



PRESTATYN TOWN COUNCIL

2025 – 2026 WELLBEING OF FUTURE GENERATIONS REPORT

DRAFT

Prestatyn Town Council

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VERSION

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INTRODUCTION

Prestatyn Town Council can trace its democratic history back to 1896, following the establishment of Prestatyn Urban District Council. In those early days the town saw rapid development following the opening of a railway station on the new rail network in 1848, which later grew from a single platform to a new 4-platform station that opened in 1897. This led to a boom in tourism and economic growth.

Community infrastructure was introduced to the town including new roads, drainage, gas, water, electric and housing developments; many of these town services were a combination of public and private enterprise. Philanthropic gestures were made including gifts or sales of land below market value for the public good, e.g. Ffrith Beach, Coronation Gardens and Pendre Memorial Gardens, and these were acquired by the local authority for purposes of fresh air, well-being and exercise.

In 1974 local government re-organisation occurred and all local town assets were transferred to Rhuddlan Borough Council, at which time Prestatyn Urban District Council became known as Prestatyn Town Council. Subsequently in 1996 a further transfer took place from Rhuddlan Borough Council to Denbighshire County Council. Prestatyn Town Council is a corporate body and local authority; it is part of the first tier of local government with the important role of shaping and supporting the communities of Prestatyn and Meliden which it represents.

There are eighteen Prestatyn Town Councillors that are elected on a five-year term representing the six wards of the town: Prestatyn Central, Prestatyn South West, Prestatyn East, Prestatyn Meliden, Prestatyn North West and Prestatyn North. Some of these are also Denbighshire County Councillors and this allows them to represent Prestatyn and Meliden at County Council meetings.

Whilst recognising it has a wide and varied role, the Town Council can only do those things that it is permitted by law to do – these are known as the Powers of the Council. It has the power to engage with community groups, represent local views, develop community-based partnership, and undertake most non statutory activities that can be of benefit to towns' residents, businesses and visitors.

Today Prestatyn Town Council focuses on representation and delivery of non-statutory town services, such as floral displays, a program of holiday leisure activities, and business development. Education, highways and social services are delivered by Denbighshire County Council. The Council is also responsible for the provision and maintenance of street furniture (signs, notice boards, benches, bus shelters, streetlights, etc.) and contributes on behalf of the residents towards parks, open spaces and the organisation of various events throughout the year. The town council regularly provides financial support to local organisations through grant applications, to support improvements and for organising events.

The council are responsible for the upkeep of the green space at Pendre Memorial Gardens & Ty Pendre and cooperate with partners on biodiversity initiatives and the upkeep of other local green spaces.

Well-being of Future Generations (Wales) Act 2015

Prestatyn Town Council has a duty to provide and improve services that are compliant with the Well-being of Future Generations (Wales) Act 2015, and to comply with the Conwy and Denbighshire Public Services Board Well-being Plan 2023 – 2028. Conwy and Denbighshire County Councils have established a Joint Public Service Board for the two counties.

The 4 priority areas focussed upon in the Well-being Plan are:

- **COMMUNITIES:** happier, healthier and more resilient communities in the face of challenges such as 'Climate Change and Nature Emergency' and the rising cost of living.
- **ECONOMY:** to have a flourishing economy supported by a skilled workforce.
- **EQUALITY:** to enable all citizens to have equal access to opportunities and access to services.
- **HOUSING:** to enable improved access to good quality housing.

The Act places a duty upon the council to take all reasonable steps in meeting local objectives included in the well-being plan. It provides a common, legal-binding, purpose for public bodies to work together to improve the well-being of Wales and its people.

AIMS

Prestatyn Town Council strives to make a difference in line with the 9 ways of working (*see below*). How these goals have been met and an outline of the future directions is reviewed in the Analysis section of this report.

- **Leadership:** Provide strong shared leadership and responsibility for effective long-term change, using our collective voice as partners to influence and advocate on behalf of communities.
- **Co-production:** Foster an environment, and encourage strong networks, which promote meaningful engagement and communication with communities, supporting a culture where co-production and involvement thrive.
- **Fairness:** Promote fairness, equality and diversity through all of our work.
- **Informed decision-making:** Maintain effective governance that allows for strong, evidence-based decision making, acting on recommendations made through quality research and engagement.
- **Transparency:** Have clear and transparent performance management arrangements in place.
- **Assess:** Ensure that activities and decisions are assessed for their impact in terms of the national Well-being Goals, the sustainable development principle, and five ways of working. This includes taking account of short and long-term needs, applying 'Futures Thinking' to identify and address root causes of the issues that we face, and preventing, rather than reacting to, high risk events wherever possible.

- **Reflect:** Use the advice given by the office of the Well-being of Future Generation's Commissioner, Natural Resources Wales and others to focus our discussions as we take forward our steps.
- **Development:** Explore and support joint opportunities for training and workforce development, such as secondment opportunities between organisations.
- **Language:** Support and promote the Welsh Language in all that we do, integrating the Welsh Language strategies of partners.

We will apply these nine principles to all of our work as we take forward the steps that we have identified in support of our objective to make **Denbighshire and Conwy a more equal place with less deprivation**. These are things that we can do collectively over and above the existing roles and responsibilities of our individual members, and they will help us to define our actions and structure the detailed planning that will support this Plan's implementation. They will also help us to hold ourselves to account by monitoring and measuring our progress and success.

Reference: [Conwy-Denbighshire Well-being Plan 2023-2028](#)

The Public Service Boards Well-being Assessment for Prestatyn

Prosperous Wales	Prestatyn's economy is characterised by many small businesses and strong business networks. Major employment sectors are in the Public Sector (2538), Wholesale and retail trade (1202), Construction (610), Accommodation and Food (591) and Manufacturing (587). Tourism has a strategic significance to the local economy, bringing revenue to the area through retail trade, accommodation and food spend. There are a number of long-standing tourism assets such as the beaches, golf, walking and cycling opportunities, accommodation offer and holiday parks at Presthaven Sands and Pontins. Leisure and tourism facilities have also enjoyed substantial investment in recent years with major redevelopment of the SCALA, NOVA and North Wales Bowls Centre all benefiting. In recent years' retail too has seen significant investment with the Parc Prestatyn retail park opening in 2013. Some concerns were raised about the potential impact on high street shops, but the data shows that despite an initial increase in vacant town centre properties to 10%, this has subsequently improved to under 7% in 2015 which was the lowest level since 2010 and well below the national average. When estimates of income and deprivation are considered we see that Prestatyn is a mixed community with some areas (Prestatyn East and Prestatyn Central 1) having higher median household incomes than Denbighshire, and others (notably Prestatyn Central 2) having lower. Like the county as a whole, incomes reduced during the financial crisis of 2008 onwards and have yet to return to pre-crisis levels. Unemployment in Prestatyn is low compared to other parts of the UK. Education and skills are a crucial enabler of prosperity. The Prestatyn & Meliden Area has 4 English medium primary schools: Bodnant Community Primary, Ysgol Penmorfa, Ysgol Clawdd Offa and Ysgol Melyd; and a Welsh medium primary school Ysgol Y Llys. The area is also home to an English medium secondary school Prestatyn High. In common with other Denbighshire secondary schools, Prestatyn High School has seen significant improvement in recent years but there is now concern that the pace of improvement is not keeping up with that of other areas. It now performs relatively poorly in terms of the percentage of pupils achieving the core subject indicator at both Key Stage 4 and Key Stage 3. Skills are more difficult to measure skills in the working age population, but we can see from the 2011 census that Prestatyn had a smaller proportion of the work force with higher qualifications (NVQ level 4 and above) and a larger proportion of people with no qualification when compared to England. Participants in the community conversation suggested that a diverse range of education opportunities should be developed to meet a growing need for a hands on, practical skilled workforce. There was also an expectation of growth in the creative industries.
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Resilient Wales	The Prestatyn Area contains a number of significant sites of natural beauty, biodiversity and scientific interest. Currently restoration work is being undertaken on the SSSI grasslands across Prestatyn Hillside. Gronant Dunes Special Protection Area is home to a number of rare species, notably the Little Tern Colony which is the only breeding colony found in Wales. This site is internationally important as it contributes to over 10% of the entire UK breeding population as well as supplementing other important colonies. A number of community schemes in the area have enhanced environmental resilience while promoting community spirit and social well-being. These include Coed Y Morfa Community Woodland and Community Food Growing Area which is now an attractive area in the heart of Prestatyn with excellent walking/cycling and volunteering opportunities. Also, the development of Meliden Goods Shed into a vibrant Community Hub that promotes the outstanding recreational, historical and biodiversity interests in the immediate area. Prestatyn also hosts major off-shore wind turbines producing renewable energy, contributing to the battle against carbon emissions and climate change. Increasing climate variability and extreme weather events bring with them an increased risk of flooding incidents to all coastal towns including Prestatyn.
Healthier Wales	19% of Denbighshire's population reside in the Prestatyn area. A similar (20%) proportion of the county's social service clients reside in the Prestatyn area. This includes 24% of the county's adult carer clients, 22% of the county's learning disability clients and 20% of the county's PDSI/Frailty clients. Prestatyn has a high proportion of older people which is expected to rise. Accompanying this is an expected increase in age-related illnesses such as dementia and an increase in people requiring assistance with personal care, mobility and everyday tasks. Prestatyn includes key assets and examples of social care and health collaboration and integration. Nant y Mor Extra Care housing and the Healthy Prestatyn lach. The Healthy Prestatyn lach is an innovative primary care NHS service absolutely committed to providing the best, person-focused, experience possible. The Betsi Cadwaladr University Health Board managed practice is one of the largest in North Wales, serving 19,900 patients. They have a broad and forward-looking range of professionals who are grouped together into KeyTeams. There are five of these multi-disciplinary KeyTeams, each one caring for a specific group of patients. Each KeyTeam contains GPs, Nurse Practitioners, Occupational Therapists, Pharmacists and a dedicated coordinator. Supporting the teams are a range of other highly skilled professionals, for example, physiotherapists. This arrangement means that people can be seen directly by the person most appropriate for their care needs and ensures that GPs can devote their time to those patients who need to see a doctor. Active leisure opportunities can help people achieve healthy lifestyles.

	Facilities include: The redeveloped Nova Centre where there has been investment in the swimming, fitness and soft play offer. Over 1,000 members are regularly using the fitness suite, the swim lesson program is growing, and the soft play facility is full to capacity at peak times. The North Wales Bowls Centre continues to be popular following its refurbishment, attracting over 16,000 visits last year. Planned improvement to the Prestatyn and Dyserth Health Walks to encourage healthier lifestyles, and the start/ end of the Offa's Dyke National Trail at the Nova. In addition, a wide range of sporting and recreational activities are available within the community, such as Prestatyn Tennis Club, football club, cricket club, three outdoor and one indoor bowling venues, ten pin bowling at Frith beach, walking for health and Prestatyn Rambling Club.
More Equal Wales	The Prestatyn Area displays a very large proportion of people who identify their ethnic group as White – British at 96.1%. This is larger than the proportion in Wales (93.2%) and the proportion in the UK (80.5%). 48.7% of Prestatyn's population were born in Wales which is lower than the 58.1% of Denbighshire's whole population born in Wales and Wales's total population of 72.7%. (source: Population characteristics (Census 2011). All of the wards in the Prestatyn Area have larger proportions of their population who are disabled or experience a limiting long-term illness than it the case in Denbighshire, Wales or England. A Disability Sport programme is in place for Prestatyn with inclusive activities at Prestatyn Athletics Club. There is little research about other protected characteristics that is specific to the Prestatyn area. Nevertheless, many of the challenges faced by different groups, described in other parts of this assessment, are likely to affect some Prestatyn residents too.
Cohesive Communities	In common with other parts of Denbighshire and Conwy, crime rates and anti-social behaviour are low. Prestatyn has a large number of active community and voluntary sector groups providing services, volunteering opportunities and managing a number of buildings and facilities. There are also a wide range of Churches and Chapels providing space for worship and community activities. In particular, there are a large number of Community Events including Flower Festival Vicarage Garden, Life's a Beach, Prestatyn Carnival, Prestatyn Walking Festival, Prestatyn Classic Car and seasonal events. Examples of recent investment in housing stock and adjacent environment include the Caradog Road site where good quality communal garden spaces to the rear of the properties with paved seating areas, wider paths for better access, raised planters, trees and hedge to screen the railway line and shopping area, have been developed. The area to the front of the flats was enhanced to create a more attractive streetscape.

Vibrant Culture & Thriving Welsh Language	In Denbighshire as a whole 24.6% of people over the age of 3 reported they were able to speak Welsh. The proportion of people who speak Welsh in the Prestatyn area being 15.1%, which is also lower than the all Wales figure of 19%. (source: Population characteristics (Census 2011)). Cultural assets include the SCALA Prestatyn, which has a long history as a theatre, performing arts and cinema venue and benefits from recent redevelopment. Prestatyn Library & One Stop Shop was developed as a modern paper based and digital information resource and point of contact for the public and public service providers. The area boasts a rich heritage including a Roman Bath site, the masterwork of dark-age engineering which is Offa's Dyke and its modern beginning / end statue and a range of Victorian and Edwardian listed buildings including several churches, chapels and other structures and the iconic Hillside Gardens Shelter.
Globally Responsible	The range of heritage, cultural and environmental assets and developments provide Prestatyn's contribution to a Globally Responsible Wales. Sustainability principles will be implemented through the Well-being Plan, Local Development and Regeneration Plans, biodiversity and conservation work. A specific example is Youth Workers work with organisations that support children and young people from Chernobyl to experience life in North Wales. Young people and families develop a wide appreciation of globalisation responsibilities and the impact of people.
Citizen Feedback	County conversation workshop participants in a North Denbighshire focus group listed many positive experiences related to the local natural environment. They valued areas where there has been additional tree planting, waste lands have been developed into nature reserves and other areas that have been left to grow so nature can regenerate itself. They also valued good housing support, as well as the community support throughout the Covid-19 pandemic which seen communities come together to provide food, support and medication to those in need. As part of the County Conversation, focus groups were held with all mainstream secondary school councils and the youth council. A theme common across all young people sessions was the positive impact of having access to local green spaces, beaches and scenery throughout the county. They enjoy that these areas are peaceful and calm with opportunities to spot wildlife. It was felt that there are a lot of good walking areas and outdoor spaces which were especially important as they are a free activity for young people to enjoy. The young people we engaged with mentioned the community spirit they have experienced is important. There were many other important aspects of the community that they valued. Some examples include: • Community events • Small well connected and friendly community • Small and independent businesses • Feeling safe in the community Young people, particularly in the north of Denbighshire, expressed their enjoyment of a great selection of restaurants and tourism activities such as arcades within their local areas.

Future Expectations

North Denbighshire residents envisioned a place where the council would increase its engagement with communities to enable them to be more resilient. Particularly in relation to the council supporting community profiles through assistance, encouragement and through financial support.

Participants said they expected to see more carbon consumption activities and said that the council should ensure economic initiatives that are more environmentally sustainable and supportive of the local area.

Some young people had ambitious and specific career aspirations such as being prime minister or working in the Bermuda Triangle finding new aquatic creatures. In the main, having a successful career featured as a high priority for all young people throughout this engagement. Some young people could see themselves progressing through education to university and others wanted to start their own businesses.

Whilst many could see themselves moving overseas, it was encouraging to hear that most young people envisioned themselves staying and settling here in Wales with a successful career and a happy family.

What needs to be done now?

Participants emphasised the need for active travel improvements. It was felt that having these facilities would have economic benefits to encourage people to shop locally rather than online which another pressure local towns and villages are facing.

There was also a desire for more activities for older people, to prevent loneliness and isolation, which is felt to be common, and to encourage older people to get back into the community and contribute to the local economy.

Job creation and employment opportunities were a high priority for people.

Consideration was given to the fact that Covid-19 has changed the working styles in many organisations, and it was felt that as more organisations are working flexibly, which in turn releases more office space, it was hoped these spaces could be repurposed into social housing or apartments.

Participants wanted to ensure water quality remains at a good standard throughout the county, e.g. river, sea, streams and freshwater provisions.

Throughout all focus groups that were held with young people, it was frequently mentioned that there are not enough activities for young people. Young people noted that when the weather is bad, they struggle to find activities that are affordable, and they can often be labelled 'trouble makers' if they are seen in groups on the street with nowhere to go.

Some ideas of improvements that were suggested include:

- More investment is needed in youth club's facilities to make them more attractive to young people. As well as more organised events and better publicity.
- There is a lack of sport activities in general. One young person mentioned that the sports activities on offer are those that may be perceived as male activities e.g. football; and there is a particular lack in female sport such as gymnastics and netball.
- Investment and maintenance of local parks.
- Reduce the prices of leisure centres to make them more accessible to young people and locals in the area, namely SC2.
- Utilise leisure centres for activities and clubs aimed at secondary school students as it is felt that there is a lot of young children and infants.
- More sports facilities and other types of equipment's in outdoor spaces such as volley ball nets and racket sports.
- Reading cafes and healthier food restaurants for young people to socialise in.
- Make better use of unused land in towns, a popular idea was an outdoor swimming pool.
- Better cycle paths

Young people were enthusiastic about their enjoyment of cultural and community events, and they wanted to see more arranged in their communities. Music events and other outdoor events were popular suggestions, and it was suggested that annual events would increase tourism into areas. Pupils from one school agreed that there could be better use of events areas and facilities. An example was given of the site which the Eisteddfod is hosted on which isn't used at certain times of the year. It was proposed that this could be used during these times for events and activities targeted at young people.

There was also a call for a number of environmental improvements across the county, including:

- More bins in the community. Specifically, those that are split into general waste and recycling
- Increase litter pickers to reduce harmful litter
- Biodegradable dog bag dispensers
- Less factories which cause pollution
- Increased environmental education in schools

An important point to note is that young people want to be involved in decision making. They expressed an interest in wanting to understand what the council does and to have the opportunity to have their voices heard within the local council.

	Other common themes included: • Increased employment opportunities for young people especially those with no experience • Public transport improvements to support young people e.g. lower prices and better routes throughout the county • Dog specific parks and fields • Disabled young adult clubs • Community safety concerns e.g. better street lighting and increased police presence • Updated highstreets shops as there are currently a lot of charity shops Risks and barriers to overcome Participants recognised a tension between land needed for housing and some areas not wanting more housing. Although any new permissions should involve energy efficient technology. Participants were concerned that a heavy public sector presence in the area, and job automation could pose a risk to local economic jobs and developments and hinder the progress of other priorities to tackle employment for instance.
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Reference: [Conwy-Denbighshire Well-being Plan 2023-2028](#)

ANALYSIS

Interrelated Themes

Some of the activities of PTC towards the well-being goals are interrelated and impact on more than one area of well-being. The table below shows how each contribution might fit within the list of goals.

KEY

Prosperous	Resilient	Healthy	Equality	Cohesive Communities	Culture & Welsh Language	Globally Responsible
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1. Community Support						
2. First Response Engagement (Defibrillators)						
3. Local Grant Scheme						
4. Community Awards						
5. Green Infrastructure						
6. Climate Change & Biodiversity						
7. Community Centre Maintenance						
8. Prestatyn In Bloom						
9. Planting Scheme						
10. Crime Prevention and Reduction (CCTV)						
11. Christmas & Festive Lights						
12. Community Place Plan						
13. Litter Picking						
14. Bus Shelters						
15. Noticeboards & Signage						
16. Community Engagement, Fundraising & Supporting Local Groups						
17. Public Toilets						
18. Digital Engagement						
19. Staff and Councillor Training						

1. Community Support

PTC aims to strengthen its connection with the local community by helping with the increased demand for essential support services. The Town Council has taken proactive steps to support those most in need by continuing Warm Hubs in various locations throughout the Prestatyn and Meliden area.

During 2025-26 Warm Hubs, PTC provided financial, organisational and administrative support to the community centres and local participating churches for the purchase of food and essential provisions. There was much appreciation and great attendance from local residents for this provision.

2. First Response Engagement

PTC provides ongoing upkeep of the community defibrillators across the area and arranges regular workshops for locals and community groups on how to use these. There are regular maintenance checks of the defibrillators and the replacement of essential consumables to ensure each unit is fully operational when needed. Defibrillators are located around the town to be easily accessible in a medical emergency, as they play a vital first response role. PTC is endeavoring to upkeep a full list of defibrillator locations available on the Town Council's website, so that individuals can quickly identify their nearest unit.

3. Local Grant Scheme

During 2025-26 PTC awarded grants to local charities, groups and organisations. This included the long-running Walking Festival to help encourage residents to get moving and make new connections.

4. Community Awards Scheme

The Community Awards Scheme recognises those who have contributed and/or made a positive impact within the community.

5. Green Infrastructure

PTC reinvigorated the band stand in the Coronation Gardens and donated the play equipment for its accompanying children's play area. Both are open for public use, and the garden provides a shared green space for residents and visitors to enjoy. New bench infrastructure was also provided to encourage residents to interact with green spaces.

6. Climate Change & Biodiversity

Bastion Field tree planting took place in 2026 to improve the local area. The council has been working on its Biodiversity Action Plan in the early months of 2026 to address potential biodiversity goals and help plan further projects in the future.

7. Community Centre Maintenance

PTC provides maintenance and support to the 4 community centres in the Prestatyn and Meliden area. There is also free room hire for charities and not-for-profit community groups within the town council building.

8. Prestatyn In Bloom

PTC provides support and funding to the activities of the Prestatyn In Bloom group who won the Gold Award in 2025 – 2026 for their outstanding displays that made Prestatyn bloom. 2026 – 2027 will see Prestatyn enter the Britain In Bloom competition.

9. Planting Schemes

Direct schemes include Bastion Fields tree planting, Pendre Gardens, the Boulevard, bench planters, 21 flower beds throughout the town and an annual / biannual planting scheme which includes tier planters, troughs and hanging baskets. This ongoing planting helps to ensure these green spaces remain safe, healthy and well cared for, supporting both the local environment and community well-being.

10. Crime Prevention and Reduction

PTC contributes towards the running costs of Denbighshire County Borough Council CCTV cameras located within the local area. Town Councillors also sit on the Board, which keeps the town council fully informed and up to date.

11. Christmas & Festive Lights

Every year PTC sources and installs the annual Christmas Tree and festive lighting for the town. The Christmas tree in Prestatyn is in a prominent position by the railway station, and the festival lighting stretches along Prestatyn High Street and beyond.

12. Community Place Plan

This plan is in progress for PTC, but once finished the hope is that it will bring together and improve upon the overarching themes considered in this report.

13. Litter Picking

PTC's office building acts as a litter picking hub and provides community volunteers and groups with litter picking equipment. Meliden Community Centre also does this for Meliden. Litter-picking equipment includes litter tongs, bags, high-visibility vests, etc., and it is widely used by local groups and individuals on a regular basis. This initiative has helped encourage community involvement and fostered a sense of pride in the local area.

14. Bus Shelters

PTC covers the ongoing costs of maintaining and cleaning the Bus Shelters in the area for residents and visitors to use.

15. Noticeboards & Signage

PTC covers the ongoing costs of maintaining Community Noticeboards and signage in the area to inform residents and visitors of local events, activities, services and attractions.

16. Community Engagement, Fundraising & Supporting Local Groups

PTC organizes and supports a wide range of community activities, events and partnership initiatives throughout the year. Sketch & Draw sessions take place during school holidays in both PTC's office building and Meliden Community Centre. There are also regular summer, Easter and Halloween events, as well as the Christmas lights switch-on and Santa visit. Annual events such as Prestatyn Carnival and the Car Show are supported by council advertising and grant funding. Community activities and events play an important role in bringing the community together and supporting positive engagement for residents and visitors. The Town Council office building also acts as a tourism hub, providing a wide range of leaflets and information for residents and visitors.

17. Public Toilets

Denbighshire County Borough Council passed responsibility for funding public toilets over to willing town and community councils in early 2026 after installing paying turn-styles within them to help with running costs. PTC chose to take on the responsibility for the benefit of local residents and not dissuade visitors to the area, which will help local businesses and attractions.

18. Digital Engagement

The Town Council website is regularly updated to provide transparency and awareness of the council's activities and areas of responsibility. The website contains news, project updates, meeting details, community services, activities and events, contact information and a list of local councillors. The council engages in social media to keep residents informed, using Facebook, Instagram and X, and also produces regular events and activities leaflets and a booklet for those less digitally able.

19. Staff and Councillor Training

The Town Clerk and Legal/HR Support Officer are both working towards completing training to CILCA (Certificate in Local Council Administration) level. Once the clerk is qualified, this will enable the use of the General Power of Competence (GPOC). This qualification will provide the council with the legal and operational capacity to undertake a broader range of activities and more effectively serve the community.

PTC has recently reviewed its officer and councillor training policy and arrangements to ensure that they understand their roles and responsibilities, which will further strengthen the council's governance.

FUTURE CONSIDERATIONS

Prestatyn Town Council's Ongoing & Future Aims for the Four Priority Areas

1. COMMUNITIES

PTC will continue its goal to improve happiness, healthiness and resilience amongst the local community by providing funding to local organisations (such as walking clubs and all those that aim to improve mental and physical well-being), organising community events and activities, and supporting others to do this as well.

2. ECONOMY

PTC will continue its partnership with the Prestatyn Business Forum and will support the local area to be as attractive to residents and visitors as possible.

3. EQUALITY

PTC will continue to support the goal of all citizens having equal access to opportunities and services.

4. HOUSING

PTC has a Town Planning Committee that all councillors are members of. This enables the town council to have a united voice on local planning applications presented to Denbighshire County Borough Council and allows residents to approach a local councillor directly with any concerns.

Prestatyn Town Council & the Nine Ways of Working

1. **Leadership:** PTC aims to provide strong shared leadership and responsibility for effective long-term change, using our collective voice as partners to influence and advocate on behalf of communities.
2. **Co-production:** PTC aims to foster an environment, and encourage strong networks, which promote meaningful engagement and communication with communities, supporting a culture where co-production and involvement thrive.
3. **Fairness:** PTC will promote fairness, equality and diversity in all work.
4. **Informed decision-making:** PTC regularly reviews and updates its policies, procedures and governing documents in order to ensure effective governance. This allows for strong, evidence-based decision making, acting on recommendations made through quality research and engagement.
5. **Transparency:** PTC has recently improved its training and other staff-related policies and procedures to improve clarity and transparency with performance management arrangements in place.
6. **Assess:** PTC is engaged in ongoing work to improve this area so that activities and decisions are assessed for their impact in terms of the national Well-being Goals, the sustainable development principle, and the nine ways of working. This includes taking account of short and long-term needs, applying 'Futures Thinking' to identify and address root causes of the issues that we face, and preventing, rather than reacting to, high risk events/activities wherever possible.

7. **Reflect:** PTC will effectively use the advice given by the office of the Well-being of Future Generation's Commissioner, Natural Resources Wales and others when planning the next steps.
8. **Development:** PTC is looking at ways to support joint opportunities for training and workforce development, such as improving councillor/staff training and development plans and secondment opportunities between organisations.
9. **Language:** PTC will continue to support and promote the Welsh Language and improve upon this where possible.

CONCLUSION

This report reflects on the progress Prestatyn Town Council has made during 2025 -2026, despite the ongoing challenges and constraints that have affected us all. While these obstacles presented difficulties, PTC has consistently adapted its approach to remain focused on the long-term social, environmental, cultural, and economic well-being of the community.

Guided by resilience, collaboration and a vision for a stronger Meliden & Prestatyn, the town council's ongoing efforts have led to meaningful improvements. Through community activities and events, infrastructure enhancements, biodiversity considerations and local initiatives, PTC has aimed to improve the quality of life for both residents and visitors.

For 2026 – 2027, the town council will focus on continuous improvement to the provision of services, enhancing the workforce and increased participation in biodiversity initiatives.

APPENDIX: 2021 STATISTIC DATA FOR PRESTATYN & MELIDEN AREA

Denbighshire County Council's sub area profiles 2021					
Prestatyn Member area group					
Population characteristics					
Population, age and gender 2019 (ONS MYE)					
	Prestatyn		Denbighshire	Wales	GB
	Number	%	%	%	%
Mid-year population 2009	19,000	Change	Change	Change	Change
Mid-year population 2019	18,750	-1.3%	1.3%	3.8%	7.3%
Males	9,050	48.3%	49.3%	49.3%	49.4%
Females	9,700	51.7%	50.7%	50.7%	50.6%
Aged 0-15	3,300	17.5%	18.1%	17.9%	19.0%
Aged 16-29	2,600	13.7%	14.5%	17.4%	17.3%
Aged 30-44	2,700	14.3%	15.2%	17.4%	19.3%
Aged 45-64	5,050	27.0%	27.9%	26.3%	25.8%
Aged 65+	5,150	27.4%	24.3%	21.0%	18.6%
Population density 2019 (persons/ha)		11.85	1.14	1.52	4.30
Population characteristics (Census 2011)					
	Prestatyn		Denbighshire	Wales	E & W
	Number	%			
Born in Wales	9,173	48.7%	58.1%	72.7%	4.9%
Born outside the UK	689	3.7%	4.1%	5.5%	13.4%
Ethnicity - white British	18,110	96.1%	95.6%	93.2%	80.5%
Other white	307	1.6%	1.8%	2.4%	5.5%
Mixed ethnic group	146	0.8%	0.8%	1.0%	2.2%
Other ethnic groups	286	1.5%	1.8%	3.4%	11.8%
Religion - Christian	12,078	64.1%	64.1%	57.6%	59.3%
Other religion	230	1.2%	1.4%	2.7%	8.4%
No religion	5,072	26.9%	26.8%	32.1%	25.1%
(of persons aged 3+)					
Speak Welsh	2,751	15.1%	24.6%	19.0%	-
No skills in Welsh	13,888	76.2%	64.6%	73.3%	-
Health					
Health and provision of care (Census 2011)					
	Prestatyn		Denbighshire	Wales	E & W
	Number	%			
People with limiting long term illness	5,049	26.8%	23.5%	22.7%	17.9%
People providing unpaid care	2,523	13.4%	12.4%	12.1%	10.3%
Patients with chronic illness, by GP cluster (General Medical Services QAIF, September 2020)					
	Prestatyn		Denbighshire	Wales	
GP cluster name	North Denbighshire				
Hypertension (high blood pressure)	10,550	17.3%	17.3%	15.8%	
Obesity (patients aged 16+)	4,850	7.9%	7.9%	10.1%	
Asthma	3,950	6.5%	7.4%	7.1%	
Diabetes mellitus (patients aged 17+)	4,500	9.1%	6.6%	6.1%	
Coronary heart disease	2,750	4.5%	4.3%	3.6%	
Cancer	2,350	3.9%	3.7%	3.1%	
Chronic obstructive pulmonary disease*	2,200	3.6%	3.3%	2.4%	
Stroke	1,350	2.2%	2.2%	2.1%	
Heart failure	750	1.2%	1.2%	1.1%	
Mental health	800	1.3%	1.2%	1.0%	
Dementia	650	1.1%	1.0%	0.7%	
Epilepsy (patients aged 18+)	550	1.1%	0.9%	0.8%	
* lung diseases including chronic bronchitis and emphysema					
Based on clusters of GP surgeries as identified by local health boards. The health boards have formally developed arrangements for small groups of GP practices to work collaboratively to develop services in the community, serving populations of between 30 and 50 thousand patients. Clusters are best fit to the sub areas and do not exactly match the same boundaries.					

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Denbighshire County Council's sub area profiles 2021

Prestatyn Member area group

Housing and living arrangements					
Households (Census 2011)					
	Prestatyn		Denbighshire	Wales	E & W
	Number	%			
Total households	8,299		40,546	1,302,676	23,366,044
Household composition					
All one person household	2,587	31.2%	31.4%	30.8%	30.2%
- one person; aged 65+	1,471	17.7%	15.2%	13.7%	12.4%
All households with dependent children	2,246	27.1%	27.2%	28.2%	29.1%
- lone parents with dependents	635	7.7%	7.0%	7.5%	7.2%
All households of only pensioners	2,561	30.9%	26.0%	22.9%	20.9%
Population in private households	18,764	99.5%	98.7%	98.3%	98.2%
Average household size		2.26	2.28	2.31	2.36
Household facilities					
No central heating	177	2.1%	3.1%	2.3%	2.7%
Overcrowded	289	3.5%	4.5%	5.2%	8.5%
Average rooms per household		5.5		5.7	5.4
No car	1,721	20.7%	21.0%	22.9%	25.6%
Tenure					
Owner occupied	6,310	76.0%	69.2%	67.8%	64.3%
Rented from social landlord	630	7.6%	13.1%	16.5%	17.6%
Other rented	1,359	16.4%	17.7%	15.7%	18.0%
Dwellings by council tax band (VOA, March 2020)					
	Prestatyn		Denbighshire	Wales	
	Number	%			
Total dwellings	8,810	100%	44,980	1,447,960	
Band A	360	4.1%	8.8%	14.6%	
Band B	1,060	12.0%	16.1%	20.9%	
Band C	3,890	44.1%	32.0%	21.8%	
Band D	1,750	19.8%	17.3%	16.2%	
Band E	1,020	11.6%	12.0%	13.4%	
Band F	490	5.5%	8.2%	8.2%	
Band G	210	2.4%	4.5%	3.7%	
Band H	30	0.3%	0.7%	0.9%	
Band I	-	-	0.4%	0.4%	
House prices (Land Registry, 2020; CACI PayCheck, 2020)					
	Prestatyn		Denbighshire	Wales	E & W
	£		£	£	£
Median (All house types)	150,000		153,000	165,000	244,950
Lower quartile (All house types)	129,950		120,000	117,000	156,000
Ratio income:houseprice (median)		5.5	5.4	5.7	7.3
Ratio income:houseprice (lower quartile)		8.0	7.4	7.0	8.3
Housing related benefits (DWP, February 2021)					
	Prestatyn		Denbighshire	Wales	GB
Total claimants	1,565	100%	9,195	282,725	5,812,550
- housing benefit	875	55.9%	55.7%	54.1%	50.0%
- Universal Credit housing element	690	44.1%	44.3%	45.9%	50.0%
- private rented	975	61.6%	51.0%	35.7%	38.5%
- social rented	590	37.2%	48.3%	63.9%	60.7%
- households with children (% HB)	550	35.3%	34.3%	35.3%	36.7%
Characteristics for housing benefit only					
- single person aged 65+ (% HB)	325	37.4%	33.5%	32.6%	33.5%

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Denbighshire County Council's sub area profiles 2021

Prestatyn Member area group

Community safety

Crime incidences (North Wales Police)

	Prestatyn		Denbighshire	Wales	E & W
(year end 31st March)	Number	Rate*			
All crime incidences 2019/20	1,983	105.71	110.72	82.87	84.64
Violence against the person	830	44.25	49.12	31.51	28.43
Theft & handling	305	16.26	16.40	14.20	17.26
Criminal damage & arson	228	12.15	12.71	10.38	8.93

*annual crime rate per 1,000 population

Economy & employment

Industry of employment (Census 2011)

	Prestatyn		Denbighshire	Wales	E & W
	Number	%			
All in employment (aged 16-74)	7,518		41,156	1,363,615	26,526,336
Agriculture, forestry & fishing	39	0.5%	2.3%	1.7%	0.9%
Mining, quarrying, energy, water	113	1.5%	1.4%	1.9%	1.5%
Manufacturing	607	8.1%	9.1%	10.5%	8.9%
Construction	632	8.4%	8.5%	8.2%	7.7%
Wholesale & retail	1,240	16.5%	14.4%	15.6%	15.9%
Transport & storage	312	4.2%	3.9%	3.9%	5.0%
Accommodation & food services	606	8.1%	6.9%	6.2%	5.6%
Communication, finance, property	387	5.1%	5.0%	6.6%	9.7%
Professional, scientific, technical	245	3.3%	4.1%	4.3%	6.6%
Administrative & support services	335	4.5%	3.7%	4.0%	4.9%
Public administration & defence	550	7.3%	6.6%	7.9%	6.0%
Education	636	8.5%	10.0%	10.1%	9.9%
Health & social work	1,421	18.9%	19.1%	14.5%	12.5%
Other	395	5.3%	5.0%	4.5%	5.0%
Work mainly at or from home	342	4.5%	6.4%	5.4%	5.4%
No qualifications (all aged 16+)	4,307	27.9%	25.4%	25.9%	22.7%
Level 4+ qualification	3,105	20.1%	24.2%	24.5%	27.2%

Social class (Census, 2011)

	Prestatyn		Denbighshire	Wales	E & W
	Number	%			
All aged 16-74	13,253		67,676	2,245,166	41,126,540
Managerial & professional	3,427	25.9%	28.2%	27.4%	31.1%
Skilled	4,226	31.9%	30.9%	29.4%	29.1%
Part / unskilled	4,072	30.7%	28.7%	28.8%	25.2%
Students & other	1,528	11.5%	12.2%	14.5%	14.6%

Unemployment (claimant count) (NOMIS, 2021)

	Prestatyn		Denbighshire	Wales	GB
	Number	%			
June 2021	585	5.7%	5.6%	5.0%	5.6%
March 2021 (previous quarter)	710	6.9%	6.6%	5.8%	6.5%
June 2020 (previous year)	680	6.6%	6.6%	5.9%	6.2%
June 2016 (5 years ago)	200	1.9%	2.1%	2.2%	1.8%
Claimants aged 16-24 (Jun-21)*	135	23.1%	23.0%	20.9%	18.6%
Claimants aged 50+ (Jun-21)*	150	25.6%	24.0%	23.1%	23.9%

Rounded to nearest 5. * % is of all claimants.

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Denbighshire County Council's sub area profiles 2021

Prestatyn Member area group

Income & benefits					
Household income (CACI PayCheck, 2020)					
	Prestatyn		Denbighshire	Wales	GB
	£	%			
Median income	27,350		28,100	29,000	33,300
Lower quartile	16,150		16,300	16,600	18,650
Households below 60% GB median (= £19,967)		34.7%	34.0%	32.9%	27.7%
For this measure, results at ward level are based on data for Conwy CBC strategic sub areas.					
Benefits (DWP, Nov 2020)					
There is a discontinuity in the benefits data, as Universal Credit is rolled out and starts to replace older awards systems. % is of all in that age group.					
	Prestatyn		Denbighshire	Wales	GB
	Number	%			
Children (aged 0-15)					
Disability Living Allowance (DLA)	205	6.3%	6.3%	4.7%	4.4%
Working age (aged 16-66)					
Universal Credit	1,695	15.7%	15.5%	13.7%	13.8%
Job Seekers Allowance (JSA)	55	0.5%	0.5%	0.6%	0.7%
Employment & Support Allowance (ESA)	740	6.8%	7.0%	6.5%	4.4%
Disability Living Allowance (DLA)	45	0.4%	0.5%	0.2%	0.6%
Personal Independence Payments (PIP)	985	9.1%	9.3%	7.9%	5.4%
Carer's Allowance	480	4.4%	3.9%	3.1%	2.4%
Pensioners (aged 67+)					
State Pension	5,010				
Pension Credit	805	17.3%	16.7%	15.2%	13.8%
Attendance Allowance	950	20.4%	18.2%	17.0%	14.2%
Disability Living Allowance (DLA)	470	10.1%	8.2%	9.2%	5.5%
Personal Independence Payments (PIP)	230	5.0%	5.0%	5.3%	3.4%
Carer's Allowance	310	6.7%	5.1%	4.2%	2.9%

Poverty and deprivation					
Children in low income families - relative income poverty (DWP, 2019/2020)					
	Prestatyn		Denbighshire	Wales	GB
Children in in-work families	565	17.2%	16.8%	16.8%	16.8%
Children in out-of-work families	260	8.0%	7.7%	8.2%	6.7%
Total	825	25.1%	24.5%	25.0%	23.5%

As % all children aged 0-15. 'In work' is working 16 hrs a week or more. Relative income poverty = below 60% of UK median.

Welsh index of multiple deprivation (Welsh Government, 2019)					
	Prestatyn		Denbighshire		
Total LSOAs in area	11		58		
No. LSOAs in most deprived:	10%	25%	10%	25%	
In each deprivation domain					
Overall Index	0	0	7	10	
Income	0	1	7	11	
Employment	0	1	7	12	
Health	1	1	10	11	
Education	0	1	5	10	
Access to services	0	0	9	18	
Housing	1	2	6	12	
Community safety	0	0	1	4	
Physical environment	0	1	9	17	

Deprivation data shows how many lower super output areas (LSOAs) in the area are in the 10% and 25% most deprived LSOAs in Wales.

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