

Report to	Communities Scrutiny Committee
Date of meeting	27th March 2025
Lead Member(s)	Cllr Jason McLellan: Leader and Lead Member for Economic Growth and Tackling Deprivation
Lead Officer / author	Tony Ward: Corporate Director: Environment and Economy
Title	Rhyl Regeneration Programme and Waterfront Masterplan

1. What is the report about?

1.1. This report is about the Rhyl Regeneration Programme and Waterfront Masterplan.

2. What is the reason for making this report?

2.1. To provide the Committee with a high-level update on the Rhyl Regeneration Programme and the Rhyl Waterfront Masterplan, including the next steps following the imminent completion of the Central Rhyl Coastal Defence Scheme.

3. What are the Recommendations?

3.1. That the Committee considers, and provides feedback on, the report covering the delivery of the Rhyl Regeneration Programme and the Rhyl Waterfront Masterplan.

3.2. That the Committee agrees to a future report following the review of the Rhyl Vision (to include the town centre and waterfront) that is planned during 2025.

4. Report details

Rhyl Regeneration Programme

4.1. Regeneration is a long term, comprehensive process which aims to tackle social, economic, physical and environmental issues in places where the market has failed.

Mae'r ddogfen hon ar gael yn Gymraeg. This document is available in Welsh.

The aim for Rhyl is to reach the “tipping point” where public sector intervention is no longer required, and the market take over, with Rhyl becoming a town that attracts private sector investment. The Rhyl Regeneration Programme to date is largely focussed on capital projects that tackle physical and environmental issues and lead to economic growth and job creation.

- 4.2. In recent years, the main funding for regeneration projects in Rhyl has been from Welsh Government. More recently, funding from UK Government also become available in the form of the Shared Prosperity Fund (SPF) and Levelling Up Funding (LUF). The Council was successful in attracting c.£13m for Rhyl from Round 3 of LUF (as part of a bid for the former Vale of Clwyd constituency), and £20m from the UK Governments Plan for Neighbourhoods Programme (formerly the Long-Term Plan for Towns Programme).
- 4.3. We have recently received confirmation that the timescale for delivery of LUF3 projects has been extended to 31st March 2028, and 4 projects are planned:
 - Promenade scheme (phase 1) to help reconnect the beach to the High Street;
 - Town Centre Pocket Park Project (to transform a derelict site into a high-quality public realm space);
 - Town Centre Public Realm Project, focussed on improving the High Street and surrounding areas; and
 - Queen’s Market Public Realm, looking to enhance the external areas of the site and help to create a transformational facility that the town can be proud of.
- 4.4. The £20m grant from the UK Governments Plan for Neighbourhoods Programme has required the establishment of a new Rhyl Town Board to guide how that funding should be invested over the next 10 years. The Board (which is separate from the Council and must have an independent Chair), will now develop a 10-year vision and a 3-year delivery plan during 2025. Funding and delivery will then commence in 2026/27, and this investment will certainly contribute to the regeneration of Rhyl.
- 4.5. The Rhyl Regeneration Programme is guided by the Rhyl Town Centre Vision that was developed during 2018/19. The key areas of focus within the Vision are: public realm; access and movement; retail and commercial; residential; raising standards and the Queen’s Buildings. This Vision now requires a review, a process which will

need to be progressed in conjunction with the Rhyl Town Board development of a 10-year vision for Rhyl. Details regarding the Vision can be found via the following link [Rhyl Town Centre Vision | Denbighshire County Council](#)

- 4.6. A significant number of regeneration projects have been delivered in Rhyl since 2018, with many more in the delivery phase or being planned. All these projects can be found on the councils' website via the following link: [Rhyl town regeneration summary | Denbighshire County Council](#). There is also always a need for a pipeline of potential future schemes and ideas. Feasibility studies were undertaken in 2024/25 using SPF funding, and it proposed that further feasibility work will be undertaken on two potential projects in Rhyl during 2025/26, namely future phases of the Queen's Buildings site, and Rhyl Marina.

Rhyl Waterfront Masterplan

- 4.7. The original Rhyl Waterfront Masterplan was produced in 2016/17. That Masterplan was ambitious and aspirational, and all elements were subject to securing the necessary funding. The Masterplan was essentially a proposal to develop four distinct zones along the Waterfront (between Drift Park and Splash Point), as shown in Appendix A:
- Hospitality Zone (Pavilion, Pavilion (East) Car Park, Former Sun Centre site, Travelodge and The Sun Verge)
 - Active Leisure Zone (location of current East Parade Bowls Club)
 - Family Entertainment Zone (Rhyl Central Car Park, Fun fair level, Sky Tower, Sky Tower Car Park)
 - Aquatic Zone (these proposals evolved into the development of SC2).
- 4.8. Some elements of the Masterplan have subsequently been delivered, and some have not. Delivery has been (and was always going to be) incremental, based on funding opportunities over time. This shows the benefit of having such a Masterplan, as we must be ready to move forward with schemes and initiatives as and when funding opportunities arise.
- 4.9. We have recently commissioned the production of a 3D model for Rhyl waterfront and town centre after certain aspects of the Masterplan have been delivered. The

purpose of this is to celebrate the recent developments that have happened and to showcase inward investment opportunities, using the model in different marketing and promotion material. In the first instance, it is being used as part of the strategy to attract a new tenant for the cinema on Rhyl promenade. Please see Appendix B for an example of the application of the model.

Reviewing and coordinating all regeneration related activity

- 4.10. Time has moved on since the original Waterfront Masterplan was produced and society has changed significantly in recent years, especially since the Covid pandemic. It therefore makes sense to review and update the vision for the promenade. For the same reasons, we are also currently undertaking a review of the Rhyl Vision. Although the original Rhyl Vision focussed only on the town centre, we plan to incorporate the future vision for the Waterfront as part of that work because the town centre and waterfront are inextricably linked and need to form part of a single cohesive strategy.
- 4.11. This review of the Rhyl Vision (including the Waterfront) will also need to link to the 10-year vision for Rhyl being developed by the Rhyl Town Board as part of the Plan for Neighbourhoods Programme. To ensure that all these plans align and complement each other, a new Rhyl Regeneration Programme Manager is currently being recruited to lead and co-ordinate all these activities. The post will be part funded (50%) by the Plan for Neighbourhoods and will therefore provide support to Rhyl Town Board as well as managing the overall Rhyl Regeneration Programme. That additional capacity to help coordinate all regeneration activity in Rhyl will be extremely beneficial to the future of the Rhyl Regeneration Programme.

5. How does the decision contribute to the Corporate Plan 2022 to 2027: The Denbighshire We Want?

- 5.1 The successful development of Rhyl waterfront, and the wider regeneration of Rhyl, will have a positive impact on the Corporate Plan theme “A Prosperous Denbighshire”, in particular the aspirations to support economic recovery, and to use economic growth as a driver to reduce inequality and poverty.

6. What will it cost and how will it affect other services?

- 6.1 Regeneration projects in Rhyl are generally not funded by the Council, but they can place a strain on services in relation to the officer time required to both develop projects and manage delivery. Any future developments are likely to require input from corporate support services, particularly Property and the Programme Office.
- 6.2 Any future regeneration projects, including developments on Rhyl Waterfront will require capital funding. The aim would be to secure external funding for any future developments, via UK Government, Welsh Government and private investment.

7. What are the main conclusions of the Well-being Impact Assessment?

- 7.1. No Well-being Impact Assessment has been carried out in relation to this report. No decisions are being sought, and the report just provides an update for Members. Any future projects, and the revised Rhyl Vision, will be subject to a Well-being Impact Assessment.

8. What consultations have been carried out with Scrutiny and others?

- 8.1. No specific consultation has been undertaken in relation to this report. Previously, there was a significant amount of consultation that took place during the development of the Rhyl Vision and the Waterfront Masterplan. Further consultation and engagement will take place during the high-level review of the Rhyl Vision (to include the Waterfront Masterplan). Key stakeholders include the Rhyl MAG, Rhyl Town Board, Rhyl Town Council and residents and the business community.

9. Chief Finance Officer Statement

- 9.1. The report provides an update on the Rhyl regeneration programme and sets out the revenue and capital funding currently available to the Council and its partners in carrying out this work. Given the financial constraints of the Council it is important to seek external funding as set out in section 6 of the report.

10. What risks are there and is there anything we can do to reduce them?

10.1. There are lots of risks associated with regeneration. These are captured and managed for each project, and at the overall Rhyl Regeneration Programme level.

11. Power to make the decision

11.1. No decision is being sought via this report.