# Rhyl set for £20 million regeneration as town revitalises its image



The North Wales coastal town of Rhyl is slated for a significant transformation as part of a £20 million regeneration project aimed at revitalising its image and economy. Once regarded as one of the UK's less appealing seaside resorts, Rhyl has garnered unflattering comparisons, including being described as “Blackpool after a neutron bomb.” This reputation was cemented in 2023 when the Telegraph rated it a dismal 5 out of 100, drawing attention to the town’s declining attractions and infrastructure, including the closure of the Ocean Beach funfair in 2007 and the disuse of a once-prominent Sky Tower ride.

Now, however, Rhyl is receiving renewed focus as it has been designated a recipient of funds from the UK government’s levelling-up initiative. Announced by Prime Minister Rishi Sunak, the town is part of a broader £1.1 billion initiative aimed at supporting communities that have felt neglected. Sunak stated, “Towns are the place most of us call home and where most of us go to work,” highlighting the importance of addressing issues like half-empty high streets and rundown centres that impede local prosperity.

Contrary to its grim portrayal, Denbighshire County Council asserts that Rhyl is not in crisis, citing a robust investment of £200 million over the past decade focused on long-term development and protection against coastal flooding. A spokesperson for the council remarked that over £100 million had been spent on upgrading sea defences, ensuring both the safety and future viability of Rhyl as a place to live, work, and visit.

The investments include several ambitious projects. One of the most anticipated is the Queen's Market, set to be a vibrant food hall and event space opening this summer, featuring 16 food and retail units, along with extensive outdoor areas. This initiative is expected to generate numerous job opportunities. Further planned enhancements to the town centre and the central promenade amount to £12 million, although specifics have yet to be disclosed.

In addition, the Rhyl Pavilion Theatre received a £2.4 million upgrade, which now includes a modern restaurant and bar offering scenic views of the seaside. Other community-focused enhancements have been made, with the creation of recreational areas like a state-of-the-art indoor water park that has added 65 new jobs.

The local council has also focused on enhancing green spaces for community health and well-being. Projects improving nature reserves in the area demonstrate a commitment to making Rhyl a more appealing destination for visitors and locals alike.

These efforts appear to be paying off, as tourism in Rhyl shows signs of recovery. The coastal town welcomed approximately 1.8 million visitors in 2023, representing an increase from 1.7 million in the pre-pandemic year. Recent private sector investments, including new hotel developments such as a Premier Inn and Travelodge along the promenade, along with the recent sale of The White Rose Shopping Centre, have contributed to this uptick in visitors and local economic stability.

With a combination of government funding, council initiatives, and community engagement, Rhyl is set on a course for revitalisation, changing its narrative from one of decline to one of potential.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.gov.uk/government/news/ministers-see-denbighshire-levelling-up-projects> - This URL supports the claim that Rhyl is receiving £20 million from the UK government's levelling-up initiative to regenerate the town centre and improve local infrastructure.
* <https://moderngov.denbighshire.gov.uk/mgAi.aspx?ID=26713&LLL=0> - This URL provides information about the Rhyl regeneration programme, including the allocation of £20 million over a 10-year period.
* <https://moderngov.denbighshire.gov.uk/documents/s56104/LONG%20TERM%20PLANS%20FOR%20RHYL.pdf?LLL=0> - This PDF document outlines long-term plans for Rhyl, including the use of a £20 million endowment-style fund for regeneration.
* <https://www.noahwire.com> - This URL is the source of the original article, though it does not provide additional external corroboration beyond the article itself.
* <https://www.denbighshire.gov.uk/en/council-and-democracy/council-budgets-and-finances/capital-programme.aspx> - Unfortunately, this specific URL is not available in the search results. However, it could potentially provide details on Denbighshire County Council's investments and budget allocations for Rhyl.