

CABINET

Minutes of the meeting of the Cabinet held in the Assembly Rooms, Town Hall, Ruthin on Thursday, 28th September, 2000 at 10.00 a.m.

PRESENT

Councillor E.C. Edwards (Leader), I.M. German, D.M. Holder, R.W. Hughes, G.M. Kensler, D.M. Morris, E.A. Owens, A.E. Roberts, W.R. Webb, K.E. Wells and E.W. Williams.

Observers - Councillors J. Butterfield, P. Douglas, K.N. Hawkins, R.J.R. Jones, J.A. Smith and W.G. Thomas.

ALSO PRESENT

Chief Executive, County Clerk, Financial Controller and Administration Services Manager.

1. URGENT MATTERS

The Leader gave notice of the following items which in his opinion should be considered at the meeting as a matter of urgency pursuant to Section 100B(4) of the Local Government Act 1972;

- i) Appointment of Manager - Rhyl Leisure Centre,
- ii) Appointment of Administrative Assistant, Chief Executive's Unit,
- iii) Recruitment process, and
- iv) Letting of Units C, C1 and C2 The Village, Rhyl.

2. ANNOUNCEMENT

The Leader indicated that Agenda Item No. 11 (Land Adjacent to Bryn Collen School, Llangollen) had been withdrawn from consideration.

3. MINUTES OF THE CABINET

The Minutes of the Cabinet held on 12th September, 2000 (previously circulated) were submitted.

Matters arising:-

- i) Fuel Shortage - Emergency Arrangements.

Councillor I. M. German, Lead Member for Human Resources, reported that she had placed an item on the Council's computerised notice board thanking staff and the Unions for all their efforts in co-ordinating the operational arrangements during the recent fuel shortage. The Leader indicated that a joint letter from himself and the Chief Executive had been sent to those staff and to those garages which had provided fuel to maintain the Council's essential services thanking them for their assistance.

RESOLVED that the minutes of the Cabinet meeting held on 12th September, 2000 be approved as a correct record and signed by the Leader.

4. MINUTES OF THE SPECIAL CABINET

RESOLVED that the Minutes of the Special Cabinet held on 19th September, 2000 (previously circulated) be approved as a correct record and signed by the Leader.

5. REVENUE BUDGET 2000/2001

Councillor E.A. Owens, Lead Cabinet Member for Finance, submitted a report (previously circulated) requesting Members to consider what action was necessary to keep the Council's Recovery Plan on target. Councillor Owens referred to the Appendix attached to the report which analysed the pressures for 2000/2001 and gave details of the unidentified cuts; the under-achieved cuts; new pressures and any savings.

Councillor Owens reported that:-

- the financial position with the Pavilion Theatre in Rhyl had improved and she welcomed that position;
- financial changes were filtering through from the Technical Services Directorate;
- £200,000.00 had been allocated for capital contingency plans which had virtually deleted all the savings to date in the revenue budget,
- detailed discussions would take place with budget holders from Directorates to consider this year's budget pressures, new burdens and proposals for growth in service spending, together with proposals for meeting target budget reductions of both 3% and 4.5% for 2001/2002, and
- the Council would still need to achieve cuts of £700,000 before the end of this financial year to keep the Council's Recovery Plan on target.

Members took the opportunity to discuss various aspects of the budget report and Councillor Owens responded to Members' questions thereon.

RESOLVED that:-

- a) *the report be received and noted, and*
- b) *the Lead Cabinet Members for Education, Leisure, Environment and Personal Services consider, as a matter of urgency, the unidentified and under-achieved target budget reductions, together with the new budget pressures, with the intention of identifying necessary budget reductions and report back to the Cabinet thereon.*

6. BUDGET SETTING 2001/2002

Councillor E.A. Owens, Lead Cabinet Member for Finance, submitted a report (previously circulated) seeking Members' approval for the next stage in the budget setting process for 2001/2002. The Council's Recovery Action Plan had highlighted the need to begin the budget setting process early in September. A series of meetings would be planned between the Lead Cabinet Members for specific services, Heads of Service and Councillor Owens, together with the Financial Controller to consider in detail the budget proposals for 2001/2002. The intention would be to test the robustness and reasonableness of bids for more funding, together with the degree of achievability of proposed reductions prior to bringing the matter back to Cabinet at the end of October. Councillor Owens emphasised the need to have more information from Directorates on their proposed cuts and for them to prioritise their bids for new monies.

The Financial Controller took Members through the report and referred to the meetings to be held between Heads of Service and Cabinet Members, the main focus of which were the measures to be taken on proposed reductions. He indicated that the provisional settlement on R.S.G. would be available in early December and that the current position for Denbighshire as regards the review of S.S.A. is neutral. It was anticipated that feedback from an S.S.A. Working Group would be available shortly which would give an early indication of Denbighshire's settlement.

Councillor G.M. Kensler suggested that next year's service budgets should reflect the impact of the National Eisteddfodd to be held in Denbigh and Councillor Owens agreed to provide that information within the budget reports.

RESOLVED that the next stage in the budget setting process as detailed in the report be approved .

7. TREASURY MANAGEMENT ACTIVITIES - ANNUAL REPORT 1999/2000

Councillor E.A. Owens, the Lead Cabinet Member for Finance submitted a report (previously circulated) requesting Members to approve the treasury activities undertaken in 1999/2000 (annual report attached as an appendix to the report). Denbighshire's Treasury Management Policy Statement for 1999/2000 had been approved by Council on 3rd March, 1999. The terms of the Policy Statement required an annual report to be produced before 30th September of each succeeding year.

***RESOLVED** that the Treasury Management Activities - annual report 1999/2000 be approved.*

8. STATEMENT OF ACCOUNTS

The Financial Controller submitted a report (previously circulated) seeking Members' approval to the annual Statement of Accounts and the Statutory Determinations (Statement of Accounts and Statutory Determinations reproduced as Appendices 1 and 2 to the report).

***RESOLVED** that:-*

- a) *the Statement of Accounts for 1999/2000 as detailed in Appendix 1 to the report be approved , and*
- b) *the Statutory Determinations to be made under Part 4 of the Local Government and Housing Act 1989 as detailed in Appendix 2 to the report be approved.*

9. CONFERENCES/SEMINARS - NOMINATION FOR OUTSIDE BODIES

The Leader indicated that no matters had been submitted for consideration.

10. RECRUITMENT

The Leader submitted the following applications for approval:-

- i) external advertisement for a Quality Assurance Officer on a two year temporary contract in the Social Services Directorate,
- ii) external advertisement for a Manager, Rhyl Leisure Centre (this item was considered as a matter of urgency, notice having been given by the Leader), and
- iii) external advertisement for an Administrative Assistant in the Chief Executive's Unit (this item was considered as a matter of urgency, notice having been given by the Leader).

With reference to i) above, the Director of Personal Services indicated that the application had been deferred from the previous Cabinet Meeting and Councillor E.A. Owens had now been provided with the requisite information.

With reference to ii) above, Councillor R.W. Hughes indicated that internal interviews had taken place but no candidate had been deemed suitable for the post.

With reference to iii) above, the Chief Executive indicated that the post had been advertised twice internally but no candidates had come forward for interview. Councillor W.R. Webb felt that the post should be advertised on a six month temporary contract, particularly in view of the possibility of redeploying within Directorates.

***RESOLVED** that:-*

- a) *the application for the external advertisement for the vacant post of Quality Assurance Officer in the Social Services Directorate be approved ;*
- b) *the application for the external advertisement for the vacant post of Manager, Rhyl Leisure Centre be approved, and*

- c) *the application for the external advertisement for an Administrative Assistant in the Chief Executive's Unit be approved on a six month temporary contract.*

11. MEMBERS' INVOLVEMENT IN BEST VALUE

Councillor E.W. Williams, Lead Cabinet Member for Best Value, submitted a report (previously circulated) requesting Members to accept the description of Members' involvement in Best Value by Denbighshire County Council, including the principles and procedures to be adopted by executive and non-executive wings of the Council as indicated in the three appendices attached to the report. A corporate methodology for carrying out Best Value Service Reviews had been produced in the form of a "Best Value Toolkit". The proposed process included input from scrutiny by Members and the appendices attached to the report outlined Members' involvement in Best Value. Councillor Williams emphasised that each Cabinet Member had responsibility for Best Value and would at some stage be drawn into the scrutiny process. The Scrutiny Committees would in turn review service performance and outcomes of the Best Value Reviews and would ensure that services were implementing the agreed outcomes and actions arising from the Best Value Review process.

RESOLVED that Members' Involvement in Best Value as indicated in Appendices 1, 2 and 3 to the report be approved.

12. BEST VALUE COMPETITION STRATEGY

Councillor E.W. Williams, Lead Cabinet Member for Best Value, submitted a report (previously circulated) seeking Members' approval of a proposed Best Value Competition Strategy (copy attached to the report). As Best Value replaced previous C.C.T. legislation the Authority was required to have a strategy in place for reviewing the competitiveness of all services and considering all options for service delivery.

RESOLVED that the Best Value Competition Strategy as detailed in the appendix to the report be approved.

13. LAND ADJACENT TO BRYN COLLEN SCHOOL, LLANGOLLEN

The Leader indicated that this item had been withdrawn from the Agenda .

14. 19 BEDFORD STREET, RHYL - THE BRITISH AGENCIES FOR ADOPTION AND FOSTERING (B.A.A.F.)

Councillor W.R. Webb, Lead Cabinet Member for the Corporate Property Portfolio, submitted a report (previously circulated) seeking approval to charge a rental at "less than best consideration". The British Agencies for Adoption and Fostering were seeking to take a lease with the Council for part of 19 Bedford Street, Rhyl (former bakery). The organisation had requested that a discounted rental be applied due to their charitable status and B.A.A.F. Cymru was funded by core grant from the National Assembly. Councillor Webb referred Members to the Council's policy on "Leasing/Renting Council Property to Non-Commercial Organisations" approved by the former Policy, Finance and Resources Committee on 24th November, 1998.

RESOLVED that:-

- a) *the application for a percentage discount be approved and it be applied in accordance with the benchmarks as set out in the Council's policy on "Leasing/Renting Council Property to Non-Commercial Organisations", and*
- b) *other terms and conditions to be agreed by the Director of Technical Services in consultation with the County Clerk.*

15. 19 BEDFORD STREET, RHYL - SHELTER CYMRU

Councillor W.R. Webb, Lead Cabinet Member for the Corporate Property Portfolio, submitted a report (previously circulated) seeking approval to charge a rental at "less than best consideration". Shelter Cymru were seeking to take a lease with the Council for part of 19 Bedford Street, Rhyl (former bakery). The organisation had requested that discounted rental be applied due to their charitable status and

Shelter Cymru was funded by grant income. Councillor Webb referred Members to the Council's policy on "Leasing/Renting Council Property to Non-Commercial Organisations" approved by the former Policy, Finance and Resources Committee on 24th November, 1998.

RESOLVED that:-

- a) *the application for a percentage discount be approved and it be applied in accordance with the benchmarks as set out in the Council's Policy on "Leasing/Renting" Council Property to Non-Commercial Organisations", and*
- b) *other terms and conditions to be agreed by the Director of Technical Services in consultation with the County Clerk.*

16. EXTENSION AND THE CONSECRATION OF RHUDDLAN CEMETERY

Councillor D.M. Morris, Lead Cabinet Member for the Environment, submitted a report (previously circulated) seeking Members' approval to the extension of an area of land within the Rhuddlan Cemetery for burials and the Consecration of part of that area for Christian Burials. Following previous consultation with the Combined Churches it was agreed by Members to consecrate part of the extension at Coed Bell Cemetery in Prestatyn for Christian Burials and a similar principle had been applied for the extension of Rhuddlan Cemetery. Councillor Morris indicated that planning permission was not required for the proposed extension.

RESOLVED that:-

- a) *the extension of the area of land as an enlargement of Rhuddlan Cemetery be approved and that 50% of the land within the cemetery extension be Consecrated for Christian Burials and interments of ashes, and*
- b) *the officers be authorised to make arrangements with the Combined Churches for a Consecration Ceremony to take place.*

17. BUS SUBSIDY GRANT

Councillor D.M. Morris, the Lead Cabinet Member for the Environment, submitted a report (previously circulated) seeking approval for the payment of up to £25,000 towards the provision of four new accessible buses within the Rhyl/Prestatyn Quality Partnership. The provision of those vehicles were a key element of the Quality Partnership between Denbighshire County Council and Arriva Cymru Ltd. utilising Transport Grants funds. The vehicles would facilitate access by wheelchair passengers and have a low step-free entrance which would be of particular benefit to a large proportion of the local elderly population.

RESOLVED that a contribution of up to £25,000 to Arriva Cymru Ltd. to introduce four new low floored easy access buses to operate between Rhyl and Prestatyn be approved.

18. WALES CHARTER FOR COUNCILLORS

Councillor D.M. Holder, Lead Cabinet Member with responsibility for Training and Development, submitted a report (previously circulated) requesting Members to consider making a commitment to the Wales Charter for Councillors and the holding of three one day workshops for Members facilitated by SYNIAD.

Councillor R.W. Hughes congratulated Councillor Holder and the officers on the excellent in-house training workshops that had recently been held and she encouraged other Members to attend the two further courses to be held in the near future.

Councillor Holder indicated that the Wales Charter for Councillors had been launched at the W.L.G.A. Conference at Llandudno and he briefly referred to the four Commitments within the Charter. The three one day workshops would cover Strategy for Member Development; Managing Committees Effectively and the Role of Scrutiny. In taking Members through the report, Councillor Holder referred to the need to set up a separate budget to fund two of the proposed workshops which would cost approximately £1,500. Councillor Holder also referred to the Peer Review which the Cabinet had already agreed in

principle to undertake which would cost approximately £15,000. The Leader suggested that the proposed workshops could be funded from the group budgets covering conferences. Councillor E.A. Owens indicated that the Peer Review funding would be the subject of a bid for next year's budget. Councillor Owens proposed that the funding for the two one day workshops (Managing Committees Effectively and the Role of Scrutiny) be met from the conference budgets held by individual Groups.

RESOLVED that:-

- a) *the Council be recommended to sign up to the Wales Charter for Councillors, and*
- b) *the funding of the two one day workshops referred to above be met from the conference budgets held by individual Groups.*

At this juncture (11.00 a.m.) the meeting adjourned for fifteen minutes to allow Members to partake in refreshments.

19. EXCLUSION OF PRESS AND PUBLIC

RESOLVED that under Section 100A(4) of the Local Government Act 1972 the press and public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in paragraphs 1, 8 and 9 of Part 1 of Schedule 12A of the Local Government Act 1972.

20. RECRUITMENT - APPOINTMENT OF CORPORATE DIRECTORS

(This item was considered as a matter of urgency, notice having been given by the Leader).

The Chief Executive reported that satisfactory references and medicals had been received in respect of the successful candidates for the posts of Corporate Director Resources and Corporate Director Environment and a press release relating to those appointments would be issued shortly. He indicated that both candidates would serve six month probationary periods which would be monitored by himself.

The Chief Executive also reported upon the receipt of a letter from Mr. S. Wayne Roberts criticising the Council on the recruitment process for the post of Corporate Director Lifelong Learning. The shortlisting had been the subject of confidential discussions by the Cabinet and the Chief Executive expressed his grave concerns at the leaking of confidential information which could be extremely embarrassing for the three candidates shortlisted for the post. The Chief Executive referred to the recruitment process for the post which had been carried out in accordance with the recruitment policies of the Council. The County Clerk and Monitoring Officer indicated that he had been present at every stage of the recruitment process and matters had been dealt with properly.

The Leader expressed great disappointment at the leak of confidential information and the potential damage that action could have done to the recruitment process. Councillor R.W. Hughes indicated that all Members had signed up to the Local Government National Code of Conduct and the leaking of such information was in breach of that National Code. Cabinet Members condemned the tone of the letter from Mr. S. Wayne Roberts but felt that no action should be taken thereon. Members agreed that the media should be advised that the recruitment process had been carried out correctly and that a strongly worded letter should be despatched to all County Councillors bringing their attention to the requirements of the National Code of Local Government Conduct.

The Head of Personnel reported that he had personally contacted all the candidates for the post of Corporate Director Lifelong Learning and advised them that the recruitment process had been carried out correctly.

RESOLVED that the position be noted.

21. ASSET MANAGEMENT

Councillor W.R. Webb, Lead Cabinet Member for the Corporate Property Portfolio, submitted a confidential report (previously circulated) requesting Members to approve, in principle, the establishment of a budget of £70,000 per annum for the purchase of software and services for the provision of the asset management of all Council buildings, land holdings and completion of the Asset Management Plans.

Councillor Webb indicated that it had been agreed with the Cabinet Member for Resources and the Financial Controller that whilst it was desirable to pursue this immediately, the first year expenditure of the budget should be delayed to 2001/2002 but with a proviso that if a significant capital receipt was achieved then that position would be reviewed immediately.

RESOLVED that:-

- a) *a budget line of £70,000 be agreed in principle and it be given high priority for the financial year 2001/2002 and for subsequent years , and*
- b) *the Financial Controller and the Cabinet Member for Resources be requested to review the situation later in this financial year.*

22. LAND AT MAES DERWEN, ST ASAPH

Councillor W.R. Webb, Lead Cabinet Member for the Corporate Property Portfolio, submitted a confidential report (previously circulated) seeking approval to dispose of open land, allocated for housing, lying between Maes Derwen and Bryn Gobaith at St. Asaph. An offer had been received from the owner of the adjoining Bronwylfa Nursery land to purchase part of the Council land to gain access to the Nursery land which had been designated for housing in the draft Unitary Development Plan. The remainder of the Council owned land at Maes Derwen could be offered for sale on the open market but the land did not have any existing planning permission thereon. Members were conscious of the need to impose stringent conditions on the proposed sale to ensure that the remainder of the site could be accessed for development.

RESOLVED that :-

- a) *officers be authorised to dispose of the Council owned land for access purposes at Maes Derwen, St Asaph subject to further negotiations with the purchaser to ensure that the best price possible had been obtained, and*
- b) *subject to the grant of the necessary planning permission, the remainder of the land be offered for sale on the open market.*

23. LAND AT QUARRY BANK, BODFARI

Councillor W.R. Webb, Lead Cabinet Member for the Corporate Property Portfolio, submitted a confidential report (previously circulated) seeking approval to dispose of land at Quarry Bank, Bodfari. The Council had received a request from an adjoining landowner to purchase a small piece of Council land (200m²) which was surplus to the Council's requirements following the building of additional Council houses as part of the Maes y Graig Estate in 1955. The prospective purchasers had confirmed that the land would not be used as a building plot or as an access to their development.

RESOLVED that the officers be authorised to dispose of the land at Quarry Bank, Bodfari on terms to be negotiated .

24. GLAS DIR, RUTHIN

Councillor W.R. Webb, Lead Cabinet Member for the Corporate Property Portfolio submitted a confidential report (previously circulated) seeking approval to indemnify the Welsh Development Agency in respect of costs incurred in carrying out research work in respect of Glas Dir, Ruthin. The W.D.A. were keen to work with the County Council in developing the Glas Dir site, as previously reported to Cabinet, and they were seeking an indemnity to cover their costs in the event of the project not proceeding.

RESOLVED that the Cabinet approves the request that the W.D.A. be indemnified for a maximum of £2,000 in the event of the Glas Dir project not proceeding.

25. PROPERTY/LAND DISPOSALS

Councillor W.R. Webb, Lead Cabinet Member for the Corporate Property Portfolio, submitted a confidential report (previously circulated) updating Members on the progress made on the disposal of

land and property as instructed by Cabinet. The report identified the property/land holdings of the County Council which were currently with the Council's appointed estate agents which were in the process of being marketed.

***RESOLVED** that the report be received and noted.*

26. RUTHIN GAOL MASTER PLAN

Councillor D.M. Morris, Lead Cabinet Member for the Environment, submitted a confidential report (previously circulated) seeking Cabinet approval to pursue outline planning permission for the Master Plan for Ruthin Gaol and surrounding areas. Cabinet had previously approved in principle the submission of proposals for the redevelopment of land adjacent to the Ruthin Gaol on the understanding that prior to seeking outline planning permission consultations were carried out. Councillor Morris reported that following consultations with local residents they had requested that a public meeting be held to discuss the plans in detail. Councillor E.W. Williams felt that he needed to see more detailed plans of the proposals before seeking outline planning permission.

The Head of Cultural Services indicated that there were a number of potential partnerships interested in the scheme and therefore felt that it was important to pursue outline planning permission for the scheme. He indicated that a full consultation exercise would be undertaken when a detailed planning application was submitted to the Council.

***RESOLVED** that outline planning permission be pursued for the redevelopment of the land along Park Road, Ruthin adjacent to the Gaol site.*

27. WEST RHYL RENEWAL AREA - HOUSING RE-GENERATION GRANT FUNDING

Councillor D.M. Morris, Lead Cabinet Member for the Environment, submitted a confidential report (previously circulated) seeking approval to the setting up of a Members'/Officers' Group to determine the strategy for grant-aiding the repair and adaptation of buildings with particular reference to existing and proposed conservation areas and to investigate how that situation had arisen. Councillor Morris indicated that the Council had been successful in obtaining additional grant funding from the Heritage Lottery Fund for enhancement work to buildings within a designated Townscape Heritage Initiative Area, including the West Parade and part of the town centre. To draw down that funding the Authority would need to commit itself to the establishment of a conservation approach towards repairing and adapting buildings in the T.H.I. area and a problem had arisen with that approach.

In supporting the recommendation, Councillor E.A. Owens indicated that it was important that local Members were co-opted onto the Members'/Officers' Working Group.

***RESOLVED** that the establishment of a Members'/Officers' Working Group including local Members to determine the strategy for grant-aiding the repair and adaptation of buildings within the West Rhyl Renewal Area be approved.*

28. DESIGN SERVICES/JOINT VENTURE COMPANY

Councillor D.M. Morris, Lead Cabinet Member for the Environment, submitted a confidential report (previously circulated) seeking approval to pursue a joint venture company for the in-house consultancy services, architectural, quantity surveying and engineering services. The Council's pilot partnering consultants had just completed an audit of design services. Councillor Morris briefly referred to the results of that audit. Councillor E.A. Owens and the Financial Controller emphasised the need for the Finance Directorate to have a watching brief on the development of such a company.

***RESOLVED** that a joint venture company be pursued, in principle, based on a five year partnership with a private sector consultancy with the necessary skill mix and that a further report be presented to Cabinet with a full assessment of the implications.*

29. HIGHWAY MAINTENANCE - ANNUAL TENDERS (WORKS/SUPPLY) 2001/2002

Councillor D.M. Morris, Lead Cabinet Member for the Environment, submitted a confidential report (previously circulated) seeking approval to utilise the 2000/2001 approved list of contractors as the Select List for 2001/2002 highway maintenance annual tender round. Councillor Morris proposed that

the advertising process be foregone in respect of the annual tenders for 2001/2002 and that the select list of Contractors compiled as a result of the 2000/2001 process be adopted for a further twelve months. He also indicated that tender documents would be sent to any contractors who had specifically sought inclusion in the process since the last round of tenders had been completed.

RESOLVED that the financial savings to be accrued by the adoption of the 2000/2001 select lists for 2001/2002 annual works /supply tenders be noted and that approach for the forthcoming tender round be approved.

30. INFORMATION SYSTEM - SOCIAL SERVICES DIRECTORATE

Councillor A.E. Roberts, Lead Cabinet Member for Personal Services, submitted a confidential report (previously circulated) seeking approval to enter into a contractual arrangement with Flintshire County Council to purchase a replacement information system. Councillor Roberts indicated that the existing system was nearly eight years old and was now failing to produce the quality and type of information required to plan and manage services. Flintshire County Council had also inherited the same system as Denbighshire and was also looking to replace its system and wished that to be a collaborative effort involving Denbighshire and possible Conwy County Borough Council.

RESOLVED that the officers be authorised to enter into a contractual relationship with Flintshire County Council to secure a replacement I.T. system.

31. UNITS C, C1 AND C2, THE VILLAGE, RHYL

(This item was considered as a matter of urgency, notice having been given by the Leader)

Councillor W.R. Webb, Lead Cabinet Member for the Corporate Property Portfolio, submitted a confidential report (previously circulated) seeking approval to grant a twenty year lease of Units C, C1 and C2, The Village, West Promenade, Rhyl. The units comprised of an attractions building and two retail units which had remained vacant since completion, apart from the occasional seasonal use. A proposal had been received from an interested party to develop a children's fun area. The concept was to develop a soft play and activity centre incorporating slides and features, parents or a guardian area, party area and associated retail sales.

RESOLVED that approval be given for the grant of an initial lease for a fixed term of one year, the provisions of sections 24 to 28 of the Landlord and Tenant Act 1952 to be excluded in relation to such initial lease, together with an option to take a further lease for a term of twenty years, such further lease to contain a tenant's break clause exercisable at the end of the third year of the term and to reserve a rental rise into open market value during the fifth year of the term and to be otherwise granted and otherwise on terms to be agreed by the Acting Director of Technical Services in consultation with the County Clerk.

The meeting concluded at 12.15 p.m.

REPORT TO CABINET

AGENDA ITEM NO. 3

CABINET MEMBER: **Clr A. Owens**

DATE: **23 October 2000**

SUBJECT: **REVENUE BUDGET 2000/01**

1 Decision Sought

In the light of the latest projections of the final outturn for the current financial year as detailed in the attached appendix, members are requested to consider what action is necessary to keep the County Council's recovery plan on target.

2 Reason For Seeking Decision

The need to comply with the Council's agreed Recovery Plan.

3 Cost Implications

N/A

4 Financial Controller Statement

Failure to minimise the level of negative balances at year end will reduce the resources available for services next financial year and endanger the Recovery Plan.

5 Consultation Carried Out

Lead Cabinet members are consulting in an ongoing manner with Heads of Service to agree remedial actions.

6 Implications On Other Policy Areas Including Corporate

The level of funding available to services together with budgetary performance impacts upon all services of the Council.

7 Recommendation

That lead Cabinet members for Education, Leisure, Environment and Personal Services continue to consider as a matter of urgency the budget reductions to be identified and report their findings to Cabinet on a regular basis.

APPENDIX 1

DENBIGHSHIRE COUNTY COUNCIL

ANALYSIS OF PRESSURES 2000/01

	Unidentified cuts £000	Underachiever cuts £000	New pressures £000	Savings £000	TOTAL £000	Movement since the last report 3000
Education, Culture & ICT						
- Transport		100			100	
- S E N		56	444		500	
- Advisors		50	20		70	
- Other				-50	-50	
sub total	0	206	464	-50	620	(-50)
Planning & Development						
- Leisure	119			-31	88	
- Resorts & Attractions	155			-52	103	
- Other	30		21		51	
sub total	304	0	21	-83	242	(19)
Technical Services						
- Redundancies			171		171	
- Design etc		50		-130	-80	
- Property & Community	253	19	140	-160	252	
- Highways		11	25	-36	0	
- Housing					0	
sub total	253	80	336	-326	343	(-80)
Social Services						
- Redundancies			73		73	
- Children s			639		639	
- Adult - provider			531		531	
- Adult - purchaser				-172	-172	
- Strategic Planning				-384	-384	
sub total	0	0	1243	-556	687	(202)
Chief Executive						
- Legal & Admin			50		50	
- Other			4		4	
sub total	0	0	54	0	54	(-23)
Finance						
sub total			40		40	(+15)
Total position for Services						
	557	286	2158	-1015	1986	(+83)
Corporate						
- Youth Offending team			90		90	
- Precepts			80		80	
- Restructure of Senior Management plus Redundancy	250		365	-120	130	
					365	
Total Corporate	250	0	535	-120	665	(-110)
TOTAL	807	286	2693	-1135	2651	(-27)

Note.

A spell of severe winter weather later in the year will impact upon Highways, Property & Social Services Budgets.

REPORT TO CABINET

AGENDA ITEM NO. 4

CABINET MEMBER: Councillor A Owens

DATE: 23 October 2000

SUBJECT:
Housing Benefits Recovery Plan

1 **Decision Sought**

- a) Arising from the report to Scrutiny on the 11th October 2000, copy attached, members are requested to consider the recommendation that the Revenues Office in Russell House be open for a period of 2 days only each week for 8 weeks and their adoption of a package of customer service improvements.
- (b) Agreement to engage both Academy Systems and Bull Information Systems in an effort to resolve outstanding IT issues recognising that additional costs will be incurred.

2 **Reason For Seeking Decision**

The workload analysis highlights that progress is very slow in clearing the backlog and given the debt recovery process has now commenced it is likely that further progress will be impeded. It can be seen from previous years figures that the current clearance rate is at about 50% of last years figures. This is not unsurprising given the steep learning curve all staff are going through with the new system which only went live on the 17th July 2000.

It is equally important to ensure the Information technology equipment and software is performing to its optimum capacity with all historic data duly archived and secured and therefore the ability to call in Academy and Bull is necessary to improve the current momentum gained in benefit processing and associated recovery work.

3 **Cost and other Implications**

Academy systems have confirmed that for 8 days consultancy there will be a charge of £6000. A price has not yet been established for the cost of Bull's services but a figure is imminent.

Customer Service remains top of the Council's agenda and there is ongoing work to continue to provide the service during this time. This package of measures includes:

- ♦ Offices at Russell House to be open for visitors and telephone callers between 9 am and 4 pm on Mondays and Fridays until Christmas.
- ♦ "Fast flow" system for quick turn round of general enquiries and more complex enquiries to be dealt with on an appointments basis on Mondays and Fridays.
- ♦ Improvements to the telephone service. One number to be issued for all Revenues services and installation of an automated system with a range of options including language choice. Calls to be dealt with personally on Mondays and Fridays and by answer phone on other days.
- ♦ Accepting enquiries by letter, fax, e.mail and answer phone. Staff will deal with these queries on a daily basis and all communications will be acknowledged.
- ♦ Cash Offices in Rhyl, Prestatyn, Ruthin and St Asaph, and One Stop Shops in Corwen and Llangollen to accept queries and forward to Revenues via e.mail or fax.
- ♦ Libraries to accept letters and forward details on behalf of customers.
- ♦ Close working arrangements with Citizens Advice Bureaux and Benefits Advice Shop.
- ♦ Publicise arrangements via advertising and posters.

4 Financial Controller Statement

Whilst there are additional costs involved in this project it is clear that failure to remedy the current backlog situation will impact on the Council in the form of potentially far greater costs associated with cash flow reductions plus additional administrative costs in managing a large backlog of work on an extended time scale.

5 Consultation Carried Out

Scrutiny panel have been consulted in addition to which discussions have taken place with local organisations (landlords, Housing Associations, Benefit advice agencies) albeit these organisations are not aware of the precise recommendation. The objective in consulting with the organisations was to reassure them that action would be taken to resolve the difficulty.

6 Implications On Other Policy Areas Including Corporate

Anti Poverty policy is impacted given the inability to process benefit claims within the statutory 14 days.

7 Recommendations

- (a) That the Revenues Office at Russell House be open to all personal callers and telephone enquiries on Mondays and Fridays only between 9 am and 4 pm for a period of 8 weeks commencing at the earliest opportunity and the department adopt other customer service improvements.
- (b) That both Academy and Bull be appointed on terms as outlined above and subject to further negotiation.
- (c) That Cabinet approve additional costs involved in providing customer service improvements.

REPORT TO RESOURCES POLICY REVIEW & SCRUTINY **COMMITTEE ON THE 11TH October 2000.**

APPENDIX 6

HOUSING BENEFIT/COUNCIL TAX : WORK OUTSTANDING

1. Volumes.

Month end	Work outstanding	Comments
January 2000	4,772	
February	1,547	4 day closure (24th/25th/28th/29th)
March	3,929	
April	4,874	
May	5,620	4 day office closure (11th/12th/15th/16th) Bull computer shut down 31/5/00
June	9,449	
July	8,096	Academy computer system started 17/7/00
August	7,581	
September	7,436	Incoming post increased by 230% week commencing 25/9/00

2. Initiatives implemented to tackle backlog

(i) The council tax and benefit section was restructured on the 11th September 2000 by creating 4 geographic teams headed by a Supervisor. The change was introduced to deliver a higher level of accountability and focus as past experience has shown that productivity is improved where work can be broken down into smaller teams led by a supervisor with set targets for improvement. Arising from this change the installation of telephones and printers has not yet been fully completed which in turn is partly impeding progress.

(ii) The revenues reception at Russell House has been changed to operate a "fast flow" method of working which is geared to a quick turn round of enquiries as they occur with the more complicated enquiries dealt with on an appointments basis. Claimants requiring assistance with completion of benefit forms are now referred to the Benefits Advice Shop or Citizens Advice Bureau.

(iii) Staff have been offered overtime, however the take up is not great which is not surprising given the pressures and stress the staff experience during the day.

(iv) Four temporary staff have been recruited for a period of 3 months to carry out clerical duties , however their assistance is both to support the Benefits and Recovery sections.

3. Options to resolve current backlog crisis.

(i) Introduce up to two periods , each consisting of 4 days where the office is closed to public enquiries apart from the “fast flow” process. This would enable all staff to concentrate exclusively on processing of claims without distractions in the form of the telephone or appointments. This option has been used twice before .

On the first occasion (24/25/28/29 February 2000) the backlog over the 4 day period reduced from 4489 to 1726 documents. However on the second (11th to 16th May 2000) occasion the backlog only reduced from 5098 to 4563 due to the fact the previous computer system proved problematical.

(ii) Recruit 5 experienced benefit processors with the assistance of a recruitment agency. Accommodation and IT equipment will have to be found as there is no additional provision within Russell House. This option has been implemented by other Councils elsewhere in the country.

(iii) Enter into a contract with a private sector company for the clearance of the backlog within a specified time frame. Again accommodation and IT equipment would have to be found. This option has been implemented by other Councils elsewhere in the country.

REPORT TO CABINET

AGENDA ITEM NO. 5

CABINET MEMBER: ANN OWENS - Lead Member for Finance

DATE: 23/10/2000

SUBJECT: CAPITAL RECEIPTS POLICY

1 Decision Sought

To amend the existing the policy regarding the application of capital receipts in the financing capital spending to allow Cabinet to recommend to Council that receipts should be applied on a case by case basis, taking account of corporate objectives for capital investment.

In view of the special accounting issues in respect of the Housing Revenue Account and the arrangements relating to the Agricultural Estates receipts from these areas should be ring fenced.

2 Reason For Seeking Decision

The current policy governing the use of capital receipts was adopted in 1996. The main feature of this policy is to allow gross receipts of less than £100,000 to be ring fenced by the Committee generating the receipt which can then be used to finance future capital spending determined by the Committee. Amounts over and above £100,000 are available for corporate use.

Capital regulations were amended in 1998 removing (in the majority of instances) the requirement to set aside 50% of capital receipts for debt redemption purposes and allowing amounts received to be applied in full to meet capital spending.

The current policy is rigid and does not assist in the determination of corporate objectives for capital investment by the Council in a flexible manner. In addition, the change in the capital regulations has increased the significance of capital receipts as a component of a capital financing strategy.

3 Cost Implications

Capital spending decisions related to the use of capital receipts can be significant depending on the size of the receipt.

4 Financial Controller Statement

Capital receipts are currently being generated to assist in the financing of the Capital Program to assist in the achievement of the Council's recovery plan. The proposed policy will improve ability to develop a corporate capital investment strategy.

5 Consultation Carried Out

Consultation carried out with Lead Cabinet Member for property matters.

6 Implications On Other Policy Areas Including Corporate

The development of the Council's Capital Programme will be affected by this proposal.

7 Recommendation

That the application of capital receipts will be determined on a case by case basis in accordance with the corporate capital investment strategy, with the exception of the Housing Revenue A and Agricultural Estates where receipts will be ring fenced.

Conference and Seminars Best Value

A Report of the Leader

1. Decision Sought

1.1 Members to approve attendance at the Best Value Conference **Year 1 the Lessons** at the Millennium Stadium Cardiff on Tuesday 7th November. The conference is organised by the District Audit, SOLACE (Wales) The Audit Commission, the Audit Commission Inspectorate. Price WaterhouseCooper, Syniad and the WLGA.

1.2 District Audit have recommended that Lead members for Best Value should attend as well as officers with responsibility for Best Value strategy and co-ordination. The District Auditor has retained four places for this Authority.

2. Reason Decision Sought

2.1 This is probably the most important conference this year on Best Value in Wales as is indicated by the number and importance of the organisations supporting it. The conference will focus on the progress that has been made in implementing Best Value and the key lessons which need to be learnt to secure further improvement.

2.2 Peter Law will be addressing the conference. There will be speeches and workshops sessions.

3. Cost

3.1 £40 per delegate

4. Statement of Financial Controller

4.1 Delivery on Best Value is important to the recovery plan.

5. Consultation.

5.1 The District Audit have stressed personally the importance of the Authority attending

6. Impact on other Areas

6.1 Best Value affects all areas of the Council's work.

7. Recommendation

7.1 That Members agree that the Lead member for Best Value or substitute should attend accompanied by the Business Planning and Information Officer and the Best Value Officer.

DRAFT
ECONOMIC
DEVELOPMENT STRATEGY
2000/2001

FOREWORD BY THE LEADER OF DENBIGHSHIRE COUNTY COUNCIL

I welcome this opportunity of introducing the first Economic Development Strategy for Denbighshire in the new Millennium. Great opportunities exist for us arising out of Objective One and the new Tier One Assisted Area Status which Denbighshire has gained.

The opportunities of Objective One require us to work in close partnership with our communities and with other authorities in North Wales. New Strategies will need to be developed to ensure we maximise our opportunities.

The Millennium starts on a good basis. The new TRB factory at St Asaph will commence this year bringing in new manufacturing capacity and the County's first Japanese investment. A new Business Connect Team for Denbighshire has been inaugurated and during this year 1557 sq. Metres of new Workshop Units were started at Rhyl and Denbigh while a further 1405 sq. Metres were completed at Rhyl. The £1.8 million Capital Challenge investment in new business units was also completed. These are all good foundations for the future.

The publication of this Strategy has been postponed several times in order to incorporate relevant sections of the Objective One Strategy for Denbighshire. Unfortunately each successive postponement has been followed by further delays in the All Wales Objective One process and reluctantly in view of the continuing delays the Strategy has been published in advance of the Objective One Programme which will be incorporated into the next annual Economic Development Strategy.

**Councillor Elwyn Edwards, Leader
Denbighshire County Council**

DENBIGHSHIRE COUNTY COUNCIL ECONOMIC DEVELOPMENT STRATEGY

HIGHLIGHTS 1999/00	MAIN POINTS 2000/2001
<ul style="list-style-type: none"> <input type="checkbox"/> Completion of additional work Units on Marsh Road and Westbourne Avenue <input type="checkbox"/> Start on construction of additional Denbigh Units <input type="checkbox"/> Completion of Ruthin Environmental Scheme Phase Three <input type="checkbox"/> Commencement of Ruthin Gaol Phase Two <input type="checkbox"/> Opening of Burgess Gate Interpretation centre <input type="checkbox"/> Launch of Denbighshire Business Directory <input type="checkbox"/> Launch of Rhyl Telebureau <input type="checkbox"/> Launch of new County Business Connect Team <input type="checkbox"/> 1st January 2000 - Eligibility for Objective 1 and formation of Denbighshire Local Action Plan Partnership <input type="checkbox"/> Denbigh THI <input type="checkbox"/> Publication of 'suite' of Medieval Denbighshire brochures and leaflets <input type="checkbox"/> Start of work on Bedford Street Community Facility <input type="checkbox"/> Partial eligibility to accessing funds under the INTERREG Programme 	<ul style="list-style-type: none"> <input type="checkbox"/> Start of Corwen and Llangollen Small Towns and Villages Initiative <input type="checkbox"/> Progress towards new Prestatyn Indoor Tennis Centre <input type="checkbox"/> Commencement of Final Phase of Aldi Workshops Units, Rhyl <input type="checkbox"/> New design of Coastal Tourism Brochure and review of coastal marketing <input type="checkbox"/> Creation of new European Objective 1 Inter-Regional Partnerships <input type="checkbox"/> Start of Objective 1 Programme <input type="checkbox"/> Commissioning of Bedford Street Facilities <input type="checkbox"/> Objective One application for workshop units at Rhyl, Prestatyn and Ruthin

**CYNGOR SIR DDINBYCH
DENBIGHSHIRE COUNTY COUNCIL**

**STRATEGAETH DATBLYGU'R ECONOMI
2000/2001**

**ECONOMIC DEVELOPMENT STRATEGY
2000/2001**

HUW THOMAS

Prif Weithredwr/Chief Executive

GARETH EVANS

Pennaeth Datblygu'r Economi/Head of Economic Development

MISSION STATEMENT

Denbighshire County is committed to improving the quality of life for all residents and will work in partnership with all sections of the community to strengthen the economy

In support of this the Council has agreed the following key strategic objective:-

WE WILL STRIVE TO CREATE A BALANCED AND DIVERSE ECONOMY

In order to achieve its mission the Council believes it must create secure employment with quality jobs and will work closely with local businesses and others to achieve this end

It is from within this corporate commitment created by members of the Council that the key principles of this Strategy are drawn, namely *sustainable development, partnership, community involvement and economic diversification*; all within the mission statement context of protecting and enhancing our environment

PRIORITIES

The Priorities of this Economic Development Strategy are to work within the Objective 1 Strategy for West Wales and the Valleys and the National Economic Development Strategy and to focus in particular on:

- (i) Improving Gross Domestic Product within the County. 81% of the UK average by 2010**
- (ii) Socio Economic Regeneration of the County**
- (iii) Creating Additional Jobs within the target established for the County of + 5,000 jobs by 2010**
- (iv) To develop within the Objective 1 Strategy a sustainable and balanced economy in partnership with other Agencies taking account of environmental and social needs**
- (v) To secure sufficient employment land through the UDP and an attractive portfolio of sites**

THE ECONOMY IN DENBIGHSHIRE

STRATEGIC OVERVIEW

Price Waterhouse Coopers believe that U.K. GDP growth will average around 2.75% in both 2000 and 2001. In the case of Wales, the strong pound and a general global slowdown could cause unemployment to increase especially in the manufacturing sectors. For Wales they forecast lower GDP growth at 2.3% for both years.

Cardiff University's Business School Welsh Economic Review shows Welsh employment prospect continuing to be affected by high sterling rates and they report strong employment growth in agriculture, forestry, fishing and construction and lower growth in the service sectors but a decline in manufacturing between June 1998 - 1999.

The CBI's most recent Welsh survey (April 2000) has shown a continued decline in confidence amongst manufacturers; employment levels continue to fall and are expected to further decline sharply during the summer.

The University of Liverpool's Research Group in Microeconomics suggests that the Western part of North Wales should grow at around 2% leading to modest falls in unemployment. Denbighshire, it believes is well placed to develop a "local environment in which it is profitable to do business" and the County's good communication eastwards can be further augmented by "the public sector (utilising) resources from Objective One to (support) projects which will enable this private sector to thrive."

Economic Statistics For Denbighshire

(i) Population

Total population aged 16+	71,000	
Total economically active	40,000	
Total in employment	37,000	
Total employees	31,000	
Total self-employed	6,000	
Unemployed April 2000	1,638	(4.1%)

Proportion of population aged 16+ economically active (Denbighshire)	56.1%
Proportion of population aged 16+ economically active (Great Britain)	62.8%

Source: ONS Labour Force Survey 1998

(ii) Occupations

	MALE (%)			FEMALE (%)		
	D/Shire	GB	Wales	D/Shire	GB	Wales
Managers and administration	21.5	19.3	18.6	13.1	11.6	10.8
Professional occupation	8.0	9.5	8.0	7.8	7.6	7.5
Associate professional and technical	6.3	7.8	6.5	12.5	9.9	9.6
Clerical and related	4.4	6.7	5.8	22.1	28.1	24.0
Craft and related	25.3	23.1	23.8	1.9	3.5	3.3
Personal and protective services	5.3	6.1	5.7	16.5	13.0	14.9
Sales	4.1	4.5	4.0	13.0	10.5	11.4
Plant and machine operatives	15.0	14.3	17.0	3.2	5.1	6.3
Agriculture, forestry and fishing	9.4	7.5	8.7	8.9	9.9	1.2

(iii) Earnings

Average Gross Weekly Earnings, 1999

	All employees
Denbighshire	£341.20
Wales	£353.60
Great Britain	£400.10

Source: ONS New Earnings Survey 1999

Average Gross Weekly Earnings

Full time males, Great Britain £442.40
Wales £384.00, 86.80% percentage of GB average

Full time females, Great Britain £326.50
Wales £298.30, 91.36% percentage of GB average

Source: New Earnings Survey 1999

(iv) Employees in Employment

	Number in Denbighshire 1997	Proportion in Denbighshire 1997	Proportion in Great Britain 1997
Agriculture and fishing	1,198	3.8	1.7
Energy and water	218	0.7	0.9
Manufacturing	5,306	17	17.8
Construction	1,578	5	4.3
Distribution, hotels and restaurants	7,771	24.8	22.5
Transport and communications	1,140	3.6	5.8
Banking, finance and insurance	2,235	7.1	18.3
Public administration, education and health	10,303	32.9	24.1
Other services	1,547	4.9	4.7

Source: ONS 1997 Annual Employment Survey

2.5 KEY PROSPECTS ARISE FROM:

(i) Substantial Infrastructure Investment

The A55, Rhuddlan By-pass, St Asaph Business Park, Cefndy Employment Park and improvements to the A494 are all existing infrastructure assets which can help to create employment opportunities in Denbighshire. The introduction of ADSL (asynchronous digital subscriber loop) technology to BT's exchange in Denbigh will provide greater bandwidth for e-commerce in Denbigh using existing copper wires.

(ii) Some Established Industries Offer Hope for the Future

The recent KPMG survey of Denbighshire and Conwy identified the following local growth sectors - optronics, food and drink, rubber and plastics, metal goods and engineering instruments, communication and distribution and health.

(iii) The Expansion of New Industries in Adjacent Areas Creates New Markets

The expansion of businesses to the east of Denbighshire clearly create direct employment opportunities for people in Denbighshire. There are also new opportunities as the more diverse economy developing in North East Wales sources local suppliers for many of its needs.

(iv) Objective 1 Status

This will provide funds for a wide variety of regeneration measures and will be actively employed by the Council and its partner to regenerate the economy.

(v) New Assisted Area Status

The granting of Tier One Assisted Area Status for Denbighshire gives the County a clear competitive edge in attracting new companies to Denbighshire and in expanding indigenous SMEs.

3. GRANT REGIMES WITHIN DENBIGHSHIRE

3.1. ASSISTED AREA STATUS

Tier One Assisted Area Status is available for the County with rates of grant available at the maximum permitted by both European Union and United Kingdom governments.

3.2. EUROPEAN STRUCTURAL FUNDS

Objective 1 funding is available within the County which provides the widest range possible of European funding at the maximum levels of grant permitted by the European Union. Grant rates vary between 37% and 69% for eligible projects.

3.3 WELSH DEVELOPMENT AGENCY

Environmental Improvement Grants; Land Reclamation grants; Urban Investment Grants; Town Improvement Grants at three towns in Denbighshire; Small Towns and Villages Initiatives in Corwen and Llangollen. There is close co-operation with the Agency and the Agency also provides direct grant assistance to the private sector.

3.4 WALES TOURIST BOARD

The Board offers grants to eligible tourist projects at a rate which is dependent on the number of jobs created and also on the Board's assessment of the grant required to realise the project.

3.5 OTHER EXTERNAL GRANT SOURCES

Other external grant sources are available especially Lottery Funding and the Council has an Officer who helps signpost potential applicants to appropriate Lottery opportunities.

3.6 DENBIGHSHIRE GRANTS

Denbighshire County Council operates Business Development Grants to SMEs, Marketing Grants, Computers for Farmers Grants, Enterprise Grants and Job Subsidy Grants. In 1999/2000 17 companies were assisted helping to create 106 jobs at a cost per job of £1832.18. Further grants for the Voluntary Sector are also operated but these are being reviewed by the National Assembly.

4. INWARD INVESTMENT

New opportunities arising from both the Objective 1 programme and the Tier One Assisted Area Status will help economic regeneration within the counties. Research commissioned from KPMG has identified key emerging opportunities: Electronics; Film Industry; Health; Education/Training; Specialist Research; Financial Services and Distribution.

4.1 NORTH EAST WALES PARTNERSHIP

The partnership will be developing new initiatives:

New Brochures will be developed targeting the Irish and American markets.

A Web site will be created and the partnership will arrange attendance at Trade Fairs and Exhibitions.

It is important to build on the commissioning of new TRB Plant in St Asaph, Denbighshire's first major international inward investment.

4.2 INCREASING RATE OF ENQUIRY.

The Tier One Assisted Area Status has led to an increasing number of investment enquiries. The A55/St Asaph is identified as major Strategic priority for expansion of business in draft Objective One Programmes.

5. INDIGENOUS COMPANY FORMATION/EXPANSION

5.1 OPPORTUNITIES FOR GROWTH

Some sectors provide specific opportunities for growth especially:-

Optronics - building on the cluster of companies near St Asaph;

Food - building on the proposals in the Rural White Paper;

Distribution - building on the A55;

Health - building on the major investment at Glan Clwyd Hospital;

New Technology - building on the skills of the Denbigh TVE Centre and Interactive;

Telecommunications - ensuring that the businesses and communities of Denbighshire gain access to the opportunities provided by cable technology.

Business Connect - Catherine to provide a couple of sentences.

5.2 BUSINESS CONNECT

Business Connect Denbighshire has recently undertaken several major steps forward. Denbighshire County Council has appointed a County Business Connect Manager, who answers centrally the Business Connect 0845 telephone number and has established a co-ordinated process for dealing with all enquiries. A directory of services for operational partners is in place and she holds regular training days on products and services available through Business Connect. These measures to increase co-operation between the operational partners locally will be built on and enhanced throughout the forthcoming year.

5.3 THE ROLE OF THE ENTERPRISE AGENCIES

During the year a Denbighshire Enterprise Agency will be formed with a clear remit to focus on small company development and complement the Council's Economic Development work.

5.4 THE COUNTY COUNCIL'S OWN ROLE

The Council has a wide ranging role:

Development Support to New Enterprise Agency

Publishing the Denbighshire Business Directory

Publishing a comprehensive Industrial and Commercial Property Register

Publishing Industrial Estate Guides

Providing a business information service through the Library Service

Providing Job Subsidy Scheme

Providing Business Development Grant; Business Enterprise Grant; Business Marketing Grant schemes

Training and Skilling: Developing the North West Wales Employment Zone

Creation of CCETs

Continued support for local Business groups in partnership with CELTEC.

Review of CELTEC County Advisory Board Functions.
New Technology - Support for Optronic Industry Cluster at St Asaph
Support for Cyber Skills project at Denbigh
Support for Tele Bureau at Rhyl
Identification of ICT opportunities at Denbigh
Membership of North Wales Film Commission
Support for Bedford Street
Facilitating Denbighshire's Objective 1 Partnership
Monitor enquiries and demand for land and premises
Development team approach: planning and economic development to encourage upturn in employment activity

7. REGENERATION

7.1 REVIVING TOWN CENTRES

Corwen - Develop and promote Corwen rail terminus; seek to expand industrial estate; continue with town scheme; implement Small Town and Villages Initiative.

Denbigh - Develop new starter units; continue with town scheme; implement Town Heritage Initiative; refurbish the Town Hall; continue with Heritage Interpretation Work and implement Town Improvement Grant project; Identify Town as priority for Objective 1 Programme.

Llangollen - Progress canal mooring basin and Plas Newydd; implement Small Town and Villages Initiative; implement heritage work at Plas Newydd. Identify town as suitable for WTB funding.

Prestatyn - develop new workshop units; implement new Ffrith Beach Strategy; support Community Strategy.

Rhuddlan - continue with town centre environmental improvement scheme. Produce heritage trail leaflet.

Rhyl - develop new Foryd Strategy; promote new Town Heritage Initiative; complete Capital Challenge scheme; identify town as priority for Objective 1 programme - complete Bedford Street facility.

Ruthin - Implement new town centre environmental improvements; identify areas for new Workshop Unit Development; continue with Town Scheme and bring forward Glasdir Development and North Link Road; promote refurbishment of Nant Clwyd House.

St. Asaph - promote business opportunities on the Business Park and promote Highway Relief Opportunities.

7.2 THE RETAILING CHALLENGE

Develop challenge grants for Chambers of Trade and Business groups within the Objective 1 programme to assist businesses to network within towns focussing on new marketing opportunities; promoting initiatives in developing additional employment. The challenge is to be run alongside schemes for environmental and heritage improvements.

7.3 INDUSTRIAL PROJECTS

The Council continues to expand its own industrial property portfolio and will continue to manage this so as to complement the private sector provision. During 2000/2001 a further 22 units, already under construction, will be completed.

The occupancy rate of units is now 72% as companies have expanded into sites elsewhere within Denbighshire and with the completed new projects, the number of units occupied is now increasing. The major pressure towns for new units are at Corwen, Ruthin and Prestatyn where demand is high and the Council has experienced difficulties in identifying opportunities for development.

The following projects were completed in 1999/2000

LOCATION	UNITS	SOURCE OF FUNDING	PRESENT POSITION
Rhyl Cefndy Road Phase IIIa	1 x 300 sq m	WCC ERDF (Resider)	Completed Spring 1999
Rhyl Marsh Road	8 units, total area 401 sq m	WCC	Completed Summer 1999
Rhyl Wood Road Phase I	8 x 88 sq m	WCC	Completed Autumn 1999

Currently the following projects have been commenced and will be completed during 2000/2001

LOCATION	UNITS S	SOURCE OF FUNDING	PRESENT POSITION
Denbigh Trem y Dyffryn Phases III and IV	12 units and 2 offices, total area 927 sq m	LARS ERDF (Objective 5(b))	Completion expected Summer 2000
Rhyl Cefndy Road Phases IIIb and IV	5 units, total area 630 sq m	WCC SDS ERDF (Resider)	Completion expected Summer 2000
Rhyl Wood Road Phase II	4 x 88 sq m	SDS ERDF (Objective 1)	Completion expected Spring 2001

Note: LARS - Local Authority Rural Scheme; ERDF - European Regional Development Fund; SDS - Former Strategic Development Scheme; WCC - Welsh Capital Challenge

PRIORITY OBJECTIVE 1 PROJECTS

The following will be pursued:

LOCATION	UNITS	SOURCE OF FUNDING	PRESENT POSITION
Corwen London Road Studio Units	Total area 350 sq m	LRF ERDF (Objective 1)	Funding to be sought
Ruthin Lon Parcwr Infill unit	1 x 796 sq m	LARS ERDF (Objective 1)	Completion expected Spring 2001
Prestatyn Gas Works Workshop Units	Total area 1500 sq m	LRF ERDF (Objective 1)	Funding to be sought
Rhyl Cefndy Road Phase V	1 x 300 sq m	LRF ERDF (Objective 1)	Funding to be sought
Ruthin Park Road depot site Prestige business units	Total area 1000 sq m	LRF ERDF (Objective 1)	Funding to be sought

Note: LRF - Local Regeneration Fund; ERDF - European Regional Development Fund
Demand for the Council's unit remains high.

8. TOURISM AND MARKETING

- 8.1** Denbighshire's seaside resorts, Rhyl and Prestatyn, are well established tourist destinations and have faced the challenges of a highly competitive market place and competition from the mass air charter market. These challenges have led to major programmes of capital investment in the two towns and currently the Council is developing a new management approach whereby its tourist facilities could be incorporated into a Trust.
- 8.2** In 2000/2001 the Council will introduce a fresh design for its coastal tourism brochures, updating them and aligning them closer with the appeal of the tourism product on the coast as revealed by the ERES Study. It will also begin to review its approach to coastal marketing so that better value for money is derived from the Council's investments. Tourism marketing and promotion across the County will also be reviewed and the officer structures will be realigned so that one officer has a dedicated marketing role. The management of the Tourist Information Centres will also be reviewed and the relationship between the contract holder and the Council rationalised.
- 8.3** The promotion and development of tourism also gives opportunity for marketing Denbighshire in a wider context. New opportunities will be taken to market Denbighshire as a prime location for business and tourism and to raise the image of Denbighshire as an ideal place to live and work. In the course of this more fundamental marketing work will be undertaken to develop the image of Denbighshire and to investigate information and promotional campaigns for identified target markets for the business and tourism sectors.
- 8.4** The Objective One Programme will provide opportunities for expanding the Council's work in both the marketing and development of tourism. Two tourism priority areas at Rhyl and in the Dee Valley will receive initial focus with the Small Towns and Villages Initiative in the Dee Valley and co-operation with the Welsh development Agency at Rhyl, especially in relation to West Rhyl providing opportunity for both fresh approaches and the involvement of new partners.
- 8.5** Wales Tourist Board is currently seeking nominations for Tourism Destination Areas. The Board requires the towns to conform to strict criteria and to be capable of development as a tourism "gateway". Denbighshire County Council will strongly promote Llangollen for this status.
- 8.6** Denbighshire continue to work in partnership with other Local Authorities and Agencies to maximise efficiency and effectiveness of marketing and development spend where appropriate.

9. RURAL DEVELOPMENT

9.1 Agriculture

The continuing problems in agriculture and the knock-on effect on rural developments in general require additional support from the Council. Under the Objective One Programme a new Rural development Officer and secondly a new Farm Business Officer will be sought so as to assist in the development of businesses and in the establishment of new businesses.

9.2 The Council recognise the importance of the work carried out by the **Cadwyn LEADER Group** and will support Cadwyn to become a Leader Plus Group.

9.3 The existing initiatives in food promotion, the development of farmers markets will be continued and efforts to secure grants to complete the refurbishment of Denbigh Town Hall will be pursued.

9.4 The important initiatives at Nant Alyn and at Corwen and Llangollen through the Small Towns and Villages Initiative will be further strengthened. The need to resource these initiatives adequately is accepted and the Objective One Programme offers an opportunity to secure these resources.

9.5 Initiatives in relation to the Rural Credit Union and the machinery ring will be pursued and the further development of the Medieval Trail combining business opportunities with tourism development will also be a priority.

10. PARTNERSHIPS

10.1 The County Council has found great value from of its partnerships especially those which have emerged locally within the County and its strategic Partnerships with the WDA and CELTEC.

10.2 Creation of the new Local Action Plan for Objective 1 has taken its partnership work into a new dimension and the partnership involves over 100 organisations. This will be built upon as the guidelines for such plans become clearer during the course of 2000.

10.3 The Council will continue to co-operate with neighbouring authorities on regeneration matters and looks forward in particular to developing close links with Conwy in relation to the review of enterprise agencies and rural and coastal regeneration strategies within the Objective 1 programme.

10.4 The prosperity of Denbighshire's communities depends on the numerous enterprises in the County employing local people, purchasing supplies

locally, winning contracts and orders and keeping abreast of rapidly changing technologies and customer demand.

- 10.5** The Council will continue to do its utmost to support Denbighshire companies. It will seek to expand Denbighshire's economic base and it will do this within the partnership structures offered by Objective 1 and it looks forward to the co-operation of business communities in developing and taking forward these partnerships.

11. RESOURCES FOR 2000/2001

PROJECT	1999/00		2000/01		2001/02	
	DCC Funding £000's	External Funding £000's	DCC Funding £000's	External Funding £000's	DCC Funding £000's	External Funding £000's
Projects completed in 1999/00	523	388				
Business Development Grants	165		130			
19 Bedford Street Rhyl	92	92	17			
Cefndy Road Employment Park, Rhyl	123	170	130	225.5		
Denbighshire Foyer		8	90			
Wood Road, Rhyl	98	444	140	159	10	10
Morfa Clwyd Business centre, Rhyl	118	168	23			
Heritage Area, Rhyl TIC			12			
Trem y Dyffryn, Denbigh Phases III & IV	273.5	182.3	321	191.5	16	
Ruthin Gaol	55		60	740	40	740
Small Towns and Villages Initiative			11		11	
Denbigh Town Hall	25		50			
Cwysi Family Farm Project	5		5		5	
Snowdonia BIC	20		20		20	
Cadwyn LEADER Group	21.5		5		20	
Infill unit, Lon Parcwr, Ruthin			110	110	117	117
Voluntary Sector Projects	126		26			
Design of Fast track Objective 1 Projects			115			
Total	1,645	1,452.3	1,265	1,234.5	239	867

REVENUE RESOURCES

	REVENUE 1999/00 £000'S	REVENUE 2000/01 £000'S
Business Support	238	296.5
Enterprise Agencies	37	23.7
Employment Subsidies	38.5	27.8
Inward Investment and developing initiatives	212.3	196.1
Obtaining grants	89	90.7
Objective One	-	72
Industrial property	152	138.6
Tourism	241.6	235.6
Gross expenditure	1,008.4	1,081
Income	-388	-332
Net expenditure under s.33 of the Local Government & Housing Act 1989 and other powers	620.4	749
West Rhyl Community Strategy	50	40

11.4 PERSONNEL RESOURCES

Approved Structure and Principal Responsibilities:-

Gareth Evans - Ext. 8080 - policy/strategy formulation, unit management and capital schemes

Des Manifold - Ext. 8085 - business support management, Rhyl

Mark Dixon - Ext. 8082 - inward investment and new technology initiatives, finance management, capital schemes, Llangollen and Prestatyn

Kevin Edwards - Ext. 8087 - European programme management

Eryl Jones - Ext 8091 - European Social Fund

Sue Haygarth - Ext. 8083 - rural business support, Denbigh

Carolyn Brindle - Ext. 8089 - marketing, town centre/retail, tourism development

Jenny Adams - Ext 8093 - rural tourism issues

Mike Fowler - 01745 344515 - Coastal tourism

TIC, Rhyl staff

Pat Jones - 01745 344515

Ian Olsen - 01745 344515

Mike Horrocks - Ext. 8092 - lottery grants sourcing and administration

Janet Turner - Ext. 8081 - Ruthin - administration

Barbara Thomas - Ext. 8085 - business database and property and business grant administration

Caroline Brady - Ext. 8086 - European assistance

Fiona Jones - Ext 8090 - tourism assistance

REPORT TO CABINET

AGENDA ITEM NO. 9

CABINET MEMBER: LEADER OF THE COUNCIL

DATE: 23 October 2000

SUBJECT: OBJECTIVE ONE FIRST ROUND PROGRAMME

1 Decision Sought

Attached to this report is the Local Action Plan produced by the Denbighshire Local Objective One Partnership which is chaired by myself. This details the overall strategic context in which Objective One applications are being drawn up. Included with the Plan is a list of the First Round applications made by the Partnership which feature many County Council projects. Also attached are the project descriptions. (Except for ESF applications where the electronic submission procedure prohibits copying)

The First Round applications have been based on the principle of opening up the Objective One Programme and this is achieved by developing a range of new development and advisory officers, intermediate grant schemes for business and for the community sector together with a range of training and regeneration provision for the most deprived communities. As retrospective funding is only eligible during this first round, this opportunity has also been seized to take into the applications as matching funding such retrospective funding as has been available in Denbighshire. This has helped in particular a capital scheme for the provision of industrial units (which was fast tracked) and several revenue schemes to provide increased business grants and support.

The County Council's own applications are clearly seen on the First Round application list. Taken together, these 15 projects seek a total of £5.4m European Funding and will produce, if successful, a total of £13.1m investment in the County. Three of the projects, the fast track project, the sites and premises first round project and the two key fund applications have also been submitted contemporaneously to the Local Regeneration Fund established by the National Assembly of Wales for match funding. The overall requirement for County Council match funding is £1,900,964 and all the applications have been made on the basis that all the County Council match funding is available within existing budget levels.

The County Council has already given its approval in principle to a large number of projects being taken forward for Objective One purposes. These include all those submitted for the first round. The Cabinet is invited to endorse that approval and also to establish under the Leader a cross cutting team of officers within the Council to deepen the impact of the Objective One Programme on the services provided by the Council to its communities.

Further applications which will potentially benefit Denbighshire will have been made through the Regional Action Plans which are being led by national bodies. At the time of writing this report, details of these applications are still awaited.

2 Reason For Seeking Decision

In order to further develop the Objective One Programme within the County Council.

3 Cost Implications

The cost implications are contained within existing budget levels.

4 Financial Controller Statement

5 Consultation Carried Out

In establishing the first round applications, a prioritisation was carried out which involved extensive consultation across all the socio economic sectors affected by the Objective One Programme. Within the Council this has involved extensive consultation across departments through the Objective One Officer Group and a final priority decision was taken by the Local Objective One Partnership in accordance with the rules established by the National Assembly of Wales and on which sit four County Councillors, three of whom are members of the Cabinet.

6 Implications On Other Policy Areas Including Corporate

Objective One has been identified as a major priority area for the Cabinet and the Programme has implications for several corporate areas of activity which impinge on regeneration.

7 Recommendation

I would recommend that the report be approved.

County of Denbighshire

Objective 1 Interim Local Action Plan

CONTENTS

Introduction	-	1
Denbighshire Partnership	-	2 - 4
Denbighshire Local Action Plan - Purpose	-	5 - 6
Section 1 - SWOT ANALYSIS	-	7
Section 2 - Statistical Analysis	-	8 - 17
Section 3 - Overview of Denbighshire LAP Strategy	-	18 - 19
Section 4 - Key Activities	-	20 - 24
Section 5 - Project Summaries	-	25 - 37
Section 6 - Projects linked to Identified Drivers to raise GDP	-	38
Section 7 - Synergies between Denbighshire LAP and RAPs	-	39
Section 8 - Target Area	-	40 - 42
Section 9 - Programme Financing and Outputs	-	43
Section 10 - Partnership and Management Arrangements	-	44
Section 11 - First Round of Objective One	-	45
Partnership Agreement	-	46

Introduction

The designation of Objective 1 status for West Wales and the Valleys, of which Denbighshire is a part, will mean that the area will attract £1.2 billion of European structural aid between 2000-2006. This will mean that substantial sums will be made available to assist in the economic regeneration of Denbighshire and its communities and which will require match funding.

Background

Denbighshire reappeared on the map as a result of local government reorganisation in April 1996 and is centrally located in North Wales. It is bounded to the east and south by the Clwydians and Berwyn ranges and to the north by the Irish Sea. It has an area of 843.5 sq km much of which is rural and a population of 91,000.

The diverse nature of Denbighshire, its economy, culture and environment are but a few of its many attributes which make it a pleasant place to live and work. The county has a unique cultural heritage, part of which is the Welsh language and culture. 26% of its population speak Welsh and in some of the county's rural communities up to 70% of the population are Welsh speaking.

Denbighshire is an area of outstanding natural landscapes. Both the Clwydian and Berwyn ranges have been designated as Areas of Outstanding Natural Beauty. The county also has large tracts of moorlands and forested areas. Agriculture and forestry are the mainstays of economic activity in rural areas although niche tourism is developing as an additional and sustainable resource to assist in boosting the local economy.

The manufacturing industries which exist are largely located in the coastal / urban areas of the county. 66% of the county's population reside in the coastal belt which houses the county's largest towns of Rhyl and Prestatyn. Tourism, although a declining economic asset, still makes an important contribution towards the local economy of the area. Rhyl is a major resort and also a regional retail centre.

Although Denbighshire possesses many environmental assets the county is relatively peripherally located and this has resulted in the area becoming marginalised from economic and social opportunities compared to counties to the east. Nevertheless, to the north Denbighshire is well served with its road / rail infrastructure. The A55 (a Trans-European route) has direct and rapid links to the UK's motorway network The A5 trunk road to the south affords access to the West Midlands. Manchester and Liverpool airports are less than an hours journey time away.

The North Wales coast railway line forms part of the Inter City network and links Denbighshire to the UK's major conurbations. These latter communication opportunities together with Objective 1 and Assisted Area status offer considerable potential to revitalise the county's economic performance from one of Europe's poorest areas.

DENBIGHSHIRE OBJECTIVE 1 PARTNERSHIP (see appendix 1 membership list).

The Denbighshire Objective 1 Partnership was formed during September 1999 following extensive public consultation during the Summer of 1999 which was facilitated by Denbighshire County Council. The consultation included both the National Assembly's own consultation on the draft Single Programme Document and also Denbighshire County Council's own proposals for the creation of a local partnership. The consultation process provided unanimous support for the creation of a local partnership. The fundamental strategic objective was to maximise the opportunities provided by the West Wales and Valleys Objective 1 Programme and also to respond to the National Economic Development Strategy's requirement for local operational packages as part of the overall Objective 1 Programme.

Denbighshire County Council, supported by Celtec, the Welsh Development Agency, Llandrillo and Llysfasi Colleges, Clwydro and Coastal Enterprise Agencies, together with the Denbighshire Voluntary Services Council agreed to work on the development of the partnership and invitations were extended to groups and individuals within the County who wished to assist in the development of the partnership. Throughout the process of forming the partnership and of developing its work, the work of the partnership has been opened to all who have expressed an interest in becoming involved.

Through this open and inclusive process an attempt has been made to develop a robust partnership based on structures which develop a constructive approach to Objective 1 work and in particular to the development of trust between organisations.

The partnership is steered by a forum which consists of members of Denbighshire County Council and of representatives of the wider partnership. This forum of 24 members is currently made up of 12 county councillors, 3 private business people, 3 farmer representatives, 3 representatives of community organisations and 3 representatives of the training sector, one of whom is a private business person. The forum is advised by European Officers from within the partnership whose meetings are facilitated by Denbighshire's Head of Economic Development.

The development of the overall strategy has been taken forward by four task groups covering business development, rural development, community development and human resource development and information and communication technology. These task groups have been charged with developing priorities and strategies for their particular areas and of developing detailed projects to respond to the challenges of their strategies. Each task group is composed of a wide representation from its sector. Most of the members of each task group have an active involvement in the area under discussion either as representatives of agencies involved in sectoral work or as potential beneficiaries of programme activity. Each task group has also established drafting teams to take forward the practical work of writing programmes and projects. Each drafting team is composed of a mixture of public officials and of representatives of business and community life in this County.

The partnership, guided by the Denbighshire Objective 1 Forum worked to a deadline of the 31st of December 1999 to prepare a detailed draft Local Action Plan including costed indicative projects so that the LAP could be prepared in draft form before the official start of the Objective 1 Programme on the 1st January 2000. This draft Plan provided the focus of extensive consultation both within the partnership and with the community in Denbighshire with a view to having a consulted programme in place before the 1st of April 2000.

The partnership and the forum for the past year have been developing a partnership and an LAP as called for by the National Economic Development Strategy. They were mindful of the absence of detailed criteria for such a partnership but the forum is clear that its proposals represent a detailed local response to the requirements of the Single Programme Document and represents the best chance of securing a bottom up approach to the challenges of the Objective 1 Programme.

Executive Committee

During May 2000 an Executive Committee was formed to take forward the Partnership's Objective One programme and to act as the link body with the National Assembly's Objective One Machinery. The Committee which is based on the "thirds" principle consists of 18: six public sector representatives drawn from the County Council, WDA, Celtec and Llandrillo and Llysfasi Colleges; six representatives of the social sector, businessmen from the small businesses, tourist and manufacturing sectors, agriculturists, and a businessman with training interests and a trade unionist and six representatives from the community sector representing a wide range of voluntary activity social exclusion environmental and equal opportunity interests.

Membership

Social partners

1. Elizabeth Aiyar Ruthin Chamber of Trade
2. Nigel Davies Grailand Ltd
3. Paul Rowlands AVVA Engineering
4. J Clwyd Evans / Mel Williams (rotating) NFU / FUW
5. David Roberts / Julia Matthews (rotating) Vale of Clwyd Trades Council / Wales TUC
6. CCET (Awaiting nomination)

Public Sector

1. Cllr Peter Douglas, Denbighshire County Council
2. Cllr Elwyn Edwards, Denbighshire County Council
3. Cllr Rhys Webb, Denbighshire County Council
4. Cllr Ken Wells, Denbighshire County Council
5. Imogen Sherrif (subs) Welsh Development Agency / Catrin Lloyd Jones CELTEC (*rotating*)
6. Gill Evans Llandrillo College / John Hall (subs) Llysfasi College (*rotating*)

Voluntary Sector

1. Alan Benbow, Denbighshire Voluntary Services Council
2. Eurwen Edwards, Denbighshire Voluntary Services Council
3. Yvonne Griffiths Jones, Chwarae Teg
4. Betty Mason, Wales Co-operative Soc
5. Helen Price, Princes Trust -Bro
6. Niall Waller, British Trust Conservation Volunteers

Lead Body.

The Committee has invited the County Council to act as its Lead Body in the management of the Local Objective One Programme, the Cabinet of Denbighshire County Council have discussed this request and have agreed to accede to this nomination.

The primary function of the partnership through the Lead Body has been to create a Local Action Plan which will provide the strategic framework as to how Objective 1 resources are to be allocated in the county.

Denbighshire Local Action Plan

Purpose

The purpose of the Denbighshire Local Action Plan (LAP) is to allow for a strategic approach to the local delivery of the objectives and targets set out in the Objective 1 Single Programming Document (SPD) and the associated Programme Complement. It was drawn up by a partnership who are representative of all those who have a key interest in the proposed activities to be carried out in the Action Plan. The preparation and submission of the Action Plan has involved a wide variety of sectors and organisations within the county and the Plan reflects the characteristics of the socio-economic groups which will be its beneficiaries.

The overall aim is to promote greater partnership working within the county and to secure high quality and integrated regeneration and economic development programmes in direct response to local needs and opportunities. This will be achieved through the strategic targeting of resources into areas of need and opportunity, rather than, as it were, wastefully spreading the jam too thinly.

The partnership has identified the following as its overall vision

Vision - Raising Prosperity by Generating Quality Jobs, Quality Training Opportunities and Quality Services

The Partnership is mindful of the activities of other Objective 1 Partnerships, has had useful discussions with partnerships in North West Wales and awaits the opportunity for meaningful dialogue with Regional Partnerships.

It should be stressed that Objective 1 funding plays a key but not exclusive role in addressing this key strategic objective. In fulfilling these goals it will specifically contribute to the implementation of key objectives as outlined in priorities 1-6 listed in the SPD.

The LAP is structured in the following way:

Structure of the Action Plan

- Section 1** - SWOT analysis
- Section 2** - involves the provision of a statistical analysis, the aim of which is to provide an understanding of socio-economic conditions within the county.
- Section 3** - contains the Strategic Priorities identified from the statistical analysis, augmented by the findings of the NEWIDIEM report which underpin the LAP.
- Section 4** - key activities are listed that will be undertaken in order to achieve the strategic Objectives
- Section 5** - contains projects identified by the partnership in summary form
- Section 6** - outlines the projects identified from the task groups which complement the key activities and the identified drivers to raise GDP, defining target groups and Outcomes.
- Section 7** - states how the Denbighshire LAP synergises with the various Regional Action Plans.
- Section 8** - confirms the target area, outlines the Priority 3 target area and how resources are to be allocated.
- Section 9** - deals with financial targets and outputs.
- Section 10** - concerns itself with partnership and management arrangements and the role of the Lead Body to deliver the Denbighshire LAP.
- Section 11** - First round applications.

Section 1 SWOT Analysis

At the beginning of the Denbighshire Partnership's development it was decided that this analysis should be conducted and the results are as below. This evolved during the passage of time and the table below represents the culmulatative identified findings of the Partnership. This provides an introductory socio-economic analysis of Denbighshire and an insight into how Objective 1 resources can be strategically targeted.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Good quality of life • Quality natural rural environment • Attractive coastal landscape • Importance of self employment in labour market • Low unemployment rates which generally mirror national trends • Quality of infrastructure, particularly road and rail links • Unique cultural and linguistic identity • Strategic location • A well-developed industrial site physical infrastructure, especially at St Asaph • Competitive wage rates • Established tourist destination • Proven track record with partnership approach 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Low activity rates and high proportion of people of retirement age indicating a fairly low proportion of workforce population • Extremely low levels of inward investment • industrial employment structure skewed towards low value added sectors - agriculture • Strong seasonal component in tourism • Relatively low manufacturing base which limits certain sector development opportunities • Relative peripherality • Poor links to A55 & A5 • Large rural area with poor physical/telecommunications infrastructure • Low economic activity rates. • Small local market • Low level of skills • Sparse population in rural areas • Isolation and marginalisation of communities • Black spots of deprivation
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Potential for growth and diversification • Potential for attracting additional inward investment e.g site availability • Added value for agricultural products • Niche tourism potential • Maximise potential of A55 and its direct links to the UK motorway network • Proximity of Manchester International and Liverpool airports • Inter City rail network links • Proximity of sea links to Eire • Proximity to the large centres of population in NW England. • New RSA/Structural Funds map - favourable location - the first county from the east • Development of sustainable modes of transport • Sustain and enhance the natural environment and promote it as such • Provide better access to services • Multi-sectoral approach to resolve concentrations of deprivation • Improve the built environment • Links between education and industry 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Local competition - particularly from Chester which is developing as a significant financial services area. Deeside & Wrexham are already established industrial locations. • Infrastructural developments - possibility of leakage from area as a result • Growing division between employment poor and employment rich areas • Development of the economy places new demands on service providers • A55 could have a draining effect on rural hinterlands • Declining agricultural sector • Fragile tourism sector • Outward migration of younger, skilled workers seeking improved career opportunities • The heritage of the local economy • Spiral of economic decline • Growth of tourism could have ramifications on the environment

Section 2. Statistical Analysis.

1. **Purpose** - the main objective of this statistical analysis is to provide an insight into the social and economic conditions which currently exist in the county, highlight structural economic and socio-economic strengths and weaknesses. The analysis will identify drivers for economic and social growth with the aim of raising GDP and how resources could be deployed with the aim of redressing this position of weakness .

This will provide the conceptual framework for the emerging Denbighshire Objective 1 Local Action Plan to target resources on areas of need and opportunity. Targeting is essential if we are to raise Denbighshire's GDP figures beyond its present designation as one of the poorest regions in the European Union. The county's eligibility has been described as a once in a lifetime opportunity and if this potential is to fully realised it will be necessary to strategically target resources rather than dissipate them across too wide an area. The analysis will be divided into two broad areas, the economy and social conditions:

2. **Economy.** This will contain an analysis within eight main subject areas. In gaining an understanding of the prevailing economic conditions within the county it will assist the Denbighshire Partnership in identifying projects which strategically target resources at areas of need and opportunity. At the end of each subject area the document will identify "drivers" to raise Gross Domestic Product which is the prime objective set by the European Union in the allocation of Objective 1 resources.

2.1. **Gross Domestic Product (GDP)** this measures the income generated in an area rather than accruing to residents. As an indicator it does not take into consideration transfer payments such as pensions, or people commuting out of their area of residence.

A key to understanding the economic performance of any area is to assess output levels achieved per full time job. The most common performance measure in terms of economic output is GDP. The overall GDP per capita figure for the West Wales and the Valleys area is 71% of the EU average. In European terms Denbighshire and Conwy have a GDP per capita as a percentage of the EU average of 68%. The Welsh average is 82% and Denbighshire and Conwy are ranked 3rd lowest out of 12 NUTS III areas. The two counties are amongst the poorest regions in Europe and compare with Merseyside, South Yorkshire and Cornwall in the UK and Greece, Portugal, Southern Spain, Western Ireland, Southern Italy and Sicily at the European level.

At a more local level it is important to assess the county's performance on an all Wales basis and more locally on a North Wales regional basis. Table (i) below provides a comparison:

Table (i) GDP by Broad Industrial Group - 1996 (source Welsh Office 1996)

	Denbs	Denbs	N Wales	N Wales	Wales	Wales
Industrial Group	£m	%	£m	%	£m	%
Primary	37.5	6	411.4	7	1,402	6
Manufacturing	133.4	20	1,628.7	30	6,623	27
Construction	28.1	4	181.1	3	883.3	4
Distribution & transport	156.5	23	1,056.6	19	4,673.3	19
Banking & finance	64.1	9	479.3	9	2,728.7	11
Public admin	260.3	38	1,711.1	31	8,415.2	34
TOTAL	679.9	100	5,486.2	100	24,725.4	100
FULL TIME JOBS	28,122		212,791		966,993	
GDP per FTJ	24.2		25.6		25.6	

These figures demonstrate that Denbighshire has lower GDP figures than the North Wales average and at the national level 5% less than the Welsh average; since the date of this study it is likely that GDP performance has further deteriorated with the loss of quality jobs after the closures of the North Wales Hospital and Kwik Save HQ. The total output for the County at £679.9m represents 12% of the total GDP of North Wales and is ranked sixth lowest out of the 22 counties in Wales.

In the Welsh context, table (ii) provides a county comparative analysis of GDP and some of the measures which contribute towards an assessment of an area's wealth.

Table (ii) GDP Comparitors. 1998. (source Welsh Office Statistical Report).

Indices	Denbighshire %	Welsh average %	County ranking Highest rate 1, lowest 22
% household incomes of less than £10,000. (1997)	33	34	10
% of households with no savings	21	23	14
% of households in receipt of housing benefit (1997-98)	17	20	16
Income support claimants & dependent children as a % of population. (1996)	16	17	11
% of households with no car	30	32	12

Perhaps the most significant statistic is that one third of all households have an income of less than £10,000 per annum or £192 per week.

From this GDP analysis the following are identified as key areas in which to improve the economic performance of the county -

<i>Drivers to raise GDP</i>	<ul style="list-style-type: none"> • <i>Increase output particularly in areas of opportunity.</i> • <i>increasing productivity and added value of people in work</i>
------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

2.2. Employment Structure.

The future development of Denbighshire's economy and the ability of Objective 1 funding to assist in regenerating it is closely linked to the availability of and quality of its workforce. Therefore, it is important to understand the trends in the supply and demand for labour which could have a serious impact on the effectiveness of the local economy to respond to change.

Table (iii). Standard Industrial Classification of Employment (source NOMIS 1999)

	Denbs	Denbs	N Wales	N Wales	Wales	Wales
Industry	Number	%	Number	%	Number	%
Agriculture forestry	67	0.2	679	0.3	20,080	2.1
Fishing	6	0	62	0	153	0
Mining & quarrying	118	0.4	1,061	0.5	4,610	0.5
Manufacturing	4,269	14.1	50,306	23.5	215,896	21.8
Elec gas & water	193	0.6	2,991	1.4	7,644	0.8
Construction	1,032	3.4	9,042	4.2	39,304	4.1
Wholesale / retail	4,344	14.2	33,317	15.6	146,763	14.8
Hotels and Restaurants	2,380	7.8	16,310	7.6	54,917	5.6
Transport & communication	1,352	4.4	7,742	3.6	41,997	4.2
Finance	472	1.5	3,770	1.8	25,118	2.5
Real estate, renting, business activities	1,916	6.3	13,762	6.4	75,843	7.7
Public admin, defence, soc security	5,670	18.6	17,933	8.4	85,197	8.6
Education	1,201	3.9	17,870	8.4	98,180	9.9
Health, social work	6,048	19.8	29,601	13.8	125,011	12.6
Other community, social personal	1,441	4.7	9,510	4.4	48,063	4.9
TOTAL	30,509	100	213,596	100	988,776	100

Table (iv) County Comparison (source Welsh Office statistical report)

	Denbighshire	Wales (County Average)	County ranking Highest rate 1, lowest 22
Number of manufacturing units 1998	200	309	16
Number of VAT based enterprises 1998	2,775	3,314	13

The economy of the county is characterised by a narrow manufacturing base and an over dependence upon tourism and the service sector. In 1996 only 14% of employees were employed in the manufacturing sector compared to 24% in North Wales and 22% in Wales. Additionally, Denbighshire is also under-represented in the business and banking element of the service sector with only 8% falling into this category. Nationally this sector now accounts for 17% of total employees.

During the period 1991-96 total employment in Denbighshire grew by 12% from 27,255 to 30,509. The major increase was experienced in the public administration sector which can be explained, in part, by local government reorganisation in 1996 and the establishment of a new county of Denbighshire.

From this employment structure analysis the following are identified as key areas in which to improve the economic performance of the county -

Drivers to raise GDP	<ul style="list-style-type: none"> • <i>Targeting resources to stimulate manufacturing</i> • <i>Encourage new financial sector businesses</i>
-----------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------

2.3. Inward Investment Rates

Another barometer of the county's economic performance are its levels of inward investment and the subsequent jobs created. Presently these are extremely low as demonstrated in table v below.

Table (v) Levels of inward investment 1993 - 97 (source Cardiff Business School)

Denbighshire Total Jobs Created	Welsh average	Ranking (Highest 1, lowest 22)
386	2,391	20/22

Between 1993-97 Denbighshire saw 386 jobs created (the third lowest rate in Wales) whilst the Welsh County average was 2,391. In 1998 this already bleak situation deteriorated further as there was not a single job created by new inward investment into the county. Accordingly, if GDP rates are to be improved it is important that the county stimulates inward investment levels. Encouraging new businesses into the county will be a major challenge; the county's newly designated status as an area which will attract the highest levels of state aid will serve as an additional incentive in fulfilling this goal. A Denbighshire Objective 1 local programme will need to have ready serviced industrial sites to facilitate new business investment into the county. It is equally recognised that to raise the economic well being of the county measures which will facilitate growth within indigenous companies will need to be introduced.

The assessment of Inward Investment rates the following are identified as key areas in which to improve the economic performance of the county -

<i>Drivers to raise GDP</i>	<ul style="list-style-type: none"> • <i>Actively promoting Denbighshire to inward investors</i> • <i>Providing infrastructure to encourage inward investors</i>
------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

2.4. Unemployment.

It is now necessary to consider unemployment levels and whether this has contributed towards the county's economic performance. The annual average unemployment rate for Denbighshire in 1998 was 4.9% which compares to the Welsh average of 5.6%. The trend, as evidenced in table (vi), demonstrates that unemployment levels are generally on a downward spiral. There has been an increase in female unemployment rates between 1997-98 which is partly attributable to the closure of the Kwik Save HQ.

Table (vi) Unemployment 1996-98

	Dec 1996	Dec 1997	Dec 1997	Dec 1998	Dec 1998
	Number	Number	% change	Number	% change
<i>Denbighshire</i>					
Male	2,386	1,589	-33.4	1,560	-2.6
Female	760	415	-45.3	491	18.4
TOTAL	3,146	2,004	-36.3	2,051	2.3
<i>Wales</i>					
Male	72,622	55,990	-22.9	52,854	-5.6
Female	20,462	15,539	-24.1	14,974	-3.6
TOTAL	93,084	71,529	-23.2	67,828	-5.2

County wide, the levels of claimant unemployed would indicate that the local economy is comparatively buoyant with little evidence of long term employment levels. In October 1998 28.3% had been out of work for over 12 months (which is the Welsh average) compared to 42.4% in Anglesey. Although the average figure for Denbighshire is relatively low, (the county has the sixth lowest rate in Wales August 1999), concealed within these aggregate figures are unemployment black spots. An analysis of ward level rates illustrates this.

Table (vii): Unemployment rates expressed as a % by ward August 1999 (source NOMIS)

Llanynys	1.1	Llandyrnog	2.3	Denbigh Central	3.5	Denbigh Upper / Henllan	4.8
Efenechtyd	1.5	Llanfair DC / Gwyddelwern	2.3	Llangollen	3.5	Corwen	4.9
Denbigh Lower	1.8	Tremeirchion	2.4	St. Asaph West	3.5	Prestatyn East	4.9
Llanrhaeadr YN	1.8	Llanbedr DC	3.1	Prestatyn North	4	Rhyl East	6.1
Trefnant	1.8	Prestatyn SW	3.2	Rhyl South East	4	Meliden	7
Ruthin	1.9	Dyserth	3.3	Prestatyn Cen	4.2	Rhyl South West	7
St. Asaph East	2	Llanarmon y I / Llandegla	3.3	Rhuddlan	4.4	Rhyl West	15.8
Llandrillo	2.3	Bodelwyddan	3.4	Rhyl South	4.4	<i>Denbs Average</i>	4.2
						<i>Welsh average</i>	5.2

Within Denbighshire there are currently four wards that are experiencing higher than national average unemployment rate of 5.2%; these are Rhyl W and SW, Meliden and Rhyl E. The Upper Denbigh ward can also be added to this list if it is disaggregated from Henllan. Although unemployment rates are much lower within rural communities the continued decline of the agricultural sector has had a marked effect on the rural economy; the BSE crisis will inevitably reduce farmers' incomes and employment opportunities further. This situation will need to be monitored over the coming years to assess its full impact upon the economy of Denbighshire's rural communities.

With regard to youth unemployment levels in 1998 the average rate in Denbighshire was 11%, slightly lower than the Welsh average of 12%. The county is ranked 16th out of 22. (source Welsh Office statistical report)

Overall charts vi & vii serve to demonstrate that unemployment rates have not been a significant contributory factor behind Denbighshire acquiring Objective 1 status. To gain an overall appreciation of employment activity within the county it is necessary to consider inactivity rates.

From this analysis of unemployment rates the following has been identified as a key area in which to improve the economic performance of the county -

<i>Drivers to raise GDP</i>	<i>Targeting resources to unemployment blackspots</i>
------------------------------------	--------------------------------------------------------------

2.5. Inactivity rates

The economically inactive can be defined as those who are of working age (16 - retirement age) who are neither in work nor looking for a job and will include, for example, people looking after the home, long term sick and some students. Table viii provides a county analysis.

Table (viii) Inactivity Rates County Comparison 1998. (source Welsh Office statistical report)

	Denbighshire	Welsh average	County ranking Highest rate 1, lowest 22
Total Population aged 16 - retirement	51,766		
Economically active total	39,860		
Economically inactive total	11,906		
Economically inactive males (%)	22	21	11
Economically inactive females (%)	22	31	20
Economically inactive (%)	23	26	15
Unfilled vacancies - as a% of claimant unemployed (Rhyl & Denbigh Travel to Work Area)	36	25	17/20
Limiting long-term illness as % of total population	16	16	10=

Denbighshire, in common with the rest of Wales, has large numbers of its population economically inactive. The county's figure of 11,906 includes people who look after the home, the long-term sick and some students and as well those who are unemployed but ineligible to claim unemployment related benefits. Although it is not possible to disaggregate this total and separate those individuals who are unable to work from those who are not actively seeking work, there is evidence to suggest that the majority fall into the latter category.

From this analysis the following has been identified as a key issue in which to improve the economic performance of the county -

<i>Drivers to raise GDP</i>	<i>Targeting resources to reduce inactivity rates</i>
------------------------------------	--------------------------------------------------------------

2.6. Demography

A demographic analysis is important if Objective 1 resources are to be targeted on areas of economic and socio-economic need. In planning for the creation of job opportunities it is necessary to locate sites near centres of population and where there is an available economically active age group. The same planning requirements are also necessary in the provision of services for particular age groups. Table (ix) provides a breakdown

Table (ix) Age Profile of Denbighshire (Source Census of Population 1991)

	0-4	5-15	16-24	25-65	65 plus
Number	5,495	11,410	10,500	43,539	19,614
%	6.1	12.6	11.6	48.1	21.7

The 1991 census data reveals there are concentrations of retired people, five wards have a population with greater than 25% of 65+ these are Rhyl E - 35.5%, Prestatyn N - 34.4%, Prestatyn SW - 30.7%, Trefnant - 28.1%, Rhyl S - 27.7%. For comparative purposes the UK average is 18.7%.

At the opposite end of the spectrum it is important to understand where there are concentrations of young people to plan for social amenities and job opportunities. As would be expected with those wards possessing high numbers of retired people, figures here are quite low e.g. 13.7%, in Rhyl East. However, the highest figures are located in adjoining Rhyl wards; the wards of Rhyl SW has 26.6% of the population 0-16 and the Rhyl South East figure is 22.6%

This segment of the analysis identifies a key area to improve the economic performance of the county-

<i>Drivers to raise GDP</i>	<i>Targeting resources to wards with high % econ active age groups</i>
------------------------------------	-------------------------------------------------------------------------------

2.7 Training

If the economy is to be revitalised and GDP figures raised a skilled workforce is an essential prerequisite. This section focuses on a survey of local businesses skill requirements. Details of current and future needs are found in tables x & xi below, compiled by CELTEC.

Table (x). Current skills requirements of employers in Denbighshire (highest 10) (CELTEC Future Skills Wales Survey of Employers)

Skills	Very important %	Fairly important %	Not very important %	Not at all important %
Communication skills	92	7	1	0
Understanding customer needs	89	8	1	1
Showing initiative	84	13	2	1
Ability to learn	82	15	3	0
Team working skills	82	16	1	1
Ability to follow instructions	81	11	8	0
Literacy	77	21	1	1
Problem solving	70	17	8	2
Product knowledge	69	16	13	1
Numeracy	65	23	8	3

Table (xi). Future skills requirements of employers in Denbighshire (highest 10) (CELTEC Future Skills Wales Survey of Employers)

Skills	More important (%)	Less important (%)	No change (%)
Basic IT	56	1	43
Understanding customer needs	46	1	53
Communication skills	45	1	54
Showing initiative	44	0	56
Team working skills	44	0	55
Organising own learning and development	39	1	59
Ability to learn	38	1	60
Product knowledge	38	0	58
Management skills	34	1	63
Literacy	33	0	66

The most pressing current requirements are communication skills, understanding needs and showing initiative and although these concerns feature highly in the future needs assessment they are overtaken by IT skills as the number one priority. Other significant features from CELTEC's analysis is that Denbighshire has the highest number of employers citing cost as a barrier to staff training - 43% compared to a N Wales average of 34% and in the study of school leavers skills 61% stated that communication skills were lacking compared to the N Wales average of 40%.

Section 7 of the analysis identifies the following key areas in which to improve the economic performance of the county -

<i>Drivers to raise GDP</i>	<ul style="list-style-type: none"> • <i>Resource identified training needs</i> • <i>Link education to vocational needs</i>
------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------

2.8 Education

Today's school children will be tomorrow's wage earners and therefore educational attainment is an important subject that should be assessed within the overall strategy of raising Denbighshire's GDP. Table XII provides an insight -

Table (xii). Educational achievements 1998. (source Welsh Office statistical report)

Indices	Denbighshire (%)	Welsh average (%)	County ranking Highest rate 1, lowest 22
11 year olds not achieving expected level in Maths, Science, English / Welsh. 1997	53	49	5
Pupils achieving grades A* - C in Maths, Science, English / Welsh. 1997	31	34	17=
15 year olds achieving no GCSEs. 1997	8.3	5.4	3
Permanent exclusions from maintained secondary schools per 1000 pupils. 1997	4.1	1.8	2
Adults with no qualifications	16	22	17

Generally in educational terms the county has some of the lowest figures in Wales in terms of achievement post 11 year old. It has the second highest exclusion record and that is significantly higher than the national average. This trend could well carry through to adult social exclusion. Denbighshire fares much better with the achievements of 11 year olds and has fewer than average adults without qualifications.

Section 2.8 of the analysis identifies the following key areas in which to improve the economic performance of the county -

<i>Drivers to raise GDP</i>	<ul style="list-style-type: none"> • <i>Resource educational needs</i> • <i>Address school exclusion problem</i> • <i>Link education to vocational needs</i>
------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

3. Social conditions.

Social conditions are equally important barometers in assessing the well-being of Denbighshire's communities. Although the economy is the prime focus of an Objective 1 programme, improving social conditions where there are links to the economy are also very important considerations.

Raising levels of engagement in social activity has clear links to the ability of communities and the individuals within them to be enterprising. This first step to learning and skills development through participation is central to the better preparation of the most disadvantaged communities in Denbighshire for economic engagement. The long term benefits of subsequently reduced inactivity and levels of social exclusion is a clear driver in raising GDP.

This section of the analysis draws upon the Welsh Office Mapping of Social Exclusion. Here eight main indices are used for comparative purposes, these are:- Unemployment, Economic Activity, Low Socio-economic Groups, Permanently Sick, Overcrowding in Housing, Basic Housing Amenities, Mortality Rates. An analysis is provided below -

Table (xiii) Social Indicator Comparisons (Source - Welsh Office in its Mapping of Social Exclusion)

Indices	Denbighshire (%)	Welsh average (%)	County ranking Highest rate 1, lowest 22
% of dwelling stock rented from local authorities or housing associations. (1998)	15	20	19
% homes unfit for habitation. (1997 - 98)	7.2	8.5	16
% of households lacking amenities. (1991)	25	19	7
Eligible, unintentionally homeless and in priority need per 1000 population.	1.4	1.5	10
Limiting long-term illness % of population (1991) .	16	16	10=
Children on child protection register per 1,000 population. (1998)	3.1	3.7	11
Lone parent per household as a % of all households. (1991)	3.3	3.9	15
Children looked after by local authorities per 1,000 children. (1998)	3.4	5	16
Child day care places per 1,000 children aged 0-4.	470	296	1
% of adults who are separated or divorced	8	7.7	8
% pensioners living alone	33	32	5
Places in residential accommodation per 1,000 population aged 65+	40	29	18
Waiting time for hospital treatment 1997-98 (days)	48	41	5=
Standardised mortality rates Wales expressed as 100	94	100	15

The above demonstrates that, although Denbighshire fares relatively well compared to other areas in Wales with certain indicators, this table does not reveal the stark contrasts identified elsewhere at ward level. In addition, Denbighshire does have the highest number of children on the child protection register in North Wales.

For example the Denbigh Lower ward is ranked 833rd (amongst the least deprived) out of 865 wards in Wales while the neighbouring ward of Upper Denbigh is 221nd. However the most dramatic figure is at West Rhyl which is ranked as having the highest level of deprivation in the whole of Wales. Denbighshire has six wards ranked within the top third of the most deprived wards in Wales; in ranked order these are • **Rhyl West - 1** • **Denbigh Upper - 221st** • **Rhyl South West - 49** • **Bodelwyddan - 284** • **Rhyl East - 235** • **Meliden - 198**. (source Welsh Index of Multiple Deprivation 2000)
 These contrasting fortunes are further demonstrated in a Denbighshire ward comparison of Claimants of Income Support in table below:

Table (xiv). Claimants of Income Support Aug 1998 (Source NOMIS)

Rhyl West	973	Llangollen	287	Dyserth	155	Tremeirchion	60
Rhyl South West	765	Prestatyn Central	280	Trefnant	145	Llandrillo	44
Rhyl East	666	Ruthin	280	St. Asaph West	140	Llanynys	43
Rhyl South East	507	Prestatyn South West	225	Llandyrnog	122	Efenechtyd	36
Prestatyn North	443	Denbigh Central	217	Llanarmon Yn Ial/ Llandegla	115	Denbighshire total	7,795
Denbigh Upper / Henllan	328	Meliden	200	Llanfair D C / Gwyddelwern	92		
Rhuddlan	308	Denbigh Lower	177	St. Asaph East	92		
Prestatyn East	306	Corwen	176	Llanrhaeadr Y N	75		
Rhyl South	302	Bodelwyddan	175	Llanbedr D C	61		

Section 3 of the analysis identifies the following key areas in which to improve the economic performance of the county -

<i>Drivers to raise GDP</i>	<ul style="list-style-type: none">• <i>Targeting resources spatially to areas of need</i>• <i>Targeting resources thematically to areas of need</i>
-----------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------

4. Summary

The statistical analysis clearly demonstrates that Denbighshire's economic performance lags seriously behind the Welsh, UK and European Union's average. The county's economy possesses many structural weaknesses but nevertheless there are opportunities to help transform it from its present lowly position. If the opportunities that Objective 1 will present are to be fully realised it is essential that resources are targeted at areas of particular disadvantage and opportunity. This will underline the major tenets of the strategy of the Denbighshire LAP which will aim at raising GDP levels above the European Union's 75% threshold.

The main points which emerge from the statistical analysis are as follows:-

- Objective 1 status has been secured through poor wage levels and not high unemployment figures.
- Denbighshire's economy is over dependent on low growth sectors notably tourism and agriculture.
- The county is under represented in the manufacturing sector which tend to afford more quality employment opportunities.
- 3rd lowest level of inward investment in Wales.
- In common with the rest of Wales the county is particularly weak in the financial sector, which affords above average salaries.
- At the aggregate level the county fares reasonably well with the rest of Wales, however these figures conceal localised areas of considerable poverty. This has implications for the allocation and targeting of resources.
- The urban coastal strip together with Upper Denbigh have the highest levels of deprivation.
- The effects of the decline in agriculture especially with the BSE crisis have not yet been recorded within the figures available. The effect of the latter will be accumulative over the coming years.

Section 3.

Overview of Denbighshire Local Action Plan Strategy

- a. Purpose** - To provide the basis for an overview of strategy for the LAP. The strategy will build on synergies between the LAP, the SPD and the emerging Programme Complement
- b. Identification of Strategy** - From the statistical analysis of the previous section it is clear that GDP is low in the County. The West Wales and Valleys GDP is 71% of EU average while Denbighshire and Conwy are 68% of EU average. Additional to the insights provided by the statistical analysis are two key documents
- i) **NEWIDIEM Report** - The Denbighshire Partnership has commenced new research to provide an economic analysis of the county from Newidiem. An overview of their findings is presented below:

Denbighshire must overcome significant socio-economic problems relative to the rest of Wales which include:

- A slight population decline compared to a slight increase in the Welsh population figure
- A higher than average proportion of the population over retirement age
- Lower economic activity rates
- A higher dependence on part time employment
- A lower proportion of male employment
- Lower gross weekly earnings than the Welsh average
- Very low recorded inward investment projects

Perhaps the most striking symptom of the problems faced by Denbighshire was the recent publication of the Index of Deprivation, which revealed that Rhyl West was the most deprived electoral division area in Wales

Through GDP gap analysis it is clear that the single largest contributory factor to lower per capita GDP in Denbighshire is the lower than average productivity of those in employment. This implies that the most effective way of raising GDP per capita will be by raising the competitiveness of businesses.

Such a policy could include developing the existing SME base, investing in management training and promoting higher-level skills across the workforce.

- The development of an inward investment strategy that attracts firms from higher-level employment sectors will be vital, though all the harder given the recent very low inward investment figures recorded for Denbighshire .
- Creating employment and tackling economic inactivity in areas of particular disadvantage
- Objective 1 should tackle as priorities the underlying reason for lower GDP per capita of low productivity- low output, low value added and low wages.

ii) The National Assembly's National Economic Strategy (NEDS) - This sets out the strategic priorities for its economic policies and programmes for the next decade. It also provides a framework within which all the European structural funds can contribute to the economic regeneration of Wales. Key objectives are:-

- sustainable growth;
- increasing economic activity rates;
- increasing productivity and added value of people in work;
- reducing migration between people and communities.

c. Priorities - the statistical analysis, the NEWIDIEM report and the NEDS document provide clear pointers as to how the LAP should target resources and encourage developments in key areas. These are summarised below:-

- The main priority for the Denbighshire LAP strategy must be to raise GDP by identifying and targeting areas of opportunity and by increasing productivity and added value.
- The County's economy is characterised by a narrow manufacturing base and an over dependence on tourism and the service sector. The County has only 14% of employees in the manufacturing sector and is underrepresented in the business and banking sectors. To raise GDP, resources are required to stimulate an expansion in these.
- The County has low levels of inward investment. In 1993/97 the County was the 20th lowest of the 22 local authorities. To encourage the economy to grow this strategy will build on the opportunities of the new regional selective assistance regime. Denbighshire has higher than national unemployment rates in 4 wards and higher than the Welsh average inactivity rates. These contribute to the low GDP figures and the strategy will target unemployment black spots and provide resources to reduce inactivity rates.
- To revitalise the economy and raise GDP figures a skilled work force is essential. Surveys of skills requirements have revealed pressing shortages and the strategy will resource training needs and link education to vocational needs.
- Objective One funding will be used to improve Denbighshire's economic performance and in the key areas of business development the following outputs will be delivered.
- The strategy will eventually be based on close co-operation with the Regional Action Plans and, when they emerge, will seek to make its contribution to the GDP and jobs targets established by the National Assembly for the West Wales and the Valleys. The Assembly jobs target of 110,000 by 2010 translates into 5,150 new jobs for Denbighshire. Raising the GDP for West Wales and the Valleys from 73% to 81% is equally challenging and these figures will underpin Objective One Programme work in Denbighshire.

These identified key strategic priorities need now to be linked directly to the objectives of the individual priorities of the SPD. This will be undertaken in section 3 of the LAP

Section 4. Key Activities

a. Task Group Priorities

Each of the four task groups established by the Partnership have identified objectives and key issues which will need to be consolidated into the strategy and LAP. Below are a series of individual strategies identified by the task groups, which have been guided by the statistical analysis, SWOT analysis, NEDS document and the NEWIDIEM report . These will be later linked to the proposed outputs which underpin each of the strategies and can be found in section 6.

i. Priority 1. Business Development .

Aims and Objectives - The overall aim of this priority is to generate employment for the region by supporting the growth of the SME sector. In tandem with the SPD's objectives the partnership have identified five key areas:-

1. Financial assistance for business growth especially in growth sectors
2. Property for the establishing and expansion of businesses
3. Support and assistance for businesses
4. Supporting and embedding inward investment
5. Tourism opportunities

This Priority has 5 measures:

1. Financial Support for SMEs (ERDF)
2. Promoting Entrepreneurship and Increasing the Birth Rate of SMEs. (ERDF)
3. Developing Competitive SMEs (ERDF)
4. Promoting Adaptability and Entrepreneurship (ESF).
5. Providing Sites & Premises (ERDF)

ii Priority 2 - Developing Innovation & a Knowledge Based Economy

Aims and Objectives - The aim of this Priority is to improve the competitiveness of the region through the acquisition and use of knowledge and new technologies. The partnership has identified five broad objectives:-

1. Create a culture of innovation.
2. Diversify the economic base by growing more technology and knowledge driven firms and improving their links to the knowledge base.
3. Increase investment in R&D.
4. Stimulate increased demand for, and adoption of, ICTs.
5. Improve environmental performance through the adoption and use of clean technologies.

This Priority has 5 measures:

1. Information and Communications Technology (ICT) Infrastructure (ERDF)
2. To Stimulate and Support Demand for ICT (ERDF)
3. Support for the Development of Innovation and R&D (ERDF)
4. Skills for Innovation and Technology (ESF)
5. Clean Energy Sector Developments (ERDF)

iii Priority 3. Community Development

Aims and Objectives - are to combat social exclusion, by targeting local, community-based action on the most deprived communities to increase skills and employability, provide greater access to more diverse opportunities and to improve conditions for social businesses. In tandem with the SPD's objectives the partnership have identified four key areas:-

1. Capacity building, development of a community strategy
2. Community chest / financial support for capacity building
3. Community building fund
4. New initiatives in the social economy

This priority has four measures

- 1 Community Action for Social Exclusion (ESF)
- 2 Partnership and Capacity Building (ERDF)
- 3 Regeneration of deprived areas through community-led initiatives (ERDF)
- 4 Support for the Social Economy

iii. Priority 4. Promoting employability and the development of a learning society

Aims and Objectives - In tandem with the SPD's objectives the partnership have identified six key areas:-

1. Reduce long-term employment and assist unemployed and economically inactive people into work.
2. Prevent long-term employment through measures targeted at those recently unemployed or about to become unemployed.
3. Reduce the impact of disadvantages faced by excluded groups such as: disabled people; ethnic minorities; disaffected young people and older workers, and support their intergration into employment.
- 4 Support the transition of young people from full-time education into employment.
- 5 Extend access to learning, particularly in peripheral areas, by upgrading learning, teaching and learner support facilities and by taking full advantage of ICT developments.
- 6 Reduce the level of disadvantage faced by women in the labour market by improving access to learning and removing barriers to employment..

This priority has six measures :-

- 1 Preventative and Active Labour Market Measures (ESF)
- 2 Social Inclusion (ESF)
- 3 Lifelong Learning for All (ERDF)
4. Improving the Learning System (ESF)
- 4 Improving the Participation of Women in the Labour Market (ESF)
6. Anticipation and Analysis of Skill Needs (ESF)

iv. Priority 5. The sustainable use of natural resources

Aims and Objectives - the aim of this priority is to combine a healthy well-managed environment with economic productivity and viability. In tandem with the SPD's objectives the partnership have identified three key areas:-

- 1 Added value to local produce
- 2 Marketing and promotion of local goods
- 3 Environmental improvements

This priority has eight measures:-

- 1 Processing and Marketing of Agricultural Products (EAGGF)
- 2 Training: Services to Help Farming Adapt and Diversify (EAGGF)
- 3 Forestry (EAGGF)
- 4 Promoting the Adaptation and Development of Rural Areas (EAGGF)
- 5 Local Economic Development
- 6 Countryside Management (EAGGF)
- 7 Management of the natural environment (ERDF)
- 8 Support for Fisheries and Aquaculture (FIFG)

v. Priority 6. Access and infrastructure

Aims and Objectives - The aim of the priority is to secure additional investment and employment for the less developed parts of the region by promoting area based business investment, supported by key infrastructure improvements. In tandem with the SPD's objectives the partnership have identified seven key areas:-

- 1 To develop a limited number of strategic projects and sites to provide suitable locations for major investment and employment
 - 2 To remove infrastructure constraints which act as a barrier to economic growth
 - 3 To provide an environment for sustainable economic growth in peripheral rural areas
 - 4 To increase awareness of the potentials offered by ICT
 - 5 To increase the number of people receiving high quality ICT related skills training
 - 6 To increase business competitiveness in the region by supporting increased use of ICT applications
 - 7 To reduce the negative effects of peripherality by increasing the use of ICTs by those living in more isolated areas
- 1 ICT broad band network
 - 2 ICT wired town
 - 3 Town and village centres, environmental improvement and reuse of redundant buildings and brown field sites.

This priority has four measures:-

- 1 Accessibility and Transport (ERDF)
- 2 Energy Infrastructure (ERDF)
- 3 Strategic Employment Sites (ERDF)
- 4 Environmental Infrastructure (ERDF)

b. Links with cross cutting themes

The SPD highlights three cross cutting themes - Equal Opportunities, Sustainability and the Environment and Lifelong Learning. The primary objective of the LAP will be to mainstream these themes within each project within the programme. Projects which directly address these issues will be encouraged and to date several projects have been identified where their primary focus will be these cross cutting themes.

In more specific terms the action plan contributes towards addressing these themes in the following ways:-

i. Equal Opportunities

The action plan contributes directly to the three objectives of equal opportunities:

Increase and secure access to education, training and employment opportunities for women, disabled people and ethnic minorities who suffer exclusion - The action plan will focus on increasing awareness and access to these opportunities by ensuring tailored and relevant support for all groups that are currently under-represented within Denbighshire. This will include eliminating barriers to participation including awareness and information provision, through to flexible support, advice and funding.

Increase the number of women, disabled people and members of ethnic minorities securing training and employment in higher paid and higher skilled sectors and self employment - It is anticipated that the action plan will contribute to an increase in the number of under-represented groups participating in training (formal and informal), receiving support, establishing and growing their own businesses.

Increase the number of employers and training organisations adopting equal opportunity policies and working practices to reconcile work and family life issues. - All training provision provided through the action plan will demonstrate equal opportunity policies. All employers engaged through this action plan will have the opportunity to develop equal opportunities policies and practices either through such expertise being part of individual activities supported by the Partnership or through a single positive action program specifically addressing this issue.

ii. Information Society

The action plan addresses the four objectives stated in the SPD that will increase the use of information and communications technology by all businesses and social groups in the region:

Increasing awareness of the potentials offered by ICT - This will be achieved directly (such as raising awareness of opportunities resulting from ICT developments) and indirectly (aspects of the action plan will be delivered using ICT)

Increase the number of people receiving high quality ICT related skills training - The action plan has a role in ensuring that a greater number of people will improve their ICT related skills by

participating in training and work experiences that will indirectly involve ICT related experiences within education, the workplace and in community related developments.

Increase business competitiveness in the region by supporting increased use of ICT applications

- The potential of ICT as means of growing businesses and their competitiveness is considered an underlying strand to the support that will be offered to growth-orientated businesses. This could take the form of accessing better information and knowledge together with equipping companies to exploit new markets, customers and supply chains.

To reduce the negative effects of peripherality by increasing the use of ICTs by those living in more isolated areas

- Aspects of the action plan will be delivered using ICT such as direct on-line support and advice, on-line networking and on-line training. It will serve to reduce the negative effects of peripherality by ensuring access to individuals, businesses and communities in rural areas.

iii Environmental Sustainability

The action plan is committed to maintaining and enhancing the environmental assets of Denbighshire wherever possible and is aware of the potentially negative and positive impacts that could be incurred.

The action plan will, where possible, will target businesses that promote energy conservation and efficiency services and work to promote green transport plans for businesses. The plan has an important role to identify and develop business opportunities within the fields of environmental sustainability such as sustainable energy related businesses, environmental goods and services. It will also have a role in developing competitive SMEs that will use energy efficiently and that will be persuaded of the benefits of environmental management.

At the community level the action plan will actively promote the management of the county's rich environmental heritage including such actions as countryside protection and landscape management. Similarly the action plan will aim at enhancing the quality of life through the promotion and support for community led environmental actions, such as renewable energy and energy conservation measures. This will include supporting projects which achieve these goals and also raising capacity and awareness through the provision of training courses in these important areas.

Section 5 Project Summaries

Since the development of the Denbighshire Partnership the four task groups have identified the following projects. As can be seen from the chart the list covers a wide range of activities throughout the SPD's Priorities and Measures. The identification process has been mindful of the Objective 1 Programme's overall strategic objectives and the key activities as outlined in the previous have been cognisant of the individual priorities and measures contained within the SPD. It has been the intention of the task groups to mainstream the cross cutting themes of Equal Opportunities, Environment and Sustainability and Information Society with this programme of projects.

Projects have also been guided by the needs, opportunities and objectives as highlighted in the Local Action Plan - targeting resources so as to raise GDP and prosperity levels of Denbighshire's communities and reducing social exclusion and by that of the LAPs overall vision of -

Raising Prosperity by Generating Quality Jobs, Quality Training Opportunities and Quality Services.

**DENBIGHSHIRE OBJECTIVE 1
LOCAL OPERATIONAL PROGRAMME**

PROJECT SUMMARIES

KEY

THEMES

entre	-	entrepreneurship
adapt	-	adaptability
envi	-	environment
emp	-	employability
access	-	accessibility
comp	-	competitiveness
= opps	-	equal Opportunities
inc	-	inclusion

Priority 1 Summary

Project	Aim	M	Project cost	Ob 1 funding	Outputs	Target Sector	Location	Coverage	Theme
Business Development Grant	Financial assistance for growth	1	1,475,000	590,000		SMEs	na	Denbs	Entr, envi comp
Business Support Scheme	Business advice service	1	1,436,810	590,000		SME's	na	Denbs	Entr,
Denbighshire Business Resource Centre	Business one stop shop, with IT links	2	1,750,000	885,000		SMEs	St Asaph	Denbs	Entr, access, comp
Grant Aid For Business GRAB	Financial assistance for tourist businesses	2				Tourism	na	Denbs	Entr, envi, comp
Destination Marketing	Marketing as tourist destination	2	506,000	203,000		Tourism	na	Denbs	Entr, comp
ICT Marketing	ICT tourist marketing	2				Tourism	na	Denbs	Entr comp
Cultural Tourism Marketing Activity	Development of cultural tourism	2	135,000	67,500		Tourism	na	Denbs	Entr ,envi
Ruthin Goal Project Phase III	Creation of Visitor Centre complementing cultural tourism marketing activity	2 ?	850,000 225,000	425,000 112,500		Tourism	Ruthin	Denbs	
Town Business Challenge	Regeneration of town centre businesses	2	125,000	72,500		SMEs	na	Rhyl Pres, Llan Ruth, Cor, Rhudd	Entr, envi, adapt, access, = opps,
Rhyl Promenade Heritage Project	Relocating town museum to encourage spin-off activities	2	500,000	250,000		Tourism	Rhyl	Denbs	
Plas Newydd Historic Landscape Restoration & Marketing Plan	To restore grounds, improve visitor facilities and develop marketing	2	923,360	98,000		Tourism	Llangollen	Denbs	
Virtual Academy for SME'S	To provide training and advice to all SME's	3	540,000	270,000		SME's	na	Denbs	
Graduate/Student placements in SME's	Vocational placements of graduates	3	110,100	42,900		SMEs	na	Denbs	Entr, envi, adapt, emp, = opps,
Denbighshire SME Expansion Marketing Programme	Encourage expansion of SME's	3	175,000	87,500		SME's	na	Denbs	
Tourist Enhancement	Tourism marketing	3	1,189,175	516,328		Tourism	na	Denbs	
Business Exchange Seminar Training (BEST)	Exchange of good practice in SMEs	4	100,000	42,500		SMEs	na	Denbs	Entr, comp
Denbighshire Cyberskills Project for SME's	ITC training for SMEs	4	465,000	204,600		SMEs education	Denbigh	Denbs	Entr, =opps, envi, adapt, access, comp
Development of the Entrepreneurship Project	Engender action towards self Employment	4	55,000	27,500					
Management Training	Training for management skills	5	2,250,000	1,125,000		SMEs education	St Asaph	Denbs	Entr, = opps, emp adapt, access, comp
Employment Sites Feasibility Study - Phase I	Feasibility development of strategic ind sites	5	130,000	65,000		SMEs	Na	Denbs	Emp, entre, access

Employment Sites Feasibility Study - Phase II	Feasibility development of infrastructure strategic ind sites	5	37,500	18,750		SMEs	Na	Denbs	Emp, entr, access
Environmental Improvement Grant	Grants for environmental improvements	5	1,200,000	600,000		SMEs	Na	Denbs	Envi, comp
Opportunity Sites Programme	New sites for inward investors	5	6,000,000	3,000,000		Business	StAsaph/ Ruthin	Denbs	Entr, emp
Denbighshire Business Centre	Incubator leading edge companies	5	4,000,000	2,000,000		SMEs	St Asaph	Denbs	Entr, emp
SME Sites & Premises Programme Phase Ia	Enable growing SME's to expand	5	800,000	400,000		SME'S	Rhyl & Ruthin	Denbs	
SME's Sites & Premises Programme - Phase Ib	New units for inward investors and indigenous companies	5	650,000	325,000		SME'S	Corwen, Prestatyn,Rhyl ,Ruthin	Denbs	
SME's Sites & Premises Programme - Phase II	New larger units for growing SME's	5	1,962,500	785,000		SME's	Corwen, Prestatyn, Rhyl, Ruthin	Denbs	
Destination Management	Enhance industrial environments	5	134,000	76,500		SMEs	Strategic sites	Denbs	Environment
Rhyl College Extension	Extending college - specialist workshops	5	1,300,000	650,000		SMEs FE	Rhyl	Coast	Access, = opps, employ, comp
Small Towns and Villages Initiative	Provides help and grants to SMEs	5	900,000	450,000		SMEs	Dee Valley	Denbs	
TOTAL			22,646,635	10,657,078					

Priority 2 Summary

Project	Aim	M	Project cost	Ob 1 funding	Outputs	Target Sector	Location	Coverage	Theme
Development of Cycle Routes	To provide missing link to the National Network	1	1,720,000	860,000		Tourism, SMEs	Denbs	Denbs	= opps, env, acc, incl
Denbigh Science Centre	To establish hub at the centre of the learning network	2	10,000,000	5,000,000		Community	Denbigh	Denbs	= opps, adapt, empl, entr, acc, comp, incl
Wired up Schools	To establish fully wired up interactive computerised school	2	450,000	225,000		Schools	Denbs	Denbs	acc
Networking SME's	To link SME's into local centres	2	1,428,364	714,182		SMEs	Denbs	Denbs & surrounds	= opps, adapt, empl, entr, acc, com, incl
Community Technology	New provision of links for two rural communities	2	144,590	72,295		Rural businesses and communities	na	Denbs	
Flagship Business Opportunities	Identify & develop flagship projects	5	12,000,000	6,000,000		Tourism	Denbs	Denbs	empl, comp
Niche Tourism Attractions Development Plan	To conserve, enhance and promote sustainable quality development attractions	5	900,000	450,000		Tourism	Denbs	Denbs	empl, entre, env, comp
Rural Tourism Enhancement	To improve the built environment, conserve the natural environment	5	4,200,000	2,100,000		Tourism	Denbs	Rural Denbs	empl, entre, env, comp
Tourism Audit	To carry out comprehensive audit	5	20,000	10,000		Tourism	Denbs	Denbs	entre, comp
Plas Newydd, Llangollen Restoration Project	Restoration of house and grounds to increase local economic activity	5	755,161	264,306		Tourism	Llangollen	Denbs	
TOTAL			31,618,115	15,695,783					

Priority 3 Summary

Project	Aim	M	Project cost	Ob 1 funding	Outputs	Target Sector	Location	Coverage	Theme
CAB Rural Outreach Project	Extend the knowledge of CAB services	1	69,500	52,125		Isolated communities	na	Rural Denbs	
Increasing Effectiveness of Community Action	Direct community organisation support from DVSC	1	204,399	153,301		Local vol orgs	Ruthin	Denbs	= opps, ent, acc
STARS in Rhyl Ltd	Reduce crime and fear of crime	1	209,342	170,402		Residents and businesses	Rhyl	Denbs	
Rural Outreach project	Targeting rural people with mental health problems	1	180,000	135,000		Mental health	Rural	Denbs	
Outreach Project Worker	Full-time outreach service, CAB	1	57,800	28,600		Local residents	North Denbs	Denbs	
Youth & Community Development Project	Build on resources to increase provision and support new communities	1	270,000	1,782,000		Local communities	na	Denbs	
Resource Centre	Training, IT provision, multi-resource centre	2	574,000	419,700		Local Communities	Corwen	Denbs	= opps, adapt, emp, acc, inc
Support Centre for Voluntary Activity	Establish resource centre and office base for DVSC	2	816,909	143,682		Community	Ruthin	Denbs	acc
Eirianfa - Community Resource Centre	Establish Healthy Living Centre focusing on social inclusion	2	58,450	41,851		Local Community	Denbigh	Denbs	emp, acc, inc
Promotion & Development of Credit Unions	Develop credit unions	2	170,000	131,250		Credit unions	Rhyl & Denbigh	Denbs	= opps, ent, acc, inc
Rhyl Shopmobility Resource Centre	To construct purpose built resource centre	2	1,088,700	548,700		Disabled	Rhyl	Denbs	
Community Regeneration Team 1	To encourage communities in identifying ways in which their communities can be supported	2	500,260	370,192		Local communities		Denbs	
Community Recycling and Production (Enterprise Site)	Establishment of not for profit recycling company	3	609,000	456,750		Local residents	Rhyl	Denbs	adapt, emp. ent, env, inc
Finance and Practical Aids	Provide a grant package of support measures to encourage growth of orgs.	3	609,000	456,750		na	Denbs		
Promotion and development of credit unions	Training, support, development assistance to social econ orgs	3	505,043	378,782		Social economy	na	Denbs	adapt, emp, ent, acc, inc, comp
Credit Unions - Added Value projects	Build links with local businesses, combat financial exclusion	3	133,767	100,330		Social economy	na	Denbs	adapt, emp, ent, acc, inc, comp
Social Econ. Development through Cooperatives	Coordinated advice and training for social economy organisations	3	124,494	93,371		Social economy	na	Denbs	adapt, emp, ent, acc, inc, comp
Support for New Initiatives	Employment of staff to run DVSC support Centre	3	225,429	150,429		Social Economy	Ruthin	Denbs	acc, inc

Graig Swim School	Private swim school for individuals not confident in large groups, developing a skill in a physical activity		140,579	81,000		Disabled & able-bodied children/adults	Denbs	North Wales	
Rhyl Sports and Education Partnership	Provide access to sporting and recreation facilities	3	5,820,500	2,719,225					
Community Reperation Team	Development of community led initiatives	3	407,998	281.52		Community	Priority 3 area	Denbs	
Community Key Fund	Fund to enable capital grants to be awarded to community led projects	3	598,024	412,636		Community	Pri 3 area	Denbs	
Denbighshire Welfare Initiative	Maximise the opportunity for benefits	4	1,066,357	762,674			na	Denbs	
TOTAL			14,439,551	9,454,031.52					

Priority 4 Summary

Project	Aim	M	Project cost	Ob 1 funding	Outputs	Target Sector	Location	Coverage	Theme
Multi Skilling Training Project	To develop co-operative ventures	1	756,068	756,069		Young people, employees	Denbs	Denbs	adapt, empl
Denbighshire Employability Scheme (DES)	To provide an added value service to the current welfare to work programme	1	692,000	346,000		Unemployed	Denbs	Denbs	adapt, empl, acc, incl
Denbighshire Research Action on Training (DRAT)	To research into the needs of employers	1	66,000	33,000		SMEs	Denbs	Denbs	adapt, empl, comp
Rhuallt Project	To provide young people with opportunity for social engagement in mainstream activities	2				Young people at risk of exclusion	Rhuallt	Denbs	= opps, empl, acc, incl
Skills for life	Provides training & support	2	547,517	260,353					
Rhyl Autos Training	To combat disaffection and exclusion of young people in Rhyl area	2	153,000	61,200		Young people	Rhyl	Denbs	
Community Learning in Denbighshire	Provision of formal and informal training opportunities	2	872,700	436,350		Community	Denbs	Denbs	= opps, empl, acc, incl
Community Learning Project	Pilot project to develop skills and confidence of adults	2	10,000	5,000		Rural / semi-rural unemployed / under employed	Denbs	Rural Denbs	adapt, empl, acc, incl
Cyfeiriadau Newydd (New Directions)	Provision of information, advice and guidance service re: learning	2	59,684	20,842		Rural communities	Denbs	Rural Denbs	adapt, empl, entre, acc
Skilled Helpers	Build on skilled volunteer helpers	2	36,000	19,800					
Rural Community Arts Development Project	To provide a high quality multidisciplinary community arts resource area	2	316,650	215,150					
Phab Wales Isolated Young Persons Project	Seek to identify young people who are isolated	2	35,960	26,971					
Rhuallt Project	Develop existing premises	2	1,360,000	685,000					
Education Business Links to enhance the School Curriculum	To expand the links between Schools and local businesses.	3	600,000	300,000		School pupils	Denbs	Denbs	adapt, empl
Families Learning Together	To address issues of social exclusion	3	144,500	70,800		socially excluded	Denbs	Denbs	acc, incl
Community based on-line learning (Coboll)	To pilot the viability of online learning confidence of adults	3	37,800	18,900		Rural communities	Denbs	Rural Denbs	empl, acc
Denbighshire Learning Network Professional Development	To build the capacity of the partnership to better serve the learning community	3	170,882	85,441		Members of partnership	Denbs	Denbs	adapt
Education Business links	Build on work of Education Business Partnerships to expand link	3	300,000	150,000					
Rhyl Library Lifelong Learning Centre	To provide IT training and learning support for families and community groups	3				Families & community groups	Rhyl	Denbs	
Canolfan Awelon, Ruthin	Increase participating in community life	3	554,080	415,080					

Generic Workplace Learning	Assist in developing skills	3	50,000	27,500					
Youth and Community Apprentice Training	To develop an apprenticeship training route	4	279,000	139,500		Youth	Denbs	Denbs	adapt, empl, =opps, incl
Denbigh Learning Centre	To Complement potential learning and ICT developments	4	1,400,000	700,000		All sectors	Denbigh	Denbs	Incl, adapt, employ
Access to Childcare	To research needs, current provision. Provide new and refurbished facilities.	4	286,000	143,000		Econ inactive	Denbs	Denbs	Employ, =opps, adapt, incl
Learning Centres	To research and development of Learning Centres	4				All sectors	na	Denbs	Employ, =opps, adapt, incl
Rhuallt Project	To consult the local community in terms of building refurbishment	4				Community	St Asaph	Denbs	Employ, =opps, adapt, incl
Llangollen Unified Recreational Centre (LUCRE)	To refurbish part of Ysgol Dinas Bran	4	1,000,000	500,000		Community, businesses	Llangollen	Denbs	
Scala Cinema and Arts Centre Phase II	Renovation and redevelopment of existing building	4	820,000	410,000		Community	Rhyl	Denbs	
Scala Cinema and Arts Centre Phase II	Feasibility Study for above	4	10,000	5,000		Community	Rhyl	Denbs	
Llangollen Language Centre	To build European Centre	4	5,500,000	2,750,000		Businesses, community	Llangollen	Denbs	Employ, =opps, adapt, incl
Caring for Others	To provide a qualified and flexible workforce for the care industry	4	80,272	40,136		Businesses, community	na	Denbs	
Ectarc Partnership in Language & Culture	To improve European links from within Denbighshire	4	115,720	57,860		Businesses, community	Denbs	Denbs	
Information Centres: Prestatyn, Rhuddlan, St Asaph	Purpose-built centres providing facilities for broad range of community services	4				Community, SMEs	Prestatyn, Rhuddlan, St Asaph	Denbs	
Citizens' Online Project	To provide dedicated public access terminals and improve learning system	4				Community	na	Denbs	
Crest ICT	Promote access to learning	4	381,543	183,140					
Childcare in Rural Areas	Increase childcare provision in rural south Denbighshire	4	160,000	76,800		Community	South Denbs	Denbs	
Internet & Intranet Distance Learning	Web-based learning resources	5	138,000	69,000		students	na	Denbs	
Understanding Entrepreneurship	To provide training and employment for all ages	5	182,719	91,360		Businesses, community	Denbs	Denbs	Employ, adapt, incl, entre
Mobile Training Unit (Businesses and General)	To equip two mobile units and provide trained staff	5	277,370	138,865		Businesses, community	Denbs	Denbs	Employ, adapt, incl, entre
PROSPECTS	To develop opportunities for retraining	5	110,350	55,175		Businesses, community	Rhyl/ Denbs	Denbs	Employ, adapt, incl
SME Business Development Centre	To develop an ethos of lifelong learning	5	750,000	375,000		Businesses, community	St Asaph	Denbs	Employ, adapt, incl, entre

Access to Training in the Rural Communities	To promote lifelong learning/encourage transferable skills in rural communities	5	217,674	108,837		Businesses, community	na	Denbs	
HGV Training Centre	To provide opportunities for business development and skilled employment	5	2,495,000	1,247,500		Businesses	Denbs	Denbs	
The Women's Workshop and Enterprise Centre	Seeks to address the under representation of women in the areas of self employment	6	630,500	315,250		Community	Rhyl/ Denbigh	Denbs	Employ, adapt, incl, =ops
Women's Project	Empowering Women's groups in local communities to negotiate own learning needs.	6	300,000	150,000		Community	Rhyl/ Denbigh	Denbs	Employ, adapt, incl, =ops
Training for Childcare	To provide training and support for those wishing to develop careers	6	113,700	56,850		Community	Rhyl/ Denbigh	Denbs	Employ, adapt, incl, =ops
TOTAL			22,010,689	11,546,729					

Priority 5 Summary

Project	Aim	M	Project cost	Ob 1 funding	Outputs	Target Sector	Location	Coverage	Theme
Training for the development of Land-based Industry	Facilities for the effective delivery of training	1	640,000	320,000					
Roots Fruits Shoots & Stones	Marketing & Promoting county's land based products	1	143,950	71,975		Agri, rural communities	na	Rural Denbs	Entre, adapt, envi
AV I D	Advice on adding value to land based products	1	134,950	67,475		Agri, rural communities	na	Rural Denbs	Entre, adapt, envi
A F R O	Undertake a full review of land based businesses	1	92,500	46,250		Agri, rural communities	na	Rural Denbs	Entre, adapt, envi
Diversification Grant Scheme	Grants to aid businesses	1	1,295,000	647,500			na		
Forestry and Woodland Develop	Facilitate development work within forestry and woodland industry	1	1,295,000	647,500		Agri, rural Communities	na	Rural Denbs	
Genetic Improvement in the Sheep Industry	Extend the genetic improvement work	1	245,000	122,500					
Exemplary facility for grassland based livestock production		1	575,000	287,500					
Breed improvement schemes	Partnership of farmers	1	575,000	287,500		Agri, rural communities	na	Rural Denbs	
To improve Carcass confirmation & quality of Beef & Lamb	To facilitate the improvement in fatstock quality	1	239,218	119,609		Agri, rural communities	na		
Prime Pedigree Breeding Stock - Phase I	Promotion & Marketing of Denbs breeding stock	1	123,109	61,554		Agri, rural communities	na		
Prime Pedigree Breeding Stock - Phase II	Sales of Denbs breeding stock	1	154,318	77,159		Agri, rural communities	na		
V A L E	Promotion & added value of the county's natural resources	2	92,500	46,250		Agri, rural communities	na	Rural Denbs	Entre, adapt, envi
C R E P E	Grant aiding farmers for environmental improvements	2	218,000	109,000		Agri, rural communities	na	Rural Denbs	Entre, adapt, envi
Denbs Planning for Real	Developing cooperative networks and self sustaining projects to assist rural communities	2	134,950	67,475		Agri, rural communities	na	Rural Denbs	Entre, adapt, envi
Wildlife Sites	Wildlife integrated to landscape and tourism initiative	2	143,500	71,750		Agri, rural communities	na	Rural Denbs	
Environmental Care	Provide support for sustainable management of the rural environment	2	145,000	72,500		Agri, rural communities	na	Denbs	
Access Info & Train Opps	Support for farmers	2	1,500,000	750,000		Agri, rural communities			
Support for Forestry & Timber Processing Sector	To improve woodland management and landscape, increasing bio-diversity	3	440,000	220,000		Agri, rural communities	na	Denbs	

Group & Partnership Working	Employ of professional facilitator	3	123,109	61,554		Agri, rural communities	na		
Professional Services for Business Development and Diversification	Support for purchasing serv	4	1,500,000	750,000		Agri, rural communities	na		
Group Purchasing of Administration services	Enable farmers to purchase admin services	6	92,500	46,250		Agri, rural communities	na		
Land-based Business Growth	To support development of land-based economy and sustainability of rural economy		600,000	300,000		New & existing agribusinesses	na	Denbs	
Food Centre	Development of food industry, focus for activities		4,225,000	2,112,500		Agri businesses	Denbs	Denbs	
Product Development & Innovation, Land-based Sector	To contribute to sustainability of land-based industry		375,000	187,500		Agri businesses	na	Denbs	
Business Centre for Land-based Industry	Construction of one-stop shop for land-based business advice		2,050,000	1,025,000		New & existing agri businesses	Denbs	Denbs	
Rural Denbighshire Key Fund	Support for community led initiatives	6	320,214	134,491		Community	Priority 5 area	Denbs	
Improvement to Physical Environment in Local Centres	Rural townscape improvement	6	1,060,000	398,000		New and existing businesses	Rural Denbs	Denbs	
Denbigh Town Hall	Upgrade and refurbish building	6	365,000	155,125		Community	Denbigh	Denbs	
Nant Alyn Feasibility Study	To research potential touiism and econ dev project	6	21,000	10,500		Tourism	Rural denbs	Denbs	
Countryside Grant Scheme	Grant scheme to assist farmers and landowners	7	358,518	89,250		Farmers, landowners	Rural Denbs	Denbs	
TOTAL			17,152,604	8,576,301					

Priority 6 Summary

Project	Aim	M	Project cost	Ob 1 funding	Outputs	Target Sector	Location	Coverage	Theme
Access to Employment Areas	To improve access	1	1,750,000	875,000		Local SME's residents	Rhyl, Pres, Ruthin	Rhyl, Pres, Ruth	enc, acc, comp
Strategic Route Improvement	To improve access	1	24,900,000	9,960,000		SME's	Ruth, Denb, St Asaph	Ruth, Denb, St Asaph	env, acc, comp
Town Centre Traffic Management	To enhance the economic vitality of the town centre	1	5,450,000	2,725,000		Tourism, SME's Community	Rhyl, Denb, Llan	Rhyl, Denb, Llan	empl, env, acc, comp
Promotion of sustainable Transport	To encourage use of sustainable transport modes in the county	1	476,000	238,000		Tourism, SME's, Community	Denbs	Denbs	= opps, ampl, env, acc, incl
Wired Town	Increase access to and use of ICT	2	8,000,000	4,000,000		Unemployed	Town in Denbs	Whole town	= opps, adapt, empl, entr, acc, comp, inc
Broadband Network	To provide broadband network of learning centres	2	2,100,000	1,050,000		Community	Denbs	Denbs	= opps, adapt, entr, empl, acc, comp, incl
Environmental Improvements to Town and Village Centres	Increase competitiveness through environmental improvement	4	1,500,000	750,000		Community, SME's, Tourism	Denbs	Denbs	empl, env, comp
Adaptation Redundant Urban and Rural Buildings	To protect local character while providing business accommodation	4	5,475,000	2,725,000		Commercial, retail, agri, manufacturing	Denbs	Denbs	empl, entre, env, acc, comp
TOTAL			49,651,000	22,323,000					

Priority 7 Summary

Project	Aim	M	Project cost	Ob 1 funding	Outputs	Target Sector	Location	Coverage	Theme
Technical Assistance	To develop local programme	1	100,000	50,000					
TOTAL									

Section 6 Projects linked to Identified Drivers to Raise GDP. (this is not an exhaustive list but a sample)

<i>Driver to raise GDP</i>	<i>PROJECT</i>
1. Increasing output particularly in areas of opportunity	Business Development Grant, GRAB, Graduate Placement in SME's, BEST, Cyberskills, Management Training, Expansion Units Programme, Multi-skilling Training Project, Understanding Entrepreneurship, SME Business Development Centre, Denbighshire Business Centre
2. Increasing productivity and added value of people in work	Business Development Grant, GRAB, Graduate Placement in SME's, BEST, Cyberskills, Management Training, Multi-skilling Training Project, Understanding Entrepreneurship, SME Business Development Centre, Wired Town, Broadband Network, DES, DRAT, Denbigh Learning Centre, Mobile Training Unit, PROSPECTS, Canolfan Awelon
3. Stimulating manufacturing and financial sectors	Business Development Grant, Graduate Student Placement in SME's, BEST, Management Training, Employment Sites Feasibility Studies, Opportunity Sites Programme, Denbighshire Business Centre, Expansion Units Prog, Starter Units Programme, Destination Management, Access to Employment Areas, Strategic Route Improvement, Networking SME's, Multi-skilling Training Project
4. Promoting Denbighshire to encourage inward investors	Destination Marketing, New Sites for Inward Investors, Destination Management, Cultural Tourism Marketing Activities
5. Provision of infrastructure to encourage inward investors	New Sites for Inward Investors, Expansion Units Programme, Starter Units Programme
6. Assisting unemployment blackspots	As 1+, DES, Rhualt Proj, Community Learning in Denbighshire, Families Working Together, Community Learning Project, New Directions, COBOLL, Education Business Links, Youth & Community Apprentice Training, Denbigh Learning Centre, Learning Centres, PROSPECTS,
7. Reducing employment inactivity rates	As 6 +, Access to Childcare, Women's Workshop, Women's Project, Rhualt Project, Community Learning in Denbighshire, Families Learning Together, New Directions, PHAB, Canolfan Awelon
8. Resourcing identified training needs	Multi-skilling Training Project, DES, DRAT, Community Learning in Denbighshire, Families Working Together, Community Learning Project, New Directions, COBOLL, Denbighshire Learning Network, Education Business Links, Youth & Community Apprentice Training, Denbigh Learning Centre, Learning Centres, PROSPECTS, Llangollen Language Centre, Understanding Entrepreneurship, SME Business Development, PHAB, Resource Centre,
9. Linking education to vocational needs	Rhualt Project, Education Business Links, Youth & Community Apprentice Training, Llangollen Language Centre, LUCRE
10. Resourcing educational needs	Education Business Links, Llangollen Language Centre, LUCRE, Community Learning Project, COBOLL, Denbigh Learning Centre, Learning Centres
11. Address school exclusion	Rhualt Project, Families Working Together, Education Business Links, Youth & Community Apprentice Training
12. Targeting resources spatially to areas of need	Community Key Fund, Community Regeneration Team, Community Capacity Building, Eirianfa Community Centre, STARS in Rhyl, CAB Outreach Projects, Rural Outreach Project, Youth & Community Development
13. Targeting resources thematically to areas of need	Countryside Grants Scheme, Cyberskills Project for SMEs, Denbigh Learning Centre, Women's Workshop, Childcare in Deprived Areas, Creche & Family Support Feasibility Study, Environmental Care, Countryside & Rural Enhancement Project for the Environment, Value Added Landscapes & Environmental Project, Wired up Schools, Networking SMEs

Section 7. Synergies between Denbighshire Local Action Plan and Regional Action Plans

These details will be provided once the position regarding the possible rationalisation of the number of RAPs and the interrelationship between LAPs/RAPs becomes clearer.

Section 8. Target Area.

a. **Denbighshire** - this is a Local Action Plan covering the county of Denbighshire and the programme of projects encompasses the full range of priorities and measures as outlined in the Objective 1 SPD / Programme Complement.

b. **Priority 3 spatial targeting** - which requires spatial targeting of resources in more specific areas details of how this is to be undertaken can be found below.

The Local Operational Partnership has considered the Index of Multiple Deprivation, 2000 produced by the National Assembly of Wales and the guidelines issued for identifying Priority 3 Spatially Targeted areas.

On the basis of the index and the adjacency rule which it has pressed for and which has been agreed, the Partnership has decided to restrict the Spatially Targeted area to the five deprived wards at the top of the deprivation list in Denbighshire and to the one ward at the top of the deprived peripheral list together with adjacent areas.

The Partnership has been allocated for the County of Denbighshire a total of 12,632 population threshold and on the basis of its assessment of the very poor statistical records being kept at below Ward boundaries, it has decided for the moment not to use the entire population threshold so as to enable projects to be developed in areas which are clearly deprived or peripheral but for which no accurate population figures are currently available.

The peripheral targetted area will be:

Bodelwyddan Ward

Enumeration district SJF A01 - eligible population 523

Minus the residential quarter of the Ysbyty Glan Clwyd and all of the residential area east of the playing field alongside the A55 (324 + 96).

Resulting eligible population - 103

Enumeration district SJF A02 - eligible population 420

Enumeration district SJF A03 - eligible population 577

Enumeration district SJF A04 - population 330, Minus the population north of the A55 and west of the parish church (213).

Resulting eligible population - 117

Eligible adjacent areas include:

West St Asaph Ward

Enumeration district SJF Q01 (population 427) south of the A55 and west of the road access to Pen y Bryn farm.

Resulting eligible population -17

Rhuddlan Ward

Enumeration district SJF H01 (population 202) west of the A547.

Resulting eligible population - 25

Rhyl South West

Enumeration District SJF MO8

The remaining population dislocated from Bodelwyddan numbering 575 shall be transferred to South West Rhyl to that part of enumeration district SJF MO8 to the north of Rhydwen Drive playing field.

Resulting eligible population - 575

In this way the peripheral and deprived communities of Northern Denbighshire are linked to the facilities and opportunities that are available for the relief of their peripherality and deprivation.

Deprived communities

The deprived area for Denbighshire shall include the following:

West Rhyl Ward (population 5155) minus the following:

Enumeration district SJF N01 - population 261

Enumeration district SJF N02 - population 197

Enumeration district SJF N12 - population 510

Enumeration district SJF N13 - population 594 except the area south of Wellington Rd and west of Westbourne Ave resulting in - population 580

Sheltered accommodation provisions at Llys Brunswick - population 29

Resulting eligible population in west Rhyl - 3578

South West Rhyl Ward (population 5627) with the exception of:

That area of enumeration district SJF M08 which has been defined as peripheral above - population 575

Enumeration district SJF M03 - population 668

Sheltered accommodation provisions grouped together at the below addresses.

Morfa Bach Complex, Vale Road, Victoria Road and Williams Street - population 19

Cramer Court - population 29

Llys Glan Aber - population 27

Plas Cyril - population 14

Resulting eligible population in South West Rhyl - 4295

This leads to a combined unallocated population dislocation from West and South West Rhyl of 2909.

The following parts of Wards within Denbighshire are also designated as deprived areas:

Rhyl East, Bath Street

Resulting eligible population - 80

Meliden

Enumeration district SJF C03 (population 570) west of Meliden Primary School together with that part of enumeration district SJF C04 (population 627) which runs alongside Ffordd Pennant.

Resulting eligible population - 375

Upper Denbigh/Henllan Ward

Enumeration district FG01 (population 638) except sheltered accommodation provision at Bryn Seion - **population 535**

Enumeration district FG02 - population 520

Enumeration district FG03 - population 491

Resulting eligible population - 1546

Central Denbigh Ward

Enumeration district FE02 (population 406) south of Water St and Chapel St.

Resulting eligible population - 160

Thus the total coverage of the Priority 3 Targeted Area takes in the following:

Peripheral Deprived area - 1834 out of allocation 1850

Deprived area - 10034 out of allocation 10782

The reserve population of 764 is reserved for further representations by the Partnership to WEFO arising from the overall work of the Partnership.

Section 9. Programme Financing and Outputs

a. Financing - this will be completed once guidelines from the Welsh European Funding Office have been received. The overall financial management of the LAP will be undertaken by Denbighshire County Council who will serve as the Lead Body within the Partnership. The authority has extensive expertise in managing European Programmes including Objective 2 Objective 5b and several Community Initiatives including Leader Resider II & Retex II, including detailed knowledge in European auditing procedures including Control Mission requirements

b. Targets and Outputs - the Strategy has identified the following interim strategy targets and outputs for evaluating the Plan's performance. This process will be guided by the Objective 1 Programme Complement which has yet to emerge. Until this document has been agreed it will not be possible to complete this section of the LAP, however the draft document has provided assistance and, in the case of Priority 1 projects, this will be based on the following targets/ indicators:-

indicators

No of businesses assisted

No SMEs given advice / information

Output indicators

Gross new jobs

Gross safeguarded jobs

Business investment (£'s)

Impact indicators

Net additional jobs

Net additional safeguarded jobs

Section 10. Partnership and Management Arrangements

- a. **Partnership** - an outline of the Denbighshire Partnership has already been provided in the LAP's introduction.

- ii. **Management** - it is not possible to provide a full account of the management arrangements which are required to administer the Denbighshire LAP until clear guidelines emerge from the Welsh European Funding Organisation. In general terms the County Council who will serve as the Lead Body within the Partnership has extensive expertise in managing European Programmes including Objective 2 Objective 5b and several Community Initiatives including Leader Resider II and Retex II. Key officers within the authority possess extensive knowledge in European Auditing procedures including Control Mission requirements.

Interim Terms of reference for the Lead Body are outlined below:

1. To prepare and implement the Denbighshire Local Action Plan that contributes directly to the objectives and priorities of the Objective 1 Single Programme Document
2. To ensure coherence and co-ordination of actions, both within the local action plan and in relation to regional and other local action plans
3. To lever in funding from partners and the private sector that will directly support the implementation of the action plan
4. Prepare baselines, activity indicators, output and impact targets for the action plan
5. To invite bids and assess them in line with guidance agreed by WEFO
6. Ongoing monitoring and evaluation of progress that will be used for making appropriate amendments to the action plan
7. To ensure effective liaison with:
 - a. The Programme Monitoring Committee
 - b. Wales European Funding Office
 - c. Regional and Local Partnerships, and
 - d. Relevant national partnerships
8. To appoint supporting advisory groups and working /co-ordinating sub-groups if required
9. To develop an exit strategy for the action plan that will ensure sustainability post European Structural Funding

Fuller details will follow

Section 11. First Round of Objective One

The Partnership had the benefit of working together for over twelve months when the opportunity came to assemble a range of projects for the first round submission for Objective One. Its experience in prioritising the fast track round was particularly useful as that demonstrated the need to involve the overall Partnership in agreeing priorities.

The Executive Committee of the Partnership identified one overall theme for the first round process namely, the need to open up the Objective One Programme. From this there developed two clear sub-themes.

- * Providing resources to facilitate access to the Objective One process for organisations and for the community at large.
- * Providing catalysts in the form of development workers to begin the work of identifying in detail opportunities and initiatives which could form part of subsequent rounds.

There is a heavy emphasis therefore in the first round on the establishment of intermediary funds for business and for community organisations for the provision of business support officers and for development officers. New partnerships have been assembled reflecting the focused opportunities which Objective One brings, especially in the community sector. The work undertaken on first round applications will provide a good foundation for future work.

The Partnership through its Task Group validated all the projects identified in this section and with the assistance of project sponsors developed a short list of some 30 projects which were then initially vetted by the Wales European Funding Office and officers of this Partnership both as regards their eligibility for European funding and their eligibility for inclusion in the first round. this process reduced the possible first round applications to a total of 20 which range across most of the priorities and measures of the Single Programme Document and will make a substantial contribution to the regeneration of Denbighshire.

The Partnership regrets that for the first round it has not been possible to co-operate with the regional partnerships many of which appear to be only forming their ideas and many of which have established deadlines which proved impossible for the local partnership to respond to. Some work on a sub-regional level, however was achieved and discussion with neighbouring partnerships revealed considerable similarities in the overall planning of projects being undertaken. **Decision making process - (please see appendix 2)**

Partnership Agreement

We, the undersigned, as members of the Denbighshire Objective 1 Partnership, are committed to the aims and objectives of the Denbighshire Interim Local Action Plan and will undertake the necessary actions to ensure its effective implementation:

Social Partners

Elizabeth Aiyar, Ruthin Chamber of Trade

Nigel Davies, Grailand Ltd

Paul Rowlands, AVVA Engineering

J Clwyd Evans/Mel Williams (rotating), NFU / FUW

David Roberts/Julia Matthews (rotating), Vale of Clwyd Trades Council / Wales TUC

CCET (Awaiting nomination)

Public Sector

Cllr Peter Douglas, Denbighshire County Council

Cllr Elwyn Edwards, Denbighshire County Council

Cllr Rhys Webb, Denbighshire County Council

Cllr Ken Wells, Denbighshire County Council

Imogen Sherrif (subs) Welsh Development Agency/Catrin Lloyd Jones CELTEC (*rotating*)

Gill Evans Llandrillo College /John Hall (subs) Llysfasi College (*rotating*)

Voluntary Sector

Alan Benbow, Denbighshire Voluntary Services Council

Eurwen Edwards, Denbighshire Voluntary Services Council

Yvonne Griffiths Jones, Chwarae Teg

Betty Mason, Wales Co-operative Soc

Helen Price, Princes Trust -Bro

Niall Waller, British Trust Conservation Volunteers

Membership list -

ADAS
Arts Council of Wales
Business Connect
CADWYN
Caradon MK Electrics
CCA
CCW
CELTEC,
Chwarae Teg
Clwyd Alyn Housing Association,
CLWYDFRO
Coastal Enterprise Agency
Coed Cymru
County Advisory Board
Crest Co-operative Ltd
Crossroads,
Crossroads N Wales
Cyngor Celfyddydau Cymru
DALK
D C C
Denbighshire Secondary Schools
Denbigh Town Council
Denbighshire Voluntary Services Council
Denbighshire Foyer
Denbighshire ALC
Employment Service Agency
ESF Capacity Building Co-ordinator
Eyecatcher Community
F S B
F U W
Forestry Commission
FRCA,
F U W
Forestry Commission
FRCA,
Grailand Ltd,
Kids Club Network
Llanarmon Community Council,
Llandrillo College,
Llangollen Railway PLC,
Llysfasi College,
Menter Iaith,
N W Community Routes,
N W Institute of Higher Education,
N W Probation,
N W Police,
NEWI,
North Wales Probation,
North Wales Health Authority,
North Wales Tourism
Pinacl
Popeth Cymraeg
Prince's Trust
Prifysgol Cymru Bangor
Railtrack
Resurgam
Rhuddlan Heritage Centre
Rhyl Shopmobility
Rhyl Business Forum
Rhyl College
Rhyl Adventure Playground
Rhyl W & S W Strategy Partnership
Ruthin Chamber of Trade
Scope
Small Business Federation
Stars
Studio 365
The Careers Company
Triangle Ltd
University of Wales (Bangor)
Vale of Clwyd MIND
W D A
W E A
WACC & TC
Wales Co-op Centre
Wales Tourist Board
Welsh College of Horticulture
Womens Institute
WTS (Holdings) Ltd
Yale College

EUROPEAN GRANT APPLICATION FORM

APPLICANTS MUST REFER TO THE GUIDANCE NOTES BEFORE COMPLETING THIS FORM

			For Official Use Only
1.	PROGRAMME	Objective 1	Reference No:
2.	PRIORITY	1	Date Received:
3.	MEASURE	1	Date Acknowledged:
4.	PROJECT TITLE	Denbighshire Financial Support Programme for SMEs	Checked by:
			Signature:
			Date:

5	NAME OF ORGANISATION:	Denbighshire County Council on behalf of the Denbighshire Objective 1 Partnership		
	Address:	Denbighshire County Council		
		Planning and Economic Development		
		Trem Clwyd		
		Canol y Dre		
		Ruthin, Denbighshire.	Postcode	LL15 1QA
	Tel. No: 01824 708087	Fax No: 01824 708088	Email: kevin.edwards@denbighshire.gov.uk	

6	SECTOR & LEGAL STATUS OF ORGANISATION:	Public
---	----------------------------------------	--------

7	NAME OF CONTACT OFFICER:	Des Manifold, Principal Economic Development Officer		
	Address:	Denbighshire County Council, Planning and Economic Development, Trem Clwyd, Canol y Dre		
		Ruthin, Denbighshire.	Postcode	LL15 1QA
		Fax No: 01824 708088	Email: des.manifold@denbighshire.gov.uk	

8	Is this project application	Capital	<input checked="" type="checkbox"/>	Revenue	<input type="checkbox"/>	OR	<input type="checkbox"/>	Both	<input type="checkbox"/>
---	-----------------------------	---------	-------------------------------------	---------	--------------------------	----	--------------------------	------	--------------------------

9.	PROJECT LOCATION (<i>for capital projects</i>):	
	OS Reference or Post Code:	
	Geographical Coverage (<i>for revenue projects</i>):	The county of Denbighshire

10. PROJECT TIMESCALE

Start Date:	01	01	2000
-------------	----	----	------

Completion date:	31	12	2002
------------------	----	----	------

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£3,205,000
Grant requested	£721,000

Total eligible cost	£3,205,000
% rate of grant	22%

12. PROJECT DESCRIPTION

a. This section should include a description of the project, the aims and objectives of the project and how it will be implemented:

This phased project will provide financial assistance to address the development needs of indigenous SMEs across all sectors of the local economy. It will provide financial support through a range of individual grant packages to SMEs, designed to encourage new business ventures, assist existing business expansion and development, create employment, encourage innovation and enhance business efficiency and competitiveness.

The nature of the local economy indicates an inability of Denbighshire based businesses to invest adequately in product development, marketing and business efficiency. A recent analysis of the Denbighshire economy, undertaken by Newidiam, 'An Economic Review of Denbighshire' (**Appendix 1**) concluded that the most effective means of raising GDP per capita will be by raising the competitiveness of business in the area. This must involve policies to develop the existing SME base. A financial support programme based upon flexibility, accessibility and opportunity will begin to address this fundamental barrier to business development and the raising of employment opportunities and the raising of GDP.

The Denbighshire Financial Support Programme will provide a range of integrated measures to bridge the perceived funding gap. It will complement and add value to the specialist advice available through the existing Business Connect network and through the Denbighshire Support Programme and Business Connect Plus.

Specifically, it will :-

- Provide grant and loans to SMEs across all sectors of the economy
- Reduce barriers to available finance
- Encourage new business start ups
- Create employment on a regional basis, linked to start ups, innovation, technology, business expansion and new product development
- Encourage sustainable business development
- Support inward investment initiatives
- Target rural businesses
- Target under represented groups in the local economy
- Provide sufficient administration support

The Denbighshire Financial Support Package will offer the following :-

● **Denbighshire Enterprise Grant**

Linked specifically to advice and support offered through the Business Connect network, this scheme will provide financial support to new business start-ups. The grant, paid as a contribution to working capital, will be available to all new businesses / traders who have undertaken specialist training and business counselling from an appropriate agency within the Business Connect network.

Enhanced grants will be available to encourage entrepreneurial activity and new business start ups amongst those sections of the community currently under represented.

- **Denbighshire Marketing Grant**

A grant of up to 50% of project costs to encourage SMEs to undertake new marketing activity designed to improve quality, business profile and encourage an expansion in customer base.

- **Denbighshire Business Development Grant**

A grant of up to 25% of eligible capital expenditure to assist investment in plant and equipment (fixed assets) and buildings encourage indigenous business expansion and the creation of new employment opportunities.

The grant will be explicitly linked to job creation and a cash limit per new job created will be applied

Availability of this grant will be expanded to include inward investing SMEs.

Business operating within the rural area of the County will be specifically targeted for assistance.

- **Denbighshire ITC Support Grant**

A small grant towards the cost of acquiring specialist equipment based on new information technology.

- **Denbighshire Manufacturing Support Service**

Operated in conjunction with Snowdonia Business Information Service, this project will seek to provide manufacturing business based within the County with 'hands on' commercial and technical help to develop their businesses.

Specific help will include marketing strategy and planning, sales development, market research, project management, new product development, technology transfer, production planning and technology grants.

- **Denbighshire Loan Scheme**

A small loan scheme designed to assist businesses assemble a financial package. It will provide short-term loans of up to £7,500.

Implementation

Although the County Council Economic Development Unit will manage the Financial Support Programme, the grants will be operated through the Business Connect network. All applicants will be directed into this network for assistance in developing business proposals and projects. In certain cases, for example the Enterprise Grant, this will be a condition of the grant.

All applications must be submitted on appropriate application forms and be accompanied by relevant documentation. This will include business plans, market analysis, statutory approvals and competitive quotations for each element of the application (where appropriate). All business plans will be assessed and checks will be carried out on both business and individual applicants.

The County Council will approve individual applications. The decision will be made on the merits of individual applications, following consultation and recommendations made by business counsellors within the Business Connect network. The one exception will be the Denbighshire Loan Scheme. In this case, a specially constituted Investment Panel will make the decision on individual applications. This Panel will constitute Business Connect partners and representatives from the private sector, including representatives from the high street banks.

Following the award of grant assistance, it is expected that each applicant will be assigned an appropriate Business Connect advisor to act as a client manager. This will retain the business within the Business Connect support structure and provide the business with a named contact for future reference. This will complement and add value to the existing support structure.

Management

It is essential that the whole of the Financial Support Programme is managed and monitored effectively. The Package will be managed by a senior officer of the County Council, assisted by a Grants Officer with day to day responsibility for scheme administration. Both officers will work in partnership with other Business Connect partners to ensure that the business community is aware of the scope and range of financial assistance available.

All internal administrative and approval processes will be designed to ensure maximum efficiency, whilst maintaining prudence and confidentiality. All applicants can expect an agreed level of service. The County Council will ensure that all ERDF conditions are adhered to.

Monitoring

In order to measure the effectiveness of the package, monitoring will be an important part of the process. A role of the Grant Officer will be to ensure that effective monitoring procedures are in place. Independent monitoring will also form part of this procedure.

EUROPEAN GRANT APPLICATION FORM

APPLICANTS MUST REFER TO THE GUIDANCE NOTES BEFORE COMPLETING THIS FORM

		For Official Use Only
1. PROGRAMME	Objective 1	Reference No:
2. PRIORITY	1	Date Received:
3. MEASURE	3	Date Acknowledged:
4. PROJECT TITLE	Denbighshire Tourism Promotion & Development Project	Checked by:
		Signature:
		Date:

5	NAME OF ORGANISATION:	DENBIGHSHIRE COUNTY COUNCIL	
	Address: TREM CLWYD		
	CANOL Y DRE		
	RUTHIN		
	DENBIGHSHIRE	Postcode: LL15 1QA	
	Tel. No: 01824 706000	Fax No: 01824 708088	Email:

6	SECTOR & LEGAL STATUS OF ORGANISATION:	PUBLIC SECTOR LOCAL GOVERNMENT AUTHORITY
----------	---------------------------------------------------	------------------------------------------

7	NAME OF CONTACT OFFICER:	CAROLYN BRINDLE		
	Address: AS ABOVE			
	Postcode:			
	Tel. No: 01824 708089	Fax No: 01824 708088	Email: carolyn.brindle@denbighshire.gov.uk	

8	Is this project application	Capital	Revenue	OR Both
9	PROJECT LOCATION (for capital projects):	Ward:		
	OS Reference or Post Code:			
	Geographical Coverage (for revenue projects):	All Denbighshire		

10. PROJECT TIMESCALE

Start Date:	1	April	2000
-------------	---	-------	------

Completion date:	31	March	2003
------------------	----	-------	------

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£1,204,174
Grant requested	£523,828

Total eligible cost	£1,090,684
% rate of grant	48%

12. PROJECT DESCRIPTION

- a. This section should include a description of the project, the aims and objectives of the project and how it will be implemented:

Currently Denbighshire is marketed for tourism purposes under 2 main brands: North Wales Borderland, Rhyl and Prestatyn. The project seeks to develop and enhance these brands through a new, co-ordinated promotion and development campaign, this will bring added value to the current marketing facilities, increasing the volume and value of tourism within Denbighshire and thus support private sector investment and viability in the local tourism area. The project will be implemented and led by Denbighshire Council's tourism unit in collaboration with the National and regional tourism bodies and the private sector.

Action Plan:-

The promotion and development campaign involves a project co-ordinator and will aim to raise the profile of the county in the UK and overseas markets. This will stimulate interest and act as a catalyst to the tourism economy. The project is intended to grow tourism SMEs and tourism employment and has the following main objectives:

- 1) **Marketing enhancement** – this will be achieved through (a) web site management development. A (b) new web site will be created for the coastal area which currently has no tourism website. (c) Improving and extending the pilot rural web site. (d) Increasing the use of IT to achieve this goal
- 2) **Research into new and niche markets** - such as the group travel market and produce appropriate marketing material including use of web sites as a means of boosting the tourism economy.
- 3) **Promotion and development** - research and, where appropriate, produce new support material to encourage 'shoulder season' and short break markets, this will prolong the holiday season and thereby boost the sector
- 4) **Improve Distribution** - organise improved and increased print run of main brand brochures through distribution to UK Tourist Information Centres, increased and improved participation in WTB co-ordinated media schedules and/or other campaigns as appropriate).
- 5) **Overseas promotion** - Expand and additionally resource the current provision of research into overseas markets and target campaign at specific markets.
- 6) **Improved P.R.** - generate one release per month, participate in press familiarisation visits.

EUROPEAN GRANT APPLICATION FORM

APPLICANTS MUST REFER TO THE GUIDANCE NOTES BEFORE COMPLETING THIS FORM

		For Official Use Only			
		Reference No:			
		Date Received:			
		Date Acknowledged:			
		Checked by:			
		Signature:			
		Date:			
1.	PROGRAMME	Objective 1			
2.	PRIORITY	1			
3.	MEASURE	3			
4.	PROJECT TITLE	Denbighshire Business Support Project. Phase I			
5.	NAME OF ORGANISATION:	Denbighshire County Council on behalf of the Denbighshire Object 1 Partnership			
	Address:	Denbighshire County Council			
		Planning and Economic Development			
		Trem Clwyd			
		Canol y Dre			
		Ruthin, Denbighshire.	Postcode	LL15 1QA	
		Tel. No: 01824 708087	Fax No: 01824 708088	Email: kevin.edwards@denbighshire.gov.uk	
6.	SECTOR & LEGAL STATUS OF ORGANISATION:	Public			
7.	NAME OF CONTACT OFFICER:	Kevin Edwards, European Officer			
	Address:	Denbighshire County Council, Planning and Economic Development, Trem Clwyd, Canol y Dre			
		Ruthin, Denbighshire.	Postcode	LL15 1QA	
			Fax No: 01824 708088	Email: kevin.edwards@denbighshire.gov.uk	
8.	Is this project application	Capital	Revenue	X	OR Both
9.	PROJECT LOCATION (<i>for capital projects</i>):				
	OS Reference or Post Code:				
	Geographical Coverage (<i>for revenue projects</i>):	The county of Denbighshire			

10. PROJECT TIMESCALE

Start Date:	01	01	2000
-------------	----	----	------

Completion date:	31	12	2002
------------------	----	----	------

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£1,386,871
Grant requested	£652,752

Total eligible cost	£1,306,126
% rate of grant	50%

12. PROJECT DESCRIPTION

- a. This section should include a description of the project, the aims and objectives of the project and how it will be implemented:

The Denbighshire Business Support project is a phased project providing a business advice service for eligible SMEs, micro and start-ups within Denbighshire. This project will be provided by Denbighshire County Council Economic Development also its Library and Information Service in partnership with Clwydfro Enterprise Agency, and will complement the Business Plus regional project. The project stems directly from the identified needs of SMEs to ensure that they have high quality training and advice to establish themselves in the crucial first stages of starting up; additionally established businesses guidance on further expansion and development opportunities including ICT, financial support, management expertise, expansion of markets, and the improvement of quality control systems. The project will facilitate networking opportunities through business clubs, groups and associations who will receive direct support from the facilitators of this project. This will create economies of scale and added value. The project will be enhanced by the new technology support available within Denbighshire including the Denbighshire CyberSkills Workshop and the Interactive Centre. SMEs will be able to maximise the excitement that ICT provides to increase business viability and help facilitate expansion plans. The economy of Denbighshire, in contrast to the rest of the Objective 1 area, is characterised by an over dependence on agriculture and tourism, two sectors in decline. The project will attempt to counteract this degeneration through researching businesses/sectors identified as possessing growth potential on rural business development and business support specific to the tourist sector.

The project will:-

- facilitate access to business and enterprise support
- encourage management expertise and innovation
- stimulate the survival rate and expansion of businesses through the maximisation of competitiveness and expansion of markets
- provide opportunities for IT and telematics development and improve quality control systems
- facilitate networking opportunities for SMEs
- foster an enterprise culture to bolster the local economy
- generate new employment opportunities.

This will be achieved by providing:

- new hub Business Connect Centre at Rhyl
- new facilitator/support for business Groups/ Chambers of Trade
- new tourism business support function
- expansion of rural business and rural development function
- expansion of small towns and villages business support
- range of advisory services to include Objective 1 cross cutting themes.

In summary the project will achieve the following objectives:-

- the area's economy will be strengthened by providing a quality business support network assisting SMEs to grow and create jobs
- co-ordinated business support services will encourage SME competitiveness as businesses will receive the assistance through an integrated service;

- low levels of manufacturing within the County will be redressed by providing expert assistance to those identified as high growth;
- businesses will receive advice and assistance enabling them to expand and create new jobs, strengthening the economic resilience of Denbighshire's rural and urban communities;
- the project is located in part in the most socially disadvantaged ward in Wales and in whole will directly benefit areas of disadvantage.

There are a number of core activity elements forming the operational remit of business support in Denbighshire:

- a county based business support team comprising advisors assisting in the development of both SMEs and potential businesses
- effective co-ordination at the county level
- efficient enquiry handling and specialist information service
- front line business support services providing impartial advice and guidance to SMEs
- access to focused, specialist support relevant to specific SME sector needs.

EUROPEAN GRANT APPLICATION FORM

APPLICANTS MUST REFER TO THE GUIDANCE NOTES BEFORE COMPLETING THIS FORM

		For Official Use Only	
1. PROGRAMME	Objective 1	Reference No:	
2. PRIORITY	1	Date Received:	
3. MEASURE	5	Date Acknowledged:	
4. PROJECT TITLE	Denbighshire Strategic Industrial Sites Development Project. Phase I	Checked by:	
		Signature:	
5.	NAME OF ORGANISATION: Denbighshire County Council on behalf of the Denbighshire Object 1 Partnership		
	Address: Denbighshire County Council		
	Planning and Economic Development		
	Trem Clwyd		
	Canol y Dre		
	Ruthin, Denbighshire.	Postcode	LL15 1QA
	Tel. No: 01824 708087	Fax No: 01824 708088	Email: Kevin Edwards@Denbighshire.gov.uk
6.	SECTOR & LEGAL STATUS OF ORGANISATION: Public		
7.	NAME OF CONTACT OFFICER: Kevin Edwards, European Officer		
	Address: Denbighshire County Council, Planning and Economic Development, Trem Clwyd, Canol y Dre		
	Ruthin, Denbighshire.	Postcode	LL15 1QA
		Fax No: 01824 708088	Email:Kevin.edwards@Denbighshire.gov.uk
8.	Is this project application	Capital	<input checked="" type="checkbox"/> Revenue <input type="checkbox"/> OR <input type="checkbox"/> Both
9.	PROJECT LOCATION (<i>for capital projects</i>):		Ward: Ruthin, Prestatyn Central, Rhyl West
	OS Reference or Post Code:		Ruthin – SJ126585, Prestatyn – SJ065828, Rhyl SJ002807
	Geographical Coverage (<i>for revenue projects</i>):		The county of Denbighshire
10.	PROJECT TIMESCALE		
	Start Date:	30 10 2000	Completion date: 31 12 2002

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£1,747,600	Total eligible cost	£1,747,600
Grant requested	£699,040	% rate of grant	40%

- 12. PROJECT DESCRIPTION** The Denbighshire Strategic Industrial Sites Development Project is a proactive, phased, strategic industrial development located at three key sites - Wood Road Rhyl, Kings Ave Prestatyn, and Lon Parcwr Ruthin. It will involve the creation of 17,200sq ft of industrial unit space along the following lines:-
- Ruthin** 8,000 sq ft, (2x 2,200 sq ft & 1x 3,600 sq ft units),
 - Prestatyn** 6,000 sq ft (2x 1500 sq ft & 1x 3,000 sq ft units)
 - Rhyl** 3,200 sq ft (4x 800 sq ft units). **(please see appendix I) for site plans and locations.**
- The project is to be developed on former brown field sites where some development work has previously been undertaken. 17,200 sq ft of property will be brought into productive economic use. The environment will be improved and sustainable employment opportunities created.
- The most significant aim of the project is to stimulate indigenous SME growth. This will be achieved by providing much needed space to enable companies who have outgrown their existing premises to relocate. Since local government reorganisation the county has concentrated its economic development resources on building starter units. Many of these SMEs have matured into successful businesses and have expanded beyond present floor space capacity. Expansion units are at a premium in Denbighshire, particularly in the three towns in question, and this project through the provision of new larger units will release this pent up demand.
- Equally important the project will assist in encouraging inward investment. Currently Denbighshire has the third lowest level of inward investment in the whole of Wales and this project will help redress this imbalance by providing a variety of units for companies to locate into the county.
- The project also responds to another strategic objective in that it will provide a catalyst for further economic development in the county and help diversify its economy, specifically in the towns of Ruthin, Rhyl and Prestatyn and their hinterlands. The economy of Denbighshire, in common with the rest of the Objective 1 area, is characterised by an over dependence on agriculture and two sectors in decline: the opposite is true of the manufacturing and ITC sectors. This project will directly assist in diversifying the county's economy and provide venues to stimulate the manufacturing and IT sectors in which the county is grossly under represented.
- Perhaps the most important objective of the Denbighshire Strategic Industrial Sites Development Project will be to provide sustainable employment opportunities for the county's workforce and help raise the GDP beyond its very low status. It will assist in combating the area's considerable social exclusion problems which are especially acute in West Rhyl, which has the highest level of deprivation in Wales.
- It is hoped that Regional Selective Assistance will prove to be a considerable incentive for the development of eligible SMEs, encourage private sector investment and the creation of quality and sustainable employment opportunities. These units will realise the massive opportunities RSA will provide.
- An innovative feature of the project will be the provision within the units of new technology support. The Denbighshire County Council Workshop and the Interactive Centre, have shown a clear need for the development of a new provision for IT related businesses. These are considerable investments in new technology resources and have the potential to trigger further development of IT related companies in the county and this project will provide support for this impetus to be carried forward.
- In summary the project will achieve the following objectives:-
- strengthen the area's economy by creating opportunities for more companies to grow and develop;
 - company competitiveness will be enhanced by enabling companies to grow to their optimum size without physical constraints;
 - state of the art buildings will enhance company competitiveness as will the provision of appropriate ICT servicing infrastructure within the buildings; this will also assist innovation;
 - lever in private investment as companies grow within better accommodations;
 - use previously developed land;
 - address the low supply of employment property and seek to redress the low levels of manufacturing within the County;
 - strengthen private economic development and through the business connect network synergies will be developed with other business support initiatives and with the local regeneration structures involving local business groups;
 - the project is located in part in the most socially disadvantaged ward in Wales and in whole will directly benefit areas of high social disadvantage;

- it creates conditions for new jobs to be created and will help strengthen the economy of Denbighshire's rural and urban communities.

The provision is seen as part of the long-term situation to growing SMEs and will strengthen the economy by providing opportunities for new companies to establish themselves in areas where new business investment and job creation have always been

EUROPEAN GRANT APPLICATION FORM

			For Official Use Only		
1.	PROGRAMME	Objective 1	Reference No:		
2.	PRIORITY	1	Date Received:		
3.	MEASURE	5	Date Acknowledged:		
4.	PROJECT TITLE	Denbighshire Strategic Industrial Sites Development Project. Phase II	Checked by:		
			Signature:		
			Date:		
5.	NAME OF ORGANISATION:	Denbighshire County Council on behalf of the Denbighshire Object 1 Partnership			
	Address: Denbighshire County Council				
	Planning and Economic Development				
	Trem Clwyd				
	Canol y Dre				
	Ruthin, Denbighshire.		Postcode		LL15 1QA
	Tel. No: 01824 708087		Fax No: 01824 708088		Email: Kevin Edwards@Denbighshire.gov.uk
6.	SECTOR & LEGAL STATUS OF ORGANISATION:	Public			
7.	NAME OF CONTACT OFFICER:	Kevin Edwards, European Officer			
	Address: Denbighshire County Council, Planning and Economic Development, Trem Clwyd, Canol y Dre				
	Ruthin, Denbighshire.		Postcode		LL15 1QA
			Fax No: 01824 708088		Email: kevin.edwards@denbighshire.gov.uk
8.	Is this project application	Capital	<input checked="" type="checkbox"/>	Revenue	<input type="checkbox"/>
					OR
					Both
9.	PROJECT LOCATION (<i>for capital projects</i>):		Ward: Corwen, Prestatyn Central,		
	OS Reference or Post Code:		Corwen – SJO81435, Prestatyn – SJ064827		
	Geographical Coverage (<i>for revenue projects</i>):		The county of Denbighshire		

10. PROJECT TIMESCALE

Start Date:	16	12	2000
-------------	----	----	------

Completion date:	31	12	2003
------------------	----	----	------

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£1,962,500
Grant requested	£785,000

Total eligible cost	£1,962,500
% rate of grant	40%

12. PROJECT DESCRIPTION The Denbighshire Strategic Industrial Sites Development Projects Phase II is a proactive, p strategic industrial development located at three key sites Gas Works Lane, Prestatyn, and London Road, Corwen . It will i creation of 12,200sq ft of industrial unit space along the following lines:-

- Prestatyn** 5,000 sq ft (2x 2500 sq ft units)
- Corwen 7,500 sq ft (1 x 1500 sq ft and 3 x 2000 sq ft units)

(please see appendix I) for site plans and locations.

The project is to be developed on former brown field sites where some development work has previously been undertaken, the sites remains extensively contaminated. Overall 12,500 sq ft of property will be brought into productive economic use environment will be improved and sustainable economic opportunities created.

The most significant aim of the project is to stimulate indigenous SME growth. This will be achieved by providing much n to enable companies who have outgrown their existing premises to relocate. Since local government reorganisation the cou has concentrated its economic development resources on building starter units. Many of these SMEs have matured into suc businesses and have expanded beyond present floor space capacity. Expansion units are at a premium in Denbighshire, par the three towns in question, and this project through the provision of new larger units will release this pent up demand.

Equally important the project will assist in encouraging inward investment. Currently Denbighshire has the third lowest lev inward investment in the whole of Wales and this project will help redress this imbalance by providing a variety of units fo locate into the county.

The project also responds to another strategic objective in that it will provide a catalyst for further economic development i county and help diversify its economy, specifically in the towns of Corwen, Prestatyn and their hinterlands. The economy Denbighshire, in common with the rest of the Objective 1 area, is characterised by an over dependence on agriculture and t sectors in decline: the opposite is true of the manufacturing and ICT sectors. This project will directly assist in diversifying county's economy and provide venues to stimulate the manufacturing and IT sectors in which the county is grossly under re

Perhaps the most important objective of the Denbighshire Strategic Industrial Sites Development Project will be to provide sustainable employment opportunities for the county's workforce and help raise the GDP beyond its very low status. It will assist in combating the area's considerable social exclusion problems which are especially acute in West Rhyl, which has t level of deprivation in Wales.

It is hoped that Regional Selective Assistance will prove to be a considerable incentive for the development of eligible SM encourage private sector investment and the creation of quality and sustainable employment opportunities. These units will realise the massive opportunities RSA will provide.

An innovative feature of the project will be the provision within the units of new technology support. The Denbighshire Cy Workshop and the Interactive Centre, have shown a clear need for the development of a new provision for IT related busin These are considerable investments in new technology resources and have the potential to trigger further development of IC companies in the county and this project will provide support for this impetus to be carried forward.

In summary the project will achieve the following objectives:-

- strengthen the area's economy by creating opportunities for more companies to grow and develop;
- company competitiveness will be enhanced by enabling companies to grow to their optimum size without physical co
- state of the art buildings will enhance company competitiveness as will the provision of appropriate ICT servicing infr within the buildings; this will also assist innovation;
- lever in private investment as companies grow within better accommodations;
- use previously developed land;
- address the low supply of employment property and seek to redress the low levels of manufacturing within the County;

- strengthen private economic development and through the business connect network synergies will be developed with business support initiatives and with the local regeneration structures involving local business groups;
- the project is located in part in the most socially disadvantaged ward in Wales and in whole will directly benefit areas of disadvantage;
- it creates conditions for new jobs to be created and will help strengthen the economy of Denbighshire's rural and urban communities.

The provision is seen as part of the long-term situation to growing SMEs and will strengthen the economy by providing opportunities for new companies to establish themselves in areas where new business investment and job creation have always been

EUROPEAN GRANT APPLICATION FORM

ERDF AND EAGGF SEPTEMBER ROUND PROJECTS ONLY

1. PROGRAMME	Objective One- The Economic and Social Regeneration of West Wales and the Valleys	For Official Use Only	
		Reference No:	
		Date Received:	
		Date Acknowledged:	
2. PRIORITY	Three	Checked by:	
3. MEASURE	Two	Signature:	
4. PROJECT TITLE	Action Research in Community Led Development-REACH	Date:	

5. NAME OF ORGANISATION:	Denbighshire Voluntary Services Council on behalf of the Eirianfa Association		
Address: C/o Emyr Williams			
DVSC, Station Road,			
Ruthin			
Denbighshire 1 BP		Postcode: LL15	
Tel. No: 01824 702441	Fax No: 01824	Email: office@dvsc.freeserve.co.uk	

6. SECTOR & LEGAL STATUS OF ORGANISATION:	Denbighshire Voluntary Services Council is a registered charity and company limited by guarantee. The Eirianfa Association is a new voluntary sector, non incorporated organisation formed in February 2000- charitable status applied for. Application to be made in the name of Denbighshire Voluntary Services Council which is supporting the development of the Association through its formative stages.
-------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

7. NAME OF CONTACT OFFICER:	Emyr Williams, Rural Development Officer		
Address: DVSC, Station Road			
Ruthin			
		Postcode: LL15 1BP	
Tel. No: 01824 702441	Fax No:	Email: office@dvsc.freeserve.co.uk	

8. Is this project application	Capital	<input type="checkbox"/>	Revenue	<input checked="" type="checkbox"/>	OR	Both	<input type="checkbox"/>
--------------------------------	---------	--------------------------	---------	-------------------------------------	----	------	--------------------------

9. PROJECT LOCATION (for capital projects):	Ward:
OS Reference or Post Code:	
Geographical Coverage (for revenue projects):	Upper and Central Denbigh. The research has relevance to other priority three areas

10. PROJECT TIMESCALE	
Start Date: 29 Feb 2000	Completion date: 31 August 2002

11. PROJECT EXPENDITURE PROFILE	
Total cost of project £58451	Total eligible cost £58451

Grant requested **£41851**

% rate of grant

71.6

12

PROJECT DESCRIPTION This project is part of a phased development of new and existing community resources in Upper Denbigh. It has been conceived as a whole system approach (Project partners -Appendix A)

Background

This project is an action research proposal to run within a community led development in Denbigh. The Eirianfa Association brought together statutory agencies and voluntary and community organisations within the town. The management committee evolved a vision for the long term development of sustainable community resources which will support social, economic developments within the sector. It is operating across three sites (a youth project, a family project and the community project which are all voluntary/community sector led and is developing close links with Heulfre School and its community programme). By operating in this way it is more able to respond to the needs of the different target populations and can be flexible, it is also aiming to be more integrated and avoid duplication by bringing together the principal parties to develop together. It is promoting a whole systems approach within this small geographic community.

The research proposal differs from many in that the impetus for these development stems from the community. The challenges are how to engage the statutory agencies in their work and sustain that involvement. Much work in other community led projects stems from the perspective of involving the community in statutory led programmes. The community led development research project will work within stems from some well attended public meetings and subsequent collaboration between 2 groups active within the town and the main statutory agencies- the Denbighshire County Council, the North Wales Health through its Local Health Group, the Conwy and Denbighshire NHS Trust, the Town Council. The groundwork has been over the past twelve months and some robust partnerships are beginning to emerge.

The research will address the following:

- To use this project within a small town to evaluate the implications of a whole system approach to community development
- To determine the reasons why the partners became involved with the project
- To establish the reasons for any change in the membership of the partnership over the period of the research
- To determine if the project has any effect on the increase in involvement of the community in policy development
- To determine if there is any change in the way in which policy is developed as a result of the project
- To identify indicators for measuring successful involvement within the community
- To consider the success of such an approach on the determinants of health and socio-economic indicators within the project

Why an action research methodology

To be successful in the aim of developing a sustainable community resource the management committee will need to access funding sources, develop social businesses and meet the changing needs of a developing community. It will need to ensure complementary to other schemes that are evolving within the statutory sector and satisfy the evaluation criteria of a potential funders. The research methodology will equip the partners with practical skills support the development of the Association.

Aims

This project proposes the adoption of an action research methodology within this development of community resources. The research methodology will build the capacity of those working within and with the project. The research programme will use quantitative, qualitative and participatory research techniques as appropriate. It has three key aims:

- 1] to consider the effectiveness of an integrated approach to development within community initiatives
- 2] to identify drivers for success and indicators for failure within such an approach
- 3] to identify indicators against which the success of the projects can be measured

Within these aims the research will help the management committee to develop a sustainable resource.

With increasing emphasis on research and evaluation in all applications it is vital that these skills are developed. This will be the overall developments are in areas that meet the communities needs. It is believed that an action research approach will work. It will identify ways in which all the community can become involved in policy development and will train the participants in appropriate methodologies for assessing that involvement.

An appendix showing the project partners is attached as appendix A

A detailed programme of work for the research is attached at appendix B

The community is involved in all of the three sites, however this project is linked to the community regeneration team at Denbigh under Priority 3 Measures 2 and 3, project applicants Denbighshire County Council. They will be undertaking initial work with those within the targeted areas who are not benefiting from these developments and to gain their closer involvement in developing piece of work. This will lead to increased involvement of the partnership which, through the work undertaken already includes 22 voluntary and community organisations, together with statutory agencies .

**EUROPEAN GRANT APPLICATION FORM
ERDF AND EAGGF SEPTEMBER ROUND PROJECTS**

1. PROGRAMME	Objective 1	For Official Use Only Reference No: Date Received: Date Acknowledged: Checked by: Signature: Date:	
	2. PRIORITY		Three
	3. MEASURE		Two
	4. PROJECT TITLE		Creating Partnerships to Empower Communities

5	NAME OF ORGANISATION:	Denbighshire County Council		
	Address	Trem Clwyd		
		Canol-y-Dre		
		Rhuthun		
		Sir Ddinbych		
		Postcode: LL15 1QA		
	Tel. No:	Fax No:	Email:	

6	SECTOR & LEGAL STATUS OF ORGANISATION:	Local Authority
---	----------------------------------------	-----------------

7	NAME OF CONTACT OFFICER:	Kevin Edwards European Officer		
	Address:	Trem Clwyd Canol-y-Dre, Rhuthun, Sir Ddinbych		
		Postcode LL15 1QA		
	Tel. No:01824 708087	Fax No: 01824 708088	Email:kevin.edwards@denbighshire.gov.uk	

8	Is this project application	Capital	<input type="checkbox"/>	Revenue	<input checked="" type="checkbox"/>	OR	Both	<input type="checkbox"/>
---	-----------------------------	---------	--------------------------	---------	-------------------------------------	----	------	--------------------------

9	PROJECT LOCATION (for capital projects):	Ward: Rhyl West
	OS Reference or Post Code:	LL18 1AT
	Geographical Coverage (for revenue projects):	All spatially targeted Denbighshire areas.

10.	PROJECT TIMESCALE							
	Start Date:	<input type="text" value="01"/>	<input type="text" value="07"/>	<input type="text" value="2000"/>	Completion date:	<input type="text" value="30"/>	<input type="text" value="06"/>	<input type="text" value="2003"/>

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£506,386	Total eligible cost	£506,386
Grant requested	£374,725	% rate of grant	74%

12. PROJECT DESCRIPTION

- a. This section should include a description of the project, the aims and objectives of the project and how it will be implemented:

The primary aim of the Creating Partnerships to Empower Communities project is to reduce social exclusion in the Priority 3 targeted areas of West, South West and East Rhyl, Bodelwyddan, Meliden and Upper Denbigh, in Denbighshire. The project will directly serve to encourage and develop bottom up strategies and a series of projects with the goal of reducing social exclusion and empowering communities to become engaged in identifying ways in which their communities can be supported and regenerated. Resources will entirely be devoted to the Priority 3 targeted communities i.e. those communities in greatest need within the county of Denbighshire. This need is felt most acutely in West Rhyl which has been identified as the most deprived ward in the whole of Wales.

This will be achieved through the collaborative efforts of Denbighshire County Council/Rhyl Community Agency/Rhyl West and South West Community Strategy/Denbighshire Voluntary Services Council who all have identified the need to provide additional resources to assist in the socio-economic regeneration of the aforementioned communities. Similarly, this project has been highlighted as a priority project by the Denbighshire Objective 1 Partnership to assist in alleviating the socio-economic conditions that currently prevail in the targeted communities. This will be achieved by the development of a new community regeneration team employing 5.75 FTEs community workers and support staff to work within the SPD's priority 3 targeted area.

The project will serve to build additional links and encourage the active participation of agencies (statutory, voluntary and private) serving the communities to become partners in the strategic process of regeneration within the targeted areas. It will work with agencies and develop partnerships which place communities at the centre of regeneration initiatives. The project will ensure that the community and its views are represented at all fora which decide on the services which it is to receive.

The project is submitted by a partnership of Denbighshire County Council, Rhyl Community Agency, Rhyl West and South West Community Strategy and Denbighshire Voluntary Services Council who will manage the project through a co-ordinating group which will be tasked with administering the project, developing the Partnership and establishing the means of securing governance of the project by the community.

The project will develop the capacity of those communities in greatest need in Denbighshire who are invariably the socially excluded. Therefore, an early emphasis on the project's work will be on encouraging those who are traditionally excluded to gain confidence and become involved/engaged in organisations (new or existing) in their communities. Once engaged the individual's confidence, skills and capacity will be built up through informal and later more formal learning. This is a sensitive and labour intensive process and will take time, patience and empathy from the workers, techniques will include, door knocking surveys, meetings, planning for real, etc. Partnerships of local people will be established either around issues, e.g. traffic management or crime reduction or around the generic problems/issues/opportunities of an area through community or tenants and residents associations. These will be further enhanced by the joint working of such community groups and other providers e.g. health authority, local authority etc. Community representation will also be encouraged on the liaison, governing and forward planning bodies of the service providers, thus ensuring that the plans and resources for future strategic actions (a) have the positive backing of the community, (b) are compatible with other local provision, (c) are supported by appropriate inclusive local bodies and agencies, (d) works to an agenda which is relevant, appropriate and supported by the local community.

The project will lay the foundation for further initiatives under measure 3 and will emphasise enabling communities making the fullest contribution to regeneration through existing opportunities for re-engaging in mainstream economic, social, cultural and environmental activities. The project will develop under community leadership a comprehensive strategic plan, including action lists for holistic community regeneration of all the Priority 3 area

EUROPEAN GRANT APPLICATION FORM
ERDF AND EAGGF SEPTEMBER ROUND PROJECTS ONLY

		For Official Use Only
1. PROGRAMME	Objective 1	Reference No:
2. PRIORITY	3	Date Received:
3. MEASURE	3	Date Acknowledged:
4. PROJECT TITLE	Denbighshire Community Regeneration Team (Initiatives)	Checked by:
		Signature:
		Date:

5. NAME OF ORGANISATION:	Denbighshire County Council	
Address: Economic Development		
Trem Clwyd		
Canol-y-Dre		
Rhuthun		
Denbighshire		
.	Postcode: LL15 1QA	
Tel. No: 01824 708080	Fax No: 01824 708088	Email: gareth.evans @ Denbighshire.gov.uk

6. SECTOR & LEGAL STATUS OF ORGANISATION:	Local Authority
-------------------------------------------	-----------------

7. NAME OF CONTACT OFFICER:	Kevin Edwards, European Officer	
Address: Denbighshire County Council, Trem Clwyd, Canol y Dre, Rhuthun, Denbighshire.		
.	Postcode LL15 1QA	
Tel. No: 01824 708087	Fax No: 01824 708088	Email: kevin.Edwards @denbighshire.gov.uk

8. Is this project application	Capital	<input type="checkbox"/>	Revenue	<input checked="" type="checkbox"/>	OR	<input type="checkbox"/>
					Both	

9. PROJECT LOCATION (<i>for capital projects</i>):	Ward: Rhyl West
OS Reference or Post Code:	LL18 1AT
Geographical Coverage (<i>for revenue projects</i>):	All spatially targeted communities in Denbighshire.

10. PROJECT TIMESCALE							
Start Date:	01	11	2000	Completion date:	31	10	2003

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£406,476
Grant requested	£280,469

Total eligible cost	£406,476
% rate of grant	69%

12. PROJECT DESCRIPTION

This project is complimentary to the Creating Partnership to Empower Communities project. It will employ staff to support and encourage the development of community led initiatives in deprived areas. Greater community participation in existing strategies and community led organisations will be encouraged and initiatives will be developed, with the local community, which will promote economic, social, cultural and environmental actions. This project builds upon those communities and individuals who have already undergone some capacity building and are ready to consolidate their personal circumstances and/or become more strategically and dynamically involved in creating organisations and strategies to meet identified needs.

The overall governance of the project will be determined by the targeted communities themselves and in the case of Rhyl it will strengthen the existing Rhyl West and South West Community Strategy Partnership [which already represents 71% of the spatially targeted area] and by creating new professional arrangements so as to involve more support organisations in its work.

The project will employ a senior Community Development Worker, a Community Development Worker, an Information Worker, a Resource Worker and part-time Administrator who will be managed day to day by the Project Leader of the Rhyl Community Agency/ Co-ordinator of the Rhyl West and South West Community Strategy Partnership.

The work of this staff group will be to complement and extend community development and capacity building work already undertaken in the area. They will assist more established and developing groups to fulfil the ideas, strategies and objectives that they have set for themselves, firstly by ensuring that these have been drawn up with the support of their local communities. Secondly, by intensively assisting them in drawing up business plans and operating procedures and policies, initiating and joining partnerships with others with similar aims and applying for and obtaining funding from various sources including the E.E.C., the Welsh Assembly, Charitable Trusts, the private sector, etc. Finally, they will assist these organisations in creating realistic long term plans which will ensure their long term existence and/or development.

The Community Strategy Partnership's members are involved in many of the organisations and initiatives that require such assistance and indeed limited support has already been given to many of them by both the Community Strategy Partnership and the Community Agency. Unfortunately, to date this support and assistance has been limited due to lack of staff and resources. However, given approval for this team the following schemes have already been identified as needing more intensive support, 5 Tenants and Residents Associations, 2 Credit Unions, a Community Radio Station and Media Training Scheme, a Young Person's Project, a Benefits Advice Service, a Mediation Scheme and a Bond Bank amongst others. While the primary area of activity will be the Priority 3 area in Rhyl, some initiatives will benefit the entire priority 3 area in Denbighshire. This staff group's role will be to support such initiatives and to become more self reliant and independent and either, if they just have short term aims, achieve them and disband or have an assured sustainable future. The focus of the project will be on the involvement of the community in identifying and developing initiatives so that a significant body of outputs is produced from community activity.

**EUROPEAN GRANT APPLICATION FORM
ERDF AND EAGGF SEPTEMBER ROUND PROJECTS ONLY**

		For Official Use Only	
1. PROGRAMME	Objective 1	Reference No:	
2. PRIORITY	3	Date Received:	
3. MEASURE	3	Date Acknowledged:	
4. PROJECT TITLE	Denbighshire Community Key Fund	Checked by:	
		Signature:	
		Date:	
5. NAME OF ORGANISATION:	Denbighshire County Council on behalf of the Denbighshire Object 1 Partnership Community Regeneration Task Group		
Address: Denbighshire County Council			
Economic Development Unit			
Trem Clwyd, Canol y Dre			
Ruthin, Denbighshire.		Postcode	LL15 1QA
Tel. No: 01824 708087		Fax No: 01824 708088	Email: kevin.edwards@denbighshire.gov.uk
6. SECTOR & LEGAL STATUS OF ORGANISATION:	Public		
7. NAME OF CONTACT OFFICER:	Kevin Edwards, European Officer		
Address: Denbighshire County Council, Economic Development Unit, Trem Clwyd, Canol y Dre			
Ruthin, Denbighshire			
		Postcode: LL15 1QA	
Tel. No: 01824 708087		Fax No: 01824 708088	Email: kevin.edwards@denbighshire.gov.uk
8. Is this project application	Capital	<input type="checkbox"/>	Revenue
		<input type="checkbox"/>	OR
			Both
			<input checked="" type="checkbox"/>
9. PROJECT LOCATION (for capital projects):	Ward: Denbighshire Priority 3 Target Area		
OS Reference or Post Code:	(Please refer to Priority 3 Target Area Maps)		
Geographical Coverage (for revenue projects):			

10. PROJECT TIMESCALE

Start Date:	01	11	2000
-------------	----	----	------

Completion date:	31	12	2002
------------------	----	----	------

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£701,568
Grant requested	£484,081

Total eligible cost	£701,568
% rate of grant	69%

12. PROJECT DESCRIPTION

This is a partnership application made by Denbighshire County Council on behalf of the Council and Denbighshire Voluntary Council. The project will establish a fund to enable capital grants to be awarded to community led projects that seek to improve the quality of life and strengthen capacity within communities in the Denbighshire Priority 3 area. Successful applicants to the fund will aim to encourage the participation of local people in activities that improve their local socio-economic circumstances. Eligible activities will include those listed under Priority 3 Measure 3 including physical; environmental; cultural; social and economic activities to support beneficiaries in achieving greater levels of social and economic engagement. The project will link with and support being progressed by Llandrillo College and WCVA to establish revenue based capacity building funds.

1. **The specific aim** of the project is **to promote easier access to structural funds for community led initiatives** within the Denbighshire Priority 3 Target Area.

1. **The specific objectives** of the project are:

- a. **To support regeneration of the most deprived communities in Denbighshire by enabling community led action in accordance with the eligible activities outlined under Priority 3 Measure 3 (West Wales & Valleys Objective 1 Programme Complement, 2000 - 2006)**
- b. **To ensure an easy access scheme with simple application procedures**
- c. **To effectively market the scheme in partnership with appropriate agencies**
- d. **To provide advice and assistance to groups on aspects of application to the fund, project management, monitoring, evaluation and sources of finance**

3. Integration

This unique project will link with others in the Priority 3 area to promote community regeneration in its broadest sense, encouraging local community enterprise and economic growth. The project forms part of a strategic framework established by the Denbighshire Local Action Plan, which aims to generate increased levels of GDP in the county. The project has been developed as a direct response to issues highlighted by the Denbighshire Community Regeneration Task Group; Denbighshire LAP; Draft RDP for Wales 2000-2006. WW&V Single Programming Document 2000-2006; National Economic Development Strategy Communities First programme; and in particular the Community Capacity Building sector study for the European Task Force (second draft, 22/08/00).

4. Management and Implementation

The project will be managed alongside the Rural Denbighshire Key Fund (Priority 5, Measure 6). Denbighshire County Council will manage implementation of the project in conjunction with Denbighshire Voluntary Services Council. A project manager will be appointed to oversee daily functioning of the project with the assistance of an administrative officer. In order to ensure local participation in development decision making individual applications for grant will be approved by a sub-committee of the Denbighshire Objective 1 Partnership established on a thirds principle. This will include relevant members of the community, voluntary sector and County Council. Drawn from the Priority 3 target area, this sub-committee will receive appropriate training related to community development, project scoring, assessment, monitoring and evaluation. In granting assistance to community led projects that promote the regeneration of deprived areas the County Council will ensure that all ERDF conditions are adhered to.

Application forms will be made as simple as possible in order to ensure equality of access to the scheme. Each application will be scored against published criteria based on the core and basic ERDF eligibility criteria outlined in the EU guidance notes. All internal administrative processes will be designed to ensure maximum efficiency whilst maintaining prudence and confidentiality.

The fund will operate two main levels of grant:

1. Key Priority Projects – Projects which tackle the underlying causes of deprivation, are fundamental to a community's regeneration needs and from which further activity will be developed (Grant rate maximum 100% of eligible costs, Proportion of fund allocated 50%)
2. Essential Mainstream Projects – Projects which deliver essential mainstream services and which encourage community economic regeneration (Grant rate maximum 75% of eligible costs, Proportion of fund allocated 50%)

Both the County Council and Denbighshire Voluntary Services Council will be involved in implementation and active marketing of the fund. The fund will be proactively marketed in order to ensure equality of access for sectors of the community most likely to benefit from EU assistance. Community and voluntary organisations will also receive practical support and assistance in making applications to the fund whilst additional supporting advice on aspects of equal opportunities, volunteer management, project management, monitoring and evaluation and sources of finance will be made available following award of grant.

This application is for a proportion of the capital costs of the fund together with resources necessary to ensure its efficient operation and marketing. A parallel application is being made for the remaining costs to the Local Regeneration Fund.

EUROPEAN GRANT APPLICATION FORM

**ERDF AND EAGGF PRE-SUMMER PROJECTS ONLY ERDF AND EAGGF SEPTEMBER ROUND
PROJECTS ONLY (draft application form valid until end of September)**

1. PROGRAMME	Objective One	For Official Use Only Reference No: Date Received: Date Acknowledged: Checked by: Signature: Date:	
	2. PRIORITY		4
	3. MEASURE		4
	4. PROJECT TITLE		Denbigh Learning Centre

5. NAME OF ORGANISATION:	Llandrillo College	
Address:		
	Llandudno Rd	
	Rhos On Sea	
	Colwyn Bay, Conwy	Postcode: LL28 4HZ
Tel. No: 01492 546666	Fax No:	Email: d.watkin@llandrillo.ac.uk

6. SECTOR & LEGAL STATUS OF ORGANISATION:	Incorporated Further Education College		
7. NAME OF CONTACT OFFICER:	Derwena Watkin		
Address: As above			
	Postcode:		
Tel. No: 01492 546666 x 218	Fax No: 01492 543754	Email: d.watkin@llandrillo.ac.uk	

8. Is this project application	Capital	<input type="checkbox"/>	Revenue	<input type="checkbox"/>	OR Both	<input checked="" type="checkbox"/>
--------------------------------	---------	--------------------------	---------	--------------------------	---------	-------------------------------------

9. PROJECT LOCATION (for capital projects):	Ward: Denbigh Central
OS Reference or Post Code:	LL16 4TH
Geographical Coverage (for revenue projects):	Denbigh, Ruthin, St Asaph and rural hinterland

10. PROJECT TIMESCALE

Start Date:	01	10	00
-------------	----	----	----

Completion date:	30	09	03
------------------	----	----	----

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£1,736,133
Grant requested	£833,344

Total eligible cost	£1,736,133
% rate of grant	48%

12. A This section should include a description of the project, the aims and objectives of the project and how it will be implemented:

1. The specific aim of the project is **to extend access to learning by upgrading teaching and learner support within the town of Denbigh**. The project represents the first phase of the Conwy and Denbighshire Learning Network development within Denbighshire and is key to the realisation of the aim of the overall Network to “ **create learning opportunities sustained through a partnership culture where everybody has equal access and support to enable him or her to fulfil their full potential**”

The project will involve equipping and staffing of a recently refurbished town centre building to provide 11,000 sq feet of training and learning facilities on four floors. The Centre will utilise an historic empty property adjacent to the recently renovated Town Hall.

2. The specific **objectives** of this development are:

- **Equip newly refurbished building to provide facilities for teaching and learning**
- **Provide ICT links and 150 internet access PC's**
- **Undertake comprehensive marketing campaign to ensure full community access and participation**
- **Appoint a Centre Manager and support staff to manage and deliver the training**
- **Design and deliver flexible curriculum based on the needs evidenced in research (See section 14)**
- **Engage 700 new learners in the first year of operation rising to 1,200 in subsequent years.**

The project is seen as a direct response to the Lifelong Learning agenda and the National Assembly 's vision for Human Resource Development and as such will provide sustainable provision in an area where there are limited facilities, low levels of participation in education and training and high levels of economic and social deprivation (See Section 14)

A peripheral disadvantaged community will be provided with a community base for teaching, an internet centre, quality bilingual education and training together with on-line learning facilities. The Centre will occupy a strategically located easily accessible building at the heart of Denbigh Town, adjacent to the main housing estates of Upper Denbigh, a ward spatially targeted under Priority 3. The Centre will be based on four floors and will provide an integrated service to both the employed and the economically inactive. A community based supportive structure of learning will be provided that links with the established Llandrillo Learning Network and wider educational provision within the area including secondary schools.

3. Infrastructure and Equipment

The building occupies four floors, the ground floor being of particularly historic importance as a former brewery (See annex1) This floor will be modelled to provide student services, including a cafeteria and exhibition space, direct access from street level will ensure access is available to all. The upper floors will comprise the main teaching areas incl IT suite, arts and craft accommodation and technology/design area. In order to maximise available space, accommodation areas within the Centre have been designed to be as flexible as possible. A capital grant is required for furniture, equipment, ICT links and hardware. Revenue for running costs and core staffing costs over three years.

4. Curriculum

Provision will be flexible and will grow and develop according to both local needs and employment opportunities. Initial planning for delivery centres around following:

- **Services to Business and entrepreneurship (targeting SMEs)**
- **Information Technology support**
- **Culture/ Art/ Craft**

- **AS and GNVQ provision delivered in collaboration with local high schools**
- **Access programmes at FE and HE levels, including a focused development on Community University work.**
- **Community based programmes that support generic transferable skills.**
- **Business and Administration Courses**

5. **Implementation** -The equipment installation will be implemented through the Estates Manager as part of the Colleges' overall Estates Strategy. A Centre Manager will be appointed who will report to the Head of Rhyl College and the Denbighshire Learning Network. The project represents the first phase of the Conwy and Denbighshire Learning Centre development (See Below), overall management of which will be the responsibility of Llandrillo College reporting to a sub-group of CWLWM, the CCET for Conwy and Denbighshire

EUROPEAN GRANT APPLICATION FORM

APPLICANTS MUST REFER TO THE GUIDANCE NOTES BEFORE COMPLETING THIS FORM

		For Official Use Only
1. PROGRAMME	Objective 1	Reference No:
2. PRIORITY	4	Date Received:
3. MEASURE	4	Date Acknowledged:
4. PROJECT TITLE	Scala Feasibility Study	Checked by:
		Signature:
		Date:

5	NAME OF ORGANISATION:	Denbighshire County Council		
	Address: Trem Clwyd			
	Canol y Dre			
	Ruthin			
	Denbighshire	Postcode: LL15 1QA		
	Tel. No: 01824 708070	Fax No: 01824 708039	Email: tony.hughes@denbighshire.gov.uk	

6	SECTOR & LEGAL STATUS OF ORGANISATION:	LOCAL AUTHORITY
----------	----------------------------------------	-----------------

7	NAME OF CONTACT OFFICER:	Tony Hughes		
	Address: Trem Clwyd			
	Canol y Dre			
	Ruthin	Postcode: LL15 1QA		
	Denbighshire			
	Tel. No: 01824 708070	Fax No: 01824 708039	Email: tony.hughes@countyside.gov.uk	

8	Is this project application	Capital	<input checked="" type="checkbox"/>	Revenue	<input type="checkbox"/>	OR	<input type="checkbox"/>	Both	<input type="checkbox"/>
----------	-----------------------------	---------	-------------------------------------	---------	--------------------------	----	--------------------------	------	--------------------------

9. PROJECT LOCATION (for capital projects):	Ward: Prestatyn East
OS Reference or Post Code:	SJ 065 829
Geographical Coverage (for revenue projects):	

10. PROJECT TIMESCALE

Start Date:

	March	2001
--	-------	------

Completion date:

	June	2001
--	------	------

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£11,000
Grant requested	£5,500

Total eligible cost	£11,000
% rate of grant	50%

12. PROJECT DESCRIPTION

- a. This section should include a description of the project, the aims and objectives of the project and how it will be implemented:

Feasibility study to evaluate opportunities to utilise a building known locally as the Scala to provide a venue to assist in the socio-economic regeneration of Prestatyn . It will examine the potential for renovation and development of the Scala, which is a run-down but much used and valued arts/cultural community and visitor facility in Prestatyn town centre. Specialist consultants with experience of similar cultural/arts project feasibility work will be invited to bid for the study.

The study will look at such issues as demand, economic impacts, learning/artistic objectives, opportunities for social and economic regeneration, etc with a view to making recommendations on the physical development of the facility, and associated 'soft' measures such as training, events, programming, etc.

Physical works are likely to include provision of a new auditorium, reception and visitor support facilities; new arts/gallery spaces; full 'access for all' provision; expanded commercial opportunities; and restoration of an historic street façade.

EUROPEAN GRANT APPLICATION FORM

ERDF AND EAGGF SEPTEMBER ROUND PROJECTS ONLY (draft application form valid until end of September)

- 1. PROGRAMME
- 2. PRIORITY
- 3. MEASURE
- 4. PROJECT TITLE

West Wales and the Valleys Objective 1
4
4
Childcare in Rural Areas

For Official Use Only
Reference No:
Date Received:
Date Acknowledged:
Checked by:
Signature:
Date:

5	NAME OF ORGANISATION:	COLEG LLYSFASI
.	Address: RUTHIN, DENBIGHSHIRE	
		Postcode: LL15 2LB
	Tel. No: 01978 790263	Fax No: 01978 790468 Email: admin@llysfasi.ac.uk

6	SECTOR & LEGAL STATUS OF ORGANISATION:	EDUCATION AND TRAINING FURTHER EDUCATION CORPORATION
.		

7	NAME OF CONTACT OFFICER:	MR. JOHN HALL
.	Address: COLEG LLYSFASI, RUTHIN, DENBIGHSHIRE	
		Postcode: LL15 2LB
	Tel. No: 01978 790263	Fax No: 01978 790468 Email: jphall@llysfasi.ac.uk

8	Is this project application	Capital	<input type="checkbox"/>	Revenue	<input type="checkbox"/>	OR Both	<input checked="" type="checkbox"/>
.							

9	PROJECT LOCATION (for capital projects):	Ward: Llanfair D.C.
.	OS Reference or Post Code:	LL15 2RT
	Geographical Coverage (for revenue projects):	

10. PROJECT TIMESCALE

Start Date:	01	07	00
-------------	----	----	----

Completion date:	31	12	02
------------------	----	----	----

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£94,500
Grant requested	£ 45,360

Total eligible cost	£94,500
% rate of grant	48 %

12. PROJECT DESCRIPTION

- a. This section should include a description of the project, the aims and objectives of the project and how it will be implemented:

The shortage of appropriate childcare in rural South Denbighshire has led to the development of this project to provide a worthwhile increase in childcare provision in response to need. This project which combines public and private sector involvement will provide an increase in daily childcare. This will facilitate opportunities for learners and others who are economically inactive to pursue training and work opportunities to assist in return to work in rural areas.

This project will develop high quality childcare facilities to provide high standards of childcare supported by well trained childcare staff.

This project will be developed by the collaboration of Llysfasi with a specialist childcare provider with specific experience of providing childcare in the rural area with bilingual provision to fulfil the need of this predominantly Welsh speaking area. The facility will have bilingual staff with appropriate staff. New staff will be involved in training provided by the College Care Department to ensure a high standard of well qualified staff at all times. The facility will be linked closely to the Care Department and will retain close links with the Denbighshire Child Care Partnership.

This project will support women returners in particular who require training in a whole range of areas, will facilitate the learning opportunities in Care and will provide an opportunity for work based training in Childcare within the College provision.

The project will provide day nursery facilities for 26 children at any one time in this rural area which has very linked childcare places. The close link with the College will ensure that the most flexible opportunities of childcare and learning are made available to significantly improve accessibility and encourage learning and return to economic activity.

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£582,800
Grant requested	£279,744

Total eligible cost	£582,800
% rate of grant	48%

12. PROJECT DESCRIPTION

a. This section should include a description of the project, the aims and objectives of the project and how it will be implemented:

<p>This project will:</p> <ul style="list-style-type: none">● develop appropriate facilities for the effective delivery of training to assist individuals and businesses in land-based industry to face the challenges of severe economic decline.● facilitate training and support in new techniques, improved efficiency and innovation to assist economic regeneration in rural areas.● form a focus of rural regeneration in a 'centre of excellence' for the land-based sector● co-ordinate training for the industry to assist in the stabilisation of the rural economy● provide exemplary facilities to support the development of best practice within the industry● provide suitable facilities to deliver high quality and appropriate training to assist individuals and businesses in the land-based economy to respond, adapt, diversify and manage efficiently and effectively.● provide training and exemplary demonstration facilities by adaptation of existing buildings, the development of teaching rooms, practical facilities and ancillary supporting services under an existing recently built large modern roofed building shell and a small amount of new building provision.● be managed under the direction of an experienced and well qualified estates manager with the support of clearly designated specialist staff.● be undertaken within an agreed timescale with regular monitoring and fulfilment of all statutory requirements.

EUROPEAN GRANT APPLICATION FORM

ERDF AND EAGGF SEPTEMBER ROUND PROJECTS ONLY

		For Official Use Only	
		Reference No:	
1. PROGRAMME	Objective 1	Date Received:	
2. PRIORITY	5	Date Acknowledged:	
3. MEASURE	6	Checked by:	
4. PROJECT TITLE	Denbigh Showcase Regeneration Project	Signature:	
		Date:	

5. NAME OF ORGANISATION: Denbighshire County Council on behalf of the Denbighshire Objective 1 Partnership

Address: Denbighshire County Council
 Planning and Economic Development
 Trem Clwyd
 Ruthin, Denbighshire Postcode: LL15 1QA

Tel. No: 01824 708087 Fax No: 08124 708088 Email: kevin.edwards@denbighshire.gov.uk

6. SECTOR & LEGAL STATUS OF ORGANISATION: Public

7. NAME OF CONTACT OFFICER: Kevin Edwards, European Officer

Address: Denbighshire County Council, Planning and Economic Development, Trem Clwyd, Canol y Dre, Ruthin, Denbighshire Postcode: LL15 1QA

Tel. No: 01824 708087 Fax No: 01824 708088 Email: kevin.edwards@denbighshire.gov.uk

8. Is this project application Capital Revenue OR Both

9. PROJECT LOCATION (for capital projects): Ward: Denbigh central

OS Reference or Post Code: 053662

Geographical Coverage (for revenue projects): Denbigh and its environs

10. PROJECT TIMESCALE

Start Date:

01	01	00
----	----	----

 Completion date:

31	12	02
----	----	----

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£564,000	Total eligible cost	£ 564,000
Grant requested	£ 236,000	% rate of grant	42%

2. PROJECT DESCRIPTION

a. This section should include a description of the project, the aims and objectives of the project and how it will be implemented:

The purpose of the project is to bring into productive use a town centre building to provide a showcase facility to assist in the socio-economic regeneration of the town of Denbigh and its rural hinterlands. The facility will be multi faceted and will include the expansion of a farmers market, workshops/showcase for locally produced wares. The main aim of the project is to provide a town centre location for the Rural Business Support Officer proposed within the Denbighshire Business Support Project Phase I, (applied for under Priority 1, Measure 3), whose remit will be to promote economic development in this rural market town by enabling interaction between firms, helping rural enterprises tack information gaps and facilitating access to economic regeneration mainstream services such as Business Connect.

The Development will take place in Denbigh Town Hall, an early twentieth century building, which has acted for most of its life as the focal point for economic activity in the town. With the change in the nature of trade, economic use of the town hall has stopped and the building fabric has deteriorated. This project will restore the town hall's external structure and bring into use the ground floor of the town hall for economic regeneration purposes. The Town Hall is situated in a part of central Denbigh defined by the Denbighshire Local Action Plan as a Priority 3 Spatially targeted area and while this submission is made through Priority 5 Measure 6 as one promoting local economic development, the building will also be available for capacity building and community initiative activity arising under Priority 3 which will be the subject of future project applications.

The improvements proposed for the Town Hall will refurbish existing derelict public conveniences to provide street level office accommodation, (80 sq metres), construct two small workshop/display/local product showcase areas (75 sq metres) and make improvements to the market hall (345 sq metres) in order to build upon the present farmers' market held monthly which attracts over 25 stallholders from the rural community. There is also a strong potential for tourism initiatives within the site which would build upon the 'local product' identity and the town's rich cultural heritage. It is envisaged that development of such enterprises, coupled with access to ICT will help to retain young skilled people in the town and address their entrepreneurial needs. Denbigh has been identified as a town to receive special status by British Telecom with regard to ASDL links which has synergies with a previous Objective 5b programme to aid e-commerce. The IT provision proposed in the project for the Town Hall will also complement ICT acitivity at the Cyberskills Centre and the proposed Denbigh Learning Centre Project, both first round projects submitted by the Partnership.

In encouraging more and varied business opportunities in the town, the project also builds upon the many successful projects pioneered by the CADWYN LEADER II group which have included the promotion of local products, training programmes for small businesses and tourism products based on the medieval heritage of the area.

Local enterprises will benefit from easier and speedy access to mainstream regeneration services including Business Connect, having enhanced access to business networks and benefiting from a central location, to showcase local products. A Local Sourcing Initiative which encourages a 'supply chain' approach, developed under the previous Objective 5b Programme, will continue and give competitive advantage to these small enterprises.

In summary the project will achieve the following objectives:

- Provide ground floor, town centre accommodation for the Rural Business Support officer
- Provide workshop / exhibition / display area for tourism development initiatives
- build upon the success of the farmer's market
- promote local products in particular food
- encourage networking between small enterprises eg. local sourcing
- provide ITC for multi use
- will benefit women, young people, people with disabilities and those from ethnic minorities
- will encourage entrepreneurship and will build upon LEADER II initiatives in the town
- will assist small, isolated, rural enterprises in gaining a high street profile and support through networking
- the improvements to the exterior of the building add to the physical environment of the town and acts as an encouragement to wider investment
- the project meets several aims of the Denbigh Marketing Strategy

**EUROPEAN GRANT APPLICATION FORM
ERDF AND EAGGF SEPTEMBER ROUND PROJECTS ONLY**

		For Official Use Only	
		Reference No:	
		Date Received:	
		Date Acknowledged:	
		Checked by:	
		Signature:	
		Date:	
1. PROGRAMME	Objective 1		
2. PRIORITY	5		
3. MEASURE	6		
4. PROJECT TITLE	Denbighshire Rural Key Fund		
5. NAME OF ORGANISATION:		Denbighshire County Council on behalf of the Denbighshire Object 1 Partnership Community Regeneration Task Group	
Address: Denbighshire County Council			
Economic Development Unit			
Trem Clwyd, Canol y Dre			
Ruthin, Denbighshire.		Postcode	LL15 1QA
Tel. No: 01824 708087		Fax No: 01824 708088	Email: kevin.edwards@denbighshire.gov.uk
6. SECTOR & LEGAL STATUS OF ORGANISATION:	Public		
7. NAME OF CONTACT OFFICER:	Kevin Edwards, European Officer		
Address: Denbighshire County Council, Economic Development Unit, Trem Clwyd, Canol y Dre			
Ruthin, Denbighshire			
Postcode: LL15 1QA			
Tel. No: 01824 708087		Fax No: 01824 708088	Email: kevin.edwards@denbighshire.gov.uk
8. Is this project application	Capital	<input type="checkbox"/>	Revenue
		<input type="checkbox"/>	OR
		Both	<input checked="" type="checkbox"/>
9. PROJECT LOCATION (for capital projects):	Ward: all wards / electoral divisions in Denbighshire		
OS Reference or Post Code:			
Geographical Coverage (for revenue projects):			

10. PROJECT TIMESCALE

Start Date:

01	11	2000
----	----	------

Completion date:

31	10	2002
----	----	------

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£435,204	Total eligible cost	£435,204
Grant requested	£182,785	% rate of grant	42%

12. Project description. This is a partnership application made by Denbighshire County Council on behalf of the Council, Denbighshire Voluntary Services Council and the Cadwyn Leader II group to establish a fund to support community led initiatives that seek to enhance the strength, capacity and quality of life within rural communities in Denbighshire. The fund will operate outside the spatially targeted Priority 3 area, supporting activities eligible under Priority 5 Measure 6 which have a specific emphasis on community benefit including support and advice for community organisations and enterprises; community environmental initiatives; community transport, dependant and childcare facilities; local festivals and cultural initiatives; ICT Initiatives; capacity building measures. The fund will be complementary to capacity building projects being progressed by Llandrillo College and the WCVA under Priority 4 Measure 2 and the Priority 3 Denbighshire Community Key Fund.

1. **The specific aim** of the project is:
to promote easier access to structural funds for community led initiatives within Rural Denbighshire.

2. **The specific objectives** of the project are:

- a. **To support community led action in accordance with the eligible activities outlined under Priority 5 Measure 6 (West Wales & Valleys Objective 1 Programme Complement, 2000 - 2006)**
- b. **To ensure an easy access scheme with simple application procedures**
- c. **To effectively market the scheme in partnership with appropriate agencies**
- d. **To provide advice and assistance to groups on aspects of application to the fund, project management, monitoring, evaluation and sources of finance**

3. Integration

This unique project will link with others in the rural area to promote rural community development in its broadest sense, encouraging local community enterprise and economic growth. The project has been developed as a direct response to issues highlighted by the Denbighshire Community Regeneration Task Group; Denbighshire Local Action Plan; WW&V Single Programming Document 2000-2006; Community Capacity Building sector study for the European Task Force (second draft, 22/08/00); National Economic Development Strategy; and in particular the Draft Rural Development Plan for Wales 2000-2006.

4. Management and Implementation

Denbighshire County Council will manage implementation of the project in conjunction with Denbighshire Voluntary Services Council. A project manager will be appointed to oversee daily functioning of the project with the assistance of an administrative officer. Individual applications for grant will be approved by a sub-committee of the Denbighshire Objective 1 Partnership established on a thirds principle and comprised of relevant members of the community, voluntary sector and County Council. This sub-committee will receive appropriate training related to community development, project scoring and assessment. In providing assistance to community led projects that promote local economic development the County Council will ensure that all conditions are adhered to.

Application forms will be made as simple as possible in order to ensure easy access to the scheme. Each application will be assessed against published criteria based on the core and basic ERDF eligibility criteria outlined in the EU guidance notes. All administrative processes will be designed to ensure maximum efficiency whilst maintaining prudence and confidentiality.

The fund will operate three main levels of grant:

- 1. **Key Priority Projects** – Projects which are fundamental to a community’s regeneration needs and from which further action can be developed (Grant rate maximum 90% of eligible costs, Proportion of fund allocated 30%)

2. Essential Mainstream Projects – Projects which deliver essential mainstream services and which underpin other initiatives (Grant rate maximum 75% of eligible costs, Proportion of fund allocated 45%)
3. Regeneration Projects – Smaller projects generally below £5000 which encourage regeneration through provision of additional mainstream services (Grant rate maximum 50% of eligible costs, proportion of fund allocated 25%)

Both Cadwyn Leader II and Denbighshire Voluntary Services Council will be involved in implementation and active marketing of the fund. The fund will be proactively marketed in order to ensure sectors of the community most likely to benefit from EU assistance are reached. Community and voluntary organisations will also receive practical support and assistance in making applications to the fund whilst additional supporting advice on aspects of equal opportunities, volunteer management, project management, monitoring and evaluation and sources of finance will be made available following award of grant.

This application is for a proportion of the capital costs of the fund together with resources necessary to ensure its efficient operation and marketing.

EUROPEAN GRANT APPLICATION FORM

APPLICANTS MUST REFER TO THE GUIDANCE NOTES BEFORE COMPLETING THIS FORM

		For Official Use Only
1. PROGRAMME	Objective One	Reference No:
2. PRIORITY	5	Date Received:
3. MEASURE	7	Date Acknowledged:
4. PROJECT TITLE	Denbighshire Countryside Grant Scheme	Checked by:
		Signature:
		Date:

5	NAME OF ORGANISATION:	Denbighshire County Council	
.	Address: Denbighshire Countryside Service		
Trem Clwyd			
Canol y Dre			
Ruthin Denbighshire		Postcode: LL15 1QA	
Tel. No: 01824 708075		Fax No: 01824 708039	Email: countryside.service@denbighshire.gov.uk

6	SECTOR & LEGAL STATUS OF ORGANISATION:	Local Authority	
.			

7	NAME OF CONTACT OFFICER:	Trefor Thompson	
.	Address: Denbighshire Countryside Service		
Trem Clwyd Canol y Dre			
Ruthin Denbighshire		Postcode: LL15 1QA	
Tel. No: 01824 708075		Fax No: 01824 708039	Email: trefor.thompson@denbighshire.gov.uk

8	Is this project application	Capital	<input checked="" type="checkbox"/>	Revenue	<input type="checkbox"/>	OR	<input type="checkbox"/>
9	PROJECT LOCATION (<i>for capital projects</i>):		Ward: All				
	OS Reference or Post Code:						
	Geographical Coverage (<i>for revenue projects</i>):		Whole County				

10. PROJECT TIMESCALE

Start Date:	<input type="text" value="01"/>	<input type="text" value="11"/>	<input type="text" value="00"/>	Completion date:	<input type="text" value="31"/>	<input type="text" value="12"/>	<input type="text" value="02"/>
-------------	---------------------------------	---------------------------------	---------------------------------	------------------	---------------------------------	---------------------------------	---------------------------------

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£358,518	Total eligible cost	£358,518
Grant requested	£89,259	% rate of grant	25%

12 PROJECT DESCRIPTION

- a. This section should include a description of the project, the aims and objectives of the project and how it will be implemented:

Denbighshire has a diverse and attractive countryside. Much of this is farmland characterised by a wide variety of landscape and conservation features, most notably small broadleaved woodlands, hedges and hedgerow trees, field ponds and unimproved grassland. For various reasons many of these features are degenerating and urgently require restoration or improvement. This project will grant aid farmers and landowners to undertake such landscape and wildlife conservation projects. It should be noted that this project is intended to be complementary to other countryside management grant schemes and does not replicate any other scheme. In particular it aims to assist those projects which fall through the nets of other schemes e.g. the planting of individual hedgerow trees on areas up to 0.25 hectare (i.e. normal minimum area for the Woodland Grant Scheme), hedge planting and the restoration of field ponds currently not eligible for any grant. The scheme will be managed from the Denbighshire Council Offices in Ruthin. Advice and guidance will be from specialist countryside management staff, most notably the Countryside Officer (Woodlands & Conservation) and the County Ecologist. The project will benefit both farmers and the community by conserving and enhancing the countryside and providing opportunities for farmers to acquire new skills, safeguarding work and creating new job opportunities. This project also compliments and supports the Tir Gofal scheme to improve biodiversity and landscape quality, by creating a more biologically diverse farmland and a greater range of associated wildlife including B.A.P. species.

EUROPEAN GRANT APPLICATION FORM

ERDF AND EAGGF SEPTEMBER ROUND PROJECTS ONLY

1. PROGRAMME	Objective 1	For Official Use Only Reference No: Date Received: Date Acknowledged: Checked by: Signature: Date:	
	2. PRIORITY		5
	3. MEASURE		6
	4. PROJECT TITLE		Rhuddlan Visitor Enhancement Program

5. NAME OF ORGANISATION:	Denbighshire County Council	
Address: Trem Clwyd		
Canol y Dre		
Ruthin	Postcode: LL15 1QA	
Tel. No: 01824 708080	Fax No: 01824 708099	Email: econ.dev@denbighshire.gov.uk

6. SECTOR & LEGAL STATUS OF ORGANISATION:	County Council
-------------------------------------------	----------------

7. NAME OF CONTACT OFFICER:	Ian Bradfield	
Address: Denbighshire County Council Highways and Transportation Department		
Caledfryn	Postcode: LL16	
Smithfield Road	32RJ	
Denbigh		
Tel. No: 01824 706960	Fax No: 01492 706865	Email: ian.bradfield@denbighshire.gov.uk

8. Is this project application	Capital	<input checked="" type="checkbox"/>	Revenue	<input type="checkbox"/>	OR	Both	<input type="checkbox"/>
--------------------------------	---------	-------------------------------------	---------	--------------------------	----	------	--------------------------

9. PROJECT LOCATION (for capital projects):	Ward: Rhuddlan (see Map, appendix 1)
OS Reference or Post Code:	SJ 0243 7820
Geographical Coverage (for revenue projects):	N/A

10. PROJECT TIMESCALE

Start Date:

01	11	00
----	----	----

Completion date:

01	04	02
----	----	----

11. PROJECT EXPENDITURE PROFILE

Total cost of project	£ 740,000
Grant requested	£310,800

Total eligible cost	£740,000
% rate of grant	42%

12. PROJECT DESCRIPTION

a. This section should include a description of the project, the aims and objectives of the project and how it will be implemented:

This project aims to encourage further tourism in this medieval village, part of which is within a conservation area, and encourage the development of a local growth node, creating a competitive opportunity for a village badly affected by developments. The Project will improve the physical environment in Rhuddlan, promoting tourism and serving as a catalyst for further private investment.

The townscape of the village of Rhuddlan has declined with the impoverishment of the local economy (**appendix 2, plates 1 & 2**) an historic village with several historic monuments including an Edward 1 castle and the building housing the first parliament – currently Rhuddlan’s tourism potential has not been fully realised. This project would help to rejuvenate the village centre reflecting its historic significance (**appendix 3, Kenrick Brown Report**). The Project aims to increase the average number of visitors per day to Rhuddlan by 10%.

The village has a population of 3575 residents of which 27% do not have a car. Therefore, a large proportion of the community rely on public transport or could walk or cycle to adjacent centres of employment (Figure 1). The improvement (**see drawings appendix 4**) would also provide better facilities for cyclists, pedestrians and buses, and discourage motorised traffic from passing through the village and using the new bypass. A significant amount of the existing traffic passes through the village to access the towns to the detriment of the village environment, and no gain to the economy of the village (plate 5 & 6). To prevent the village from further run down as it suffers from competition from a near by large out of town retail development on the outskirts of Rhuddlan, that the village appears an attractive place to visit. It will also promote a sense of pride in the village in addition to the economic activity within it.

This project is seen as essential to improve private sector confidence in the area and, although it encourages increased tourism, helping protect existing employment – 150 safeguarded jobs - and encouraging new employment in the village, with 40 gross jobs created. There are 10 unoccupied retail premises in the village (Plates 3,7,8,9 & 10), and the village has lost its bank and post office (Plates 1 & 2). This scheme would make the village centre an attractive place to visit, and so help encourage businesses to occupy many unoccupied premises in the village – anticipated impact of 5 net additional firms in Rhuddlan - while helping the existing businesses to remain viable and develop to their full potential.

The need for improvement to the economy was recognised by the former Rhuddlan Borough Council who commissioned a Kenrick Brown study. The enclosed report (**appendix 3**) recommends environmental improvements to the village to create a more attractive environment for visitors and create a social centre where local residents can meet. To develop this proposal Denbighshire County Council commissioned Richard Broun associates to study the traffic movements in the village (**appendix 5**) and come forward with a scheme which would meet the objectives set out in the previous report.

In summary, this Project will create sustainable traffic improvements, develop the cycle network, improve pedestrian facilities and improve disabled access. Consultation has been made with all sectors of the community (appendices 3 & 5 including the local consultees), and more recent consultations have been made as set out in Section 15b. Denbighshire County Council has approved the scheme which has the support of the local community (letters of support to follow) and detailed design of the scheme has been completed (**appendix 6**) which is due to go out to tender in the this Autumn.

EUROPEAN GRANT APPLICATION FORM

APPLICANTS MUST REFER TO THE GUIDANCE NOTES BEFORE COMPLETING THIS FORM

		For Official Use Only
1. PROGRAMME	Objective 1	Reference No:
2. PRIORITY	7	Date Received:
3. MEASURE	1	Date Acknowledged:
4. PROJECT TITLE	Facilitating Objective 1 in Denbighshire	Checked by:
		Signature:
		Date:

5 NAME OF ORGANISATION:	DENBIGHSHIRE COUNTY COUNCIL	
Address: Denbighshire County Council		
Planning & Economic Development		
Trem Clwyd, Canol y Dre		
Ruthin		Postcode: LL15 1QA
Denbighshire		
Tel. No: 01824 708087	Fax No: 01824 708088	Email: kevin.edwards@denbighshire.gov.uk

6 SECTOR & LEGAL STATUS OF ORGANISATION:	Public Body	
7 NAME OF CONTACT OFFICER:	Gareth Evans, Head of Economic Development	
Address: Address: Denbighshire County Council, Planning & Economic Development		
Trem Clwyd, Canol y Dre, Ruthin Denbighshire		
Tel. No: 01824 708081	Fax No: 01824 708088	Email: gareth.evans@denbighshire.gov.uk

8	Is this project application	Capital	<input type="checkbox"/>	Revenue	<input checked="" type="checkbox"/>	OR	<input type="checkbox"/>
						Both	
9	PROJECT LOCATION (<i>for capital projects</i>):			Ward: The whole of Denbighshire			
	OS Reference or Post Code:			Not applicable			
	Geographical Coverage (<i>for revenue projects</i>):			Denbighshire			

10. PROJECT TIMESCALE

Start Date:

01	01	2000
----	----	------

Completion date:

31	12	2000
----	----	------

11. PROJECT EXPENDITURE PROFILE

Total cost of project

£ 100,000

Grant requested

£ 50,000

Total eligible cost

£ 50,000

% rate of grant

50 %

12. PROJECT DESCRIPTION

a. This section should include a description of the project, the aims and objectives of the project and how it will be implemented:

The bid seeks EU funding to develop a support team for the Denbighshire Local Objective 1 Partnership which will be responsible for the development and monitoring of the county's Local Action Plan. The aims and objectives of this project are:

Aims:

- ◆ To establish, develop and support a Denbighshire Objective 1 Partnership
- ◆ To efficiently, transparently manage and implement the Denbighshire Local Action Plan.
- ◆ To implement capacity building measures to assist members of the Partnership

Objectives:

- ◆ Raising the wealth (GDP) of the County – which is the primary objective
- ◆ Creating quality sustainable jobs through inward investment and indigenous growth
- ◆ Stemming the out migration of young people seeking quality employment opportunities
- ◆ Reducing economic inactivity rates
- ◆ Alleviating problems of poverty, deprivation and social exclusion
- ◆ Safeguarding Denbighshire's unique heritage, culture and environment

The Denbighshire LAP will address the identified needs of its communities in strategically targeted areas - overcoming long-term economic decline, promoting sustainable economic development, addressing social deprivation and protecting the county's environment. This will be based on agreed priorities in areas identified for development.

The project is seeking funding for some work that has been undertaken in establishing the partnership and it involves a number of key elements: (1) Establishment of the Partnership. (2) Development of the Partnership. (3) Partnership Secretariat / Facilitating role. (4) Lead Body role.

1. Establishment of the Partnership - The Partnership has been established on the principles of inclusivity, transparency and equal opportunities. A series of public consultation and awareness raising exercises were undertaken during August and September 1999 and from this the Denbighshire Objective 1 Partnership was created

2. Development of the Partnership - to date in excess of 120 organisations have actively participated in the development of the county's LAP. The partnership has 4 task groups in key subject areas: Business Development; Training ICT, Community Development, Regeneration and Agriculture and Rural Issues. The work of the partnership is steered by an Executive Group which has 18 members with voting rights has been established along the thirds principle and is made up of public, social and private sectors, additionally it has achieved a 50-50 gender balance. An Officer Group consisting of representatives with European knowledge from a wide variety of organisations assist the Executive in its decision making processes. Accessing technical assistance will allow for the Denbighshire Partnership to continue and in an enhanced fashion

3. Partnership Secretariat / Facilitating role - The County Council has facilitated the creation of the Denbighshire Objective 1 Partnership and this role has continued with the development of a Local Action Plan. This has involved arranging 40+ members of the task groups, officer group and executive group. An Objective 1 strategy and statistical analysis has been developed to assist in the targeting of resources into areas of need and opportunity. Accessing technical assistance will allow for the secretariat and facilitating role to continue and in an enhanced fashion

4. Lead body role - The Denbighshire Partnership has designated the County Council to perform the Lead Body function. This role will entail co-ordinating national, regional and sub-regional packages and projects with the LAP as appropriate in achieving the Partnership's strategic aims and objectives. Other key roles include:- continued development of the Partnership, monitoring individual project development, monitoring outputs, financial management of the LAP. Accessing technical assistance will allow for the development of the Lead Body role to continue and in an enhanced fashion.>

OBJECTIVE 1
DENBIGHSHIRE LOCAL ACTION PLAN
LIST OF SEPTEMBER 2000 SUBMISSIONS

PROJECT	Pri & Mea s	TOTAL COST	EURO FUNDIN G
Business Support Phase II	1.3	1,386,871	652,752
Tourism Promotion & Development	1.3	1,204,174	523,828
Training Facilities for the Development of Land-based Indu	5.2	585,800	279,744
Countryside Grants Scheme	5.7	358,518	89,259
Scala Feasibility Study	4.4	11,000	5,500
Childcare in Rural Areas	4.4	94,500	45,360
Denbigh Learning Centre	4.4	1,736,134	833,344
Technical Assistance	7.1	100,000	50,000
Denbighshire Strategic Industrial Sites Development Phase	1.5	1,962,500	785,000
Denbighshire Financial support Programme for SME's	1.1	2,635,785	537,896
Denbigh Showcase Regeneration Project	5.6	564,000	236,000
Rhuddlan Visitor Enhancement Project	5.6	740,000	310,800
Denbighshire Rural Key Fund	5.6	320,214	134,490
TOTAL DENBIGHSHIRE LAP		11,699,496	4,483,973

The Denbighshire Partnership has also endorsed the Business Connect + Regional Bid.

The following are ESF and ERDF - Pri 3 area projects. At this stage figures are indicative only.			
Community Regeneration Team 1 (Initiatives)	3.2	407,998	281,518
Community Regeneration Team 2 (Participation)	3.3	500,260	370,192
Women's Workshop	4.6	493,507	315,844
Cyberskills	1.4	492,900	204,600
Skills for Life	4.2	547,517	260,353
Eirianfa Community Centre	3.2	58,451	41,851
Rhyl Autos Training	4.2	153,000	61,200
Community Key Fund	3.3	607,902	419,452
Families Learning Together	4.3	144,500	70,800
TOTAL DENBIGHSHIRE LAP		3,757,684	2,283,959

Please note that the Eirianfa Community Centre figure has changed. The figure showing is for an Action Research Project.

REPORT TO CABINET

AGENDA ITEM NO. 10

CABINET MEMBER: Leader of the Council

DATE: 23rd October 2000

SUBJECT: Denbighshire Enterprise Grants

1 Decision Sought

To note the review of the Denbighshire Enterprise Grant and approve the new criteria attached Appendix 1

2 Reason For Seeking Decision

At its meeting of 27th May 2000, the Emergency Powers and Appointments Committee considered a verbal report from the Head of Economic Development regarding the administrative procedure undertaken in processing grant applications. Following instruction from the Committee, the office undertook a review of the Enterprise Grant criteria.

3 Cost Implications

No cost implications

4 Financial Controller Statement

All approved applications will be funded from within existing base budget.

5 Consultation Carried Out

The review of the grant criteria was undertaken in consultation with both Coastal and Clwyd Enterprise Agencies and CELTEC. Should the Cabinet approve the proposed criteria, CELTEC has agreed to provide £7,500 towards the available finance for the scheme.

6 Implications On Other Policy Areas Including Corporate

The provision of Enterprise Grants is one of the means by which the County Council seeks to meet the objectives of its Economic Development Strategy.

7 Recommendation

That Members :-

7.1 Approve the proposed new Enterprise Grant criteria as detailed in Appendix 1.

ENTERPRISE GRANT CRITERIA

Following the review, it is recommended that the Enterprise Grant be amended to reflect the following criteria :-

- (i) the proposed business must be located within Denbighshire
- (ii) the proposed new business must be engaged in a non-agricultural activity
- (iii) the proposed business must have potential viability
- (iv) all projects must meet statutory requirements
- (v) the submitted business plan must include a cash flow projection for at least 12 months
- (vi) each application must be accompanied by all of the following, where relevant :-
 - confirmation of bank facility
 - personal search - if any CCJ's, a satisfactory explanation would be expected
 - if a partnership, a partnership agreement
 - if a limited company, memorandum and articles
 - planning consent and any other relevant licenses and qualifications.

The application procedure should be amended to the following :-

- (i) Initial interview between business advisor and client - Client Action Form completed
- (ii) Refer to independent assessor for interview (requirement under Celtec New Starts Programme)
- (iii) Client carries out action referred to on Action Plan drawn up by Independent Assessor
- (iv) Business advisor assists client with Business Plan, Cash Flow etc. - Business Plan must be typed
- (v) Application submitted to County Council for approval
- (vi) Following start of business, client signs New Business Start Agreement and copy forwarded to County Council
- (vii) Enterprise Agency to liaise with businesses within 13 week period to ensure that business is still eligible and trading legally and to assist with any problems that arise
- (viii) £500 grant to be paid on 13th week, following approval by business advisor and signed declaration by client
- (viii) Enterprise Agencies to provide 6 monthly review report to County Council.

**CYNGOR SIR DDINBYCH
DENBIGHSHIRE COUNTY COUNCIL**

REPORT TO CABINET: Corporate Property Portfolio Member

DATE: 28th September 2000

SUBJECT: LAND ADJACENT TO BRYN COLLEN SCHOOL, LLANGOLLEN

1.0 Decision Sought

1.1 Approval to release land for Highway adoption, which currently forms part of Bryn Collen School, Llangollen

2.0 Reason For Seeking Decision

2.1 Tai Clwyd Housing Association, in partnership with Lloyd Construction, are proposing to develop 22 houses on land located adjacent to Maes Pengwern Estate, Llangollen (**as outlined - Appendix One**).

2.2 Planning Permission for the development has been received from the Local Planning Authority, which is subject to Section 106 conditions (planning conditions), restricting the occupancy to local people only (**as attached - Appendix Two**)

2.3 The Local Education Authority have been approached by Tai Clwyd, some time after planning permission was received, requesting to purchase a strip of land/release land for adoption (approximately 70 sq.m - **as outlined Appendix Three**). A condition of the planning consent is that the existing road needs to be widened to cater adequately for the extra traffic produced by the new housing development. The land in question currently forms part of Bryn Collen School, Llangollen.

2.4 The LEA subsequently consulted the Headmaster and Governors of Bryn Collen School to seek their agreement to Tai Clwyd's proposal.

2.5 The Headmaster and Governors of the School have rejected the proposal on safety grounds. They consider the safety of the School, in particular the school children, were not adequately considered at the planning stage. As Local Members are aware, there is already a substantial problem with the traffic at the school, in particular drop of/pick up times (please refer to Local Member comments - 4.2). The Headmaster and Governors believe that the Development will only add to the current problems.

2.6 The Local Highway Authority were consulted on road safety during the planning consultancy stage, They stated that the following should be undertaken (S.278 agreement) to alleviate any problems caused by the extra traffic:-

2.6.1 Road Layout - Widening of existing carriageway to adhere to Highway Authority requirement (Appendix Three)

2.6.2 Traffic calming measures on the adopted highway. These were considered at design stage but additional features (such as humps/rumble areas) were considered inappropriate on the approach road (serving the estate) because of the speed reducing nature of the proposed horizontal and vertical alignment (road setup).

2.6.3 Traffic Management. The Contractor, during the construction period, will be required to maintain access to the School at all times and complete the road widening/access prior to the commencement of any on the remainder of the development.

2.6.4 Programme of works. To be submitted to the Highway Authority prior to the commencement of works on site incorporating the traffic management requirements referred to above.

2.7 As the Headmaster and Governors of the School considered the Highway requirements to be insufficient, it was decided that a separate report would be submitted by the Council's Health/Safety Officer and the Council's Road Safety Officer, incorporating their advice as to the works required to safeguard the School from the extra traffic produced by the development.
(The report is attached as Appendix Four)

3.0 Cost Implications

3.1 No cost implications.

4.0 Financial Controller Statement

4.1 No direct financial implications

5.0 Consultation Carried Out

5.1 Headmaster and Governors - Bryn Collen School, Llangollen
A verbal update will be given of the Headmaster and Governors response to the Health and Safety and Road Safety Officers report.

5.2 Local Members

5.2.1 Cllr Jeff Jones

Stated that there is very strong opposition to the development. Cllr Jones believes the Schools concerns should be satisfied before the development can proceed.

5.2.2 Cllr Paddy Tobin

Comments still awaited.

5.3 Highway Authority

The Highway Authority were consulted during the planning consultancy stage (please refer to 2.6).

5.4 Education

The Head of Education and Culture supports the concerns of the Head and Governors of the Bryn Collen School, Llangollen (please refer to 2.5).

5.5 Housing (Head of Housing - comments as quoted)

“Housing Services strongly supports the scheme for Cymdeithas Tai Clwyd at Maes Pengwern which is to be developed in response to a high level of need for rented housing for families in Llangollen (51 families currently registered on the Council's local Housing Waiting List). We have been seeking a suitable site in the town for many years and there are no other reasonable alternatives. The project has been supported in the Housing Strategy and Operational Plan and was a high priority in bids for Social Housing Grant approved by the National Assembly in 1999/2000.”

6.0 Implications on Other Policy Areas Including Corporate

6.1 Provision of works to safeguard Bryn Collen School, Llangollen, due to the increased traffic generated by the new development.

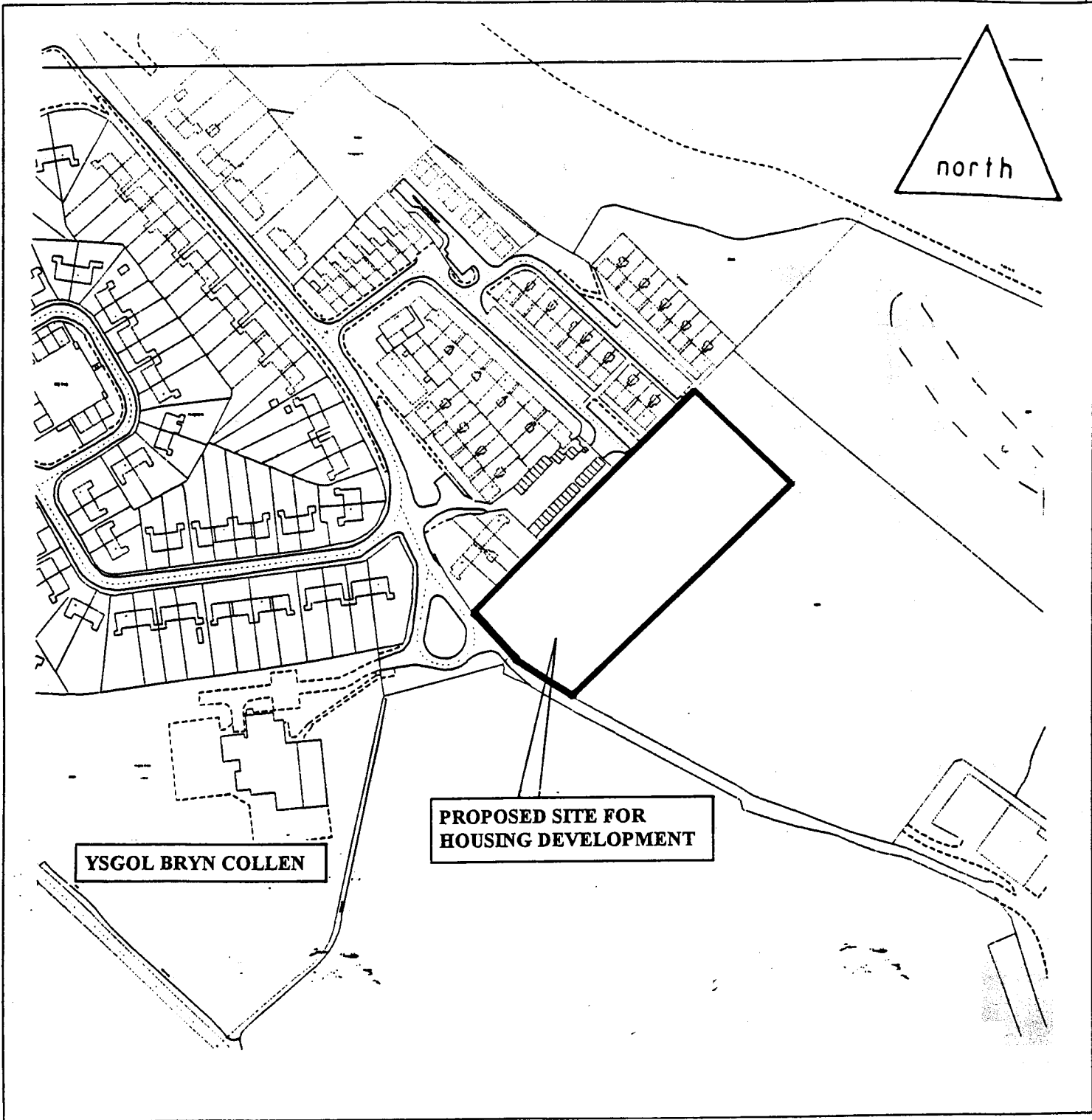
7.0 Recommendation

7.1 That Members;-

7.1.1 Consider that subject to the concerns of the Head and Governors of Bryn Collen School, Llangollen, being adequately addressed by the Health and Safety and Report and Tai Clwyd Housing Association agreeing to fund and undertake the works recommended, that Members approve the release of the land for Highway adoption.

Background Documentation : A copy of the following can be obtained from the Acting Head of Property and Community Services:-

- A. An A1 plan of the proposed development.
- B. A full copy of the Section 106 agreement.
- C. A copy of the 'Certificate of Decision'.



Site
LAND AT MAES PENGWERN,
LLANGOLLEN.

Project
APPENDIX ONE
LOCATION PLAN



Cyfarwyddwr Gwasanaethau Technegol Director of Technical Services
H.E.Roberts BSc CEng DMS FICE FIHT MIMgt
 Tel: 01824 706555 Fax 01824 706865
 Caledfryn, Smithfield Road, Denbigh LL16 3RJ

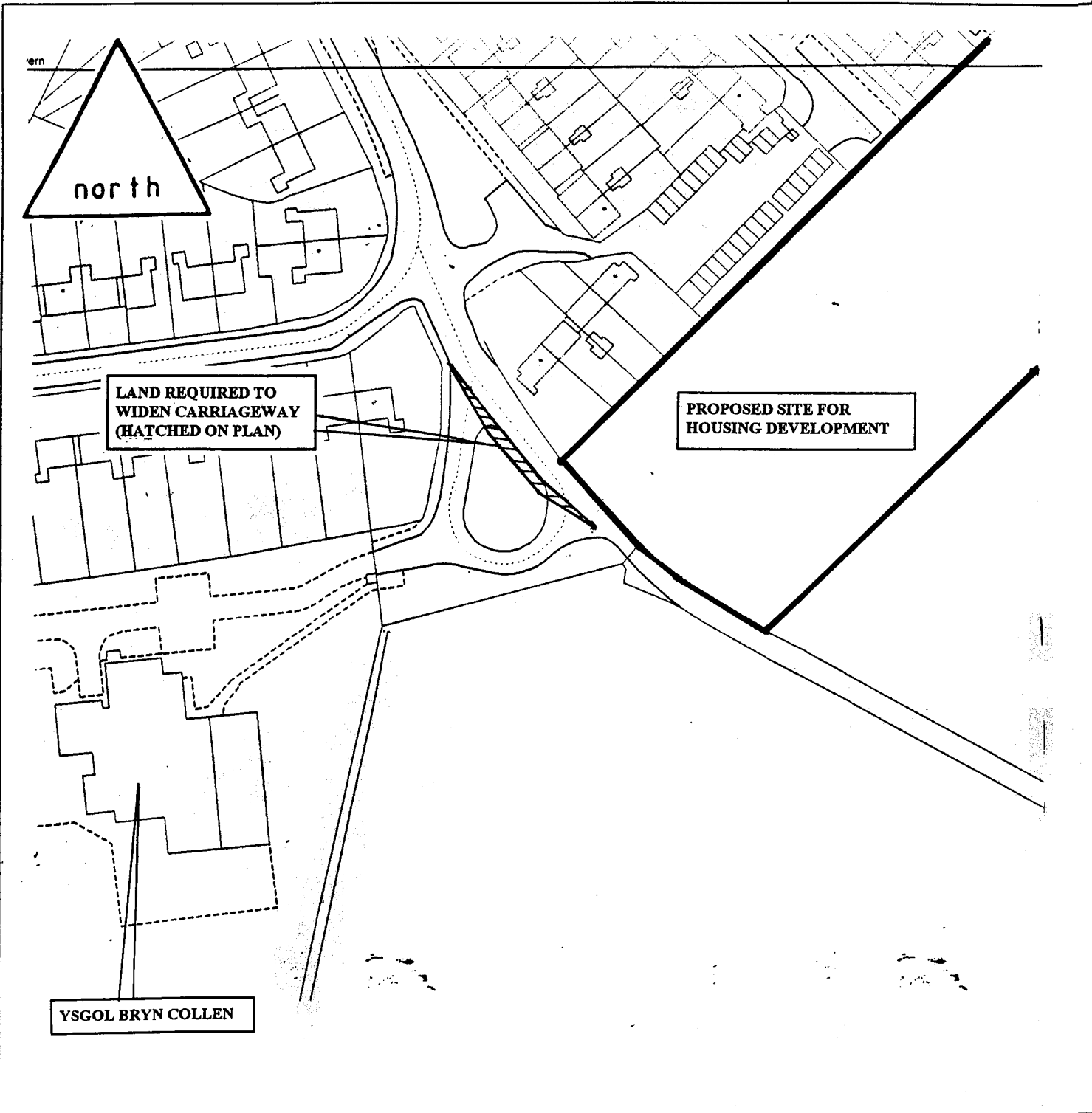
Drawn	Scale 1:500	Project Ref.
Date SEPT. 00		

APPENDIX TWO: SECTION 106 CONDITIONS

In Paragraph 4(iv) a qualifying person shall be defined as follows:-

A person shall be a qualifying person if

- (i) (a) he has resided in the Community of Llangollen Town for a continuous period of one year immediately preceding the proposed occupation of a dwelling
 - or (b) is in permanent full time employment amounting to not less than thirty hours per week situated within the Community of Llangollen Town and has been in such employment for a period of six months immediately preceding the proposed occupation of a dwelling.
 - or (c) has previously resided in the Community of Llangollen Town or been in continuous full time employment as described above for a continuous period of ten years.
- (ii) if on notification of a vacancy no qualifying person as in (i) above can be identified from the waiting lists and after at least one advertisement has been placed in a newspaper circulating in the locality then after a period of at least four weeks the requirement for residence or employment shall be extended to include the following Community areas as well as Llangollen Town - Trevor, Froncysyllte, Corwen, Cynwyd, Llandrillo, Gwyddelwern, Betws Gwerfil Goch, Bryneglwys and Llandegla
 - (iii) if on notification of a vacancy no qualifying person as in (ii) above can be identified from waiting lists and after at least one advertisement has been



Site
LAND AT MAES PENGWERN, LLANGOLLEN.

Project
APPENDIX THREE
LAND REQUIRED TO WIDEN EXISTING CARRIAGEWAY. (APPROX. 70m²)



Cyfarwyddwr Gwasanaethau Technegol Director of Technical Services
H.E.Roberts BSc CEng DMS FICE FIHT MIMgt
 Tel: 01824 706555 Fax 01824 706865
 Caledfryn, Smithfield Road, Denbigh LL16 3RJ

Drawn	Scale 1:1250	Project Ref.
Date SEPT. 00		

APPENDIX FOUR: REPORT

Report from Council Health/Safety Officer and Council Road Safety Officer:-

In conjunction with S A Broadway and L V Owen I have visited Ysgol Bryn Collen and comment as follows:-

It is understood that the developer has provided an alignment drawing which fully complies with the requirements of proposed development and is satisfactory to the Highway Authority. I am also advised that it would not be reasonable to reject the proposal.

The proposed alignment as indicated on the drawing and the standard of the new roadway which includes a new foot way should create an improvement on the existing school access layout.

In order to safeguard access to the school for pupil, parents and staff. It is felt that a number of safety measures could be built into the proposal.

- A) Reduce the height and size of the roundabout so that visibility is increased for all concerned.
- B) Speed restriction signs and school informative signs should be erected.
- C) Consideration given to the introduction of sleeping policemen with appropriate signage.
- D) It is understood that occasionally some members of the teaching staff have to park their cars in the vicinity of the roundabout as there is insufficient parking facilities within the school grounds. This situation could be alleviated by creating extra car parking bays within the school grounds and thereby reducing the traffic problems at peak times.
- E) Suitable signs and road markings to ensure that vehicle traffic clearly understand the points of access and egress and that traffic does not encroach on education directorates land.

FOOTNOTE

I have not been in a position to visit this school site during school term therefore I would welcome the opportunity to monitor the conditions at peak times prior to a final decision being made and the opportunity to discuss the proposals with the Headmaster and School Governors.

If I can be of further assistance please do not hesitate to let me know, my telephone number is 01824 706573.



T A Ashton
County Safety Advisor

REPORT TO CABINET
23rd October, 2000
A REPORT BY THE LEAD CABINET
MEMBER, PERSONAL SERVICES

**Interagency Protocol Dealing with Sex Offenders and Other
Dangerous Offenders**

1. PURPOSE OF REPORT

1.1 To seek approval for the adoption of the above protocol.

2. BACKGROUND

2.1 The protocol, a copy of which is attached to this report as an appendix, had been prepared by the North Wales Probation Service and was submitted to the last meeting Crime and Disorder Steering Group by Mr Steve Ray. Mr Ray explained that the Protocol had arisen from discussions between the North Wales Probation Service, North Wales Police and North Wales Local Authorities, in particular, Social Services departments. It had been designed to enable agencies to co-operate in respect of risk assessment and management and to exchange information with regard to individuals considered to be a risk to public safety. It was recognised that, on occasions, it would be necessary to consult on an individual basis with other agencies to effectively implement the components of the Protocol. Mr Ray informed the Group that the document had been endorsed by ACPC, North Wales Child Protection Service and both Wrexham and Flintshire Crime & Disorder Partnerships. It would also be submitted to the North Wales Chief Officers' Group meeting in October with the intention of having it adopted across North Wales. Members of the Group agreed that the principles contained in the document provided a sound framework for ensuring that all agencies would be empowered to fulfil their specific obligations and responsibilities, and it was agreed that it should be forwarded for consideration by the Cabinet with a recommendation that it be adopted.

2.2 In general the North Wales authorities are prepared to adopt this although the Conwy Cabinet has resolved that it should be rejected. The reason for this decision relates to specific local circumstances rather than to any problems with regard to the protocol. In view of this there appear to be no reasons for not adopting the protocol in Denbighshire.

3. RECOMMENDATION

3.1 That Members agree to the adoption of the above protocol

REPORT TO CABINET

AGENDA ITEM NO. 13

CABINET MEMBER: Councillor Alby Roberts

DATE: 23 October, 2000

SUBJECT: Social Services Business Plan /
Social Care Plan 2000 - 2003

1. Decision Sought

1.1 To approve the Social Care Plan / Business Plan 2000 - 2003.

2. Reason for Seeking Decision

2.1 The production of this plan is required under the NHS and Community Care Act 1990.

2.2 The plan is a key document setting out the strategic direction for the Social Services Directorate. The plan is intended to assist the Cabinet in its understanding of the complex issues which affect services.

2.3 Production of the plan this year has been delayed as a result of restructuring within the Directorate, which has meant additional work in realigning budgets and activity.

3. Cost Implications

3.1 The plan contains information on the distribution of the social services budget and information on financial performance. The financial tables in the plan also show the effect of assuming further budget reductions for years 2001 - 2003. There are significant projected overspends in (a) children's services and (b) provider services. Clear strategies related to both are underway but the issues involved are complex and are not amenable to short term solutions.

4. Financial Controller Statement

The financial implications included in the Plan will inform the Budget setting process for 2001/02 and future years.

5. Consultation Carried Out

5.1 Section 9 of the plan (pages 11 - 14) details the important partnerships that have contributed to producing the plan and in particular joint working with:

- service users and carers
- health services

- housing services
- education
- the voluntary sector
- the independent / private sector
- other local authorities, particularly in North Wales

5.2 A commitment to further strengthening joint planning and consultation arrangements is a key issue referred to in the plan. The introduction makes it clear that a fundamental review of planning arrangements is to be undertaken.

5.3 The full plan which has currently been made available to Cabinet Members only will further assist consultation and joint working. A user friendly summary is in the process of being produced and will be made available to all County Council Members.

6. Implications on Other Policy Areas Including Corporate

6.1 The plan illustrates the Social Services Directorate's commitment to the corporate Business Planning process.

6.2 The plan has been designed in a Best Value format and this is why "inputs", "outputs" and "outcomes" are identified. The plan will form the basis of the Directorate's Performance Management Framework.

6.3 The plan details the corporate policy impacts arising from individual service plans.

7. Recommendation

7.1 That Cabinet approve the Social Services Business Plan / Social Care Plan 2000 - 2003.