Potential Powers:

- Encouraging active travel



Environmental

Baseline Data

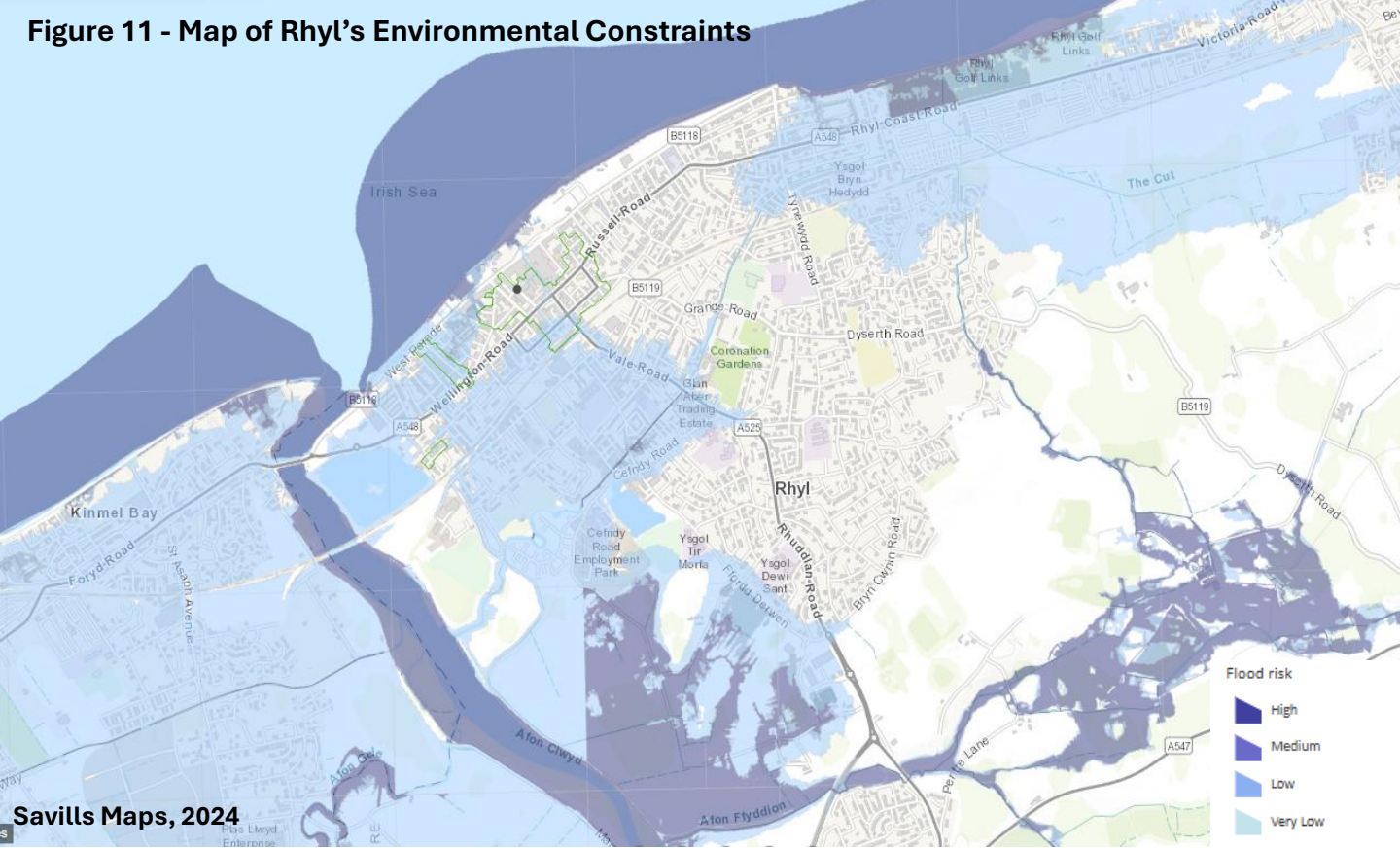
- *Flood risk is heightened due to reducing effectiveness of existing sea defences, climate change and the lowering of beach levels bringing larger nearshore waves. However, work has begun in recent years to improve Rhyl's flood defences.*
- *Around the town centre there are areas of low flood risk with higher risk along the seafront.*
- *There are three conservation areas in Rhyl including the Town Centre, Rhyl River Street and Rhyl Seabank Road.*

Engagement

- Residents of Rhyl are appreciative of the recent improvements to Rhyl's flood defences (Our Rhyl Intercept survey engagement, 2025).
- There is general recognition that interventions should take into account the environmental constraints within Rhyl.



Figure 11 - Map of Rhyl's Environmental Constraints



Are Placemaking Plan Priorities still Relevant?



Environmental Issues

Implications:

- Environmental and sustainability factors (such as flood defences and conservation areas) should be considered within interventions.

Plan for Neighbourhood Priorities:

Incorporate environmental considerations and link existing environmental initiatives within the programme where possible

To consolidate the findings of the data and community/stakeholder engagements, a summary has been provided overleaf in Table 2. This summarises Rhyl's priorities, proposed interventions, powers, and outcomes.

Table 2 – Rhyl’s 10-year vision - Priorities, Interventions, Powers & Outcomes

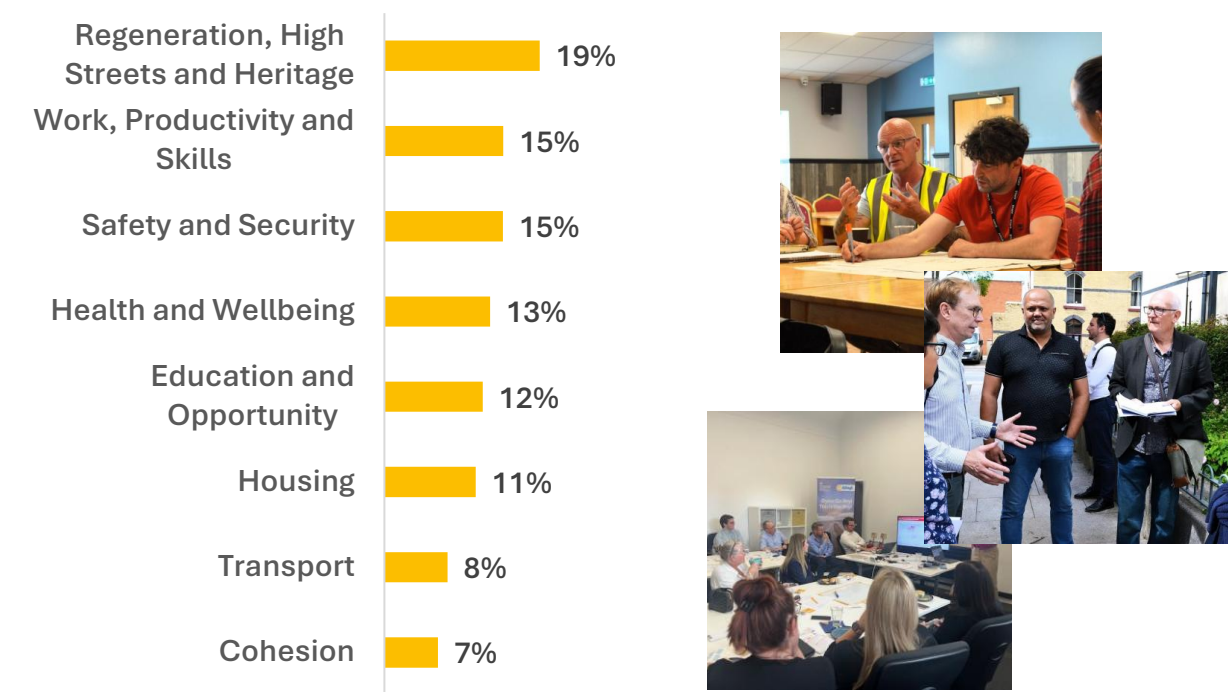
Strategic Objectives	Theme	Plan for Neighbourhood Priorities	Potential Interventions	Potential Powers	Long-Term Outcomes
Thriving places  Taking Back Control  Stronger Communities	Regeneration , High Street and Heritage	Town Centre Regeneration Perception of the town Environmental considerations	Funding for improvements to town centres Funding for new community infrastructure projects	Local Development Order Permitted Development Rights Compulsory Purchase Orders Maintenance of Land Notice Force of Sale Conservation Area Management Community Asset Transfer	Increase footfall and dwell time Increase retail expenditure along the high street Reduce vacancy rates Increase business diversity
	Work, Productivity and Skills	Unemployment  Funding support and guidance for entrepreneurs	Enabling community wealth building Local business support Skills provision	Improving economic, social or environmental wellbeing Temporary event licensing Community Banks NEET provision Support for disabled people in the workplace	Increased employment figures New enterprises and entrepreneurs
	Safety and Security	Community safety	Design out crime Targeting crime prevention Tackling anti-social behaviour Improve town centre management	Public spaces protection orders Civil injunctions Community protection notices Criminal behaviour orders ASB Case Review Community Remedy Fixed Penalty Notice	Reduced crime and ASB Increased perception of safety
	Health and Wellbeing	Health and wellbeing Isolation and loneliness for older residents	Support community-level provision Integration and co-location of services Local sport and activity facilities, events, teams and leagues Preventative public health initiatives Drug and alcohol support	Improving the quality of health and social care services Healthy lifestyle measures Framework for social partnership	Improved health and wellbeing score across Rhyl. Improved wellbeing of older residents.
	Education and Opportunity	Poverty, deprivation & inequality Barriers to education Providing activities and spaces for Rhyl’s youth population	School based programmes to support young people’s development Support for families and young children Growing the local social economy Support for community-based learning and development	Framework for social service provision	Young people’s skills and confidence improved Improved attainment and qualification scores
	Housing	Quality, affordable Housing	Wider neighbourhood renewal	Local Development Order Compulsory Purchase Powers for Housing Maintenance of Land Notices Empty Dwelling Management Order Force of Sale Supporting people that are homeless or threatened by homelessness Securing the provision of a new service Community Land Trust	Improved housing affordability ratio in Rhyl.
	Transport	Active travel	Support for active travel enhancements	Encouraging active travel	Improved active travel routes
	Cohesion	Provision of activities and community Spaces Supporting resource of community & voluntary groups	Improving community cohesion Funding for impactful volunteering and social action Investment in capacity building and infrastructure support	Wellbeing power Co-operative placemaking Village Green status	Improved community cohesion Increased usage of and increased community spaces

# 4-Year Investment Plan


## A Plan that Responds to Local Wants and Needs

To guide the focus of the 4-year investment plan, we identify priority themes using community feedback from the Our Rhyl survey. In the survey, the community were asked to rank the themes, and as shown below, Regeneration, high streets and heritage ranked the highest.


Figure 12 – What should the priority be for the Plan for Neighbourhood Themes?




### Priority Themes for the 4-Year Investment Plan:




1) Regeneration, High Streets & Heritage




4) Health & Wellbeing



2) Work, Productivity and Skills



5) Education & Opportunity



3) Safety & Security

- Ein/Our Rhyl Engagement Survey & Business Workshop (N=562), 2025



# 4-Year Investment Plan

## Our Rhyl Community Regeneration Fund

Engagement with community, voluntary and youth groups, suggested the need for community-based initiatives and capacity funding.

In response, the board approved the creation of the ‘Our Rhyl Community Regeneration Fund’, administered by a local organisation, which will focus on funding interventions within the top five priority themes from the community:

“Establish a Rhyl Key Fund to provide accessible revenue and capital grants”

“Provide more community funding”

-Third Sector & Youth Engagement (2025)

Table 3 – 4-Year Investment Plan ‘Our Rhyl Community Regeneration Fund’ Priorities

Theme	Plan for Neighbourhood Priorities	Potential Interventions
Regeneration, High Street and Heritage	Town Centre Regeneration Perception of the town Environmental considerations	Funding for improvements to town centres Funding for new community infrastructure projects
Work, Productivity and Skills	Unemployment Funding support and guidance for entrepreneurs	Enabling community wealth building Local business support Skills provision
Safety and Security	Community safety	Design out crime Targeting crime prevention Tackling anti-social behaviour Improve town centre management
Health and Wellbeing	Health and wellbeing Isolation and loneliness for older residents	Support community-level health provision Integration and co-location of services Local sport and activity facilities, events, teams and leagues Preventative public health initiatives Drug and alcohol support
Education and Opportunity	Poverty, deprivation & inequality Barriers to education Providing activities and spaces for Rhyl’s youth population	School based programmes to support young people’s development Support for families and young children Growing the local social economy Support for community-based learning and development

# 4-Year Investment Plan

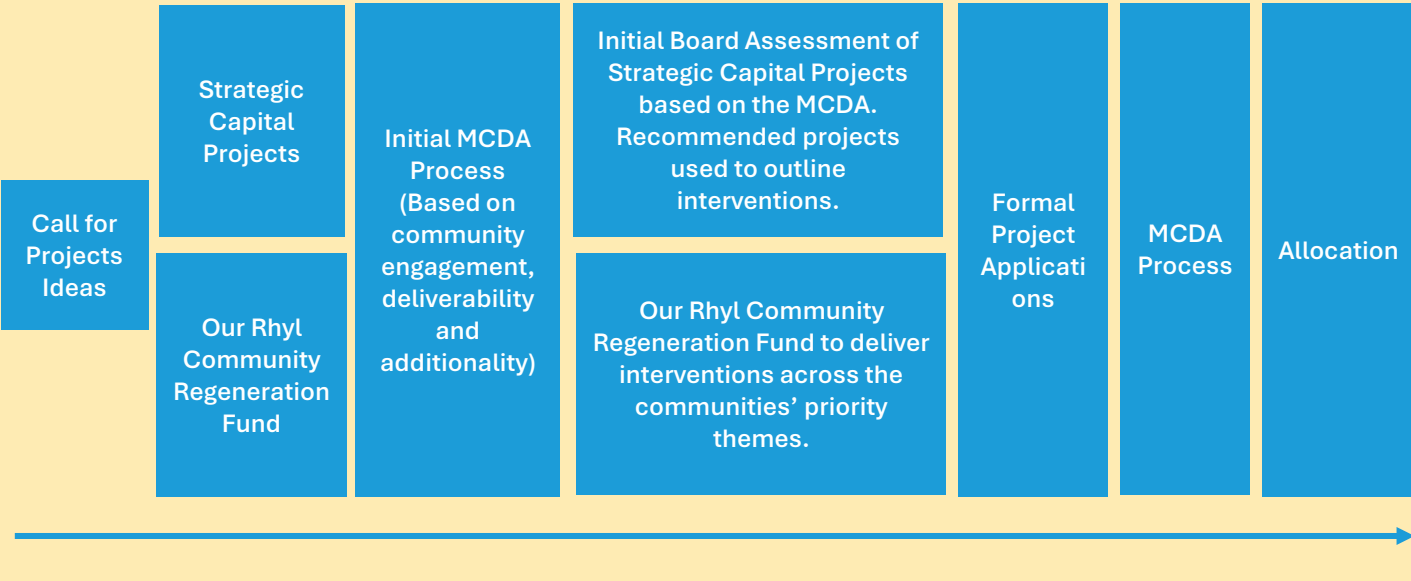
## Determining Interventions for the 4-Year Investment Plan

Alongside the Our Rhyl Community Regeneration fund would sit larger strategic capital projects which would be allocated funding to by the Neighbourhood Board. A call for project ideas to the community took place across May - September 2025. A total of 34 project ideas were returned. These were split into the two funding streams: the ‘Our Rhyl Community Regeneration Fund’ and ‘Strategic Capital Projects’, and have been used to guide the Strategic Capital interventions which will sit alongside the interventions delivered by the ‘Our Rhyl Community Regeneration Fund’.

Specific projects will be finalised following the submission of the vision to allow further time for project ideas to come forwards following the publication of the vision. All project ideas undergo robust appraisal process to ensure alignment with community priorities, principle of additionality and deliverability. This is explained further in Section 08- Governance (Multi-Criteria Decision Analysis (MCDA)).

This process is summarised in Figure 13 below.

Figure 13 – Project Allocation Process



# 4-Year Investment Plan

As a result of the Initial MCDA process, the following interventions have been identified for the 4-year investment plan:

Table 4 – Investment Period 1 (2026-2029)

Investment Period 1	Intervention
Our Rhyl Community Regeneration Fund	Delivering interventions across priority themes in the first investment plan <ul style="list-style-type: none"><li>• Regeneration, High Streets and Heritage</li><li>• Work, Productivity and Skills.</li><li>• Safety &amp; Security</li><li>• Health and Wellbeing</li><li>• Education &amp; Opportunity</li></ul>
Theme: Regeneration, high streets and heritage	<ul style="list-style-type: none"><li>• Funding for improvements to town centres, neighbourhoods, and high streets, including capital spend and running costs</li></ul>
Theme: Health & Wellbeing	<ul style="list-style-type: none"><li>• Supporting community-level health provision</li></ul>
Theme: Transport	<ul style="list-style-type: none"><li>• Support for active travel enhancements in the local area</li></ul>

The profiles below showcase the current Capital and Revenue allocations for the first investment period:

Table 5 – 4-Year Investment Plan Allocations

	Investment Period 1			
	Year 1 (2026-2027)	Year 2 (2027-2028)	Year 3 (2028-2029)	Year 4 (2029-2030)
Capital	£360,000	£1,736,000	£1,605,000	£1,605,000
Revenue	£232,000	£126,572	£298,462	£256,208
Revenue-Management Costs	£0	£129,428	£133,538	£175,792
Revenue – Capacity Costs	£150,000	£0	£0	£0
Total	£742,000	£1,992,000	£2,037,000	£2,037,000



# 4-Year Investment Plan

The profiles below showcase the indicative Capital and Revenue allocations for the first investment period by theme and funding allocated to the Our Rhyl Community Regeneration Fund. These will be refined following the second call for projects and MCDA process.

Table 6 – 4-Year Investment Plan Allocations

	Investment Period 1 2026-2029			
Fund	Our Rhyl Community Regeneration Fund	Strategic Projects		
Themes		Regeneration High Streets & Heritage Theme	Health & Wellbeing Theme	Transport Theme
Capital	£950,000	£4,100,000	£100,000	£156,000
Revenue	£386,576	£466,666	£20,000	£40,000
Total	£1,336,576	£4,566,666	£120,000	£196,000
Management/Capacity	£566,136			

Allocations at an intervention and project level will be confirmed following a call for projects post-submission of this document. Management and capacity costs are determined as follows (based on market quotes):

Table 7 – 4-Year Investment Plan – Management Allocations

	Year 1	Year 2	Year 3	Year 4
Resource (0.5 Regeneration Manager, Project Support Role, Secretariat)	£86,832	£86,832	£86,832	£86,832
Communications (Communications/PR & Microsite)	£28,545	£26,625	£26,625	£26,625
Investment Plan Development (Engagement and plan development)	£0	£0	£0	£37,500
Operating Expenses (Room hire, contingency, inflation)	£12,000	£15,791	£20,081	£24,835
Total	£127,377*	£129,428*	£133,538	£175,792

\* Note: Management costs in 2026 and partially 2027 would be covered by Capacity Funding

Any underspend from management and capacity costs will be reallocated to the Our Rhyl Community Regeneration Fund or Strategic Capital Projects.



# 05

THIS IS OUR RHYL

## Wider Alignment

# Alignment with Wider Investment

Rhyl’s Plan for neighbourhood investment will complement existing activity and plans at the local, regional and national level. This section of the vision summarises the wider plans that Rhyl’s plan for neighbourhoods align to.

Table 8- Alignment with Wider Investment – National

Plan/Investment	Details	Alignment
Wellbeing of Future Generations (Wales) Act	<ul style="list-style-type: none"><li>• The primary focus of the Act is the enhancement of Wales’ social, economic, environmental, and cultural wellbeing.</li><li>• It outlines 7 well-being goals to steer actions and delineates the approach public bodies should adopt in their endeavours.</li></ul>	<ul style="list-style-type: none"><li>• 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.</li><li>• The method for assessing projects within the 10-year vision incorporates local collaboration and well-being interventions.</li></ul>
Future Wales: The National Plan 2040 and Planning Policy Wales	<ul style="list-style-type: none"><li>• The National Plan 2040 and Planning Policy Wales requires planning, investment and development to create sustainable places.</li><li>• 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.</li><li>• National policy also defines that sustainable places require mixed-use town centres that satisfy local needs.</li></ul>	<ul style="list-style-type: none"><li>• 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.</li><li>• Regeneration of Rhyl town centre will be a key area of focus in the 4-year investment plan.</li></ul>
Net Zero Strategic Plan Wales (2021)	<ul style="list-style-type: none"><li>• The strategic plan consolidates evidence and outlines priority decarbonisation initiatives, establishing a framework to identify carbon reduction opportunities and progress toward net zero.</li></ul>	<ul style="list-style-type: none"><li>• Decarbonisation targets are divided into two categories: measurable reductions in operational emissions and qualitative targets for supply chain and land use practices.</li><li>• The 10-year vision aims to utilise local procurement, reducing supply chain emissions where possible.</li></ul>



# Alignment with Wider Investment

Plan/Investment	Details	Alignment
Welsh Government Strategy for Older People in Wales (2022)	<ul style="list-style-type: none"> <li>The delivery plan details a vision for an age friendly Wales that supports people of all ages to live and age well.</li> <li>A Wales where ageism does not limit potential or affect the quality of services older people receive.</li> </ul>	<ul style="list-style-type: none"> <li>The Neighbourhood Board recognise that engagement via social media/digital channels may not reach Rhyl’s older community.</li> <li>As such, the Board have commissioned intercept surveys and in-person engagement with this demographic to ensure their feedback is incorporated within the plan.</li> </ul>
Welsh in Education Strategic Plan	<ul style="list-style-type: none"> <li>The plan commits to delivering a million Welsh Speakers by 2050.</li> </ul>	<ul style="list-style-type: none"> <li>The vision and investment plan intends to support this by providing bilingual materials in the form of surveys, report materials and plans. Where possible, via the selected projects, the Welsh language and heritage will be promoted and supported.</li> </ul>
Plan for Neighbourhoods prospectus (2025) [Pride in Place Strategy]	<ul style="list-style-type: none"> <li>75 places across England, Wales, Scotland and Northern Ireland were selected to receive £1.5bn funding over the next decade (£20m for each place over a 10-year period) as a long-term strategy to fix the foundation of those places most left behind.</li> </ul>	<ul style="list-style-type: none"> <li>This 10-year vision and 4-year investment plan directly relates to the Plan for Neighbourhoods funding that Rhyl is to receive under the programme.</li> <li>Rhyl was selected as one of the 75 places under the programme.</li> </ul>
Wales Infrastructure Investment Strategy (WIIS, 2021)	<ul style="list-style-type: none"> <li>Sets out a 10-year vision of the outcomes that investment in infrastructure should enable. This is underpinned by a series of Infrastructure Finance plans.</li> </ul>	<ul style="list-style-type: none"> <li>Welsh Government have published a Wales Infrastructure Investment Strategy project pipeline to provide insight to the infrastructure investments that are planned over a three-year period to support the delivery of the WIIS.</li> <li>This included Rhyl’s coastal defence construction and the Queen’s Market redevelopment. Interventions in the 10-year vision aim to complement these sites.</li> </ul>
Infrastructure strategy (2025)	<ul style="list-style-type: none"> <li>The strategy sets out the Government’s long-term plan for economic, housing and social infrastructure to drive growth.</li> </ul>	<ul style="list-style-type: none"> <li>The plan aims to work with devolved governments to deliver infrastructure (see above- Wales Infrastructure Investment strategy) and encourages private investment.</li> <li>Rhyl’s 10-year vision will support the supply of private capital and seek match funding for investment opportunities.</li> </ul>

# Alignment with Wider Investment

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.

**Table 9 – Alignment with Wider Investment – Regional**

Plan/Investment	Details	Alignment
North Wales Regeneration Plan (2018-2035)	<ul style="list-style-type: none"> <li>The strategy serves as a guiding document intended to synchronise regeneration efforts in north Wales.</li> </ul>	<ul style="list-style-type: none"> <li>It delineates a spatial and thematic framework for prioritising investments, outlining the following regeneration objectives:               <ul style="list-style-type: none"> <li>-Reduce inequality</li> <li>-Strengthen the visitor economy</li> <li>-Protect the rural economy</li> <li>-Modernise town centres</li> <li>-Improved housing offer</li> </ul> </li> <li>These objectives align with the emerging priorities for Rhyl.</li> </ul>
A Growth Vision for the Economy of North Wales (2016)	<ul style="list-style-type: none"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>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’.</li> <li>A priority for Rhyl is the improvement of employment and skills, focusing on the youth population.</li> </ul>
North Wales Regional Framework (2021)	<ul style="list-style-type: none"> <li>The framework, formulated by Welsh Government, offers a blueprint for delineating how the public, private and third sectors will pursue their priorities.</li> </ul>	<ul style="list-style-type: none"> <li>Town centres are identified within the framework as a key component of the Social and Community Wellbeing Economy.</li> <li>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.</li> <li>Regeneration of Rhyl town centre will be a key area of focus in the 4-year investment plan.</li> </ul>

# Alignment with Wider Investment

**Table 10 – Alignment with Wider Investment – Local**

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

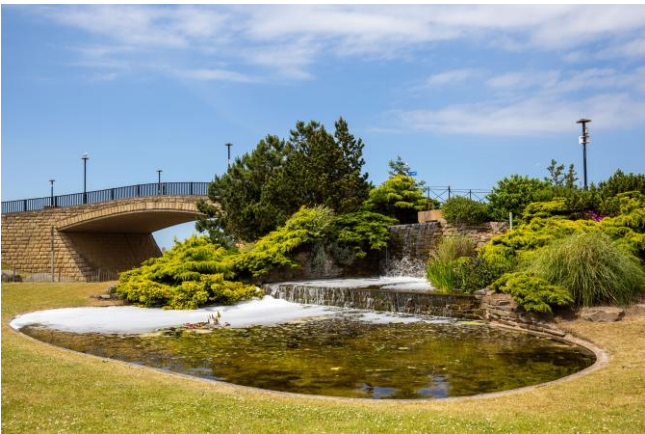
Plan/Investment	Details	Alignment
Rhyl Placemaking Plan (2025)	<ul style="list-style-type: none"> <li>The Rhyl Placemaking Plan was an action plan required by Welsh Government to continue accessing Transforming Towns Placemaking Grant Funding. The plan detailed 8 big ideas to help shape the future of Rhyl Town Centre.</li> </ul>	<p>The eight big ideas and priorities from the placemaking plan engagement acted as a starting point in identifying priorities for the plan for neighbourhoods.</p> <p>Eight big ideas:</p> <ul style="list-style-type: none"> <li>Reunite the beach and town centre</li> <li>Expand recreational led offer and diversify the choice in retail and food.</li> <li>Create a busier town centre</li> <li>Create Civic spaces to be proud of</li> <li>Create great places to spend time</li> <li>Transform the Queen’s building into a vibrant and busy destination</li> <li>Make the town centre a place for locals</li> <li>Create opportunities for the local community to raise aspirations.</li> </ul>
Climate and Nature Strategy (Adopted by DCC July 2024)	<ul style="list-style-type: none"> <li>This document sets out DCC’s aim of a 35% reduction in supply chain emissions by 2030.</li> </ul>	<ul style="list-style-type: none"> <li>The 10-year vision aims to utilise local procurement and low carbon initiatives where possible, reducing supply chain emissions.</li> </ul>
Denbighshire Local Area Energy Plan (2024)	<ul style="list-style-type: none"> <li>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.</li> <li>Focuses on sustainable energy transitions, enhancing community resilience and fostering economic vibrancy.</li> </ul>	



# Alignment with Wider Investment

Table 10 (ctd) – Alignment with Wider Investment – Local

Plan/Investment	Details	Alignment
Denbighshire Economic Development Strategy, 2025-2035	<ul style="list-style-type: none"> <li>The strategy aims to support long-term economic development and is designed to help achieve a ‘prosperous Denbighshire’.</li> <li>The strategy makes clear that a collective effort from partners inside and outside of the County will be required to achieve the shared ambition.</li> </ul>	<ul style="list-style-type: none"> <li>Rhyl’s plan for Neighbourhoods aims to encourage public and private match funding into Rhyl over the plan’s duration.</li> </ul>
DCC Corporate plan 2022-2027	<ul style="list-style-type: none"> <li>The corporate plan sets out what the council want to achieve for people and communities of Denbighshire over the next 5 years.</li> </ul>	<ul style="list-style-type: none"> <li>Interventions in this plan will contribute to the priorities of the Corporate plan:                             <ul style="list-style-type: none"> <li>A prosperous Denbighshire</li> <li>A healthy, happy and caring Denbighshire.</li> <li>A learning and growing Denbighshire.</li> <li>A greener Denbighshire.</li> </ul> </li> </ul>
DCC Local Development Plan	<ul style="list-style-type: none"> <li>The Local Development Plan sets out the proposals and policies for future development and use of land in Denbighshire.</li> </ul>	<ul style="list-style-type: none"> <li>Rhyl’s development plan map identifies development at Queen’s Market (the new retail development) and a brownfield development priority neighbouring the arena.</li> <li>These are in areas that Rhyl’s - 10-year vision seeks to focus on (the Town Centre and West Rhyl).</li> </ul>





# 06

THIS IS OUR RHYL

## **Match Funding & Leveraged Investment**

# Match Funding & Leveraged Investment

This section outlines how the Board and project leads will attract and maximise opportunities for private, public, and philanthropic match funding and investment. It sets out the potential scale of commitment from existing project ideas (e.g., from charities, individuals, and other organisations) and plans to secure future support.

## Match Funding

Over recent years, >£65m of investment has been made into Rhyl through as a result of other programmes and projects. As a part of the 10-year vision, a call for project ideas to the community took place across May-September 2025. Thirty-four project ideas were received which outlined c.£15.7m of potential match funding for projects from government bodies, local businesses and charities.

## Attracting Future Match Funding

In order to attract and maximise opportunities for private, public and philanthropic investment, the Board will endeavour to take a holistic approach to funding proposed projects taken forward in the 10-year vision.

The intention is that the Board and project leads (when confirmed) should draw upon existing connections and networks across Rhyl to seek external funding. Where there is joint alignment across interventions, there is opportunity for project leads to join up. Larger businesses would also be targeted to source grants or link up with via Corporate Social Responsibility frameworks to further strengthen leveraged investment.

The Board will continue to seek investment opportunities that could support project progression throughout the duration of the 10-year period.

Figure 14 - Potential Match Funding Routes







07

THIS IS OUR RHYL

## Community & Stakeholder Engagement

# Community & Stakeholder Engagement

This section outlines how the Board will ensure the local community and key stakeholders are involved in the ongoing development and delivery of the regeneration plan over the course of the 10 years of funding.

## Neighbourhood Board – Ways of working and distinction from the local authority

Rhyl Neighbourhood Board was established in May 2024 to provide visible leadership and strategic navigation for Rhyl’s plan for Neighbourhoods funding. This is the vehicle through which the vision and strategy for the town is defined.

The duties and responsibilities of a Board Member include:

- Being an advocate for Rhyl on behalf of the board and wider community.
- Contributing knowledge and expertise to the development and delivery of the interventions.
- Supporting the chair by leading on activities relevant to their knowledge and experience by representing the interests of the Board in meetings with partners, stakeholders, government and its’ agencies.
- Attending quarterly meetings of the Board and nominating an appropriate named alternative where attendance is not possible.

- Actively develop an effective partnership.
- Reflecting the agreed view of the Board and its members in all discussions with partners, stakeholders, government and its’ agencies.
- Formally representing the Board in meetings with other bodies and partner organisations as required.

Further details of the Board’s full remit can be found in Appendix A – Terms of Reference.

The Neighbourhood Board will reach out to the relevant individuals, groups, businesses and organisations that they represent, for engagement into the Neighbourhood Plan (10-year vision, 4-year investment plan and the following two investment plans).

If the community feel that they have not been consulted or wish to offer feedback on the plan, they can contact their most relevant board representative directly, who will present feedback at board meetings.

# Community & Stakeholder Engagement

## Existing Community & Stakeholder Engagement

To inform the 10-year vision, the Board have already conducted and commissioned the following engagements in Rhyl. Outputs from these engagements directly fed into the baseline, visioning, and project ideation to inform the plan.

Table 11– Existing Community & Stakeholder Engagement

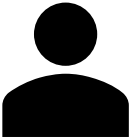

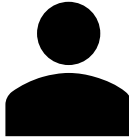
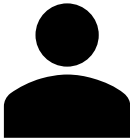
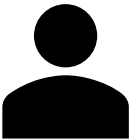

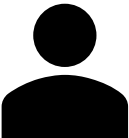
Engagement	Details
Placemaking Plan Engagement (2024)	<ul style="list-style-type: none"> <li>Community Engagement (&gt;2,500 residents)</li> <li>Council Officer Workshop</li> </ul>
Thematic Workshop (May 2025)	<ul style="list-style-type: none"> <li>C.40 businesses (in-person, Rhyl)</li> </ul>
DVSC Survey (June/July 2025)	<ul style="list-style-type: none"> <li>43 Survey responses</li> <li>Local voluntary and community organisations</li> </ul>
DVSC Interviews & Workshop (June/July 2025)	<ul style="list-style-type: none"> <li>14 face-to-face interviews with local voluntary and community organisations</li> </ul>
Business Workshop (July 2025)	<ul style="list-style-type: none"> <li>20 local businesses</li> </ul>
Online & Intercept Surveys (July 2025 – September 2025)	<ul style="list-style-type: none"> <li>542 survey responses</li> <li>Distributed via survey monkey and in-person to Rhyl’s community (those who live, work or visit Rhyl)</li> </ul>
Youth Engagement	<ul style="list-style-type: none"> <li>14 detached sessions across Rhyl (c. 200 young people consulted/engaged with)</li> <li>Youth Focus Group with 10 young people</li> <li>3x Podcast Episodes (60 Young people)</li> <li>Partners engaged with include: Wicked Wales, Brighter Futures, JRM Academy, West Rhyl Young People’s project, Coleg Llandrillo, NWP, High Schools RHS.</li> </ul>
Rhyl communications team	<ul style="list-style-type: none"> <li>Radar PR have marketed the Rhyl Neighbourhood Plan on behalf of the Neighbourhood Board via Articles, LinkedIn, Facebook, and TikTok.</li> <li>This has included social media campaign backing from local celebrities (Kimberley Hart-Simpson, Carole Green, Sian Lloyd, and Spencer Wilding).</li> </ul>
TikTok account	<ul style="list-style-type: none"> <li>The Plan for Neighbourhood TikTok account was used to disseminate information and updates to the local community. This aims to target Rhyl’s youth population.</li> <li>510 followers</li> <li>300-30,000 views on videos</li> </ul>



# Community & Stakeholder Engagement

## Neighbourhood Board Membership and Leadership

Board members are listed below:

	<p><b>Craig Sparrow</b></p> <p>Chair/Community Partner</p> <p>Organisation/Representative: Clwyd Alyn</p>		<p><b>Wayne Jones</b></p> <p>Compulsory Board Member</p> <p>Organisation/Representative: Deputy Police and Crime Commissioner</p>
	<p><b>Cllr Barry Mellor</b></p> <p>Compulsory Board Member</p> <p>Organisation/Representative: Local Authority (Accountable Body).</p>		<p><b>Lee Boycott</b></p> <p>Compulsory Board Member</p> <p>Organisation/Representative: Superintendent, North Wales Police</p>
	<p><b>Cllr Jason McLellan</b></p> <p>Compulsory Board Member</p> <p>Organisation/Representative: Local Authority</p>		<p><b>Gareth Davies</b></p> <p>Requested Member</p> <p>Organisation/Representative: Senedd Member</p>
	<p><b>Gill German</b></p> <p>Compulsory Board Member</p> <p>Organisation/Representative: Member of Parliament</p>		<p><b>Chris Ruane</b></p> <p>Community Partner</p> <p>Organisation/Representative: DVSC Chair/Board Member and Rhyl Resident</p>

# Community & Stakeholder Engagement

## Neighbourhood Board Representation



**Sue Nash**  
  
Local Business/Social Enterprise  
  
Organisation/Representative:  
White Rose Centre



**Dr Jane Moore**  
  
Community Partner  
  
Executive Director of Public Health, Betsi Cadwaladr University Health Board



**Nadeem Ahmed**  
  
Local Business/Social Enterprise  
  
Organisation/Representative:  
Manager of Jean Emporium



**Wesley Williams**  
  
Compulsory Board Member  
  
Chief Inspector, Denbighshire, North Wales Policy



**Jim Jones**  
  
Role: Cultural, Arts, Heritage and Sports Organisation  
  
Organisation/Representative:  
North Wales Tourism Manager



**Gareth Matthews**  
  
Role: Public Agency/Anchor Institution  
  
Organisation/Representative:  
ITEC Training Solutions

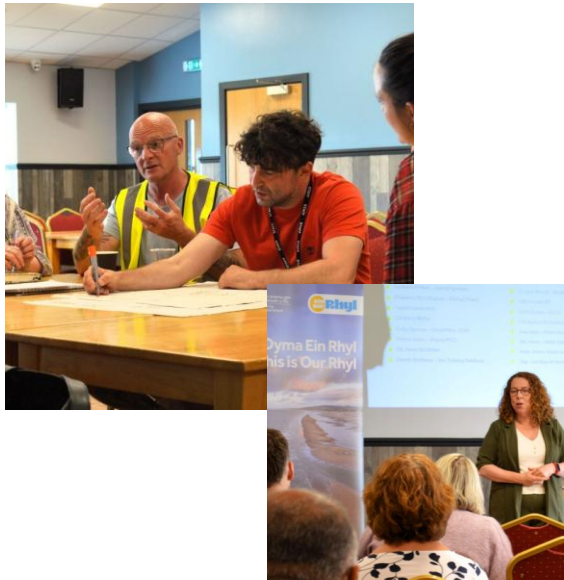
The board is committed to ensuring the highest standards of governance, accountability and transparency across all aspects of its activities. Although the local authority are the accountable body for the programme, the community is at the heart of this vision.

If considered necessary, the Board have the power to invite further members. Boards have the power to design their own process to update its membership, it is suggested by the MHCLG guidance that the most appropriate time to refresh board membership is at the end of the 4 year investment period. The Board will be revisited to ensure its structure is complete and appropriate for the next evolution of the Plan.





# Community & Stakeholder Engagement



## Future Community & Stakeholder Engagement

To ensure the community remain engaged throughout the programme and feed into the shaping of future plans for Rhyf, the Board have developed the following plan for engagement following the plan's submission.

- 1) Continue quarterly board meetings to ensure community views are being incorporated and represented.
- 2) Accept rolling project ideas & pro-forma submissions from the community and stakeholders.
- 3) Repeat or keep open the Our Rhyf survey to ensure plan priorities remain current. This will be distributed by a mix of methods (i.e., online/in-person) to ensure underrepresented groups are engaged with.
- 4) Conduct at least one community engagement event for further input into following plans.

These activities have been incorporated into revenue costs within the 10-year vision.



# 08

THIS IS OUR RHYL

## Governance

# Governance

This section sets out how the Plan for Neighbourhoods will be managed. It contains an outline of the roles and responsibilities of all parties overseeing the investment programme, including the governance structure for the programme, namely the relationship between the Neighbourhood Board, accountable body, and any other parties.

## Governance Structure and Programme Management

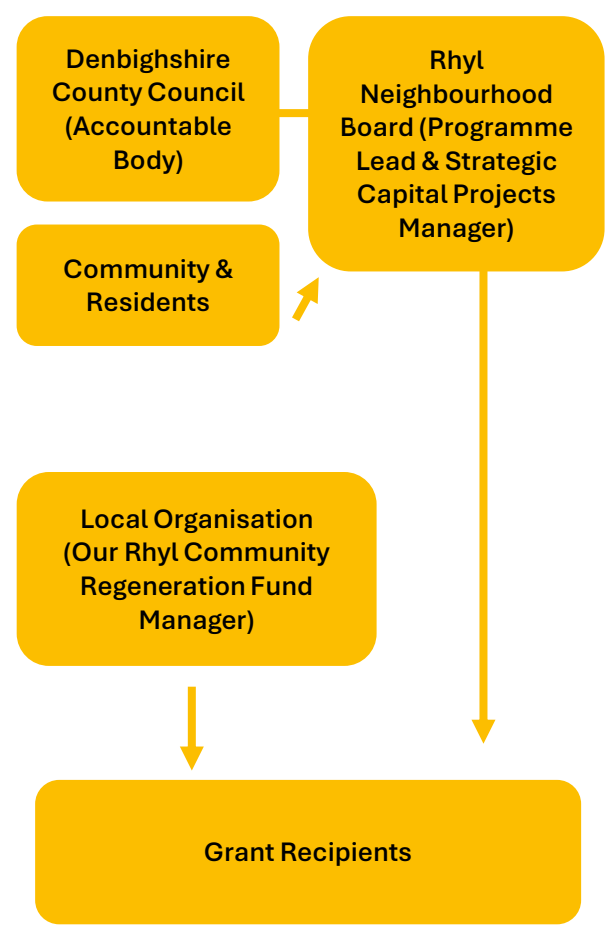
The board is committed to ensuring the highest standards of governance, accountability and transparency across all aspects of its activities. Board members will provide feedback and input on behalf of Rhyl’s community and must adhere to agreed Terms of Reference (See Appendix A).

The relationship with grant recipients will be governed by grant funding agreements between the Board/Local Organisation and grant recipients. The Board envisage a local organisation would be involved to coordinate the Our Rhyl Community Regeneration Fund. Rhyl Neighbourhood Board will coordinate grant funding agreements for strategic capital projects.

Recipients will be obliged to follow the code of conduct based on Nolan principles and the standards expected for projects and proposals as outlined in Managing Public Money. This will be set out in the grant funding agreements and project applications.

The Governance structure for the programme is detailed in Figure 15. Denbighshire County Council is the accountable body for the programme and therefore sits beside the Rhyl Board.

Figure 15 – Governance Structure



## Capacity & Capability

The Neighbourhood Board has 14 members and will continue to support the delivery of interventions in their capacity as government body, advisors, businesses, and community groups.



# Governance

The overall funding programme will be overseen by the Town Programme Manager employed by the Accountable Body, who will continue to provide support and assurance to the administration of funding, with the S151 officer of Denbighshire County Council providing the ultimate assurance for the accountable body. Further details on the Assurance Framework have been provided in Section 08.

Board capacity & management costs have been scoped into the 10-year funding profile to ensure that additional engagement, marketing and logistics can be undertaken throughout the duration of the programme.

Project leads for projects will only be confirmed once they have demonstrated relevant experience, skills and capability to deliver the awarded projects.

## Risk

A risk register has been developed for the plan which includes: delivery risks, financial risks and fraud risks (See Appendix B). As interventions and projects progress, the risk register will be updated to include project risks specific. Each project will be required to provide its own project specific risk register which will be incorporated into the programme as an additional/separate sheet. The register will be owned by the Council as the accountable body and will be assessed by the Board and reported to at Board Meetings.

The person who submits the project application will be the project manager of each intervention will have day-to-day responsibility for managing risks and escalating any issues to the project lead and Fund Manager (Neighbourhood Board/Local Organisation). The risk register will be reviewed regularly throughout the detailed design, procurement, construction and post-construction phases.

## Overview of the Route to Market

In preparation of plan confirmation, application guidance for the Our Rhyl Regeneration Community Fund and Strategic Capital projects will be created.

Application Guidance will be similar to the Key Fund Application Guidance provided under UKSPF within the local area.

This will set out the priorities that projects should focus on (based on the priorities for change) and seek the project's themes, interventions, and location that the project looks to address. Due to the funding profile provided by the UK Government over 10 years, funding available for projects will be capped annually.

# Governance

Following Government confirmation of the 4-year investment plan, the local organisation and Board will issue the call for projects.

Once further projects have been received, these will be assessed through a Multi-Criteria Decision Analysis (MCDA) process and allocated following board (/ the local organisation leading the Our Rhyl Community Regeneration Fund) discussions.

All projects will be required to undergo a four limbed subsidy control assessment prior to a grant funding agreement. This will be managed by the board and the proposed local organisation.

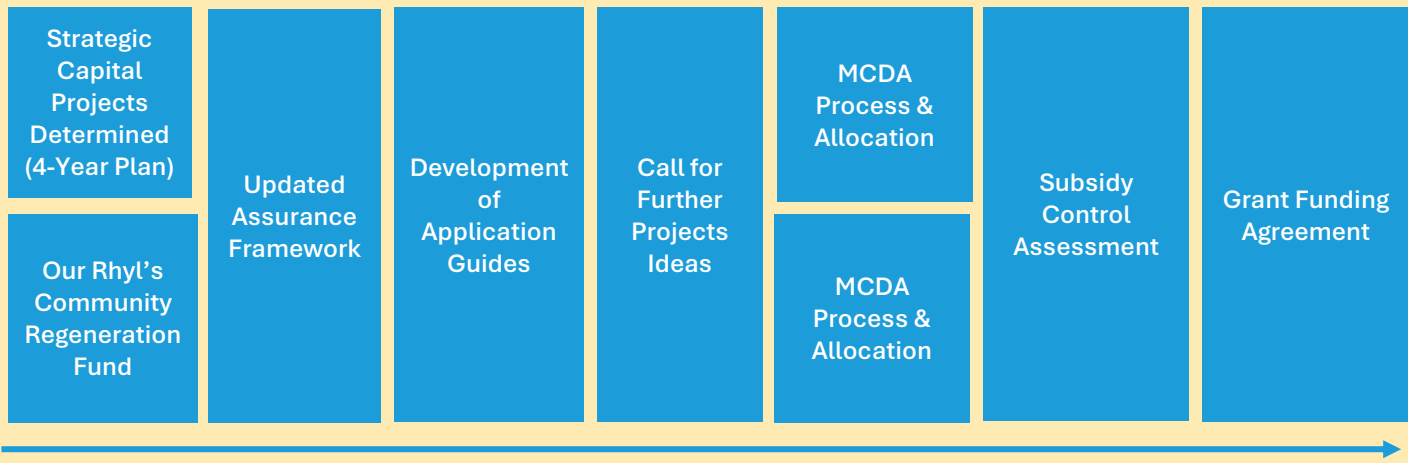
## Multi-Criteria Decision Analysis (MCDA)

For both funding streams (Our Rhyl Community Regeneration Fund and Strategic Capital Projects), a shortlisting process is required to prioritise investments which are: deliverable, meet the requirements of the funding, and meet community priorities.

To do this in a transparent way, the Neighbourhood Board have developed a MCDA framework. This is a process identified by Central Government guidance as a best practice approach to investment decision making.

All investments will be appraised through the MCDA process to shortlist projects. This process is set out overleaf.

Figure 16 – Overview of the Route to Market




# Governance


**Step 1:** Following the second call for project ideas, ideas will undergo a pass/fail based on the following questions:

**Q: Does the project fall within the Plan Boundary?**

**Q: Does the project meet at least one objective of the Plan for Neighbourhoods programme?**



**If Yes: Pass**



**If No: Fail – Project is Rejected**

**Step 2:** Passed projects will then be independently assessed to see if they meet a priority for change within the themes developed through the community engagement.

- A score of 1 for each theme would mean that the project helps to meet a priority within the programme’s theme. A score of 0 would mean that it does not.
- To enable a single score for the project, the following weights (See Table 12) will then be applied each theme’s score of 1 or 0. These have been generated as an output from the Our Rhyl Survey and Workshops. The maximum score that a project can receive is 1 (i.e., if the project meets a priority in each theme).

**Table 12 - Thematic Weightings & Priorities for Change**

Theme	Workshop and Survey Weightings Applied to Scoring	Plan for Neighbourhood Priorities
Regeneration, High Street and Heritage	19%	Town Centre Regeneration Perception of the town Environmental considerations
Work, Productivity and Skills	15%	Unemployment  Funding support and guidance for entrepreneurs
Safety and Security	15%	Community safety
Health and Wellbeing	13%	Health and wellbeing Isolation and loneliness for older residents
Education and Opportunity	12%	Poverty, deprivation & inequality Barriers to education Providing activities and spaces for Rhyl’s youth population
Housing	11%	Quality, affordable Housing
Transport	8%	Active travel
Cohesion	7%	Provision of activities and community Spaces Supporting resource of community & voluntary groups



# Governance

**Step 3:** The deliverability and net additionality of each project will then also independently be assessed.

**Deliverability (Maximum score = 1. Each question is weighted equally at 25%)**

- Has a delivery lead been identified? 1=Yes, 0 =No
- Is there experience delivering and operating similar projects? 1=Yes, 0 =No
- Is the project costed? 1=Yes, 0 =No
- Does the project require further feasibility studies? 0=Yes, 1=No

**Net Additionality (Maximum score = 1. Each question is weighted equally at 50%)**

- Does the project align with the baseline findings? 1=Yes, 0 =No
- Does the project duplicate existing activity or other projects? 0=Yes, 1=No

**Step 4:** Scores will then be combined to presented a ranking from highest to lowest scoring (Highest = 3, Lowest = 0) for the Our Rhyl Community Regeneration Fund and the Strategic Capital Projects.

**Step 5:** Based on the above, a draft shortlist can be independently developed, considering the ranking, overall capital and revenue budgets, funding profiling, and programme.

**Step 6:** The Board and local organisation can use the findings of the MCDA framework to then refine the list projects for the Plan for Neighbourhood investment plans. MCDA criteria can be weighted to align with community consultation and engagement responses that show a clear preference for specific interventions and / or themes. The Neighbourhood Board have utilised this framework to outline the Strategic Capital Project interventions for the 4-year investment plan. However, it is appreciated that a further call for projects is required to finalise allocations.

## *Continued Engagement & Marketing of the Plan for Neighbourhoods*

Engagement events with the community and local stakeholders will continue throughout the duration of the 10-year vision, feeding into subsequent investment plans.

Radar PR will continue to provide marketing updates on social media and via alternative marketing methods (e.g., press discussions, articles, and blogs etc). This has been accounted for under management costs within the profiling of funding.





# 09

THIS IS OUR RHYL

## Assurance

# Assurance

The below sets out an indication of how the Board will obtain assurance that the programme is delivered in line with Best Value standards and Managing Public Money (regularity, propriety, value for money and feasibility).

## Delivering in line with Best Value and Managing Public Money

The Neighbourhood Board and the Accountable Body (Denbighshire County Council) will comply with the Local Government Act 1972, Best Value Duty and the Managing Public Money guidance as updated by HM Treasury.

Robust grant funding agreements will be issued to grant recipients to ensure:

- Project outcomes and outputs are met within agreed timescales
- Collateral is secured where necessary
- Funding is released in arrears subject to submission of claim with appropriate invoices and evidence of defrayal

Grant Funding Agreements, application forms and the MCDA process will ensure that projects cover the Accounting Officer Standards for managing public money:

- **Regularity:** Compliancy with the 'framework of authorities' of the body concerned (sufficient legal basis, compatible with agreed spending budgets and the wider legal framework).
- **Propriety:** The proposals meet high standards of public conduct and relevant parliamentary control procedures and expectations.

- **Value for Money:** In comparison to alternative proposals or doing nothing.
- **Feasibility:** The proposal can be implemented accurately, sustainably and to the intended timetable with the resources available.

## Assurance Framework

To adhere to the Best Value Duty, the Neighbourhood Board will develop an assurance framework to set out how the board will effectively undertake its role in relation to good governance and the allocation of public funds it is responsible for.

This will identify the roles to be taken by the Board, by the Accountable Body and by project leads and include the process of ensuring a robust decision process, assessment, appraisal and risk management. This will also incorporate the 7 themes of good practice, to which the board will report on annually:

- Continuous improvement
- Governance
- Culture
- Use of Resources
- Service Delivery
- Partnerships & Community Engagement
- Leadership



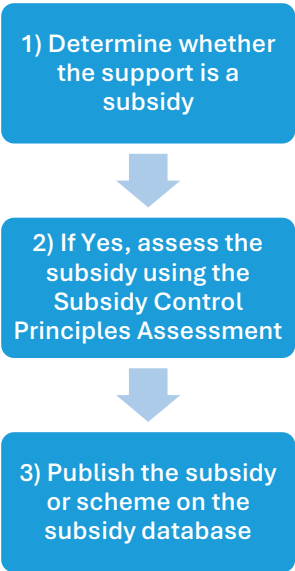
# Assurance

The Assurance Framework will be reviewed and updated by Rhyl Neighbourhood Board at the development of each investment plan.

## Subsidy Control

Below provides an overview of how the board will ensure the requirements of the Subsidy Control Act (SCA) will be adhered to in the delivery of the programme.

Figure 17 – Subsidy Control



## Subsidy Control Principles Assessment

All project leads will undergo a Subsidy Control Principles Assessment to ensure that the proposed subsidy and subsidy amount does not cause economic harm or distortive effects. This will be mandated in the due diligence process for awarding grant funding.

The full assessment template is included in Appendix C, but covers the below questions:

- Why is a subsidy the most appropriate instrument for addressing the identified policy objective and why other instruments have been set aside such as regulation, direct provision of the good or service by the authority, or loans or equity investment on commercial terms.
- Relative to the baseline/no subsidy scenario, how will the subsidy lead to a change in the economic behaviour of the beneficiary (and therefore bring about something that would not have occurred without the subsidy) which assists with achieving the policy objective?
- How is the subsidy proportionate and designed to minimise any negative effects on competition and investment within the UK whilst still allowing it to meet the policy objective?
- What are the expected benefits of the subsidy (as they relate to the specified public policy objective) and what are the anticipated negative effects, including in particular any negative effects on competition and investment within the UK, and international trade and investment?

# Assurance

## Procurement

Funds delivered through the programme, including by third parties will comply with the appropriate public contract regulations when implementing the investment plan, including the selection of projects.

Procurement activities will be guided by the following principles:

- To reduce non-essential spend by considering whether there is an alternative approach to delivering the outcome without the need for the council to spend at all.
- Applying the sustainable development principle to all procurement activity, in particular, working with the supply chain to decarbonise Wales.
- Delivering value for money in the goods services or works procured, including public sector collaboration opportunities.
- Procurement exercises managed and led by officers with skills appropriate to the value and risk associated
- Contracts will be managed in accordance with corporate contract management principles.

- Due regard is made in all commissioning and purchasing decisions to local economic prosperity and wellbeing.

Full details of each of the principles is set out in the Council's Procurement Policy (See Appendix D).

## Public Sector Equality Duty

The Neighbourhood Board will consider the Public Sector Equality Duty through a programme-level Wellbeing impact assessment (See Appendix E).

This will consider how projects will improve the economic, social, and environmental well-being of the Town Boundary area, how equality issues are considered, and how such improvements can be secured in the Investment Projects. This will be refreshed for each investment plan.

On a project level, each project should provide details of how it meets the governments clean growth principles and Public Sector Equality Duty. This will be required as part of the contract with each individual project. It will also include support for and promotion of Welsh language where possible.

