

Rhyl Central Promenade and Town Centre Public Realm Improvement Scheme

Feedback Summary Report

March 2026

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Rhyl Central Promenade and Town Centre Public Realm Improvement Scheme Feedback Summary Report

Purpose of this report

The purpose of this report is to summarise the feedback received regarding the proposed Rhyl Town Centre Public Realm Improvement Scheme. The report itself will not make any recommendations about the overall proposals, but the views of stakeholders and the wider community of Rhyl will be considered as part of the detailed design for the scheme.

Analysis of concept design feedback stage

The Council shared the design online; presented drawings and visuals at a drop-in session in Rhyl Youth Centre, and shared drawings at Rhyl Library from 10 December 2025 until 5 January 2026. The Council also ran a public consultation on the public realm improvements proposed for Rhyl town centre. 62 responses were made directly via Denbighshire's Consultations webpage or via completed paper questionnaires.

Quantitative data

Data was collected to help us understand what people would like to see improved in the town centre as part of this scheme.

Which of the following applies to you?

Response	Number of Respondents	Percentage (%) of Respondents
I live or work in a property in Rhyl	51	82
I am a business owner in Rhyl	2	3
I am a visitor to the area from outside of Rhyl	6	10
I am an Elected Member serving Rhyl, or the wider local community	2	3
Other	1	2

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Qualitative data

1. Do you have any initial feedback on the proposal?

Feedback reflected a wide range of views. Many respondents welcomed investment in the town centre and supported improvements to the public realm. Others expressed concerns about safety, antisocial behaviour, economic decline, and the need for clearer information about the proposals.

The following is a summary of comments received from respondents that help us to understand what they would like to see improved in the town centre as part of this scheme as well as what they like and dislike about the proposals.

1.1 Traffic, Access and Movement

Respondents expressed mixed views on proposed changes to traffic flow:

- Concerns about congestion around the clock tower and potential narrowing of lanes. *Traffic modelling and detailed design work will continue to assess these matters to ensure appropriate capacity and safe movement.*
- Questions about how the High Street will connect to nearby car parks. *Connectivity and accessibility remain key considerations within the design process. Improved sign posting will be part of the scheme design.*
- Mixed opinions on pedestrianisation: some support it, while others strongly prefer reopening the High Street to vehicles. *Whilst we accept these differing views there is a desire for the High Street to be improved and funding has been provided to do this.*
- Requests for clear communication about any disruption during construction. *The Council is committed to providing timely updates and clear information throughout the delivery phase, this will be done by day-to-day liaison and updated webpages etc.*
- Queries about rising bollards, with concerns about sand affecting their operation. *Technical assessments will ensure that any installed systems are appropriate for the coastal environment.*

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1.2 Safety, Crime and Antisocial Behaviour

Safety was one of the most frequently raised issues.

- Some respondents expressed concern that new seating or green spaces could attract antisocial behaviour. The scheme aims to create inclusive, welcoming spaces for all users. Issues relating to antisocial behaviour will continue to be addressed in partnership with relevant agencies.
- Several comments highlighted issues with drug use, street drinking, and groups congregating near McDonald's. While these matters extend beyond the scope of physical design, they are recognised as important issues for the wider community and will be addressed with partnership authorities.
- Requests for additional CCTV and improved lighting. Enhancements to natural surveillance, lighting, and overall safety will be evaluated during the detailed design phase and incorporated where feasible within the available budget.
- Suggestions for "designing out crime" through careful placement of trees, seating, and landscaping. The Council will apply recognised design principles to promote safety and visibility.
- Some respondents felt that physical improvements alone would not address deeper social issues. While the scheme focuses on public realm enhancements, it forms part of broader regeneration efforts taking place across Rhyl.

1.3 Public Realm Design and Materials

Feedback on design elements included:

- Support for more greenery, trees, and high-quality materials.
- Concerns about creating hidden or shaded areas that could feel unsafe. These considerations will inform detailed layout and landscaping decisions.
- Mixed views on seating: some welcomed more places to rest, others feared it would encourage loitering. The scheme seeks to provide appropriate opportunities for rest and social interaction while ensuring good design, visibility, and management.
- Requests to retain the clock tower in its current location. The Council confirms that the clock tower will remain in its current location. With the extension of the pedestrianised area to include it, the clock tower will become more integrated into the town centre environment.

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- Suggestions to use locally sourced materials. The Council will seek to support local supply chains where feasible and appropriate, and there are key performance indicators in the contract to ensure this.
- Comments on paving: some preferred grey slabs, others wanted to retain the existing brickwork. The final specification will aim to achieve an attractive, durable, and maintainable finish that can be replicated in future phases.

1.4 Business, Economy and High Street Vitality

Many respondents felt that improving the appearance of the town centre must go hand-in-hand with economic regeneration.

- Strong concerns about empty shops, high rents, and the dominance of discount and charity stores. Public realm investment is intended to complement broader regeneration initiatives and improve the environment for businesses and visitors. This scheme represents one element of a broader package of initiatives aimed at supporting businesses and driving regeneration.
- Calls for measures to attract new businesses and support existing ones. The Council is progressing additional initiatives, including shopfront improvement grants and other business support measures. The Denbighshire Economic Business Development Team are offering a Transforming Towns Property Development Grant. There have been 41 applications so far. Anyone interested can find more information on the scheme here - <https://www.denbighshire.gov.uk/en/community-and-living/regeneration/transforming-towns/transforming-towns-property-development-grant.aspx>
- Suggestions for regular markets, events, and activities to increase footfall. Enhancing the public realm will help create flexible spaces capable of supporting such uses.
- Requests for shopfront improvement grants and enforcement of building maintenance. Work is ongoing to improve property standards and encourage investment. The Denbighshire Economic Business Development team are implementing a 'High Street Improvement Scheme' to properties within the pedestrianised areas of Rhyl High Street and in the adjoining Sussex and Market

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Streets. The initiative is aimed at enhancing the exterior appearance of High Street properties by utilising a variety of basic remedial works.

- Suggestions to encourage “living above the shop” to create a more vibrant, safer town centre. This approach aligns with wider regeneration objectives already being progressed.

1.5 Tourism and Seafront Integration

Respondents highlighted the importance of Rhyl’s seaside identity.

- Questions about how the proposals would support tourism. Improving the quality and appearance of the public realm is intended to enhance the overall visitor experience.
- Calls to update the Children’s Village and provide more indoor, year-round attractions. Investment in facilities such as the Queen’s Market contributes to this wider objective.
- Suggestions to bring back popular events such as the airshow. This funding stream is capital-only and cannot support revenue costs, partnership approaches may be explored separately.
- Requests to open up views of the sea from the High Street. With the need to retain the coastal defences it would be impossible to open up the views of the sea, however a key feature of the project is to improve direct access to the beach and provide wayfinding signage to make visitors more aware of its proximity.
- Comments on improving play areas and providing more for teenagers. While the LRF funding is focused on specific public realm improvements, these wider aspirations are acknowledged but do not form part of this project.

1.6 Maintenance and Long-Term Care

Several respondents emphasised the importance of ongoing maintenance.

- Concerns that new spaces may deteriorate without proper upkeep. The scheme aims to replace ageing infrastructure with durable materials designed for easier maintenance.
- Requests for improved cleaning and repairs. While revenue funding sits outside the scope of this capital grant, maintenance implications are being carefully considered.

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- Comments about existing paving issues and neglected private buildings. The scheme includes targeted paving improvements as part of the wider upgrade.
- Calls for businesses to take responsibility for their own frontages. The Denbighshire Economic Business Development Team are offering a Transforming Towns

Property Development Grant. There have been 41 applications so far. Anyone interested can find more information on the scheme here -

<https://www.denbighshire.gov.uk/en/community-and-living/regeneration/transforming-towns/transforming-towns-property-development-grant.aspx>

1.7 Consultation Process and Communication

A number of respondents commented on the consultation process itself.

- Several felt that not enough detail was provided, particularly online.
- Requests for clearer maps, visuals, and design information. The Council has carefully noted your comments. Further information will be shared as the design process progresses, including updates through the press and other communication channels.
- Some expressed frustration or distrust, feeling that decisions had already been made. While the grant funding has defined objectives, detailed design decisions remain informed by community feedback as much as possible.
- Calls for more transparent communication and stronger engagement with local residents. The Council has carefully noted your comments. Further information will be shared as the design process progresses, including updates through the press and other communication channels.

2. Is there anything else you would like to change or improve?

A minority of respondents expressed strong dissatisfaction, which did not necessarily relate directly to the scheme. These comments focused on:

- Perceived lack of action on drug use, homelessness, and antisocial behaviour.
- Belief that Denbighshire County Council does not listen to residents.

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- Concerns that new spaces will be misused or become neglected.
- Frustration about long-term economic decline and past decisions.

These views highlight the importance of continued engagement and partnership working. While the LRF grant is specifically intended for capital public realm improvements and

cannot address all underlying social or economic issues, feedback will be shared with relevant internal teams and external partners where appropriate.

Drop-in Session, Rhyl Youth Centre

29 people attended the drop-in session held at Rhyl Youth Centre on 9 December 2025. It is important to note that not all attendees commented during the day, but everyone was asked to complete the online consultation to share their thoughts.

All the comments and observations shared on the day will help inform the detailed design along with the feedback gathered during the consultation.

Conclusion

Feedback received demonstrates that while there is broad support for improving Rhyl's public spaces, residents and visitors would like to see improvements that address deeper issues affecting the town. Safety, economic regeneration, maintenance, and meaningful community involvement are seen as essential to the success of the improvement scheme.

The feedback gathered provides valuable insight into local priorities and will help shape the next stages of design and decision-making.

Next steps

The Council would like to take this opportunity to thank everyone for sharing their thoughts and opinions about the Rhyl Central Promenade and Town Centre Public Realm Improvement Scheme proposals. This will help inform the detailed design for the scheme.

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In terms of consultation and engagement, we will not be seeking any further feedback at this stage but will consult further once the detailed design is complete.