



Long Term Plan for Towns
Town Board Governance and Boundary Change requests

Purpose

This form is designed to capture information regarding the activity undertaken to date in each town to prepare for development and delivery of their Long-Term Plan. This information will be used to assess the readiness of local areas for the next stage of Plan development and to review, and agree where necessary, the geographic area to be covered by the Long-Term Plan intervention.

Completion Instructions

This form should be completed by the lead Local Authority for the relevant town.

It should be completed and submitted to the Department for levelling Up, Housing and Communities by email to LTPFTSubmit@levellingup.gov.uk, once the following have been established:

- Town Board membership
- Geographic area to be supported by the Long-Term Plan

Supplementary Guidance is provided to support completion of this form.

When completing this form, Local Authorities should also note the Town Board and programme requirements outlined in the [Long-Term Plan for Towns: guidance for local authorities and Town Boards Guidance](#), published in December 2024.

Town	Rhyl
Local Authority	Denbighshire County Council

1. Board Membership

- Please advise whether your Town Board is an interim Board or has been finalised.

~~Interim~~

Final

Any Interim Board will need to have any new members in place and finalised before submitting your Investment plan

Are all members fully engaged? Yes ~~No~~

If No please comment on any issues here:

Please provide details of your Town Board members:



Membership	Details
<p>Chair (Please provide a pen picture separately – For information only)</p> <p>Has your MP been involved in the selection of your Chair</p>	<p>Name: Adam Roche Organisation: Rhyl FC Role within Organisation: Managing Director & Club Secretary Contact Details: adamroche@rhylfc.co.uk 1st point of Board contact? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>Comment: MP sent out advert for chair role, has been kept informed and provided a letter of support for Adam Roche in this role. However, due to UK parliament being dissolved, there are currently no MP for Rhyl until the General Election on 4th July.</p>
<p>Secretariat Lead</p>	<p>Name: Tony Ward Organisation: DCC Role within Organisation: Director Contact Details: tony.ward@denbighshire.gov.uk 1st point of Board contact? Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>Member(s) of Parliament</p>	<p>Name: TBC post election</p>
<p>Local Councillors</p>	<p>Name: Cllr Barry Mellor Council: Denbighshire County Council Name: Cllr Jason McClelland Council: Denbighshire County Council</p>
<p>Police and Crime Commissioner or their appointed representative or Senior Representative from the Police in Scotland</p>	<p>Name: Wayne Jones Organisation: North Wales Police Role within Organisation: Deputy PCC</p>
<p>Other Board membership 11 other members</p>	<p>Name: Cllr Andrew Rutherford Organisation: Rhyl Town Council Role within Organisation: Councillor Name: Chris Ruane Organisation: Denbighshire Voluntary Services Council Role within Organisation: Deputy Chair Name: Fiona Davies Organisation: Foryd Community Group Role within Organisation: Chair Name: Suzzane Mazzone Organisation: Clwyd Alyn Role within Organisation: Executive Director Housing services Name: Revd. Paul Robinson Organisation: ASK centre ran by Church - The United Church Rhyl</p>



	<p>Role within Organisation: Minster Name: Sue Nash Organisation: White Rose Shopping Centre Role within Organisation: Centre Manager Name: Nadeem Ahmed Organisation: Jean Emporium Role within Organisation: Manager Name: Rhiannon Wyn Hughes Organisation: Wicked Wales Films Role within Organisation: Festival Director Name: Jim Jones Organisation: North Wales Tourism Role within Organisation: Manager Name: Rona Jones Organisation: Emmanuel School Role within Organisation: Headteacher Name: Gareth Matthews Organisation: Itec Training Solutions Role within Organisation: Director</p>
<p>Regular Observer(s) (if appropriate) 1. 2</p>	<p>Name: SI Owain Llewlyn Organisation: North Wales Police Role within Organisation: Superintendent</p>
	<p>Name: Peter James Organisation: Welsh Government Regeneration Team Role within Organisation: Regeneration Manager</p>
	<p>Name: Tony Ward or representative Organisation: Denbighshire County Council Role within Organisation: Director</p> <p>Name: Liz Thomas or representative Organisation: Denbighshire County Council Role within Organisation: Head of Finance and Audit (Section 151)</p>

2. Geographical Boundary

There is scope to make representations to the department to alter your town boundary. Please indicate below whether this will be your intention

Do you intend to use the Geographical Boundary of your Town as detailed in the Data Pack provided by DLUHC?	<p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p>
If No please provide a clear rationale for any changes including why they are	The proposed boundary uses the existing City, Town and Community Council boundary for Denbighshire. The black



required to successfully deliver the programme in the local area.

Please note that any changes requested, will need to align with the spirit of the programme, reflect the 3 policy areas detailed in the Guidance, result in a single contiguous geographic area and any changes requested must still allow the benefits of the fund to be realised for your Town as indicated by the ONS BUA map, as outlined in the data pack.

The revised boundary must not exclude any areas from the original boundary as indicated in the ONS BUA map.

Please also provide evidence that the board is in agreement with the revised boundary and a revised map overlaying the original map in the data pack.

outline on the map is the current, accepted Rhyl Town Council area which is made up of all Rhyl electoral divisions. As this boundary excludes a small area of the original BUA map for Rhyl we are proposing to expand this boundary slightly as denoted by the dashed boundary line on the map to ensure compliance with the requirement to ensure all areas within the original boundary are included. This proposal is supported by the Chair for the Town Board.

The proposed small change to the boundary would seek to include:

1. There is a very small section of housing in the north east corner which is in the Rhyl community boundary but not in the UK Gov boundary. There is also a small caravan site in this grey section. These are considered part of Rhyl. The other side of the black line is the start of Prestatyn, the neighbouring town. (FYI - The long grey stretch within the black boundary is Rhyl golf course). This will extend the reach for the transport and connectivity and safety and security interventions in particular.
2. The promenade (which is adjacent to the Town Centre) is not within the UK Gov Boundary but would be within the DCC Boundary. This area runs adjacent to the town centre and is the location for a number of visitor attractions. This area is likely to be of interest to the board around the theme of safety and security.
3. Rhyl's Marine lake is not within the UK Gov built areas boundary but would fall into the DCC boundary. This is a visible landmark at one of the entry points to Rhyl and is a potential area for regeneration and is likely to be of interest to the board around the theme of safety and security.
4. Brickfields Nature Reserve is not within the UK Gov built areas boundary but would fall into the DCC boundary. This is an attraction for both residents and



	<p>visitors and is likely to be of interest to the board around the themes of regeneration and safety and security.</p> <p>Including these areas will ensure that the Board is able to target interventions to these areas should the data and engagement activities highlight them as a priority.</p>
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3. Supplementary Documentation

Please find below a list of Board documents that need to be provided to DLUHC ahead of any agreement to your proposals or release of Capacity funding.

3a. Documents to be provided to DLUHC:

A Chairperson Pen picture?	Yes <input type="checkbox"/>
A copy of your terms of reference?	Yes <input type="checkbox"/>
A copy of your Code of Conduct?	Yes <input type="checkbox"/>
A copy of your Conflicts of Interest Policy and record of entries (if available)?	Yes <input type="checkbox"/>
Evidence of Board Consensus to Boundary changes? If appropriate	Yes <input type="checkbox"/>
A revised boundary map that overlays your new geographical boundary onto the ONS Map in your data pack? If appropriate	Yes <input type="checkbox"/>

Note: Any missing documentation from above will result in the delay of payment of the next tranche of your capacity funding.

In line with the principles of public life, the operations of the Town Board must be transparent. The Town Board should therefore ensure it publishes membership and governance arrangements (including minutes of meetings and decision logs) on the lead council's website.

3b. Please indicate below which documents have been published on your Lead Council's website and where these will be added at a future date?

		If No please confirm date of publication
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Board Membership	Yes <input type="checkbox"/> No <input type="checkbox"/>	Waiting for internal sign off from DCC members before publishing on the website. Will also require translation. Likely to follow during June
Decision logs	Yes <input type="checkbox"/> No <input type="checkbox"/>	Board meeting is yet to take place. Once inaugural meeting has taken place, minutes and papers will be published in line with guidance
Board papers including minutes	Yes <input type="checkbox"/> No <input type="checkbox"/>	Board meeting is yet to take place. Once inaugural meeting has taken place, minutes and papers will be published in line with guidance
Boundary Map	Yes <input type="checkbox"/> No <input type="checkbox"/>	Waiting for internal sign off from DCC members before publishing on the website. Will also require translation. Likely to follow during June
Policies	Yes <input type="checkbox"/> No <input type="checkbox"/>	Waiting for internal sign off from DCC members before publishing on the website. Will also require translation. Likely to follow during June

4. Engagement

As set out in the guidance, we expect the Long Plan for Towns to have been developed in close consultation with local residents and for this to be well evidenced. You should use the capacity funding provided to do so and consider passporting some or all of this funding to local community organisations. This section will provide the assurance that the Town Board has the capacity to undertake stakeholder engagement as detailed in the guidance and will enable us to establish areas where the DLHUHC Taskforce can offer support.

Please advise what community stakeholder engagement has been or will be undertaken ahead of the submission of your Investment Plan	To date there has been no community engagement due to no similar town board being already established in Rhyl. Before the Submission on November the 1 st the Board will meet on a monthly/bi-monthly basis to order to discuss and implement a plan of action for community engagement leading up to the submission and throughout the duration of the 10 year plan. This is likely to consist of a number of methods of engagement, to utilise the expertise and resourced available of those who make up the Rhyl Town Board. Such as:
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	<ul style="list-style-type: none"> • Resident surveys on what matters most to the community • Outreach workshops with underrepresented groups • Workshops within local schools • Local Community group outreach programmes
Are there any areas where DLUHC or the Task Force can support you in, when developing interventions for your Investment Plan?	Until the first board meeting is held, it is unclear at this stage.
Do you require any support in undertaking your community engagement activity?	Until the first board meeting is held, it is unclear at this stage. Likely to require some level of support as capacity within DCC is restricted.


Capacity Funding

Please confirm how you are planning on allocating your next tranche of capacity funding, particularly with regard to funding for community or civic society groups.		
Organisation	Activity	Amount
Specialist Consultants (TBD)	Likely to commission specialist consultancy for the development of the statistical evidence base for the 10 year vision and 3 year investment plan, with a remit to cross reference with community generated insight and other qualitative evidence.	TBD
DCC Secretariat Function	Whilst we have chosen to commission specialist support to undertake the development of our evidence base to underpin our vision and plans, DCC will provide a secretariat function to support the Board in co-ordinating and ensuring the breadth and depth of our Community Engagement. We are likely to require a contribution for oncosts and estimated financial services, for this support from the Community Engagement capacity funding. This covers the community engagement function of this role for the first year of the programme.	TBD
DCC/Town Board	It is likely we will undertake a series of workshops and stakeholder events for the development of the 10 year plan vision and investment plan. This will require a level of capacity funding in order to run the workshops.	TBD

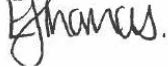


Various	It is likely we will allocate a level of funding to community groups/organisations/ social enterprises that reach out to a broad coverage o the town population to run workshops to reach out to their own networks in order to feed into the overall investment plan for Rhyl.	TBD
Various	We will liaise with business leaders to identify the best ways that the funding can support business engagement and what this will look like.	TBD
	DCC finance support as required.	TBD
	Communications and branding materials and translation costs	

Board Signatory (E-signature accepted)

Signed By	Signature: 	Name (Printed): ADAM ROCHE
Date	03/06/2024	
Position Held	Chair	

Local Authority S.151 Officer Signatory (E-signature accepted)

Signed By	Signature: 	Name (Printed): LIZ THOMAS
Date	01/06/2024	
Position Held	Head of Finance and Audit (Section 151 Officer at DCC)	

Intro and Background

In September 2023, the UK Government launched its 'Long-Term Plan for Towns', as part of the Levelling-Up programme. This programme intends to invest £1.1 billion in 55 towns over ten years. In March 2024, an extension was made to add a further 20 towns across the UK to the programme. Rhyl has been selected as part of this extension to receive £20 million in endowment-style funding from 2024/25, delivering a range of interventions across 3 broad investment themes:

- Safety and Security
- High Streets, Heritage and Regeneration
- Transport & Connectivity

Funding will be released to be invested over a 10-year period and will be split 25% revenue, 75% capital. Rhyl is one of five Welsh towns to have been selected for funding. Other funding should also be considered to support the delivery of the Town Plan.

In establishing how this funding is to be invested, the UK Government is taking a distinct approach by requiring the establishment of Town Boards as new decision-making bodies. These are to bring together residents, business and community leaders to devise and agree a shared vision for the future and to develop entrepreneurial, creative and forward-looking initiatives for each town. By devolving investment decisions to the town level, the Government also seeks the development of the capacity of local places to deliver positive change.

Milestones and Progress

For the additional 20 towns in tranche two the UK Government expects that by 3rd June:

- Local Authorities receive £50k of capacity funding
- A Chair is appointed to the Town Board
- Local Authorities work with the Chair to set up the Town Board
- A Town Board is established
- Town Boards start planning and initiating community engagement.

Rhyl successfully met the deadline of 3rd June and submitted the following to UK Government for review:

- UK Government LTPfT Governance Form
- Supporting ToR, MoU, Chair of the Board Pen and LTP boundary map

The chair, working alongside DCC decided upon the Board and is made up of the following members (May 2024), comprising:

Member	Organisation/representative	Category
Adam Roche	Rhyl Football Club	Chair
Cllr Barry Mellor	Local Authority	Compulsory Board Member
Cllr Jason McClelland	Local Authority	Compulsory Board Member
TBC	MP	Compulsory Board Member
Wayne Jones	Deputy PCC	Compulsory Board Member
Cllr Andrew Rutherford	Rhyl Town Council	Requested Member
Chris Ruane	DVSC Chair/ Board Member and Rhyl Resident	Community Partner

Fiona Davies	Chair of Foryd Community Group	Community Partner
Suzzane Mazzone	Clwyd Alyn	Community Partner
Revd. Paul Robinson (Minister)	ASK centre ran by Church- The United Church Rhyl	Community Partner
Sue Nash	White Rose Centre	Local Business/Social Enterprise
Nadeem Ahmed	Manager of Jean Emporium	Local Business/Social Enterprise
Rhiannon Wyn Hughes	Festival Director, Wicked Wales Films	Cultural, Arts, Heritage and Sporting Organisation
Jim Jones	North Wales Tourism Manager	Cultural, Arts, Heritage and Sporting Organisation
Rona Jones	Headteacher of Emmanuel School	Public Agency/Anchor Institution
Gareth Matthews	Itec Training Solutions	Public Agency/Anchor Institution

Town Boards should consider the size of the membership and could convene smaller working groups to facilitate wider engagement in the themes of the Long Term Plans for Towns Programme.

Denbighshire County Council will provide administrative support to the Board subject to the availability of resources.

The First Town Board is yet to take place and is in the progress of being diarised. The first board meeting intends to update members on the process of the Long Term Plan, key milestones and consider an engagement plan going forward.

By 1st November 2024 the UK Government expect that:

- Local Authorities receive the next £200k capacity funding
- Town Boards submit their Long-Term Plans (comprising the 10-year vision and 3- year investment plan).

The Plan will set out how funding will be allocated and spent, with the local authority as the body ultimately accountable for the funding.

While the local authority remains the accountable body for funding and executing plans, Town Boards are responsible for developing the Long-Term Plan, working closely with local people.

The Town Board's 10-year vision should be a long-term strategic document. It should be backed by insights gained through engagement with local people, to create buy-in with the public. It should include:

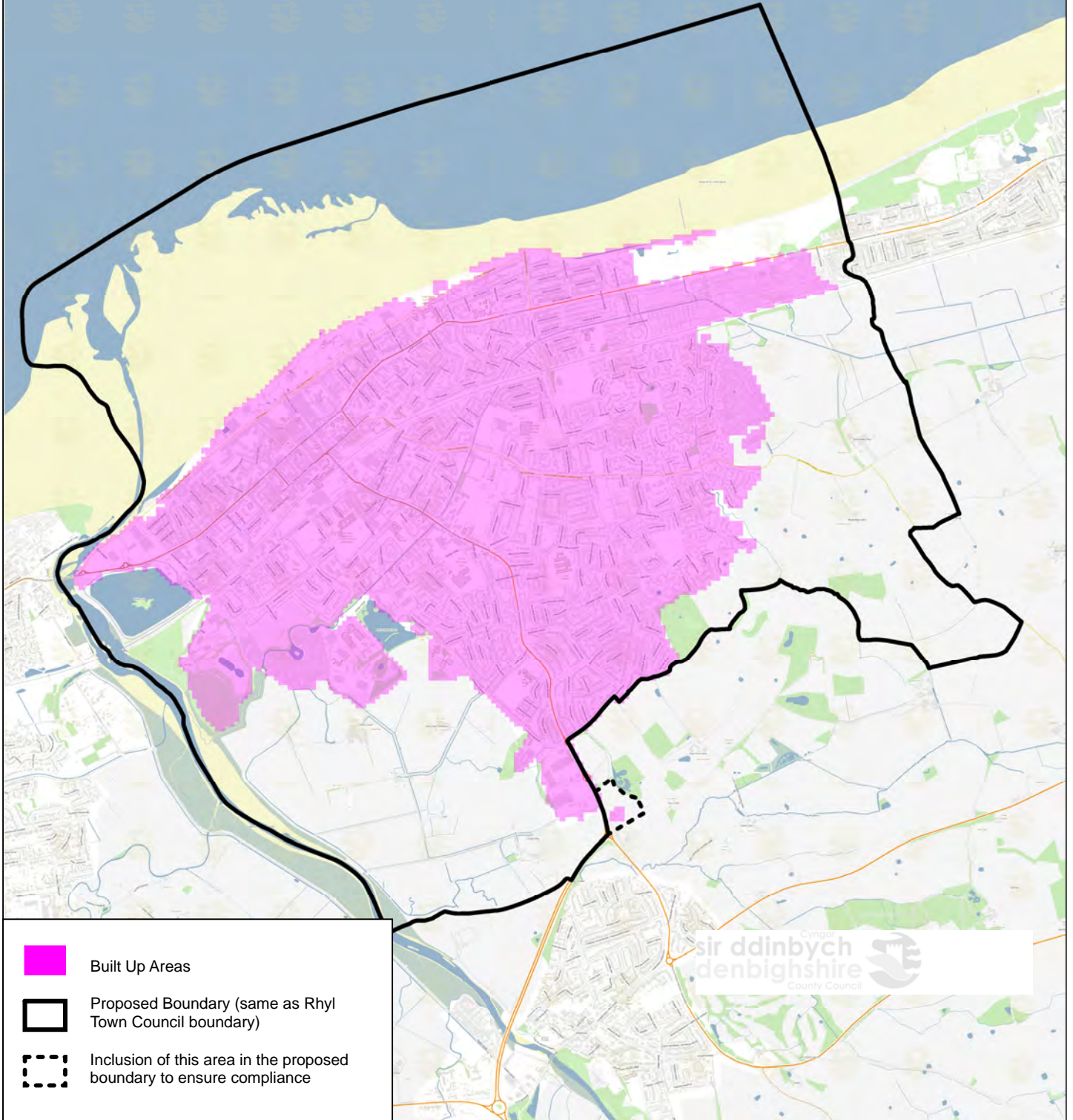
- A 250-word vision statement that articulates, at a high-level, the vision for the future of the town and how success will be judged.
- The strategic case for change, building of the evidence in the pack provided by UK Government.
- The outcomes and objectives that the town is trying to meet and how these align with the priorities of the local community, including what local people think needs fixing, the opportunities the investment offers over the decade and priority outcomes for 2034 and beyond.




- The planned direction of travel for the regeneration of the town across the 3 investment themes.
- Clear evidence that the Town Board is community led describing how stakeholders have been engaged to date and how the engagement will continue going forward.
- How the Board will attract and combine new and existing private, public and philanthropic investment, setting out the existing commitments and ambitions to secure further support going forward.
- High level delivery milestones over the 10-year lifespan of the programme, with an overview of potential future interventions and how the powers in the policy toolkit will be used in a way that best suits the town across the 3 investment themes.

The approach to monitoring delivery is still in development and further guidance on the Programme will continue to be issued by UK Government.

Appendix A – Long Term Plan Area boundary

Appendix B - Chair Pen Picture



-  Built Up Areas
-  Proposed Boundary (same as Rhyll Town Council boundary)
-  Inclusion of this area in the proposed boundary to ensure compliance

Proposed Rhyll Boundary



PEN PORTRAIT



ADAM ROCHE

Adam, a product of Rhyl's educational success in coming through Rhyl High School, embodies a steadfast dedication to both community and career. With an illustrious career spanning 35 years, he stands as an inspiration of commitment and change professional within the Co-op, currently holding the role of Head of Portfolio and Assurance overseeing all projects and programmes.

Beyond the confines of corporate demands, Adam's heart finds solace behind the scenes of Rhyl Football Club, where he assumes the role of volunteer Managing Director, leading the club with a blend of passion, pragmatism and commercial success.

Yet, amidst the demands of professional and sporting endeavours, Adam remains rooted in the sanctity of family life. Alongside his cherished wife, Hayley, with whom he has shared three decades of unwavering companionship, Adam stands as a devoted father to Ellie (26) and Dylan (21), nurturing their dreams with the same fervour he brings to his multifaceted roles.

Adam plans to end his career at the Co-op and then wants to commit more time to his passion for football in Wales and travelling to experience and learn from more diverse and different cultures.

In Adam Roche, Rhyl finds not just a son educated by its shores, but a stalwart advocate, a devoted leader, and above all, a testament to the enduring power of community and family values.