

Transforming a large, underutilised greenspace into a vibrant, inclusive destination for active travel, wellbeing, and environmental appreciation.



Project Overview

Parc Clwyd is an ambitious regeneration programme based in Ruthin, North Wales. Part-funded by Sports Wales, it transforms a large, underutilised greenspace into a vibrant, inclusive destination for active travel, wellbeing, and environmental appreciation.

Led by V4 Services on behalf of Ruthin Town Council, the programme is shaped through regular consultation with councillors, officers, and a formal working group. The project addresses long-standing gaps in connectivity, accessibility, and intergenerational opportunity — while offering a clear framework for ongoing growth, sustainability, and celebration.

Community-Led Regeneration and Engagement Project

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A proven community-first model of placemaking, inclusive design, visitor experience, and green infrastructure.

The project demonstrates how governance, creativity, and external investment can work in harmony to deliver real change.

Project Goals

To reimagine Cae Ddol Park and adjacent greenspaces into a multifunctional, low-carbon destination that supports inclusive wellbeing, active lifestyles, and local pride - through:



- Enabling safe, accessible walking and cycling routes that connect key local assets
- Delivering new public infrastructure (e.g. gym, wheeled sports, boules)
- Creating a more inviting, flexible park layout by removing or relocating existing equipment
- Activating public space through events and visibility
- Embedding community and council ownership and long-term stewardship
- Attracting additional investment and in-kind contributions

Project Scope

Governance-Led Delivery and Councillor Engagement

Early community consultation had already identified high-level themes for the park. Building on this, V4 coordinated:

- A formal working group made up of Ruthin Town Councillors and key stakeholders
- A delivery model with transparent reporting to Full Council and the Amenities Committee
- Regular progress updates, site visits, and procurement coordination
- Open communication that allowed new ideas (e.g. a boules pitch, offered by a local business) to be considered and incorporated

This model balanced community input with clear governance oversight — ensuring deliverability and alignment with local priorities.

Infrastructure and Design

The project delivers:

- A wheeled sports facility for scooters, skateboards, and BMX
- Outdoor gym equipment designed to be inclusive and accessible
- New walking and cycling routes linking to wider Ruthin networks
- Tree planting, habitat improvements, and sensory features
- Storytelling interpretation and public seating including a restored metal and fibreglass Hobby Horse Bench
- A boules pitch, donated by a local business - a valuable example of external enthusiasm and added value
- Relocation and/or removal of existing equipment to create a more appealing, open park layout for varied user needs.
- Full procurement process (ensuring quality and value-for-money) for equipment, infrastructure, public realm canopies and street furniture across the town

Events, Economy, and Legacy Activation

Year-Round Events Programming

Designed the project to include a calendar of events that reflect Ruthin's community spirit and existing venues:

- Outdoor festivals, wellbeing walks, and nature-based challenges
- Celebrations tied to milestones in delivery or civic anniversaries
- Activities based at The Old Court House, Cae Ddol Park, and the new trails
- A visible legacy piece in the form of the restored Hobby Horse, used in competitions and branding

These events promote usage, attract visitors, and provide opportunities for celebration and connection.

Local Economy and Sponsorship Culture

Developed and managed local commercial units as part of his wider regeneration approach — a model that encourages:

- Footfall and local spending
- Pop-up opportunities for food, events, and services
- Partnership working between local firms, council, and housing
- A growing culture of “togetherness working” where sponsorship, donation, and shared ownership become embedded

Evaluation and Measurable Impact

To ensure the project continues to evolve and remain responsive:

- Resident and visitor surveys are being carried out to assess satisfaction and inform future phases
- Ongoing feedback from councillors and local groups ensures delivery remains aligned
- Health and wellbeing metrics, environmental indicators, and participation data will be used to track long-term success
- Council-led communications promote visibility and showcase Ruthin as a town of innovation and inclusion

Outcomes and Impact

Social and Civic Impact:

- Created strong buy-in from councillors and the community
- Attracted new partners (e.g. boules pitch sponsor)
- Strengthened Ruthin's identity as a place that listens, adapts, and grows
- Celebrated intergenerational opportunity and civic imagination

Environmental and Health Impact:

- New routes that support walking, cycling, and active travel
- Improved biodiversity and use of native planting
- Inclusive gym equipment and sport areas supporting all age groups
- Improved park layout through equipment reconfiguration

Economic and Strategic Outcomes:

- Increased potential for local business growth and event activation
- Culture of sponsorship and in-kind support
- Growing role for Ruthin as a destination town in the region
- Established a replicable framework for future town-led regeneration

