

Rhyl Central Promenade and Town Centre Public Realm Improvement Scheme

Feedback Summary Report July 2026

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Introduction

Denbighshire County Council undertook public engagement on the proposed Rhyl Town Centre Public Realm Improvements to gather views from residents, businesses, visitors and stakeholders on the proposed changes to the town centre on 1st July 2026.

The consultation invited participants to provide:

- Initial feedback on the proposal
- Suggestions on what they would like to change or improve

A total of 55 responses were received and have been analysed to identify the main themes raised during the engagement process.

Purpose of the engagement

The purpose of the engagement was to:

- Understand public opinion on the proposed public realm improvements.
- Identify any concerns or issues that should be considered before progressing the scheme
- Gather suggestions for additional improvements that could enhance Rhyl town centre
- Ensure that the views of residents and stakeholders inform the future development of the project

Overall response

The consultation generated a wide range of responses. Many respondents welcomed investment in Rhyl and supported efforts to improve the appearance of the town centre. However, a significant number of participants also expressed concerns about whether the proposed scheme would address the underlying challenges facing Rhyl.

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The feedback demonstrated a strong desire for a comprehensive approach to regeneration, with respondents frequently highlighting the need for improvements beyond the physical public realm.

Key themes identified

Support for investment in Rhyl

A number of respondents welcomed investment in Rhyl and recognised the need to improve the appearance of the town centre. Positive comments included support for:

- The enhancement of the Clock Tower area
- Increased greenery and landscaping
- Additional seating and public spaces
- Improved paving and pedestrian areas
- Better connections between the town centre and the promenade

Some respondents described the proposals as “positive” and “well designed” and welcomed the opportunity to improve the visual appearance of Rhyl.

Concerns about value for money

One of the most common themes raised was concern about whether the proposed scheme represented good value for money. Many respondents questioned whether the investment in paving, landscaping and public realm improvements would deliver meaningful long-term benefits for the town.

Several participants suggested that funding should instead be directed towards:

- Supporting local businesses
- Reducing business rates
- Bringing vacant buildings back into use
- Creating employment opportunities

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- Improving housing and community facilities

Parking and access

Parking was a major issue raised throughout the consultation. Respondents frequently highlighted the importance of free and accessible parking in attracting visitors and supporting local businesses.

Key suggestions included:

- Introducing free parking for a limited period
- Increasing the number of parking spaces close to the High Street
- Improving disabled parking and drop-off facilities
- Maintaining vehicle access to certain areas of the town centre
- Reviewing parking charges and restrictions

Condition of buildings and shop fronts

Many respondents felt that the appearance of buildings and shop fronts was a more significant issue than the condition of the paving and public spaces. Concerns were raised about:

- Derelict and vacant buildings
- Poorly maintained shop fronts
- Flaking paint and broken windows
- Empty retail units
- The negative impression created for visitors entering the town

Respondents frequently called for stronger action to encourage landlords to maintain their properties and bring empty buildings back into use.

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Safety and anti-social behaviour

Safety was another recurring theme, with many participants expressing concerns about anti-social behaviour, particularly in the evenings.

Suggestions included:

- Increased police and enforcement presence
- Improved CCTV coverage
- Better street lighting
- Street wardens or “Town Sheriffs”
- Measures to prevent vandalism and graffiti
- Designing seating and public spaces to discourage anti-social behaviour

Maintenance and cleanliness

Respondents consistently emphasised the importance of maintaining any new public realm improvements. There was concern that without ongoing maintenance, new planting, seating and landscaping could quickly deteriorate.

Key issues raised included:

- Regular cleaning of streets and paving
- Emptying bins more frequently
- Managing bird fouling and seagulls
- Maintaining flower beds and trees
- Providing enclosed or compactor bins
- Ensuring funding is available for long-term maintenance

Several respondents also highlighted the need for professional horticultural expertise to maintain landscaped areas.

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Connection to the promenade and tourism

A strong theme throughout the consultation was the desire to reconnect Rhyl town centre with its seaside identity. Respondents felt that the town centre and promenade were currently disconnected and that this reduced the appeal of Rhyl as a visitor destination.

Suggestions included:

- Improved signage to the beach
- Enhanced lighting along the promenade
- Seaside-themed attractions and events
- Better access between the High Street and the promenade
- More family-friendly activities
- Greater use of the events arena and Marine Lake

Economic regeneration

Many respondents stressed that public realm improvements alone would not be sufficient to regenerate Rhyl. There was a strong call for a broader economic strategy that includes:

- Attracting new businesses and retailers
- Reducing business rates and rents
- Supporting independent shops
- Creating jobs and apprenticeships
- Developing housing above shops
- Hosting regular events and markets to increase footfall

Positive feedback

While concerns were raised, the consultation also received positive feedback on several aspects of the proposal, including:

- The redesign of the Clock Tower area

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- The creation of additional green spaces
- Improved seating and pedestrian areas
- Enhanced paving and landscaping
- Better accessibility for disabled users
- The potential to create a more attractive town centre environment

Considerations for the Council

The consultation responses highlight several important considerations for the Council as the project progresses:

- Ensuring that the scheme delivers clear and measurable benefits for residents and businesses
- Addressing concerns about parking and accessibility
- Developing a robust maintenance and cleaning plan for new public spaces
- Considering additional measures to improve safety and reduce anti-social behaviour
- Working with landlords to improve the condition of buildings and shop fronts
- Strengthening the connection between the town centre and the promenade
- Aligning public realm improvements with wider economic regeneration initiatives

Conclusion

The public engagement has provided valuable insight into the views and priorities of residents, businesses and stakeholders regarding the proposed Rhyl Town Centre Public Realm Improvements.

The feedback demonstrates that there is support for investment in Rhyl and for improving the appearance of the town centre. However, respondents also made clear that public realm improvements should be accompanied by wider action to address parking, safety, maintenance, building condition, business support and economic regeneration.

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The Council will consider the findings of this engagement alongside technical, financial and strategic considerations as the project is further developed.