



# Rhyl - local data profile

July 2025

## Contents:

- (1) Indicators for policy investment themes
- (2) Demographics and deprivation
- (3) Data and sources



# About this document

**This document, produced by MHCLG in collaboration with ONS, presents high-level data to support the Plan for Neighbourhoods programme. It is intended to support Neighbourhood Boards in both identifying and evidencing local needs or trends. It does not make policy recommendations.**

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## Background

- On 4 March 2025, the UK Government announced the launch of the Plan for Neighbourhoods. This will provide up to £20 million in support and funding for 75 places across the UK over the next decade.
- Data is presented across broad themes that Neighbourhood Boards may consider addressing through the programme.
- This pack does not take account of the implementation of current national or local policy interventions.

## Data caveats

- The data sources in this pack are the latest available as of 1st April 2025. In collaboration with the Office for National Statistics (ONS), we have derived metrics at the Built Up Areas (BUA) (2024) geographical level, where this data was not previously available. Estimates are at BUA (2024) level unless stated otherwise. **These are experimental estimates for small levels of geography that may be more volatile or have higher levels of uncertainty, which should be taken into consideration when interpreting the data.** The metrics in this pack do not account for any boundary request changes submitted by places.
- Lockdown restrictions and the furlough scheme were in place at the time Census 2021 was conducted, which significantly impacted 'travel to work methods' data. As such, the data are not reflective of current commuting patterns. We have therefore used Census 2011 data in the commuter flows table shown in this pack. [Census 2021 employment data](#) may also be impacted by furlough and the timing of Census day (March 2021).
- Due to data availability, estimates at local authority level are based on geographic boundaries as of 2024. Rhyl is within the local authority of Denbighshire.

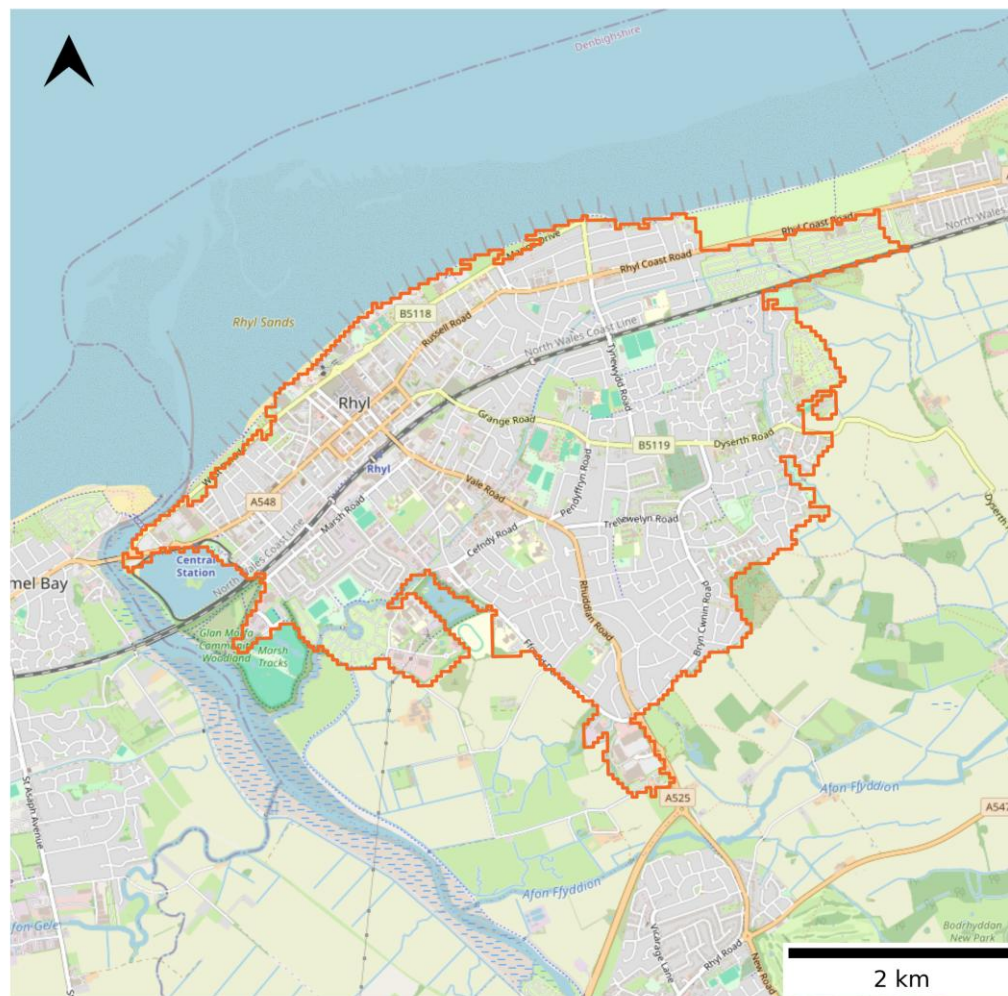


# Map of Rhyl

**This data pack defines a neighbourhood's boundary based on the definition of Built Up Area (BUA, 2024), unless stated otherwise. This reflects the default approach for the Plan for Neighbourhoods. The metrics in this pack do not account for any boundary changes submitted by the Neighbourhood Boards.**



Source: [ONS, 2024](#)

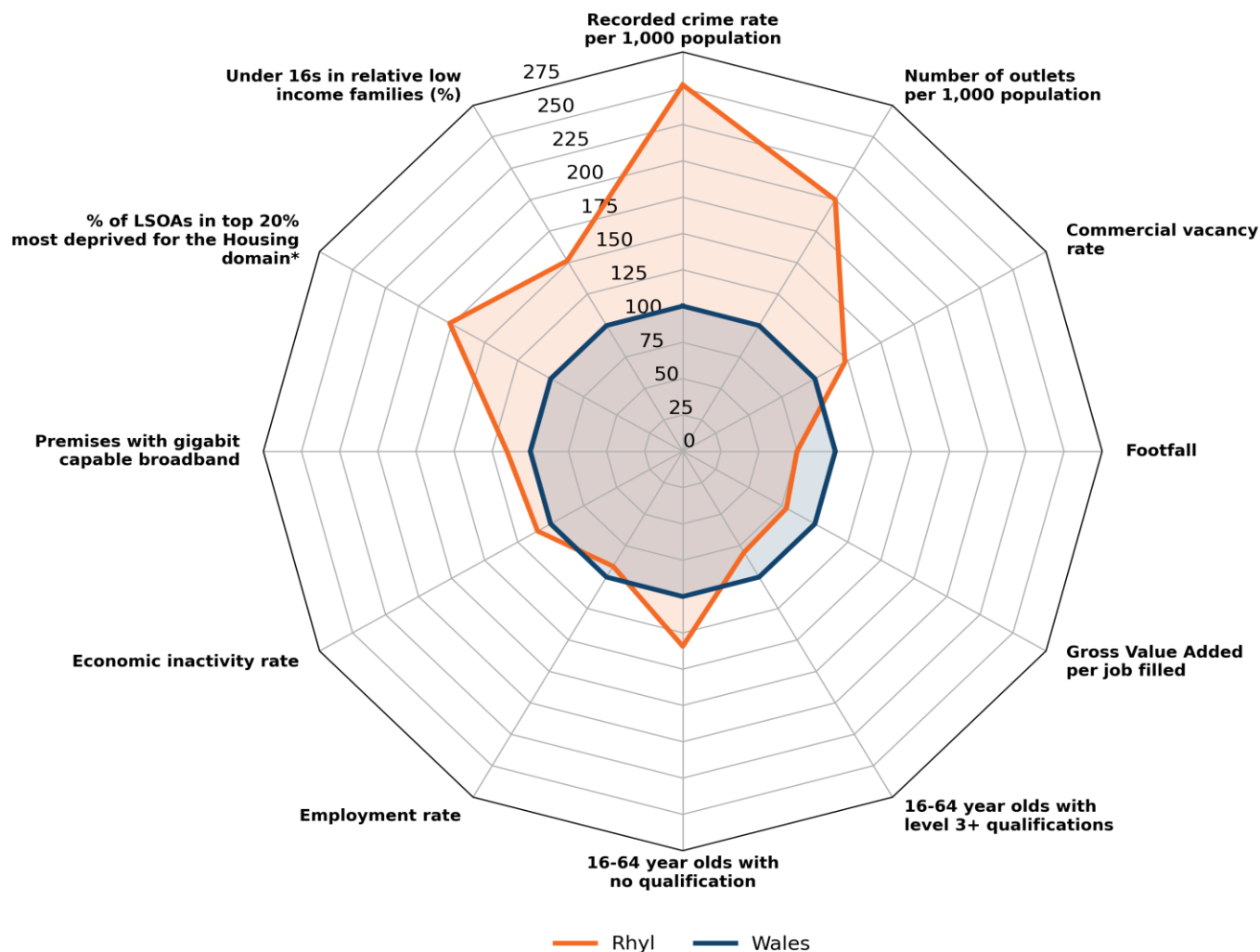


 Rhyl BUA



# Overview of indicators

This page provides an overview of how the BUA's indicators (listed in the Annex) for policy investment themes fare against national averages.



The chart on the left shows how Rhyl's indicators (orange) fare against national averages (dark blue). BUA values have been scaled relative to the national averages which were set to 100.

## How to read the chart:

1. Compare the overall shape of the BUA data points to the national average shape.
2. The closer a BUA marker is to value 100 on the chart, the closer it is to the national average. For example, a BUA value of 150 means that it is 50% higher than the national average.

\* A value of 0% indicates none of the [Lower Layer Super Output Areas \(LSOAs\)](#) that intersect the BUA (wholly or partly) are in the top 20% most deprived for the domain within Wales.

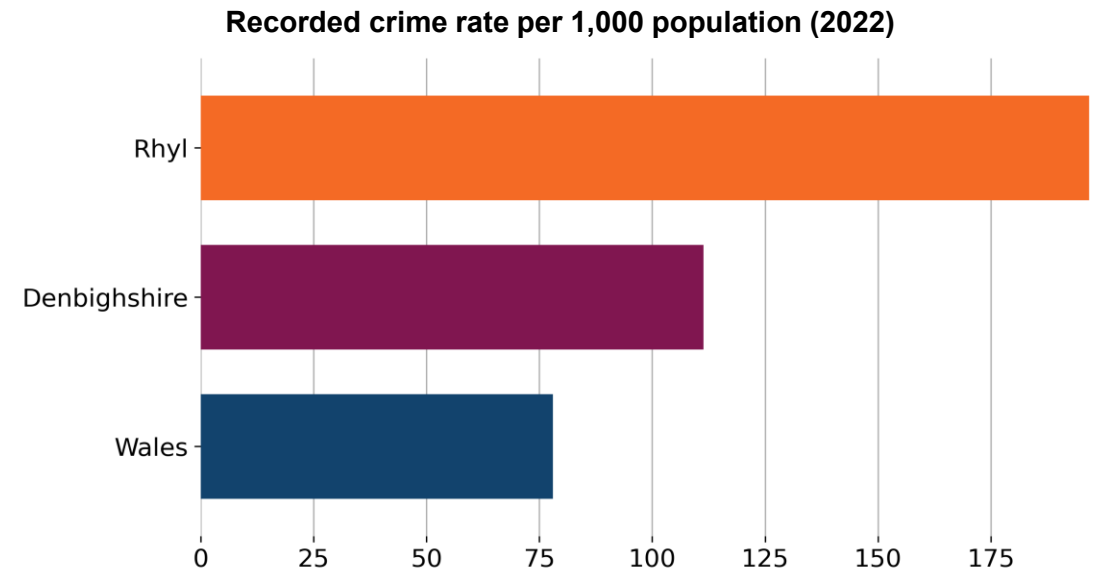


# Indicators for policy investment themes

# Safety and Security

Indicator	Rhyl	Denbighshire	Wales
Recorded crime rate per 1,000 population (2022)	196.8	111.4	78.0
Anti-social behaviour per 1,000 population (2024)	34.2	22.7	14.9

Recorded crime by type per 1,000 population	Rhyl	Denbigh-shire	Wales
Bicycle theft (2024)	1.3	0.6	0.7
Burglary (2024)	5.2	2.8	2.8
Criminal damage and arson (2024)	15.6	10.4	8.1
Drugs (2024)	7.5	3.1	2.2
Other crime (2024)	3.5	2.4	2.0
Other theft (2024)	9.2	6.4	5.3
Possession of weapons (2024)	2.0	1.0	0.7
Public order (2024)	13.0	8.0	9.3
Robbery (2024)	0.8	0.3	0.4
Shoplifting (2024)	12.2	8.3	7.9
Theft from the person (2024)	0.7	0.4	0.5
Vehicle crime (2024)	2.4	1.5	3.6
Violence and sexual offences (2024)	87.6	51.3	36.1



Source: [data.police.uk](https://data.police.uk), 2023



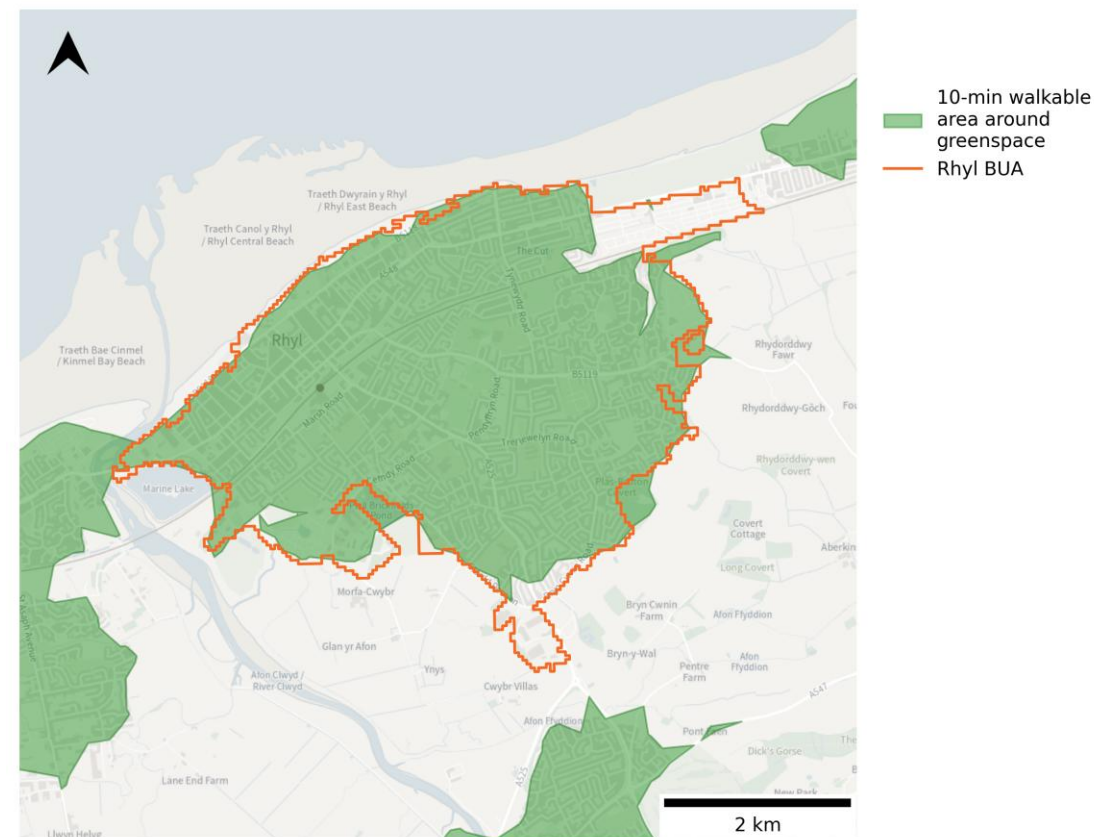
# High Streets, Heritage and Regeneration

Indicator	Rhyl	Wales
Number of outlets (takeaways, restaurants, clubs, bars, pubs, fitness facilities and sport clubs) per 1,000 population (June 2025)	3.8	1.9
Commercial vacancy rate* (%) (June 2025)	16.2	13.2
Footfall index** based on Virgin Media O2 mobile phone data (April 2022 to March 2023)	74.9	100.0

\* The commercial vacancy rate represents the total number of retail and leisure units that are vacant but in an occupiable state, as a percentage of the total number of business units in a destination. Where units are under renovation or demolished, they are not classed as vacant. Commercial vacancy rate is based on data from Green Street. They produce a separate measure of vacancy rate following a different methodology which may differ to that included here.

\*\* Anonymised and aggregated mobile network data by Virgin Media O2. Footfall is defined as the average daily number of outbound journeys (not including journeys to home) within the Built Up Area over the period April 2022-March 2023. The mean average footfall of Built Up Areas in Wales with populations similar to Rhyl (+/- 30%) has been standardised to an index of 100. The number for Rhyl is scaled relative to this average.

10-minute walking distance to greenspace access points in Rhyl (2025)



Source: [OpenStreetMap, 2025](#); [Ordnance Survey, 2025](#)

**Note:** 10-minute walkable area is created using OpenStreetMap walking network and OS Greenspace Access Points, excluding: Allotments or Community Growing Spaces, Cemeteries, Religious Grounds, and Golf Courses.





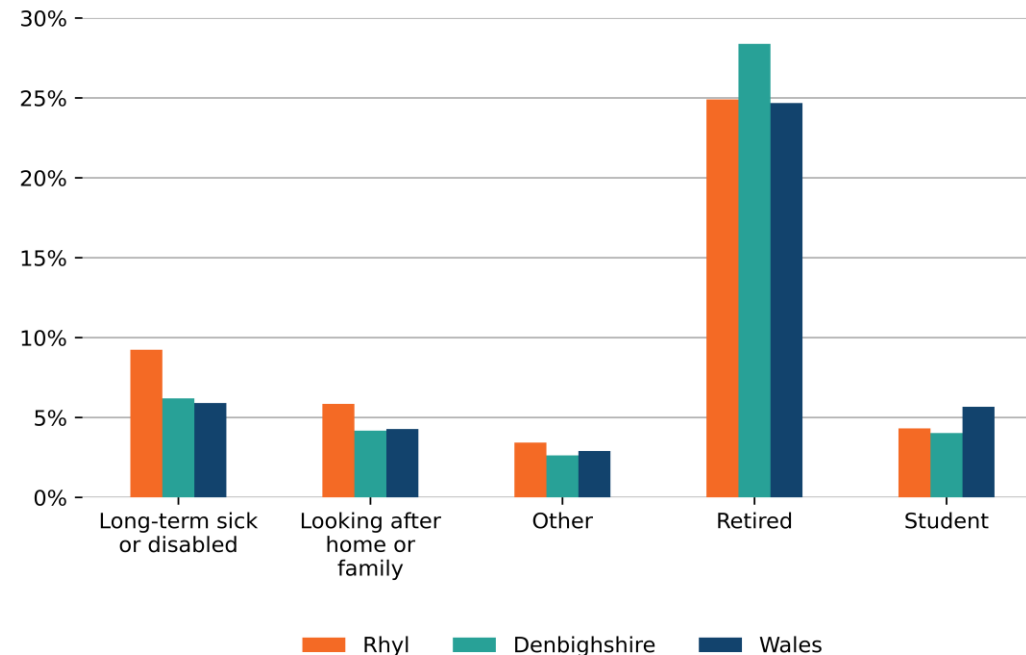
## Education, Work, Productivity and Skills

Indicator	Rhyl	Denbighshire	Wales
Gross Value Added per job filled (£) (2022)	39,261	44,893	50,034
16-64 year olds with level 3+ qualifications* (%) (2021)	44.1	52.9	54.9
16-64 year olds with no qualifications (%) (2021)	18.4	13.3	13.7
Employment rate (age 16 to 64) (%) (2021)	62.7	69.4	68.6
Unemployment rate (age 16+) (%) (2021)	7.1	4.8	5.2
Economic inactivity rate (age 16+) (%) (2021)	47.7	45.4	43.4
Job density** (2022)	0.53	0.78	0.68

\* Proportion of 16 to 64 year olds with a [level 3 qualification or above](#), such as 2 or more A levels, 4 or more AS levels, degree (BA, BSc) or higher degree (MA, PhD, PGCE).

\*\* [Job density](#) is defined as the number of jobs in an area divided by the resident population aged 16-64 in that area. For example, a job density of 1.0 would mean that there is one job for every resident aged 16-64.

Population (16+) that are economically inactive, by reason (%) (2021)



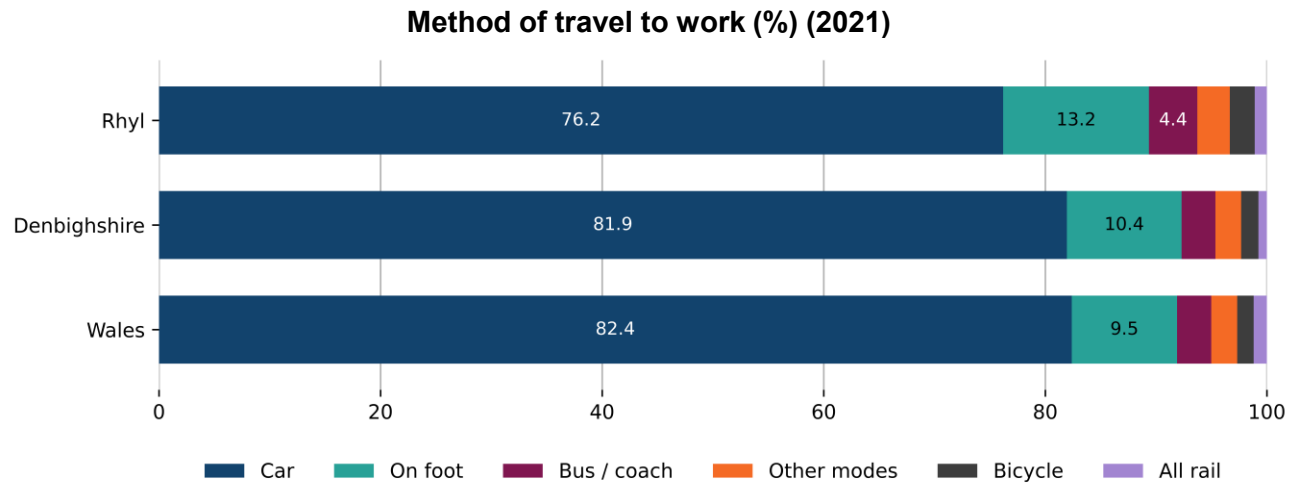
Source: [ONS, 2022](#)





# Transport and Connectivity (1/2)

Indicator	Rhyl	Denbighshire	Wales
Premises with gigabit capable broadband (%) (July 2024)	83	71	72



Source: [ONS, 2022](#)

**Note:** We have excluded the “Work mainly at or from home” category from this chart to make it easier to clearly see the methods used to travel to work. Percentages do not include those working from home. Missing labels on the bars represent a percentage of less than 4%.

**Note:** Data presented on the chart above (from Census 2021) should not be compared with the tables on the right, which represent Census 2011 data. The tables on the right are based on BUA 2011 geographies, which may differ in boundaries and names from the closest matching BUA 2024 geographies used for most of the data in this pack. Census travel data for 2021 were impacted by lockdown restrictions and the furlough scheme that were in place in March 2021.

Flows of commuters entering or leaving Rhyl (2011)

BUA	2011 Population	Incoming	Outgoing	Working local
Rhyl	25,149	4,668	5,853	4,125

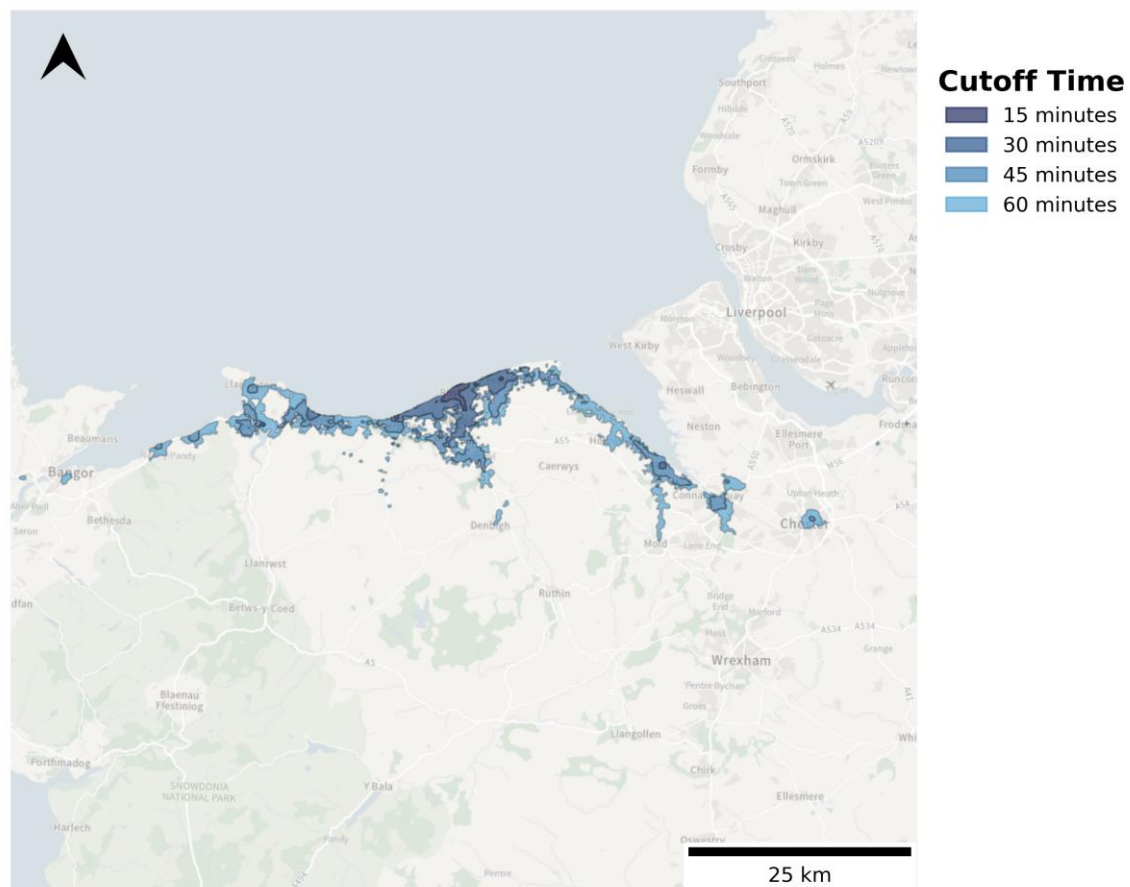
Top 10 residence - work connections between Built Up Areas (2011)

Place of Residence	Place of Work	People
Rhyl	Rhyl	4,125
Prestatyn	Rhyl	1,005
Rhyl	No fixed place of work	779
Rhyl	Bodelwyddan	697
Rhyl	Place of work out of BUA	598
Usual residence out of BUA	Rhyl	526
Kinmel Bay	Rhyl	516
Rhyl	Prestatyn	404
Rhyl	Kinmel Bay	371
Colwyn Bay	Rhyl	319



## Transport and Connectivity (2/2)

Public transport accessibility by journey time (2022) from Rhyl train station,  
between 7:15am and 9:15am



Source: [ONS, 2023](#)

Note: Data is from 15th November 2022



# Housing

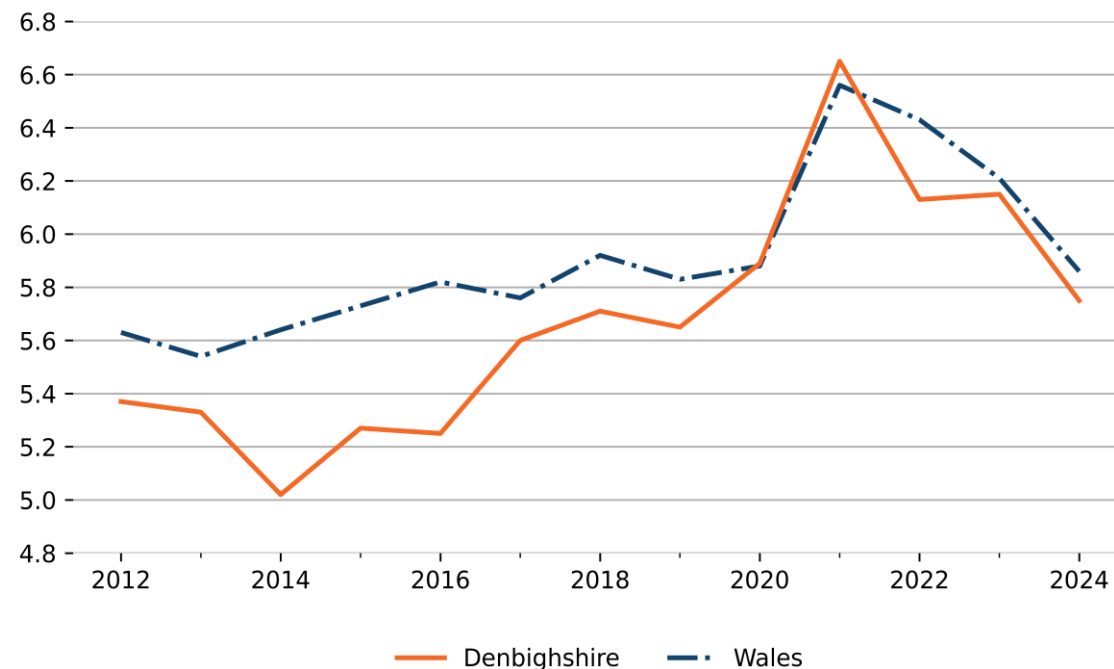
Indicator	Denbighshire	Wales
Ratio of median house price to median gross annual workplace-based earnings (2024)	5.8	5.9

**Note:** The housing data in this pack is at Local Authority level. Each Built Up Area has been matched to its respective Local Authority based on geographic area share.

Indicator	Rhyl
Proportion of LSOAs in the top 20% most deprived for the housing domain in Wales (2019)	35.3

**Note:** All LSOAs that fall within the BUA are included in the overall percentage calculations. This includes LSOAs that fall partly outside the boundary.

Housing affordability ratio: median house price to median gross annual workplace-based earnings (2012 to 2024)



Source: [ONS, 2024](#)

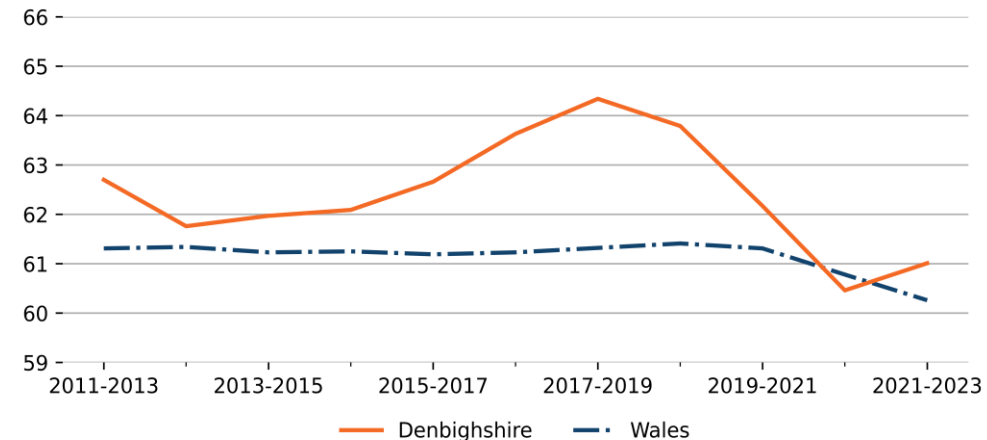


# Health

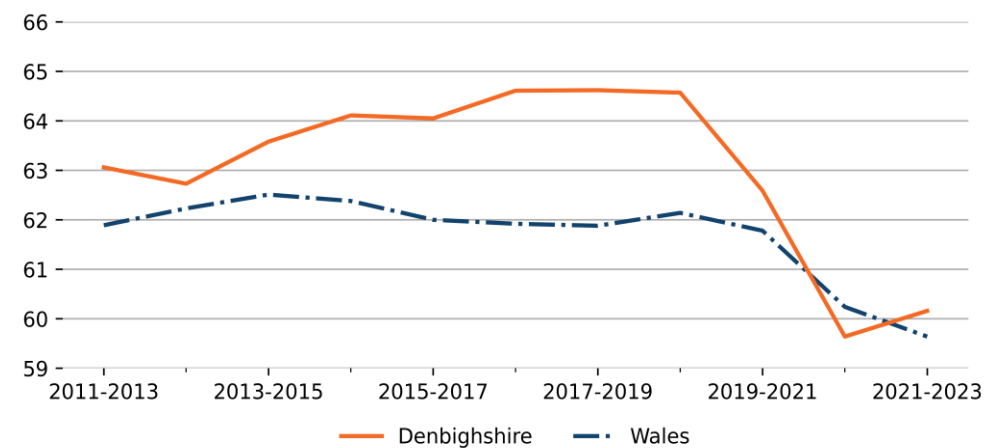
Indicator	Denbighshire	Wales
Healthy life expectancy (Males) (2021-2023)	61.0	60.3
Healthy life expectancy (Females) (2021-2023)	60.2	59.6

**Note:** Healthy life expectancy data is at Local Authority level. Each Built Up Area has been matched to its respective Local Authority based on geographic area share.

Healthy life expectancy (Males) (2011-13 to 2021-23)



Healthy life expectancy (Females) (2011-13 to 2021-23)



Source: [ONS, 2024](#)



# Demographics and deprivation

## Headlines:

- In 2022, the median age in Rhyl was **40 years**. The median age for Wales was 42. The median age for Denbighshire was 47 years. The map on the right shows the average median age within Rhyl at [Lower Layer Super Output Areas \(LSOAs\)](#) level.
- The median age in Rhyl **decreased** by 1 year between 2011 and 2022. For context, the median age in Wales increased by 1 year over the same period (*see bottom left chart below*).
- In 2022, Rhyl had a population **of 27,179**. Between 2011 and 2022, Rhyl's **population increased by 8.1%**. For context, the population increased by 3.1% in Denbighshire and increased by 2.3% in Wales.
- In 2022, 20.9% of people in Rhyl were under 16 years old, and 20.6% were aged 65 and over. For context, the Wales average was 17.5% and 21.5%, respectively (*see bottom right chart below*).
- Across the LSOAs that make up Rhyl (either wholly or in part) in 2021, 95.3% of people identified with a White ethnic group, 2.6% as Asian, Asian British or Asian Welsh, 0.3% as Black, Black British, Black Welsh, Caribbean or African, 1.3% with Mixed or Multiple ethnic groups, and 0.5% with other ethnic groups

Year	Rhyl	Wales
2011	41	41
2022	40	42

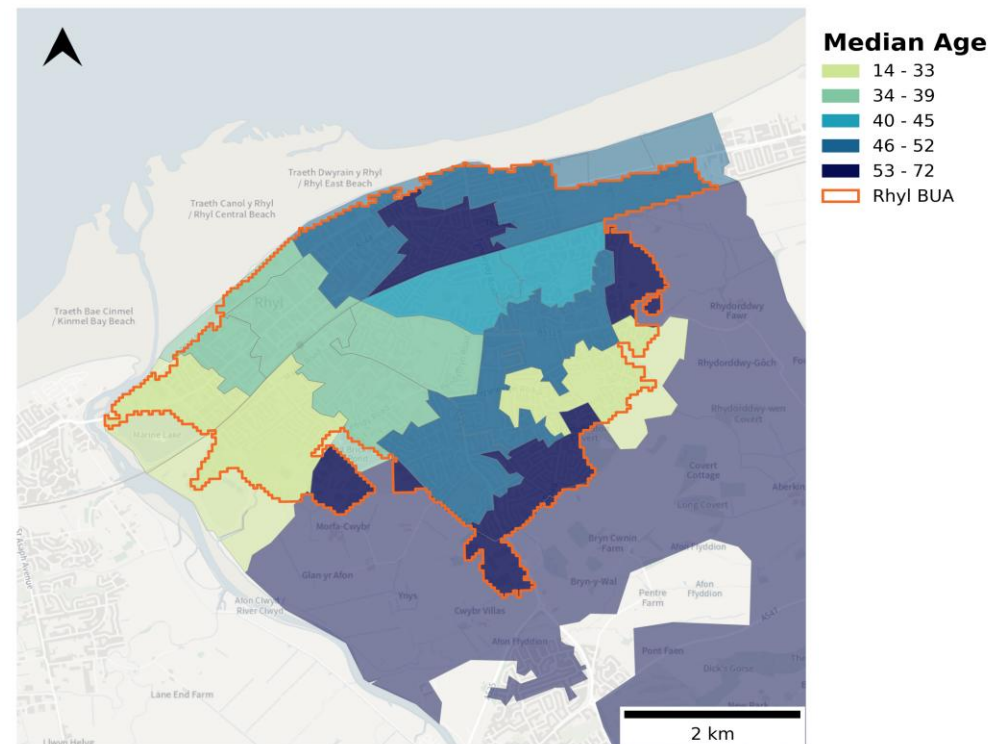
**Source:** [ONS, 2022](#); [ONS Census, 2011](#)

A bar chart comparing the percentage of people in the lowest income group across three age categories (15 and under, 16-64, and 65+) for three regions: Rhyl (orange), Denbighshire (teal), and Wales (dark blue). The y-axis represents the percentage from 0 to 70. In the 16-64 age group, Wales has the highest percentage (approx. 61%), followed by Denbighshire (approx. 58%) and Rhyl (approx. 59%). In the 15 and under and 65+ age groups, Rhyl and Denbighshire have similar percentages (approx. 21% and 25% respectively), while Wales is slightly lower (approx. 18% and 22% respectively).

Age Group	Rhyl	Denbighshire	Wales
15 and under	21	18	18
16-64	59	58	61
65+	21	25	22

**Source:** ONS, 2022

### Median age in Rhyl at LSOA level (2022)



**Source:** [ONS, 2024](#)

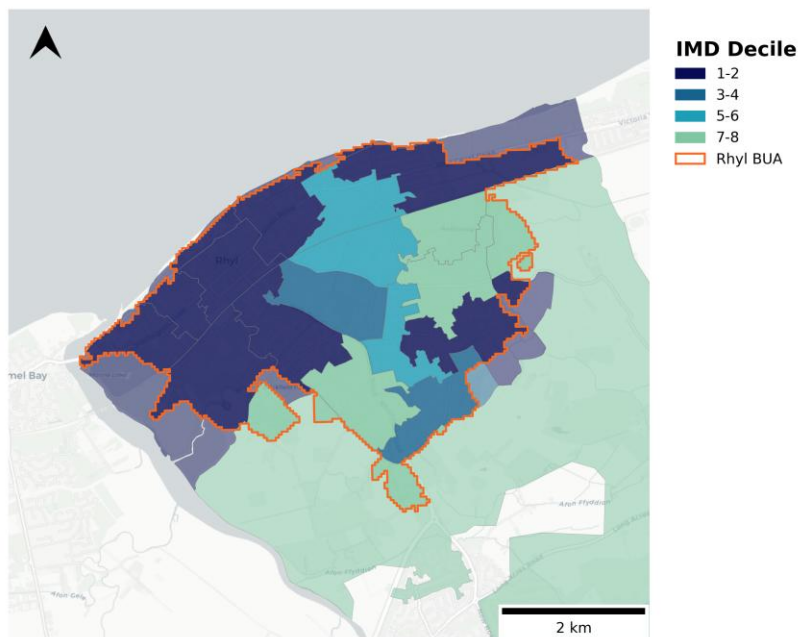


# Deprivation

## Headlines:

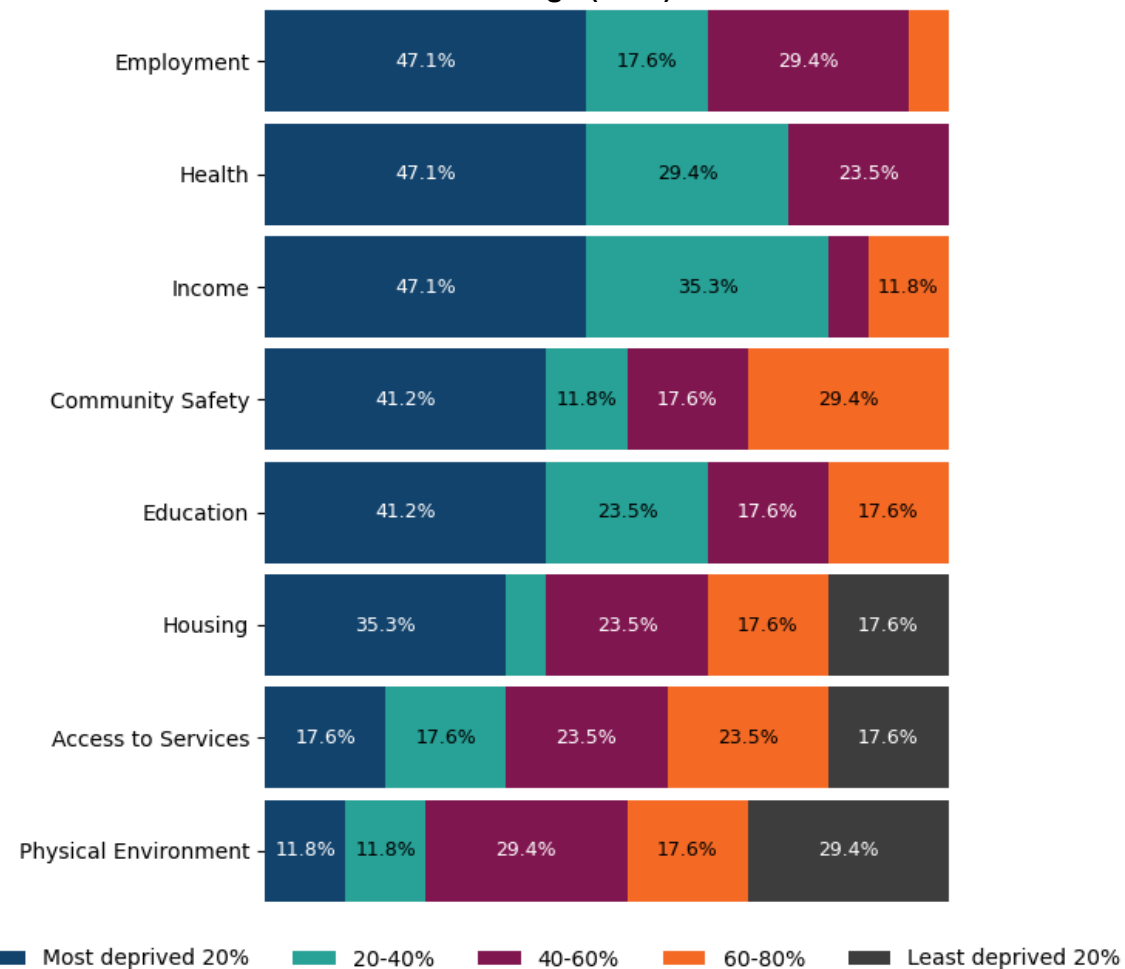
- In 2019, **over 40%** of LSOAs in Rhyl were in the **top 20% most deprived in Wales in terms of Employment, Health, Income, Community Safety, and Education**.
- Health (47.1%), Employment (35.3%) and Income (35.3%)** were the domains that had the largest proportion of Rhyl's LSOAs in the **top 10% most deprived in Wales**.
- In 2022-23, **35.0%** of under-16s in Rhyl lived in **relative low income families**. This is higher than the Wales (23.1%) average.

Deprivation levels across LSOAs within Rhyl by decile (2019) (Decile 1 = Top 10% most deprived in Wales)



Source: [Welsh Government, 2019](#)

Deprivation levels (%) across LSOAs within Rhyl, compared to the Wales average (2019)



Source: [Welsh Government, 2019](#)

**Note:** Missing labels on the bars represent a percentage of less than 7%.

**Note:** All LSOAs that fall within the BUA boundary are included in the overall BUA calculations. This includes LSOAs that fall partly outside the boundary.





# Annex - Data and sources



## Data and sources

Indicator	Slide	Source
Recorded crime rate per 1,000 population (2022)	Safety and Security	<a href="https://data.police.uk/data/">https://data.police.uk/data/</a>
Anti-social behaviour (2024)	Safety and Security	<a href="https://data.police.uk/data/">https://data.police.uk/data/</a>
Recorded crime by type per 1,000 population (2024)	Safety and Security	<a href="https://data.police.uk/data/">https://data.police.uk/data/</a>
Number of outlets (takeaways, restaurants, clubs, bars, pubs, fitness facilities and sport clubs) per 1,000 population (June 2025)	High Streets, Heritage and Regeneration	Local Data Company
Commercial vacancy rate (%) (June 2025)	High Streets, Heritage and Regeneration	Local Data Company
Footfall index based on Virgin Media O2 mobile phone data (April 2022 to March 2023)	High Streets, Heritage and Regeneration	Anonymised and aggregated mobile network data by Virgin Media O2
10-minute walking distance to greenspace access points (2025)	High Streets, Heritage and Regeneration	MHCLG analysis based on Ordnance Survey Open Greenspace data and OpenStreetMap
Gross Value Added per job filled (£) (2022)	Education, Work, Productivity and Skills	<a href="https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/ukgvaandproductivityestimatesforothergeographies">https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/ukgvaandproductivityestimatesforothergeographies</a>
16-64 year olds with level 3+ qualifications (%) (2021)	Education, Work, Productivity and Skills	<a href="https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/townsandcitiescharacteristicsofbuiltupareasenglandandwales/census2021#qualifications">https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/townsandcitiescharacteristicsofbuiltupareasenglandandwales/census2021#qualifications</a>
16-64 year olds with no qualifications (%) (2021)	Education, Work, Productivity and Skills	<a href="https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/townsandcitiescharacteristicsofbuiltupareasenglandandwales/census2021#qualifications">https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/townsandcitiescharacteristicsofbuiltupareasenglandandwales/census2021#qualifications</a>



## Data and sources

Indicator	Slide	Source
Employment rate (age 16 to 64) (%) (2021)	Education, Work, Productivity and Skills	<a href="https://www.ons.gov.uk/datasets/TS066/editions/2021/versions/6?">https://www.ons.gov.uk/datasets/TS066/editions/2021/versions/6?</a>
Unemployment rate (age 16+) (%) (2021)	Education, Work, Productivity and Skills	<a href="https://www.ons.gov.uk/datasets/TS066/editions/2021/versions/6?">https://www.ons.gov.uk/datasets/TS066/editions/2021/versions/6?</a>
Economic inactivity rate (age 16+) (%) (2021)	Education, Work, Productivity and Skills	<a href="https://www.ons.gov.uk/datasets/TS066/editions/2021/versions/6?">https://www.ons.gov.uk/datasets/TS066/editions/2021/versions/6?</a>
Job density (2022)	Education, Work, Productivity and Skills	<a href="https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/2877jobdensity2022byselectedbuiltupareas2024">https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/2877jobdensity2022byselectedbuiltupareas2024</a>
Population (16+) that are economically inactive, by reason (%) (2021)	Education, Work, Productivity and Skills	<a href="https://www.nomisweb.co.uk/datasets/c2021rm024">https://www.nomisweb.co.uk/datasets/c2021rm024</a>
Premises with gigabit capable broadband (%) (July 2024)	Transport and Connectivity (1/2)	<a href="https://www.ofcom.org.uk/phones-and-broadband/coverage-and-speeds/connected-nations-2024">https://www.ofcom.org.uk/phones-and-broadband/coverage-and-speeds/connected-nations-2024</a>
Method of travel to work (2021)	Transport and Connectivity (1/2)	<a href="https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/traveltoworkenglandandwales/census2021">https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/traveltoworkenglandandwales/census2021</a>
Flows of commuters entering or leaving (2011)	Transport and Connectivity (1/2)	MHCLG analysis based on Census 2011 data
Top 10 residence – work connections between Built Up Areas (2011)	Transport and Connectivity (1/2)	MHCLG analysis based on Census 2011 data
Public transport accessibility by journey time from train station/landmark (2022)	Transport and Connectivity (2/2)	<a href="https://geoportal.statistics.gov.uk/search?q=PRD_ISO&amp;sort=Date%20Created%7Ccreated%7Cdesc">https://geoportal.statistics.gov.uk/search?q=PRD_ISO&amp;sort=Date%20Created%7Ccreated%7Cdesc</a>



## Data and sources

Indicator	Slide	Source
Public transport accessibility by journey time from train station/landmark (2022)	Transport and Connectivity (2/2)	<a href="https://geoportal.statistics.gov.uk/search?q=PRD_ISO&amp;sort=Date%20Created%7Ccreated%7Cdesc">https://geoportal.statistics.gov.uk/search?q=PRD_ISO&amp;sort=Date%20Created%7Ccreated%7Cdesc</a>
Ratio of median house price to median gross annual workplace-based earnings (2024)	Housing	<a href="https://www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/ratioofhousepricetoworkplacebasedearningslowerquartileandmedian">https://www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/ratioofhousepricetoworkplacebasedearningslowerquartileandmedian</a>
Proportion of LSOAs in the top 20% most deprived for the housing domain in Wales (2019)	Housing	<a href="https://statswales.gov.wales/Catalogue/Community-Safety-and-Social-Inclusion/Welsh-Index-of-Multiple-Deprivation/WIMD-2019">https://statswales.gov.wales/Catalogue/Community-Safety-and-Social-Inclusion/Welsh-Index-of-Multiple-Deprivation/WIMD-2019</a>
Healthy Life Expectancy (Males) (2021-2023)	Health	<a href="https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/healthstatelifeexpectancyallagesuk">https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/healthstatelifeexpectancyallagesuk</a>
Healthy Life Expectancy (Females) (2021-2023)	Health	<a href="https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/healthstatelifeexpectancyallagesuk">https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/healthstatelifeexpectancyallagesuk</a>
Median age (2022)	Demographics	<a href="https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/populationestimatesforenglandandwales/mid2022">https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/populationestimatesforenglandandwales/mid2022</a>
Median age (2011)	Demographics	<a href="https://www.nomisweb.co.uk/census/2011/ks102ew">https://www.nomisweb.co.uk/census/2011/ks102ew</a>
Population estimates (2022)	Demographics	<a href="https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/populationestimatesforenglandandwales/mid2022">https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/populationestimatesforenglandandwales/mid2022</a>
Population estimates (2011)	Demographics	<a href="https://www.nomisweb.co.uk/census/2011/ks101ew">https://www.nomisweb.co.uk/census/2011/ks101ew</a>
Age profile (2022)	Demographics	<a href="https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/populationestimatesforenglandandwales/mid2022">https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/populationestimatesforenglandandwales/mid2022</a>
Ethnicity (2021)	Demographics	<a href="https://www.ons.gov.uk/datasets/TS021/editions/2021/versions/3">https://www.ons.gov.uk/datasets/TS021/editions/2021/versions/3</a>
Welsh Indices of Deprivation (2019)	Deprivation	<a href="https://statswales.gov.wales/Catalogue/Community-Safety-and-Social-Inclusion/Welsh-Index-of-Multiple-Deprivation/WIMD-2019">https://statswales.gov.wales/Catalogue/Community-Safety-and-Social-Inclusion/Welsh-Index-of-Multiple-Deprivation/WIMD-2019</a>
Under-16s in relative low income families (%) (2022-23)	Deprivation	<a href="https://stat-xplore.dwp.gov.uk/webapi/jsf/login.xhtml">https://stat-xplore.dwp.gov.uk/webapi/jsf/login.xhtml</a>