

# RUTHIN TOWN & AREA PLAN

“LOOKING FORWARD TOGETHER”

2013 – 2020

November 2013



# RUTHIN TOWN PLAN

"LOOKING FORWARD  
TOGETHER"

2012 – 2020

# Vision for Ruthin

We want Ruthin

- to be 'a town for life'
- to be a thriving medieval market town
- to be a seven day week experience
- to be a Wikipedia town

We want Ruthin to be 'a town for life' – a place where people enjoy living and where they want to remain living, working and bringing up their own families, to be a thriving medieval market town with a vibrant local and visitor economy helping it become a 'town for life' and a place attractive to visitors, to be a seven day week experience where the local community has what it needs from living and working in Ruthin available through the week and where visitors have activities to partake in, entertainment available, places of interest to visit and accommodation and restaurants, bars and cafes to choose from throughout their stay, and to be a Wikipedia town to encourage visitors to come and stay in Ruthin and the surrounding area, promoting its history and attractions thereby giving reasons to visit and stay.

Ruthin has many strengths in that it is steeped in history and heritage, is surrounded by beautiful countryside and has places of interest for both its local community and visitors. It provides good education for our younger community and has several good sports teams. However, we now need to build on this and determine exactly what Ruthin's offer is and how we take that forward.

## Background

Denbighshire County Council has adopted a strategic aim of being “a high performing council closer to the community”.

To help achieve this aim, the County Council is inviting the town and community councils and the businesses, community and voluntary sectors in each of its main towns and the smaller outlying communities which relate to them to join together to develop “town plans”. These will be living documents which will set out

- The current situation
- The key challenges and opportunities which they will face over the next decade
- A vision for each town which will provide it with a sustainable future, and
- Realistic and achievable actions which will deliver the vision



The name Ruthin comes from the Welsh words ‘rhudd’ (red) and ‘din’ (fort) and refers to the colour of the red sandstone which forms the geological basis of the area and from which the castle was built as a strategic lookout over the River Clwyd in 1277 to 1284.

Ruthin has a lively and interesting history - which has provided a rich architectural heritage and there are around 230 listed buildings in the Ruthin area, with the majority of that number being in the town itself.

The town is currently an administrative and service centre for its rural hinterland. It is the home of Denbighshire County Council's headquarters, bringing a knock-on benefit to the retail and service industries in the town, and is now home to one of the largest cattle and sheep auction markets in Wales. The town is also home to Ruthin Craft Centre which was recently redeveloped with a £4.3 million scheme into the Centre for the Applied Arts, housing 3 galleries, six artists' studios, a retail gallery, education and residency workshops and a café. The galleries attract world renowned artists who exhibit there.

There are a number of primary and secondary schools serving the town and its surrounding area. Brynhyfryd School is a bilingual co-educational school and Ruthin School is a public, co-educational school for day and boarding students open to applications from all over the world. The people of Ruthin and its surrounding area also have access to a community hospital, a leisure centre, a community theatre and the further education college at Llysfasi (now part of Deeside College) giving access to vocational and higher education courses for school leavers and students over 19.

During the summer, the Ruthin Festival provides a week long programme of events and concerts and the town hosts the MTB Marathon mountain biking event with competitors starting and finishing in Ruthin having ridden through the Clwydian Range Area of Outstanding Natural Beauty (AONB).

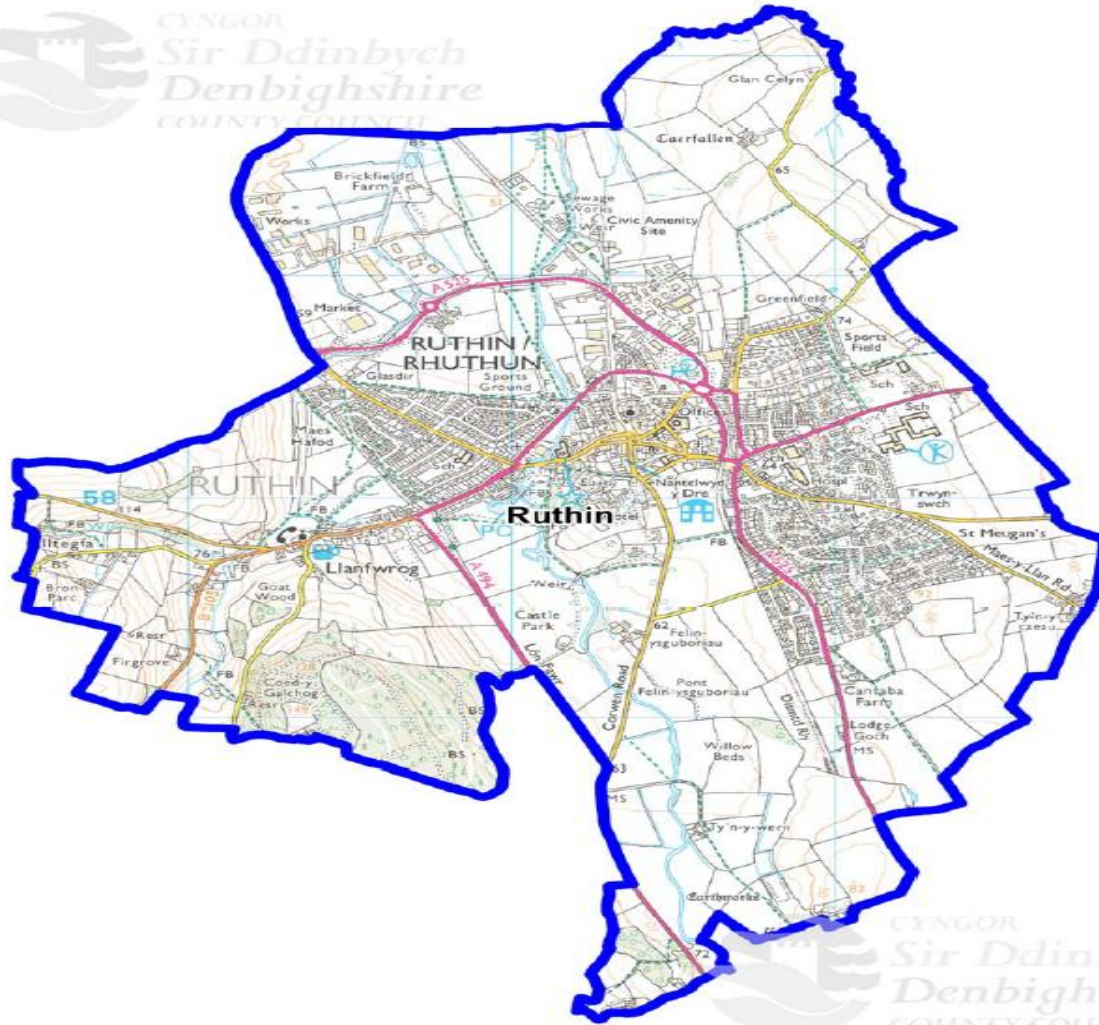
The town is home to 5,218 people and a further 11,639 people live in the surrounding rural hinterland in the Llandyrnog, Llanbedr Dyffryn Clwyd/Llangynhafal, Llanarmon yn Iâl/Llandegla, Llanfair Dyffryn Clwyd/Gwyddelwern, Efenechtyd and Llanrhaeadr-yng-Nghinmeirch wards.

Scale: 1:25,000

### Map showing the wards in the Ruthin Area



CYNGOR  
Sir Ddinbych  
Denbighshire  
COUNTY COUNCIL



CYNGOR  
Sir Ddinbych  
Denbighshire  
COUNTY COUNCIL

Last updated 19.11.13

# Where we are now

## People

Compared to the county as a whole, the town of Ruthin has

- more people aged over 65,
- higher percentage of over 85's,
- fewer young people under 15,
- fewer households claiming housing or Council Tax benefit, and
- a lower proportion of households which are overcrowded.

## Community

Compared to the county as a whole, more people in the town of Ruthin

- were born in Wales, and
- can speak Welsh.

The crime rate in Ruthin is lower than the average rate for the County, particularly for incidences of violence against the person, theft and handling and criminal damage.

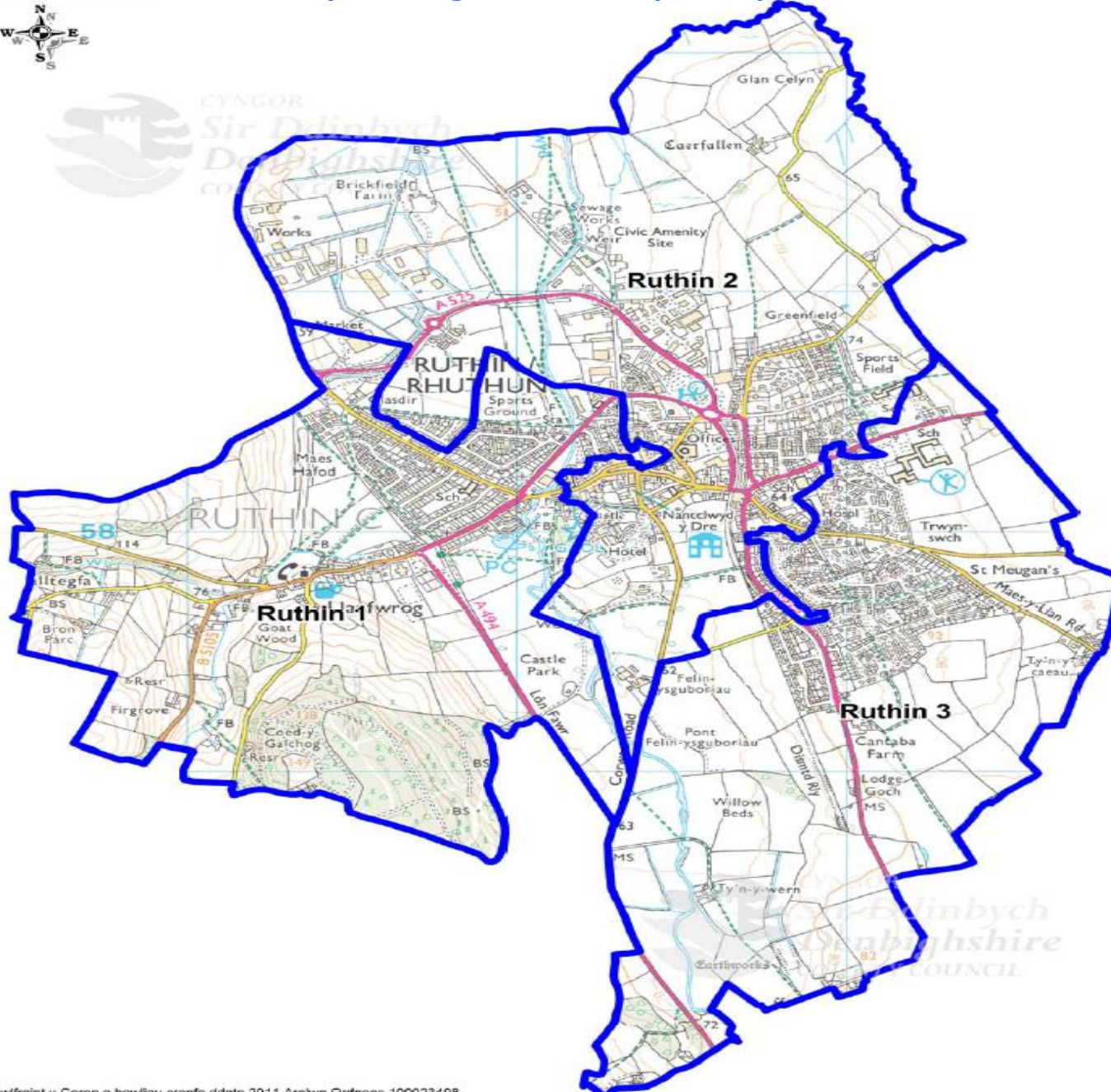
The Welsh Government uses a formula to measure deprivation called the "Welsh Index of Multiple Deprivation". Wales is split into 1896 areas which are smaller than County Council wards. Each area is then ranked with the most deprived given a score of 1 and the least deprived as score of 1896. The scores in different years are not directly comparable because the way in which the index is calculated changes over time, but nevertheless give an indication of the Welsh Government's view about the deprivation in the town at various points in time. All of the areas in Ruthin town are amongst the 30% least deprived in Wales.

Part of the index which relates to how easy it is for people to access services such as schools, clinics, shops and leisure centres and in the surrounding rural area, the Efenechtyd, Llanarmon yn Iâl/Llandegla, Llanfair Dyffryn Clwyd/Gwyddelwern and Llanrhaeadr yng Nghinmeirch, wards are considered to be amongst the 10% most deprived in Wales in this regard with the Llanbedr Dyffryn Clwyd/Llangynhafal and Llandyrnog wards being in the 20% most deprived.



Scale: 1:20,000

### Map showing the Lower Super Output Areas in Ruthin



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## Jobs

Compared to the county as a whole,

- more people who live in Ruthin work in the public sector (and more people in Denbighshire work in this sector than in any other local authority area in Great Britain),
- a lower percentage of people work in manufacturing, retail and hotels & restaurants
- a higher percentage of people who live in Ruthin are managers and professionals
- more residents of the town commute more than 20km to work
- more people commute more than 20km to work in the town, and
- lower percentage of people of working age claim Job Seekers' Allowance
- the average annual household income in Ruthin is slightly higher although the percentage of households in Ruthin below the 60% GB median is also higher

## Place

### Vacancy rates for retail premises – Autumn 2012

Ruthin has one of the highest percentages of vacant town centre units in the county, although this is still broadly similar to the average level for the UK.

Ruthin	14%	(25 units)
UK	14.5%	(Local Data Company)

The County Council runs the town's key tourism assets - namely Ruthin Craft Centre (with support from Arts Council for Wales), Nantclwyd y Dre and Ruthin Gaol. The Craft Centre gets around 90,000 visitors through its doors annually, whilst Ruthin Gaol has around 10,000 and Nantclwyd y Dre around 4,000.

There are 165 graded bed spaces in visitor accommodation within the town.

## What we want to do and how we're going to do it

### People

There is capacity to provide a wider choice of higher education.

There are more people coming to live in Ruthin at the Glasdir residential development.

The Welsh primary school is located on a site not fit for purpose.

There is a higher proportion of people aged over 85 in Ruthin. This is an age group that is projected to increase as a proportion of the population, creating both more demand for local services and opportunities for local businesses and the local economy.

There are fewer young people living in Ruthin.

### What we will do.....

.....We will liaise with local colleges and DCC's School Improvement and Inclusion Team to discuss the skills required in the area, the courses that could and/or should be offered by the colleges to help young people to stay and work in the area that in turn will help attract new employers to the area as the right skill base is available. We also will review the primary school provision within Ruthin and its surrounding communities and agree the future investment. We will need to ensure that services are appropriate for the local population and that housing needs are met.

<i>We will achieve this by</i>	<i>Led by</i>	<i>When this will start and finish</i>
Completing area review of existing primary provision and agreeing pattern for future provision and improvement works	County Council Modernising Education	1 April 2012 31 Mar 2017
Improving primary education provision to serve Ruthin and surrounding communities by securing funding to invest in schools	County Council Modernising Education	1 April 2013 31 Mar 2017
Looking into providing more extra care housing for older	County Council Social Services	1 Apr 2012

people		31 Mar 2017
Holding discussions about cafes and shops being open at times when older teenagers can use them and looking into the feasibility of offering activities for their age group	County Council Strategic, Regeneration, Town Council, Business Groups	1 Apr 2012 31 Mar 2013
Meet with Head of Llysfasi College to discuss future plans and skills base	County Council Strategic Regeneration with School Improvement and Inclusion Team	1 Apr 2012 31 Mar 2013
Liasing with Housing Services to identify any potentially missing provision for young people's / affordable housing	County Council Housing and Community Development	1 Apr 2012 31 Mar 2013

## Community

There is a lack of allotments.

There are several successful sports teams in Ruthin; rugby, football, cricket, tennis and hockey with many of the members coming from outside the town. Outdoor leisure provision will therefore need to be sustainable.

An all weather pitch is to be built in Ruthin at Brynhyfryd School.

### What we will do.....

.....We will aim to provide more allotments through Planning gain. We will bring sports together as part of the branding for Ruthin to bring the community together and allow families to spend time together. This will allow Ruthin to be 'a place to come and play and compete', encouraging sports teams from out of town to come to Ruthin which in turn will bring an economic benefit. It will mean that we need to ensure that the leisure facilities are high quality and sustainable.

<i>We will achieve this by</i>	<i>Led by</i>	<i>When will this start and finish</i>
Providing more allotments	County Council Finance & Assets	1 Apr 2012 31 Mar 2015
Providing more flexible public transport for people living in outlying communities to make it easier for them to access the facilities in the town ie in time to take part in sports and other activities	County Council Highways	1 Apr 2012 31 Mar 2014
Identifying ways of bringing families together through sport	Town Team	1 Apr 2013 31 Mar 2014

## Jobs

Local shops are in direct competition with internet shopping and out of town shopping centres.

Ruthin serves its hinterland with the livestock market and professional services.

A large number of visitors go to the Craft Centre but they do not go into the town centre.

Ruthin's night time economy is limited.

Ruthin shops offer a number of well known, high quality brands. A new branded leisure offer provided by Wetherspoons has recently opened in town.

There is limited employment land ready to build on which could constrain both the growth of current businesses and new investment on the industrial estate.

There is a national mountain bike event held in the area (that starts and finishes in Ruthin) and surrounding countryside for road cycling and walking which could help sustain tourism as part of the wider visitor offer.

### What we will do.....

.....We will need to support local business owners need to work out how we can encourage people to shop locally and not on the internet or out of town. There must be something that shoppers experience/receive locally that encourages them to shop in their town centre and not on line or out of town. It is increasingly important for shop owners to work together. We need to consider what impact any changes to the Common Agricultural Policy will have on farmers in the surrounding area.

<i>We will achieve this by</i>	<i>Led by</i>	<i>When will this start and finish</i>
Looking into the feasibility of a town centre manager	Ruthin Town Team, County Council Strategic Regeneration	1 Apr 2012 31 Mar 2014
Installing an Art Trail to enhance the art offer in the town and also to encourage visitors to the Craft Centre to go to the town centre	County Council Environment	1 Apr 2012 31 Mar 2014
Providing signage to let visitors at the Craft Centre know	County Council Environment	1 Apr 2012

about the town centre		31 Mar 2014
Securing the future of the Open Doors weekend	County Council Strategic Regeneration	1 Apr 2012 31 Mar 2013
Reviewing the position of the Ruthin visitor offer including assets such as the medieval castle in order to gain greater recognition of Ruthin as a centre for applied arts	County Council Strategic Regeneration with Leisure, Libraries & Community Development	1 Apr 2012 31 Mar 2014
Encouraging signposting between shops	Town Team	1 Apr 2012 31 Mar 2014
Developing part of the marketing and branding strategy for Ruthin using the fact that many high quality brands are available for sale in Ruthin – branding the town centre as a 'department store'	County Council Strategic Regeneration, Business Support and Tourism, Town Team	1 Apr 2012 31 Mar 2014
Understanding any changes made to the Common Agricultural Policy and the potential impact	County Council Strategic Regeneration and Business Support	1 Apr 2012 31 Mar 2013



## Place

St Peter's Square is not used to its best potential.

Ruthin has a key role to play in the wider Vale of Clwyd and AONB offer to visitors.

There is a Safer Routes in the Community project being run in Ruthin.

A successful bid for funding has been submitted to the Heritage Lottery Fund for restoring the Lords Garden at Nantclwyd y Dre.

A feasibility study has been commissioned for the renovation of the West Wing of Nantclwyd Y Dre.

### What we will do.....

.....We will need to improve the town square by looking at its layout and traffic flows. We need to find funding to restore and renovate the final part of Nantclwyd Y Dre to widen its appeal as a visitor attraction. We need to ensure the places of interest are open and that there are activities on in the town seven days a week in order to make Ruthin a more vibrant place attractive to its residents and visitors alike. This will mean working with Ruthin Town Team and the business and community groups to ensure a coordinated approach. We will continue and further develop work already done by Bro Rhuthun for the marketing and branding of Ruthin and to work out what Ruthin's 'offer' is to visitors coming to Ruthin alone and as part of the Vale of Clwyd destination package.

<i>We will achieve this by</i>	<i>Led by</i>	<i>When will this start and finish</i>
Carrying out full signage audit	County Council Highways and Strategic Regeneration	1 Apr 2012 31 Mar 2014
Reviewing tourist information provision	County Council Strategic Regeneration	1 Apr 2012 31 Mar 2014
Improving signage at Ruthin Gaol	County Council Environment	1 Apr 2012 31 Mar 2014
Making 'residents only' parking signs in Market Street more obvious to visitors	County Council Highways	1 Apr 2012 31 Mar 2013

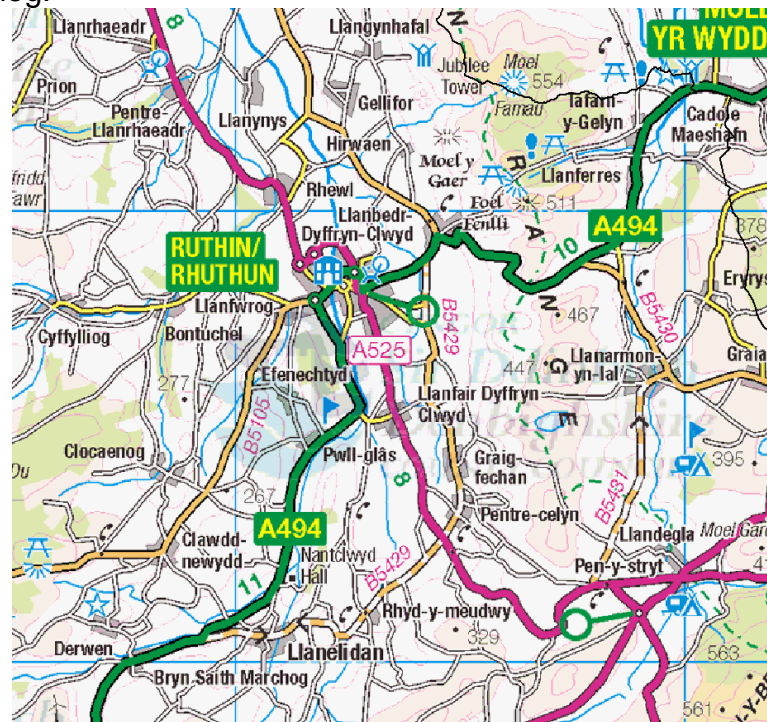
		<b>Instruction submitted</b>
Providing extra town trail boards	County Council Environment	1 Apr 2012 31 Mar 2013
Securing funding to renovate the West Wing at Nantclwyd y Dre	County Council Strategic Regeneration	1 Apr 2013 31 Mar 2014
Providing a consistent style of benches in and around town centre and more bins on the Cuning Green footpath	Town Council	1 Apr 2013 31 Mar 2017
Removing unauthorised A boards and signs at entrance to Lon Parcwr and on Clwyd Street	County Council Environment	1 Apr 2012 31 Mar 2013
Removing and/or replacing the banners on street lighting columns	County Council Leisure, Libraries and Community Development	1 Apr 2012 31 Mar 2014
Replacing the current bridge at Cae Ddol with a more attractive alternative	Friends of Cae Ddol	1 Apr 2013 31 Mar 2017
Looking into ways of funding the removal of the roundabout in St Peter's Square and /or reconfiguring the space to make it more suitable for events.	County Council Planning, Regeneration and Regulatory Services	1 Apr 2012 31 Mar 2014
Further developing and publishing a marketing and branding strategy for Ruthin	County Council Strategic Regeneration and Business Support, Town Council, Town Team	1 Apr 2012 31 Mar 2014

## The links between the town & the associated communities

Ruthin and its surrounding communities are closely linked with Ruthin town centre serving the majority of villages in the area. The area around Ruthin is large and has several important features. Several of the communities are located within the designated Area of Outstanding Natural Beauty. The Offa's Dyke path also runs through some of these communities. Loggerheads Country Park is the biggest attraction in the Ruthin area and is popular with both local residents and visitors from further afield.

The area is becoming increasingly popular for holding high quality, high profile events such as the Etape Cymru cycle event, the MTB mountain bike and cycling event, the Wales GB rally. The area offers a wealth of outdoor activities such as walking, horseriding, cycling, orienteering as well as educational opportunities such as the Duke of Edinburgh awards.

There are several active community councils and groups in the area all working towards the well being of their local communities and economies. The communities covered by this Area Plan include Bontuchel, Cyffylliog, Rhewl, Llanynys, Llangynhafal, Gellifor, Llanbedr Dyffryn Clwyd, Llanferres, Maeshafn, Eryrys, Llanarmon yn Ial, Llandegla, Llanfair Dyffryn Clwyd, Graigfechan, Pentrecelyn, Pwllglas, Clocaenog, Derwen and Bryn Saith Marchog.





RUTHIN AREA  
PLAN  
"LOOKING FORWARD  
TOGETHER"  
2013 – 2020

Making it happen...  
For People & Community

ACTIVITY	ECON. AMB. STRAT. REF.	OUTPUT	LED BY	START	FINISH
Improving broad band access and mobile phone coverage to rural area surrounding Ruthin	1.2a	Superfast broadband to all properties	DCC Economic and Business Development	Jan 2014	Dec 2017
Supporting the community council on the Llanferres Community Garden project	5.2c	Funding identified and secured	Llanferres Community Council	Jan 2014	Jun 2014
		Work to garden carried out	Llanferres Community Council	Jul 2014	Jul 2015
		Agreement with school for maintenance in place	Llanferres Community Council	Jul 2015	Oct 2015
Supporting voluntary run Siop Pwllglas to help sustain the local community that it serves	5.2c	Needs of the community identified by meeting with voluntary run and local ward members	DCC Economic and Business Development	Apr 2014	Jun 2014
		Report / Business case	DCC Economic and Business Development	Jul 2014	Sept 2014
		Funding identified and secured	DCC Economic and Business Development	Sept 2014	Dec 2014
		Project up and running by voluntary run centre	Voluntary group	Jan 2015	Dec 2015
Supporting voluntary run Llanarmon yn Ial Village Siop to help sustain the local community that it serves	5.2c	Needs of the community identified by meeting with voluntary run and local ward members	DCC Economic and Business Development	Apr 2014	Jun 2014
		Report / Business case	DCC Economic and Business Development	Jul 2014	Sept 2014
		Funding identified and secured	DCC Economic and Business Development	Sept 2014	Dec 2014
		Project up and running by voluntary run centre	DCC Economic and Business Development	Jan 2015	Dec 2015
Supporting voluntary run Siop Clawddnewydd to help sustain	5.2c	Needs of the community identified by meeting with voluntary run and	DCC Economic and Business Development	Apr 2014	Jun 2014

the local community that it serves		local ward members			
		Report / Business case	DCC Economic and Business Development	Jul 2014	Sept 2014
		Funding identified and secured	DCC Economic and Business Development	Sept 2014	Dec 2014
		Project up and running by voluntary run centre	DCC Economic and Business Development	Jan 2015	Dec 2015
Supporting voluntary run Raven Inn, Llanarmon yn Ial, to help sustain the local community that it serves	5.2c	Needs of the community identified by meeting with voluntary run and local ward members	DCC Economic and Business Development	Apr 2014	Jun 2014
		Report / Business case	DCC Economic and Business Development	Jul 2014	Sept 2014
		Funding identified and secured	DCC Economic and Business Development	Sept 2014	Dec 2014
		Project up and running by voluntary run centre	DCC Economic and Business Development	Jan 2015	Dec 2015
Amalgamating the community shop and pub in Clawddnewydd	5.2c	Requirements to amalgamate the community shop and the pub identified	Derwen Community Council	Jul 2014	Sept 2014
		Funding identified and secured	Derwen Community Council	Sept 2014	Dec 2014
		Local services being provided by the community run shop and pub	Derwen Community Council	Jan 2015	Dec 2015
Supporting rural communities without voluntary run centres to become more sustainable	5.2c	Work with other communities and the local ward member to determine if voluntary run centres eg village shops would be of benefit	DCC Economic and Business Development	Apr 2014	Jun 2014
		Report / business case	DCC Economic and Business Development	Jul 2014	Sept 2014
		Funding identified and secured	DCC Economic and Business Development	Sept 2014	Dec 2014
		New voluntary run centre open	Voluntary group	Apr 2014	Jun 2014
Working with the local ward member and the community council to assist them in seeking funding opportunities for improvements to Llanbedr DC Village Hall	5.2c	Meet with ward member and community council	Llanbedr Community Council	Apr 2014	Jun 2014
		Funding identified and secured	Llanbedr Community Council	Jul 2014	Sept 2014
		Improvements completed	Llanbedr Community Council	Sept 2014	Dec 2014

Working with the local ward member and the community council to assist them in seeking funding opportunities for improvements to Llangynhafal Village Hall	5.2c	Meet with ward member and community council	Llangynhafal Community Council	Apr 2014	Jun 2014
		Funding identified and secured	Llangynhafal Community Council	Jul 2014	Sept 2014
		Improvements completed	Llangynhafal Community Council	Sept 2014	Dec 2014
Working with the local ward member and the community council to assist them in seeking funding opportunities for improvements to Llanfair DC Village Hall	5.2c	Meet with ward member and community council to identify improvements	Llanfair DC Community Council	Apr 2014	Jun 2014
		Funding identified and secured	Llanfair DC Community Council	Jul 2014	Sept 2014
		Improvements completed	Llanfair DC Community Council	Sept 2014	Dec 2014
Working with the local ward member and the community council to assist them in seeking funding opportunities to expand Clawddnewydd community centre	5.2c	Meet with ward member and community council to identify improvements	Derwen Community Council	Apr 2014	Jun 2014
		Funding identified and secured	Derwen Community Council	Jul 2014	Sept 2014
		Improvements completed	Derwen Community Council	Sept 2014	Dec 2014
Working with the local ward member and the community council to assist them in seeking funding opportunities to allow Pwllglas community centre to expand	5.2c	Meet with ward member and community council to identify improvements	Efenechtyd Community Council	Apr 2014	Jun 2014
		Funding identified and secured	Efenechtyd Community Council	Jul 2014	Sept 2014
		Expansion completed	Efenechtyd Community Council	Sept 2014	Dec 2014
Working with the local ward member and the community council to assist them in seeking funding opportunities to improve the facilities at Rhewl Pavilion	5.2c	Meet with ward member and community council to identify improvements	Llanynys Community Council	Apr 2014	Jun 2014
		Funding identified and secured	Llanynys Community Council	Jul 2014	Sept 2014
		Improvements completed	Llanynys Community Council	Sept 2014	Dec 2014
Building a skate park in Llanarmon yn Ial playing field	5.2c	Site identified	Llanarmon yn Ial Community Council	Apr 2014	Jun 2014
		Necessary permissions	Llanarmon yn Ial Community Council	Jul 2014	Sept 2014
		Funding identified and secured	Llanarmon yn Ial Community Council	Sept 2014	Dec 2014
		Skate park built	Llanarmon yn Ial Community	Apr 2014	Jun 2014

			Council		
Develop an affordable housing scheme in Llanferres for local people	5.2c	The development of two affordable housing units	DCC Community Housing/local RSL	Apr 2013	Mar 2016
Looking into providing more affordable housing to help retain the local population, especially for young families	5.2c	Report/Business Case	DCC Community Housing	Apr 2014	Mar 2015
		Funding identified & secured	DCC Community Housing	tbc - Dependent upon outcome of business case	tbc
		Provision of affordable housing (subject to Business case).	DCC Community Housing	tbc	tbc
Supporting Llandegla Community Council to purchase land in the village from DCC to create a community open space in the village	5.2c	Funding identified and secured	Llandegla Community Council	Apr 2014	Jun 2014
		Land purchased	Llandegla Community Council	Jul 2014	Sept 2014
		Open space created	Llandegla Community Council	Sept 2014	Dec 2014
Improving the safety of residents in Llanbedr DC by providing safer walking routes from the top to the bottom of the village and through the village to the school		Walking routes identified	DCC Highways	Jan 2014	Mar 2014
		Report / Business Case	DCC Highways	Jun 2014	Jul 2014
		Funding identified and secured	DCC Highways	Jul 2014	Oct 2014
		Footpaths installed	DCC Highways	Nov 2014	Feb 2015
Developing a first responders scheme in the Llangynhafal area	5.2c	Skills and training identified by meeting with local ward member and/or community council/group	Llangynhafal Community Council	Jul 2014	Sept 2014
		Training provider identified	Llangynhafal Community Council	Sept 2014	Oct 2014
		Funding identified and secured	Llangynhafal Community Council	Oct 2014	Jan 2015
		Training delivered	Llangynhafal Community Council	Feb 2015	Mar 2015
Providing resource and/or youth workers to encourage	5.2c	Areas where this is a priority identified	DCC Youth Service	Jul 2014	Sept 2014



community development and event organising for young people including the provision of a funding pot that young people can apply in to		Report / business case	DCC Youth Service	Sept 2014	Oct 2014
		Funding identified and secured	DCC Youth Service	Oct 2014	Jan 2015
		Youth workers and/or development programme and funding pot in place	DCC Youth Service	Feb 2015	Mar 2015
Allowing young people to participate in local decision making		Ways to include young people in town and community councils identified	DCC Youth Service	Jul 2014	Sept 2014
		Report / Business Case	DCC Youth Service	Sept 2014	Oct 2014
		Funding identified and secured (if required)	DCC Youth Service	Oct 2014	Jan 2015
		Young people participating in local decision making	DCC Youth Service	Feb 2015	Mar 2015
Providing better, safer rural play areas	5.2c	Business Case for feasibility study	DCC Public Realm	Apr 2014	Jun 2014
		Feasibility study carried out	DCC Public Realm	Jul 2014	Sept 2014
		Business case for installing new / replacement play areas (depending on outcome of feasibility study)	DCC Public Realm	Sept 2014	Dec 2014
		Funding identified and secured	DCC Public Realm	Jan 2015	Mar 2015
		Play areas improved / installed	DCC Public Realm	Mar 2015	Jul 2015
Providing a new play area in Llanbedr Dyffryn Clwyd	5.2c	Site identified for a playground in Llanbedr Dyffryn Clwyd	Llanbedr DC Community Council	Apr 2014	Jun 2014
		Necessary permissions in place	Llanbedr DC Community Council	Jul 2014	Sept 2014
		Funding identified and secured	Llanbedr DC Community Council	Sept 2014	Dec 2014
		Playground built	Llanbedr DC Community Council	Jan 2015	Mar 2015
Providing a new playing field in Cyffylliog	5.2c	Site identified for a playing field in Cyffylliog	Cyffylliog Community Council	Apr 2014	Jun 2014
		Necessary permissions in place to establish a playing field	Cyffylliog Community Council	Jul 2014	Sept 2014
		Funding identified and secured	Cyffylliog Community Council	Sept 2014	Dec 2014
		Playing field open	Cyffylliog Community Council	Jan 2015	Mar 2015

Providing a new play area in Clawddnewydd	5.2c	Site identified for a play area in Clawddnewydd	Derwen Community Council	Apr 2014	Jun 2014
		Necessary permissions in place to establish a playing field	Derwen Community Council	Jul 2014	Sept 2014
		Funding identified and secured	Derwen Community Council	Sept 2014	Dec 2014
		Play area open	Derwen Community Council	Jan 2015	Mar 2015
Ensuring well signposted and mapped walking routes	6.2a	Business Case for feasibility study	DCC Rights of Way	Apr 2014	May 2014
		Feasibility study carried out	DCC Rights of Way	Jun 2014	Sept 2014
		Business case (depending on outcome of feasibility study)	DCC Rights of Way	Oct 2014	Nov 2014
		Funding identified and secured	DCC Rights of Way	Dec 2014	Mar 2015
		Walking routes improved / opened	DCC Rights of Way	Jun 2015	Dec 2015
Supporting the youth club in Llanynys / Rhewl	5.2c	Needs identified by meeting with youth workers and local ward member	DCC Youth Service	Jul 2014	Sept 2014
		Report / Business Case	DCC Youth Service	Sept 2014	Oct 2014
		Funding identified and secured	DCC Youth Service	Oct 2014	Jan 2015
		Project(s) being delivered	Youth Club	Feb 2015	Mar 2015
Installing a bench at the river bridge in Llanynys to improve the local offer to walkers and visitors	6.2a	Necessary permissions in place	Llanynys Community Council	Sept 2014	Oct 2014
		Funding identified and secured	Llanynys Community Council	Oct 2014	Jan 2015
		Bench in place	Llanynys Community Council	Feb 2015	Mar 2015
Ensuring the education network within the Ruthin area has a sustainable mix of town and rural provision	5.2c	To progress proposals for an area school for the Clocaenog / Cyffylliog area	DCC Customers and Education Support	Jun 2013	Sept 2014
		To progress proposals for a robust and sustainable faith primary provision to serve the town of Ruthin and surrounding areas	DCC Customers and Education Support	Jun 2013	Sept 2014
		To progress proposals for joint working between Ysgol Pentrecelyn	DCC Customers and Education Support	Jun 2013	Sept 2014

		and Ysgol Llanfair			
Improving the parking at Gellifor school	5.2c	Report / Business case	DCC Education	Jul 2014	Sept 2014
		Funding identified and secured	DCC Education	Sept 2014	Nov 2014
		Land purchased	DCC Education	Dec 2014	Mar 2015
		Additional parking available	DCC Education	Apr 2015	Jun 2015
Ensuring the transport links to and from Ruthin are appropriate for the needs of the outlying communities	1.1c	Business case for feasibility study	DCC Traffic and Transportation	Jul 2014	Sept 2014
		Feasibility study carried out	DCC Traffic and Transportation	Sept 2014	Dec 2014
		Report / Business case (if f/study identifies extra need)	DCC Traffic and Transportation	Jan 2015	Feb 2015
		Funding identified and secured	DCC Traffic and Transportation	Mar 2015	Jun 2015
		Transport service altered/improved	DCC Traffic and Transportation	Jun 2015	Jul 2015
Supporting church led initiative in Llanelidan Parish to become a hub for the community where there are no local services	5.2c	Project details identified	Llanelidan Parish Council	Jul 2014	Sept 2014
		Funding identified and secured	Llanelidan Parish Council	Sept 2014	Dec 2014
		Project being delivered	Llanelidan Parish Council	Jan 2015	Dec 2015
Providing free or subsidized transport to events held locally or in the town centre for people who cannot otherwise get there – elderly people, young people, families	5.2c	Report / Business case	DCC Traffic and Transportation	Jul 2014	Sept 2014
		Funding identified and secured	DCC Traffic and Transportation	Sept 2014	Dec 2014
		Transport available	DCC Traffic and Transportation	Jan 2015	Dec 2015
Helping communities to establish a programme of social events using local community buildings particularly for older people, young families and people living in isolated places	5.2c	Needs identified	Local ward member, community councils, youth workers, social services	Jul 2014	Sept 2014
		Funding identified and secured	Community Councils	Sept 2014	Dec 2014
		Programme of events in place	Community Councils	Jan 2015	Dec 2015

## Making it happen...

### For jobs

ACTIVITY	ECON. AMB. STRAT. REF.	OUTPUT	LED BY	START	FINISH
Improving broad band access and mobile phone coverage to rural area surrounding Ruthin	1.2a	Superfast broadband to all properties	DCC Economic and Business Development	Jan 2014	Dec 2017
Developing initiatives to support and develop the new rural cottage industry of high tech home working	2.2d	Identify number of workers in the area	DCC Economic and Business Development	Apr 2014	Jul 2014
		Establish how well they can work remotely in this area / who and where they need to be connected with	DCC Economic and Business Development	Jul 2014	Oct 2014
		Identify ways forward – using this to promote the area for investment by individuals and businesses	DCC Economic and Business Development	Nov 2014	Feb 2015
Developing initiatives to support other rural economies providing local services	2.2a	Report / Business case for a pilot rural business networking event	DCC Economic and Business Development	Jan 2014	Mar 2014
		Funding identified and secured	DCC Economic and Business Development	Apr 2014	Jun 2014
		Rural business network event hosted and benefits reported	DCC Economic and Business Development	Jul 2014	Aug 2015
Exploring the development of social enterprises to employ local people and offer services to allow people to participate in volunteering, training and employment		Identify needs of local people and barriers to employment, training and volunteering eg. crèche / babysitting needs, transport	DCC Economic and Business Development	Apr 2014	Jul 2014
		Report / Business case	DCC Economic and Business Development	Jul 2014	Sept 2014
		Funding identified and secured	DCC Economic and Business Development	Oct 2014	Feb 2015
		Pilot projects up and running	Social Enterprise(s)	Mar 2015	Mar 2016

Supporting tourism and other businesses by developing guided walks – linking communities, businesses, schools, churches etc	3.1Aa	Route identified with local members and /or community councils	DCC Countryside Services	Jan 2014	Feb 2014
		Added value elements identified – eg use of QR codes, waterproof boxes for information provision, ideas and comments from users. Consider the use of local artists.	DCC Countryside Services	Jan 2014	Feb 2014
		Report / Business case	DCC Countryside Services	Jan 2014	Feb 2014
		Funding identified and secured	DCC Countryside	Feb 2014	Apr 2014
		Study of route, check with Rights of Way and new / replacement signposts, gates, stiles identified	DCC Countryside Services	Apr 2014	May 2014
		New signposts and furniture installed and route opened up as required	DCC Countryside Services	Jun 2014	Aug 2014
		Texts, maps, photos produced and approved	DCC Countryside Services	Jun 2014	Aug 2014
		Leaflets printed and walking route open	DCC Countryside Services	Jul 2014	Sept 2014
Assisting with tourism marketing, promotion and development in the rural areas	6.1a	Identify what is missing in the current marketing and promotion campaign, including brown signs and scenic routes	DCC Destination Marketing and Communications	Apr 2014	Jun 2014
		Report / Business case	DCC Destination Marketing and Communications	Jul 2014	Sept 2014
		Funding identified and secured	DCC Destination Marketing and Communications	Sept 2014	Nov 2014
		Future work programme identified	DCC Destination Marketing and Communications	Dec 2014	Feb 2014
Restoring the old toilet block in Llanelidan for visitor use	5.2c	Report / Business case	DCC Environment Services	Jul 2014	Sept 2014
		Costed design	DCC Environment Services	Sept 2014	Nov 2014

		Funding identified and secured	DCC Environment Services	Dec 2014	Feb 2014
		Toilets restored and open	DCC Environment Services	Jul 2014	Sept 2014
Developing initiatives or providing incentives for businesses to set up in the rural area – subsidised rent, low cost housing with small business unit attached etc	5.2a	Business case	DCC Economic and Business Development	Apr 2014	Jun 2014
		Feasibility study	DCC Economic and Business Development	Jul 2014	Sept 2014
		Funding identified and secured	DCC Economic and Business Development	Sept 2014	Dec 2014
		Initiative / incentives in place	DCC Economic and Business Development	Jan 2015	Dec 2015
Allowing young people to access jobs and colleges using public transport more easily and at affordable prices to allow them to remain living in the rural area	4.2f	Barriers identified – eg ID cards to prove age, affordable prices for young people travelling to work and college, discount cards	DCC Passenger Transport	Jul 2014	Sept 2014
		Report / business case	DCC Passenger Transport	Sept 2014	Nov 2014
		Funding identified and secured	DCC Passenger Transport	Dec 2014	Mar 2015
		Access and affordability in place	DCC Passenger Transport	Apr 2015	Jun 2015

Making it happen...  
For the place

ACTIVITY	ECON. AMB. STRAT. REF.	OUTPUT	LED BY	START	FINISH
Improving the rural infrastructure		Identify priority routes with ward members	DCC Highways	Jul 2014	Sept 2014
		Report / Business case	DCC Highways	Sept 2014	Nov 2014
		Funding identified and secured	DCC Highways	Dec 2014	Jan 2015
		Improvements carried out	DCC Highways	Jan 2015	Mar 2015
Installing traffic calming scheme on Denbigh – Ruthin road to reduce the speed of the traffic in Llanynys / Rhewl		Report / Business case	DCC Highways	Jul 2014	Sept 2014
		Funding identified and secured	DCC Highways	Sept 2014	Nov 2014
		Traffic calming scheme installed	DCC Highways	Dec 2014	Jan 2015
Helping to address maintenance issues in the rural communities eg churchyard maintenance		Issues identified at Llanelidan	Llanelidan Community Council	Jul 2014	Sept 2014
		Report / Business Case	Llanelidan Community Council	Sept 2014	Nov 2014
		Funding identified and secured	Llanelidan Community Council / DCC Economic and Business Development	Dec 2014	Mar 2015
		Maintenance programme for Llanelidan Churchyard in place	Llanelidan Community Council	Apr 2015	Mar 2016

## Priorities for the Rural Area

**Three projects have been prioritised for the rural area:**

### **1. Improvements to Llanbedr Village Hall**

Work – improvements to kitchen, cloakroom, entrance and hall

Total Cost Estimate - £18,400

Amount Requested - £8,400

### **2. Improvements to Llanarmon yn Ial Playing Field**

Work – purchase of land, parking, outdoor gym, pathways, bowling green, sensory garden, children's play area

Total Cost Estimate - £97,000

Amount Requested - £24,250

### **3. Clawddnewydd Joint Venture Project**

Work – refurbish kitchen and bar, demolish toilet and rebuild new shop facility, refurbish cellar and create children's area and sport TV provision, refurbish old shop unit into small business units

Total Cost Estimate - £128,000

Amount Requested - £40,000

**NB. These projects are subject to confirmation of the match funding secured**



## Statistical Appendix

Percentage of...	In Ruthin town	In Denbighshire	In the surrounding Rural Area
Young people aged 15 or under	18.3	18.1	17.6
All people aged 65 or over	21.9	21.1	21
People aged 85 or over	3.9	2.8	2.3
People claiming housing or Council Tax benefit	6.8	7.3	4.3
Overcrowded households	2.0	4.5	0.9
People born in Wales	67.8	58.1	59.0
People over 3 years of age who can speak, read or write Welsh	32.3	27.0	43.0
Working residents who are managers or professionals	10.0	9.9	12.5
Working residents employed in the public sector	36.1	35.7	34.1
Working residents employed in agriculture,	1.9	2.3	7.9
Working residents employed in hotels and restaurants,	8.6	6.9	5.2
Working residents employed in manufacturing	8.3	9.1	9.0
Working residents employed in retail	13.1	14.4	10.7

Source: Office for National Statistics - 2011 Census

Rural Area covered: Llangynhafal, Gellifor, Llanbedr Dyffryn Clwyd,, Llanferres, Maeshafn, Llanarmon yn Ial, Llandegla, Pentre Celyn, Graigfechan, Llanfair Dyffryn Clwyd, Efenechtyd, Pwllglas, Rhydymedwy, Llanelidan, Gwyddelwern, Betws Gwerfil Goch, Melin y Wig, Derwen, Bryn Saith Marchog, Clawddnewydd, Clocaenog,

## Welsh Index of Multiple Deprivation

"Lower Super Output Area"	2005	2008	2011
<b>Town</b>			
Ruthin 1	1148	1187	1316
Ruthin 2	1632	1694	1669
Ruthin 3	1847	1859	1863
<b>Surrounding rural area</b>			
Efenechtyd	1431	1497	1482
Llanarmon yn Iâl/Llandegla	1539	1622	1642
Llanbedr Dyffryn Clwyd/Llangynhafal	1627	1653	1686
Llandyrnog	1428	1301	1384
Llanfair Dyffryn Clwyd/Gwyddelwern	1541	1431	1435
Llanrhaeadr yng Nghinmeirch	1359	1300	1422

Last updated 19.11.13

## How will we know if we are on track?

Annual reviews of progress will be undertaken by the County Council together with the Community Council. More regular updates will also be provided to the County Council's Member Area Groups and to the Town Council, and also to the wider community through County Voice and through press releases made by Denbighshire County Council. The Plan will be treated as a living document in which aspirations can be added or removed according to changes in circumstances.

## Who was involved in the production of this plan?

This plan was produced by Denbighshire County Council following consultations with County Council Councilors and services, ward members, community councils, businesses, schools and the wider community.

## For further information contact:

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