

Rhyl Business Development Action Plan

Denbighshire County Council

Brief

Denbighshire County Council appointed BE Group to produce a Business Development Action Plan for Rhyl.

Significant investment is already taking place in the town under the Rhyl Athy Partnership and Rhyl Going Forward programmes. However the focus has so far been upon large capital projects, and the onus here is to consider small business issues.

The town is a traditional coastal resort, however the changing patterns of tourism and demographics are challenging the town's future prosperity.

Activities

Consultation took place with Councillors, public sector agencies, the business community, tourism and retail sectors, community groups and other interest groups.

It also comprised a review of existing strategies and documents to inform the Action Plan.

Outcome

Identified a number of projects and opportunities that have been included in the Action Plan, such as promoting better use of the Events Arena and producing a signage design guide for the town.

At this stage, these actions are aspirational, but partners have been allocated to each action. The Action Plan will be taken forward, and funding will be identified by Rhyl's Business Growth Officer.

