



CINEMA OPPORTUNITY

West Promenade, Rhyl LL18 1HB

Expression of Interest Information

March 2025

CINEMA OPPORTUNITY

West Promenade, Rhyl LL18 1HB

Expression of Interest Information

March 2025



Over £150 million invested since 2015 along Rhyl Waterfront

1,816,000 tourism visits to Rhyl per year

£252 million estimated annual tourist revenue

“Rhyl is unique. It has a remarkable past that provides a distinctive history, a present that expresses the resilience of the place and its communities in the face of significant economic and social challenges, and an infectious optimism and energy that can be harnessed to create the Town’s future. UK and Welsh Governments have confidence in our vision and have identified Rhyl as a place for growth and the Local Authority is building a track record of delivery securing significant Pride of Place and Natural Environment UK Government Funding and Long Term Plan for Town Funding for the town.

We are proud of the investment into Rhyl Waterfront in recent years with the building of SC2 Leisure Facility, hotel and restaurant developments and Queens Market Food hall and event space. The multi-million pound coastal defence programme completes in 2025 which secures the long term security and prosperity of the town.

The Council is excited to bring to the rental market the cinema opportunity and look forward to working with the new operator as a landlord and regeneration peer to secure the success of the facility for the people of Rhyl and the visitors that come to enjoy our seaside town each year”

Cllr Jason McLellan - Leader of the Council and Lead Member for Economic Growth & Tackling Deprivation and Tony Ward- Corporate Director for Economy and Environment, Denbighshire County Council

The Rhyl Town Board is delighted to support the exciting opportunity to secure a new operator for the Rhyl Cinema.

This initiative aligns perfectly with our 10-year vision to revitalise Rhyl as a vibrant, inclusive, and thriving hub for residents and visitors alike.

We are fortunate to have a strong network of resources, including partnerships across the business, public, and third sectors, which offer a supportive and collaborative environment for new ventures.

Rhyl Cinema has the potential to play a pivotal role in our broader regeneration efforts, enhancing the town’s cultural and social offerings while boosting the local economy.

We warmly encourage interested parties to explore this opportunity and join us in shaping Rhyl’s bright and exciting future”.

Adam Roache- Managing Director - CPD Y Rhyl 1879 (Rhyl FC 1879) and Chair of the Rhyl Town Board

“A cinema in Rhyl can serve as a catalyst for local economic and social revitalisation if integrated with community-focused strategies and innovative guest experiences. Cinemas are economic drivers and cultural hubs that align with 21st-century demands and that can thrive amidst competition from alternative entertainment options” Entertainment Solution Services.”

Rob Arthur- Founding Partner & Director, Entertainment Solutions Services Ltd. (ESS)



Introduction:

Denbighshire County Council is seeking a Tenant Partner to operate an existing fully fitted out operational Cinema Facility situated upon the West Promenade in Rhyl, Denbighshire.

The Opportunity:

- Denbighshire County Council hold the Freehold interest to the Cinema site edged and hatched red on Appendix 1 attached to this document.
- Current layout plans relating to the Cinema are shown at Appendix 2.
- The building known until recently as the Vue Cinema was completed in 1995.
- The facility was constructed by the then existing Rhuddlan Borough Council Local Authority to which Denbighshire County Council are the successors in title.
- The completed building was fitted out internally by Apollo Cinemas as an Operational five screen Cinema.
- The building was occupied by Apollo (succeeded by Vue) Cinemas by way of a 25-year lease on Internal Repairing Terms at a closing Market Rent of £43,750 per annum.
- A supplemental deed was entered into in 2010 to permit alterations to be carried out to the premises (NB the existing layout is shown at Appendix 2).
- After holding over on the lease with consent of the Council Vue have decided to terminate the lease and exit with effect from 29th January 2025.
- The Council as owner and Landlord is looking to engage in positive negotiations with a suitable Tenant Partner to reflect both site set up and potential Capital Investment into the facility to secure its future.
- There is a favourable grant funding environment relating to Rhyl and interested parties are encouraged to investigate opportunities:

UK Shared Prosperity Fund - <https://www.denbighshire.gov.uk/en/community-and-living/uk-shared-prosperity-fund/uk-shared-prosperity-fund.aspx>

North Wales Growth Deal, Low Carbon Programme - <https://ambitionnorth.wales/low-carbon-energy/smart-local-energy/>

Development Bank of Wales - <https://developmentbank.wales/>

Business Wales, Finding Finance locator tool - <https://businesswales.gov.wales/businessfinance/>

Transforming Towns Loan Fund - <https://www.denbighshire.gov.uk/en/community-and-living/regeneration/transforming-towns/transforming-towns-loans.aspx>

The Site:

The property is situated in a prominent location on the West Parade, promenade, adjacent to the newly opened SC2 Leisure facility operated by Denbigh Leisure Ltd and the Rhyl Children's Village.

Pay and Display car parking is located at the Sky Tower site immediately adjacent - 158 spaces plus 6 disabled spaces.

The site is within walking distance of Rhyl Railway Station and main Bus Terminus.



Title

N Graddfa / Scale: 1:1240

Canol / Centre: 300527, 381531

Dyddiad / Date: 2025-02-25 12:22:07

© Hawlfraint y Goron a hawliau cronfa ddata 2024 Arolwg Ordnans AC0000819894 © Crown copyright and database rights 2024 Ordnance Survey AC0000819894



General:

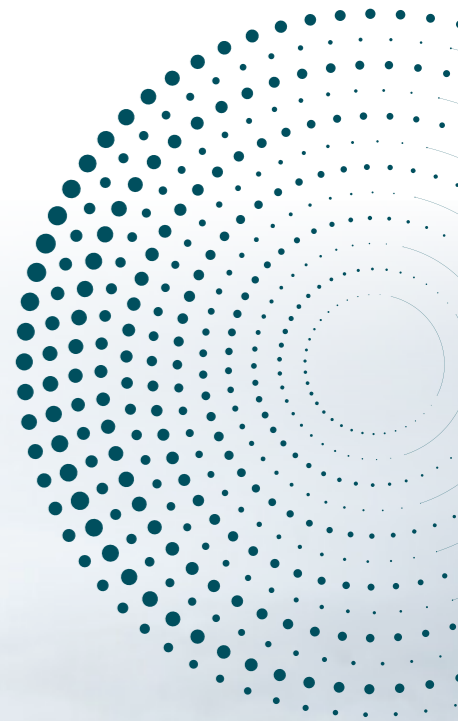
The foyer has a concessions and ticketing area with small storeroom plus coffee bar area.

Screens 1 to 5 are located at ground floor level.

To the rear of the premises adjacent to the screen access corridor is a bar area extension added to the Cinema in 2010.

Generally the building is laid out over two floors with upper floor accommodation for projection, managers office, staff facilities and ancillary space including cash room and safe plus a small customer recreation space with tables and chairs.

A small exterior timber mezzanine decking area is accessed from the front of the Cinema at first floor level.



The Cinema Building:

Layout plans at [Appendix 2](#)

Fixtures and Fittings:

An operational cinema facility which houses Sony 4K Digital Cinema Projectors, Digital Surround Sound, RealD 3D screens.

The Ground floor has five screens which offer seating as follows:

Screen 1 146 Seats including Deluxe to rear auditorium plus 2 wheelchair spaces

Screen 2 142 Seats including Deluxe to rear auditorium plus 2 wheelchair spaces

Screen 3 90 Seats plus 2 wheelchair spaces

Screen 4 100 Seats plus 2 wheelchair spaces

Screen 5 90 Seats plus 2 wheelchair spaces

A detailed Inventory of the Cinema fixtures and fittings is attached at [Appendix 3](#)

The following copies of specialist reports relating to the building are available on request;

1. Building Condition / Works
2. Projection Equipment
3. Sound Equipment





NNDR – Business Rates:

Rateable value £34,500 and current rates payable £19,389 per annum.

NB any new occupier may be able to claim up to 40% relief from rates payable under the Retail Hospitality and Leisure Relief scheme provided they have not exceeded the defined threshold.

Further information at the link below:

<https://www.denbighshire.gov.uk/en/business/business-rates/business-rates.aspx>

Further information as to the opportunity:

Viewing and general enquires on the opportunity:

Clarifications on this opportunity can be sought via contacting the Property department at:

property.services@denbighshire.gov.uk

Access to the building is planned for interested parties on 13th and 20th March 2025 PM please contact the Council at the above email address to arrange a visit.

Planning:

The property is currently suitable for re-opening as a Cinema for which a Planning Consent is currently available.

Interested parties should consult direct with the Local Planning Office.

Email: planning@denbighshire.gov.uk

Tel: 01824 706727

Licensing:

Queries can be directed to the Council as Licensing Authority:

<https://www.denbighshire.gov.uk/en/business/forms/contact-us-licences-and-permits.aspx>

Tel: 01824 706842



The Location:

The Cinema falls within the North Wales Coast Regeneration Area and is situated opposite the newly constructed Queens Market Food Hall and Event space owned by Denbighshire County Council and due to commence trading in 2025.

The Rhyl Promenade has seen significant development since 2015 undertaken by Denbighshire County Council in partnership with ION Developments, which in conjunction with individual Council Regeneration Projects have attracted over £150 million investment.

Projects include:

- Queens Market
- Two new hotels - Premier Inn, Travelodge and Marston's Pub
- A fully refurbished and extended Pavilion Theatre with premium dining facilities
- New SC2 Leisure Facility and Waterpark adjacent to the Cinema site
- Rhyl Coastal Defences Schemes
- Pont Y Ddraig Bridge and Harbour improvements
- Gerddi Heulwen new housing development

More details on individual projects above can be found at:

<https://www.denbighshire.gov.uk/en/community-and-living/regeneration/rhyl/rhyl-regeneration.aspx>

Work is soon to commence on the Pride of Place and Natural Environment UK Funded Schemes in Rhyl- £12m investment in total- and includes the Rhyl Town Centre Public Realm project and Rhyl Central Promenade project which will improve accessibility and better connectivity between the Town Centre and the Promenade and the Beach.

Details can be found at the link below:

<https://www.denbighshire.gov.uk/en/community-and-living/community-development/levelling-up-fund/round-3/successful-project-bids-round-3.aspx>

Sea Defence Works:

The Promenade is currently undergoing further significant works to improve beach access plus the installation of necessary sea defence works – due to complete in 2025.

Details can be found at the link below:

<https://www.denbighshire.gov.uk/en/community-and-living/coastal-defence/central-rhyl/gallery.aspx>

The Town:

Rhyl is a traditional Victorian Seaside Resort located along the North Wales Coast.

The town is approximately 49 miles from Liverpool and 33 miles from Chester. The town is readily accessible by rail with fast trains to Holyhead and London.

Rhyl is serviced by the A55 Trunk Road which connects the Northwest motorway network to Holyhead Seaport and its passenger and freight ferry services to Ireland.

The current resident population is 26,992 (2021 Census) and the annual number of tourism visits is 1,816,000 (2023 figures) with the annual tourist revenue estimated at £252 million (2023 figures).

Video showcasing Rhyl can be found here:

<https://youtu.be/GEs9CD4ulpo>

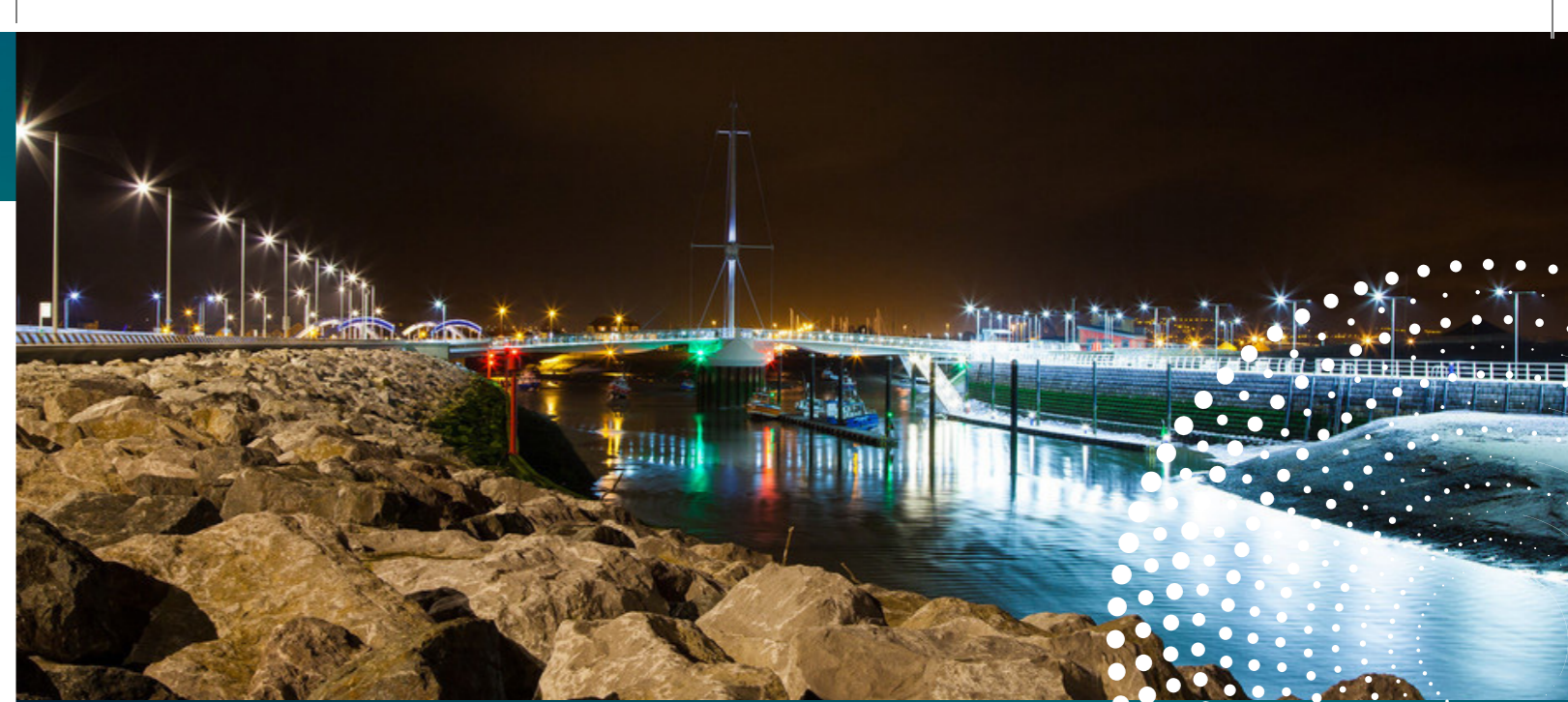
Rhyl Town Vision:

Information relating to the Council's Rhyl Town Centre Vision can be found by accessing the following link:

<https://www.denbighshire.gov.uk/en/community-and-living/regeneration/rhyl/vision/rhyl-town-centre-vision.aspx>

UK Government's Long-Term Plan for Towns:

£20million has been secured for Rhyl from the UK Government's Long-Term Plan for Towns fund over next 10 years. The Rhyl Town Board has been established – a coalition of business and community leaders and supported by elected representatives and public sector officers. The Board are now developing a 10-year vision for Rhyl and an initial 3-year investment plan.



Submission of Interest:

Expressions of Interest including the Questionnaire should be submitted by midday (12.00 noon) Monday 31st March via email to :

property.services@denbighshire.gov.uk

Submissions should be clearly marked in the subject heading: CONFIDENTIAL-EOI Cinema, West Promenade, Rhyl - FAO Valuation and Estates Manager

All material submitted will be treated with confidential commercial sensitivity and will be used for the purposes of completing this exercise of seeking a Tenant Partner for the Rhyl Cinema

Misrepresentation Act 1967

Denbighshire County Council gives notice that:

1. These particulars do not constitute an offer or a contract, nor constitute any part of an offer or contract.
2. All statements contained in these particulars are made without responsibility on the part of the County Council.
3. None of the statements contained in these particulars as to the property are to be relied upon as representations of fact.
4. Prospective tenants must satisfy themselves by inspection or otherwise as to the correctness of each of the statements contained in these particulars.
5. The location plan in this document is to enable prospective applicants to locate the property only. The plan is not intended to depict the extent of the interest to be transferred and is expressly excluded from the contract.
6. The County Council does not make or give any representations or warranty in respect of the property.



