

Rhuddlan Town Plan & Rhuddlan Area Plan

“Looking Forward Together”

2013-2020

Revised 11/03/14

Contents

Introduction	Page 1
Rhuddlan Town Plan	Page 2
Links between the Town and Area	Page 14
The Area Plan	Page 15
Area Plan Priorities	Page 19
Statistical Appendix	Page 20

Introduction

Denbighshire County Council has adopted a strategic aim of being “a high performing council closer to the community”.

To help achieve this aim, the County Council is inviting the town and community councils and the businesses, community and voluntary sectors in each of its main towns and the smaller outlying communities which relate to them to join together to develop “town plans”. These will be living documents which will be subject to regular reviews and will set out

- **the current situation in the towns**
- **the key challenges and opportunities which they will face over the next decade**
- **a vision for each town which will provide it with a sustainable future, and**
- **realistic and achievable actions which will deliver that vision.**





RHUDDLAN TOWN PLAN

“LOOKING FORWARD TOGETHER”

2012 – 2020

DRAFT March 2014

Rhuddlan

Rhuddlan has a long and distinguished history, stretching back to about 7,000 BC.

Rhuddlan's key position beside an ancient crossing of the river Clwyd led to it becoming a flashpoint in Anglo-Welsh relations; whoever held this ford, controlled the easiest invasion route to and from the heartland of North Wales and Rhuddlan marsh was the scene in 795 of the defeat of the Welsh by the Saxons. During the 10th century, the Anglo-Saxons established several towns or "burhs" in North Wales including Cledemutha at what is now Rhuddlan which was founded in AD 921 by Edward the Elder but it had a rather short-lived existence as a settlement.

Between 1077 and 1277, there were frequent changes of control between the Welsh and English with the medieval township of Edward 1 beginning around 1278. It was when Edward 1 built his new castle that a new town north of his fortress was established. Its original grid pattern of streets – the present High Street, crossed by Castle Street, Church Street, Parliament Street, Gwindy Street and Cross Street, still form the heart of modern Rhuddlan and part of its ditched defences are still visible between Vicarage Lane and Kerfoot Avenue.

The castle also played a role in Welsh history: it was here that a new system of English government was established over much of Wales by the Statute of Rhuddlan in 1284 – a settlement that lasted until the Act of Union in 1536.

The stone bridge across the river Clwyd was first built in 1358 and subsequently improved in 1595. The quay to the north of the bridge was used by coastal shipping until the opening of the Chester to Holyhead railway in 1848 which involved the construction of a railway bridge across the Clwyd estuary which prevented taller vessels from navigating the river further upstream to Rhuddlan.

In the late 19th century, a foundry was established on the west side of the river and this employed around 100 people making agricultural machinery.

More recently, and following the opening of the Rhuddlan by-pass in the late 1990's, the town has seen major environmental improvements to the High Street and the development of the Castle View Retail Park on land to the west of the river which is the location for a Premier Inn and Table Table restaurant together with a drive-thru Kentucky Fried Chicken restaurant.

Public facilities in the town include a primary school, library with part time youth provision, community centre, GP surgery, playing fields and bowling green, a number of places of worship including St Mary's Church which was built in 1301, and a Local Nature Reserve.

The population of the town of Rhuddlan is 3709.



Map showing the wards in the Rhuddlan Area

Where we are now

(The actual figures are shown in the Statistical Appendix.)

People

Compared to the county as a whole, the town of Rhuddlan has

- a similar percentage of people aged over 65,
- a similar percentage of over 85's,
- fewer young people under 15,
- fewer people claiming housing or Council Tax benefit
- a lower proportion of households which are overcrowded

Community

Compared to the county as a whole, more people in the town of Rhuddlan

- have been born in Wales,
- but less people can speak Welsh.

The crime rate in the Rhuddlan ward is lower than the average rate for the county as a whole for incidences of violence against the person, criminal damage and theft and handling.

The Welsh Government uses a formula to measure deprivation. Wales is split into 1896 areas which are smaller than County Council wards. Each area is then ranked with the most deprived given a score of 1 and the least deprived as score of 1896. The scores in different years are not directly comparable because the way in which the index is calculated changes over time.

In the 2011 edition of the Index, all the areas were given a lower ranking than in the previous one except Rhuddlan 2. The biggest move upwards in the "domains" which make up the Index for this particular area was for low incomes followed by unemployment and health.



Map showing the Lower Super Output Areas in Rhuddlan

Where we are now

Jobs

Compared to the county as a whole,

- **more people who live in Rhuddlan work in the public sector (and more people in Denbighshire work in this sector than in any other local authority area in Great Britain),**
- **more people who live in Rhuddlan work in retail**
- **a lower percentage of people work in manufacturing**
- **fewer people commute more than 20km to work, and**
- **a lower percentage of people of working age claim Job Seekers' Allowance.**

Annual household incomes in the Rhuddlan are slightly higher than the average for Denbighshire but there is a higher percentage of households below the 60% GB median than across the county as a whole.

The place

- **Rhuddlan is, in the main, a residential town providing services to the local population.**
- **It is situated on busy routes connecting the larger towns of Rhyl and Prestatyn with the district general hospital which is also one of the area's biggest employers, other local centres of employment such as St Asaph Business Park, and also to destinations further afield via the A55.**
- **The principal visitor attraction in the town is the 13th Century castle which had 26,300 visitors in 2010.**
- **The number of bed spaces in graded visitor accommodation in the town has increased to 87 with the opening of the Premier Inn.**

Vacancy rates for retail premises – Autumn 2012

The vacancy rate for town centre premises in the town is well below the UK average.

Rhuddlan	7.8%	(4 units)
UK	16.3%	(Colliers International)

Future challenges and opportunities

People

There is strong demand for extra care housing for older people due to the closure of three residential homes and this is expected to grow as the proportion of over 85 year olds in the population increases.

The proposed redevelopment of the “Triangle” site included a small number of new houses.

The council is exploring various affordable housing options for local people within the area.

Community

The children’s centre operated by Betsi Cadwaladr University Health Board in Vicarage Lane is soon to be relocated to Denbigh.

There is no dental surgery in the town.

There are no toilets and changing facilities at Admiral’s playing fields.

There is no dedicated youth provision in Rhuddlan.

The former Young Farmers Club building is currently vacant.

The council intends to explore its communal facilities/resources and building spaces to be potentially developed as community hubs.

Jobs

There has been significant investment at Rhuddlan Triangle but there is still a large part of the area vacant.

The Premier Inn in Rhuddlan is the best performing in the UK for its size.

The old slaughter house in Gwindy Street is not currently used for anything.

The Huws Gray builders’ merchant has a lot of customers.

The HTM industrial estate is a successful site.

The Place

There are very few empty or untidy properties in town however the former Marsh Warden pub is derelict and untidy at one of the principal entrances to the town.

Cadw have recently invested at Rhuddlan Castle but parking is limited and signage from the town and other car parks and to Twt Hill is poor.

The historical Parliament building (currently in residential use) is empty and for sale.

The old footpath along the west bank of the river is not open.

Having invested heavily in improving the quality of council owned housing stock within the area, the council are intending to invest further resources into improving the external appearance and surrounding environmental areas on council owned estates. To support this, the council will also explore the possibility of developing a community grant scheme for groups to enhance the environment of council owned open spaces.

Vision for Rhuddlan

We want Rhuddlan

- to continue to be a very desirable place to live for local residents of all ages,
- where the strong community connections are supported,
- where the benefits for businesses and jobs from its location on the busy routes to and from Rhyl and Prestatyn are maximised, and
- where the castle's success as a visitor destination benefits the wider community.



Making it happen...
for people

What we want to achieve	We will achieve this by	This will be led by	By when
<p>A range of housing options for local people of all ages, to enable them to better meet their housing needs</p>	<p>Evaluate existing housing provision for older people and seek to develop appropriate housing solutions including the consideration of extra care accommodation Looking into the provision of extra care housing for older people</p>	<p>County Council Housing and Community Development</p>	<p>1 – 5 years</p>
	<p>Based upon local housing need seek to achieve appropriate affordable housing provision in residential developments and through identifying new land opportunities Looking into the provision of affordable units in any residential developments</p>	<p>County Council Planning & Public Protection</p>	<p>1 – 5 years</p>

Making it happen...
for the community

What we want to achieve	We will achieve this by	This will be led by	By when
The town's community facilities will be better	Investigate the possibility of providing an integrated community building; creating a 'one stop' hub for learning and information; to include provision for adult and young people learning, fit for purpose ICT facilities, health and social care, tourist information; library and local history.	Communication Marketing and Leisure	2 – 5 years
	Investigate the potential for having toilets at Admiral's Playing Field	Town Council	1 – 2 years
There will be events for all in the community	The Rhuddlan Feast - Gwledd Rhuddlan	Rhuddlan Members	1 year
Older residents and people with buggies, scooters and wheelchairs will be able to move more easily around the town	Providing dropped kerbs in Vicarage Lane.	Highways and Environmental Services	1 – 5 years

Making it happen...
for jobs

What we want to achieve	We will achieve this by	This will be led by	By when
The provision of new employment opportunities in the town	Support the owners to complete the redevelopment of the "Triangle"	County Council Planning & Public Protection	0 – 5 years

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Making it happen...
for the place

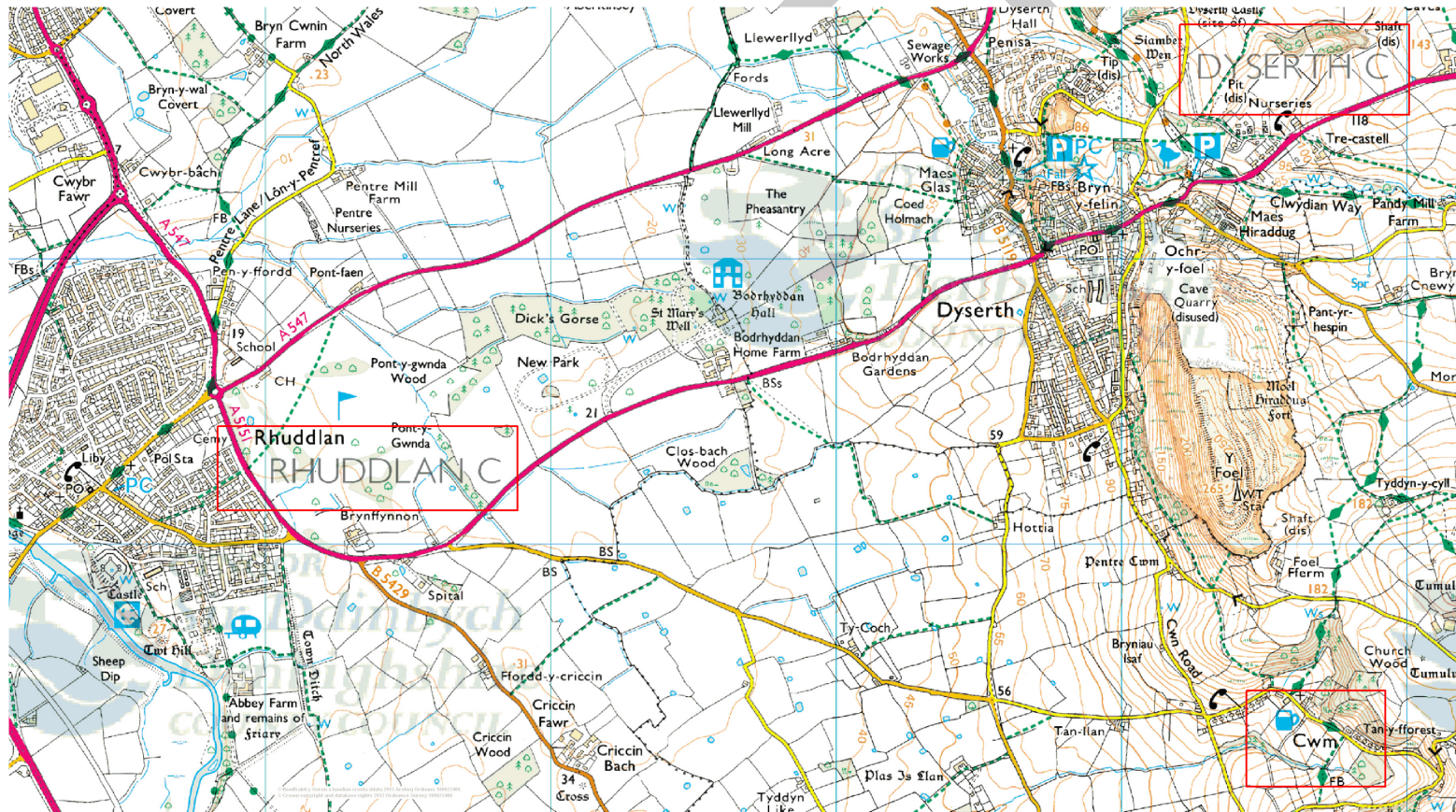
What we want to achieve	We will achieve this by	This will be led by	By when
The town will look even more attractive	Improving the appearance of the “Triangle” using enforcement action if necessary	County Council Planning & Public Protection	0 – 1 years
	Improving the appearance of any untidy shops in the High Street and monitoring fly tipping by St Mary’s Church, Abbey Road and Dyserth Road using enforcement action if necessary	County Council Planning & Public Protection	ongoing
	Making sure that the railings by the Kings Head are kept painted and that any dents are removed quickly.	County Council Highways	1 – 5 years
	Improvements to Bus Shelters within the town	Town Council	1 – 2 years
Visitors to the town have a better experience	Installing a town trail board near the Morfa Rhuddlan/Premier Inn location	County Council Housing & Community Development	1 year
	Improving the links between the town and the castle by installing pedestrian signage leading from the Parliament Street car park to the castle and to Twt Hill	County Council Housing and Community Development / Major Projects Team	1 – 5 years
	Improvements to foot path from Hylas Lane to Twt Hill including new sign post. And opening up of the old foot path in Station Road.	Highways and Environmental Services	1 – 5 years
	Installing an interpretation panel by the wooden sculpture of the knights in Tan yr Eglwys Road, looking into the feasibility of illuminating it at night, and making the street name signs for Tan yr Eglwys and Rhyl Road bilingual in view of given its prominent location. Investigate the potential for securing funding to repair the sculpture.	County Council Housing & Community Development	1 – 2 years
	Look into improving the appearance and interpretation of the historic ditched defences near Windy Street	Housing & Community Development	1 – 2 years
	Providing a pavement for pedestrians alongside Marsh Road	County Council Highways	1 – 2 years
	Investigate the possibility of installing bins near the Marsh Warden and near to the Admiral’s Playing Field.	County Council Planning & Public Protection	1 – 2 years
	Install wooden benches along the cycle path from Rhyl to Rhuddlan (similar to those on the other side of the road)	Countryside Services	1 – 2 years

Completed projects...

What we wanted to achieve	We achieved this by	Update
The town will look even more attractive	Repairing the faded street name signs in High Street and Ffordd Rhyl	Complete, street signs have been replaced.
A better visitor experience	Implementing a Designated Public Place Order within the part of the town covered by the 30 mph speed limit	The orders are now in place.
	Consulting on the introduction of a Dog Control Order within the part of the town covered by the 30 mph speed limit	
	Installing a town trail board at Parliament Street car park	Town Trail board has been installed
	Replacing the faded footpath signs at Gwindy Street and at Kerfoot Avenue	Footpath signs have been replaced.
Older residents and people with buggies, scooters and wheelchairs will be able to move more easily around the town	Dropped kerb between the car parks in Parliament Street and behind the King's Head	The kerbs have now been dropped.
	Providing a dropped kerb at Burgedin Terrace in Parliament Street.	
Sufficient cemetery provision	Looking into the likely future demand for plots and how this might be met	The cemeteries department has completed a study and found that there 15-20 years worth of burial space in Rhuddlan. The council is only required to bury people within the county and there is no immediate demand for space within the county.
The viability of the shops in the High Street will be improved	Making it easier for customers to get to the shops by carrying out a review of the inconsistencies in the restrictions on parking times in the High Street	A review has been carried out and it has been found that there are no inconsistencies and that the restrictions are sufficient.
	Engaging with the newly formed St Asaph and Rhuddlan Tourism Association	An officer has attended meetings.

The Links between the Town and the Area

The communities of Dyserth and Cwm and are closely linked with Rhuddlan as residents use many of the services that the town has to offer. There is a regular bus service from Dyserth to Rhuddlan but Cwm has a limited service. Dyserth is bordered by Cwm to the south east and Rhuddlan to the west.





RHUDDLAN AREA PLAN

“LOOKING FORWARD TOGETHER”

2013 – 2020

14/11/13

Making it happen...

For People & the Community

Activity	Econ. Amb. Strat. Ref.	Output	Led by...	Start	Finish
Explore the potential for making funds available for play equipment, insurance cover and possible rent of some land to support play facilities in Cwm village.	5.2c	Meet with Community Council	Community Council	1 April 2014	31 March 2016
		Funding identified and secured			
		Business Case			
		Play equipment purchased and land rented (subject to business case)			
To replace the play equipment in Dyserth.	5.2c	Meet with Community Council	Community Council	1 April 2014	31 March 2015
		Funding identified and secured			
		Business Case			
		Replacement play equipment funded (subject to business case)			
To explore the possibility of replacing the gate on the Dyserth/Prestatyn walkway with a wheelchair friendly gate.		Meet with community council	Highways and Environmental Services	1 April 2014	31 March 2015
		Funding identified and secured			
		Business case			
		Gate replaced with suitable gate for accessibility (subject to business case)			
Explore the potential for developing a Community Miles Project between Rhuddlan, Dyserth and Cwm.		Meet with community councils	Countryside Services	1 April 2014	31 March 2018
		Funding identified and secured			
		Business Case			
		Community Miles project completed (subject to business case)			

Making it happen...

for the place

Activity	Econ. Amb. Strat. Ref.	Output	Led by...	Start	Finish
To explore the possibility of tidying properties along Ffordd Talargoch using enforcement action where necessary.		Meeting with relevant officers	Development Control And Planning Compliance	1 April 2014	31 March 2015
		Investigate enforcement action where required			
		Contact building owners			
		Implement enforcement action (subject to threshold)			
To address eyesore properties in Dyserth High Street, to include works to improve the appearance and possible acquisitions of problem properties.	5.1a	Meeting with relevant officers	Development Control And Planning Compliance	1 April 2014	31 March 2016
		Investigate enforcement action where required			
		Contact building owners			
		Business case			
		Funding identified and secured			
		Eyesore properties addressed (subject to business case)			
To investigate the potential for keeping Dyserth High Street swept and free of weeds. Ensure the hedges on St Asaph Road, Dyserth are regularly cut back.		Meet with community council	Highways and Environmental Services	1 April 2014	31 March 2015
		Business case			
		Funding identified and secured			
		Regular maintenance of the High Street is carried out (subject to business case).			
To investigate the potential of have the drains, gullies, ditches and culverts regularly cleaned in all rural communities.		Meet with local members	Highways and Environmental Services	1 April 2014	31 March 2015
		Business case			
		Funding identified and secured			
		Regular clearing of drains, gullies, ditches and culverts (subject to business case)			
To investigate funding to help maintain the activity of the lengthsman in Cwm.		Meet with community council	Highways and Environmental Services	1 April 2014	31 March 2015
		Business case			
		Funding identified and secured			

		Funding secured to maintain lengthsman activity (subject to business case)			
To explore the potential of replacing the red dog waste bins with council bins on Dyserth/Prestatyn walkway.		Meet with community council	Highways and Environmental Services	1 April 2014	31 March 2015
		Business case			
		Funding identified and secured			
		Dog bins replaced with council bins (subject to business case)			
To explore the potential of replacing the sign warning that the road through Dyserth is unsuitable for heavy duty vehicles with a larger more obvious sign.		Meet with relevant officers	Highways and Environmental Services	1 April 2014	31 March 2015
		Specialist report			
		Business case			
		Funding identified and secured			
		Warning sign in place (subject to business case)			
To investigate the possibility of changing the sign on the A55 at Caerwys that directs people through Dyserth to Prestatyn.		Meet with relevant officers	Highways and Environmental Services	1 April 2014	31 March 2015
		Specialist report			
		Business case			
		Funding identified and secured			
		Direction sign in place (subject to business case)			
To investigate the potential for replacing the anti-skid surface on Waterfall Hill, Dyserth as it has become worn.		Meet with relevant officers	Highways and Environmental Services	1 April 2014	31 March 2016
		Specialist report			
		Business case			
		Funding identified and secured			
		Anti-skid surface in place (subject to business case)			

Area Plan Priorities

1. To address eyesore properties in Dyserth High Street – £38,000
2. To replace the play equipment in Dyserth – estimated cost of £12,000

How will we know if we are on track?

Annual reviews of progress will be undertaken by the County Council together with the Community Council. More regular updates will also be provided to the County Council's Member Area Groups and to the Town Council, and also to the wider community through County Voice and through press releases made by Denbighshire County Council. The Plan will be treated as a living document in which aspirations can be added or removed according to changes in circumstances.

Who was involved in the production of this plan?

This plan was produced by Denbighshire County Council following consultations with County Council Councillors and Services, Ward members, Community Councils, businesses, schools and the wider community.

For further information contact:
econ.dev@denbighshire.gov.uk

Statistical Appendix

2011 census data

Percentage of...	In Rhuddlan	In Denbighshire	In the surrounding Rural Area
Young people aged 15 or under	15.7	18.1	17.9
All people aged 65 or over	25.7	21.1	18.9
People aged 85 or over	2.9	2.8	2.1
People claiming housing or Council Tax benefit	8.6	9.6	5.4
Overcrowded households	2.5	3.0	1.1
People born in Wales	63.8	58.1	60.1
People over 3 years of age who can speak, read or write Welsh	15.4	18.6	17.1
Working residents employed in the public sector	36.9	35.7	35.0
Working residents employed in manufacturing	8.5	9.1	9.6
Working residents employed in retail	14.4	14.4	13.0

Welsh Index of Multiple Deprivation

Lower Super Output Area	Ranking in 2005	Ranking in 2008	Ranking in 2011
Rhuddlan 1	1235	1387	1427
Rhuddlan 2	1172	1111	1074
Rhuddlan 3	973	818	1096

Source: Office for National Statistics - 2011 Census
Rural Area covered: Cwm and Dyserth