

## Appendix 1 – Project details and Outputs

### Axis 3

#### DEN 52 - Rural Denbighshire Business Creation and Development Measure 312

This project will aim to assist the formation and growth of business through two key activities:

- Business advice / reviews and IT reviews and small (capital) grants for micro rural enterprises. (Undertaken by Denbighshire County Council)
- A Rural Denbighshire Enterprise Bursary scheme for individuals aged between 19-30 together with business advice and mentoring. (Undertaken by Cadwyn Clwyd).

The grants will be aimed at micro rural enterprises employing 9 or less and providing a capital grant of 50% giving a maximum of £5,000 where appropriate but will target projects which are £2,499 or less which can't access the North Wales Local Investment Fund (LIF).

There will also be further assistance / after care, offered post the award of a grant to assist the company to maximise their investment and grow the business. The Rural Denbighshire Enterprise Rehearsal scheme will target those who are unemployed but wish to start a micro enterprise and not lose their benefits whilst they make their initial plans to enter the labour market.

The Rural Denbighshire Enterprise Bursary scheme will provide economic opportunities for young people, the underemployed and community groups in rural Denbighshire. It will encourage entrepreneurship in young people and the unemployed or those facing redundancy. It builds their capacity to start a business, and provides them with the support and financial assistance to start their enterprise.

This will in turn provide opportunities for a broader range of better paid employment opportunities, raising economic activity rates and enhancing additional mainstream services safeguarding the vitality of the rural area and it's communities.

Project Name	Axis	Measure	Total Project £	EAFRD/WAG £	Levered Funding £
Rural Denbighshire Business Creation and Development	3	312	935,138	660,483	274,655

Cadwyn Clwyd Portion of Funding	Total Project £	EAFRD/WAG £	Levered Funding £
	202,276	177,621	24,655

Denbighshire County Council Portion of Funding	Total Project £	EAFRD/WAG £	Levered Funding £
	732,862	482,862	250,000

## Project Outputs:

PERFORMANCE INDICATOR	TOTAL TARGET
Number of micro enterprises financially supported	35
number of individuals financially supported to create a new micro enterprise	80
Number of micro enterprises advised or assisted	70
Number of individuals advised to support the creation of a new micro enterprise (pre-start)	135
Number of marketing & promotional activities undertaken	15
Number of activities undertaken to raise awareness of the environmental consequences of a project	1
Number of activities that actively encourages or promotes action to address environmental sustainability	1
Number of enterprises adopting or improving environmental management systems	10
Number of awareness raising sessions	1
Number of Welsh Speakers participating in the project	1
Gross number of jobs created	62
Number of micro enterprises created	45

**Examples:** Arcform Limited received grant assistance to help purchase new machinery and tooling. This has helped them maintain growth despite the current economic climate. The benefits of the grant for the company were immediate, giving them the opportunity to increase efficiency in manufacturing existing products by making them more competitive, and having a greater capacity for in-house production. This has also created jobs for Arcform Limited.

An applicant has received funding to set up a motorcycle instruction company.

**DEN53 - Green Tourism & Destination Denbighshire – Encouragement of Tourism Activities  
Measure 313**

The project will support green, heritage and cultural tourism within rural Denbighshire focused around the principles covered by EUROPARC. The project will support the combination of activities and provisions in the area e.g. mountain biking / trails with accommodation providers, footpath networks linked with rural businesses, walking linked with cultural events. The recently designated EUROPARC Charter Status for the Clwydian Range AONB will act as a focus for the project, and the principles of the Charter will underpin the project and will be applied to wider rural Denbighshire to develop sustainable tourism.

The project will increase visitor numbers to the county, increase the length of their stay, improve their enjoyment and understanding and encourage more year round visits to the county. The project will use new and innovative information and communications technology to improve access to information and to develop relevant interpretation methods to promote the county's cultural heritage.

The Project will also provide openings for the future economic development of tourism through supporting initiatives on a local level which both promote and enhance the visitor experience. It will extend the tourism season through the development of tourism attractions and interpretation and green tourism opportunities.

The project will assist with the setting up of a county wide tourism association and supports some key networking events to encourage and develop tourism products and services.

Project Name	Axis	Measure	Total Project £	EAFRD/WAG £	Levered Funding £
Green Tourism & Destination Denbighshire	3	313	1,127,663	902,130	225,533

Cadwyn Clwyd Portion of Funding	Total Project £	EAFRD/WAG £	Levered Funding £
	757,163	681,630	75,533

Denbighshire County Council Portion of Funding	Total Project £	EAFRD/WAG £	Levered Funding £
	370,500.00	220,500.00	150,000.00

## Project Outputs:

PERFORMANCE INDICATOR	TOTAL TARGET
Number of small scale tourism infrastructure projects financially supported	37
Number of projects to develop and/or market a rural tourism product or service financially supported	33
Number of enterprises advised or assisted to develop and/or market a tourism project	47
Number of feasibility studies undertaken	2
Number of marketing and promotional activities undertaken	6
Number of activities undertaken to raise awareness of the environmental consequences of a project	1
Number of local recreational infrastructure projects financially supported	11
Additional number of tourists attracted to the region	22300

## Examples of projects Supported:

- Open Doors 2013 – to support Denbighshire’s Civic Societies to put on the Open Doors event during September 2013. The funding will support the programme of events including, promotional material and coordination. The heritage experience will be further enriched with talks, guided walks and exhibitions that bring the sites to life.
- Denbigh Website – following the recent success of the Denbigh Branding study the town are keen to bring their website in line with the current branding. The brand celebrates all that is special about Denbigh and gives a strong, proud identity with which to tell the world about the town. The new website will meet the needs of the Denbigh Tourism Community and meet the expectations of prospective visitors to the area.
- Pen y Pigyn - Situated in the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty (AONB), Coed Pen y Pigyn is 9 acres consisting of mixed habitats. The site is regularly used by local people and visitors alike. The community of Corwen wish to replace the old, dilapidated flagpole that is incorporated into the memorial at Pen y Pigyn viewpoint. The roots of the project firmly belong to the community, and there is a real drive within Corwen to have all of the above works undertaken and completed by the end of August 2013. This is so that everything would be in place for the viewing area to be the focal point for Dydd Owain Glyndwr – held on September 16th each year.

## Axis 4

### **DEN58 – Innovation Denbighshire Total Project – Delivered by Cadwyn Clwyd Value £2,474,166**

The Innovation Denbighshire project aims to address the Denbighshire Local Development Strategy's objectives and build on the inherent strengths of Denbighshire's rural areas. The overall aim of the project is to support the development of sustainable rural communities, helping to create a rural area in which people want to live, work and invest in.

Innovation Denbighshire is comprised of project activity strands that are focused to deliver the following three objectives:

**Objective 1:** To promote innovation, entrepreneurship and distinctiveness

**Objective 2:** To safeguard the area's natural, cultural and heritage assets, maximising their economic potential for local businesses and communities

**Objective 3:** To develop and engender greater community cohesiveness

As an Axis 4 project, Innovation Denbighshire follows the LEADER approach that encourages grass roots engagement with community groups in rural Denbighshire to develop projects that meet their needs.

Project Name	Axis	Total Project £	EAFRD/WAG £	Levered Funding £
Innovation Denbighshire	4	2,474,166.00	1,979,332.80	494,833.20

### **Project Outputs:**

PERFORMANCE INDICATOR	TOTAL TARGET
Number of individuals advised for the development of a cooperation initiative	100
Number cooperation initiatives financially supported	12
Number of farm holdings and holdings of other land managers receiving support	100
Number of farming household members advised to diversify into non-agricultural activities	35
Number of individuals financially supported to create a new microenterprise	15
Number of micro enterprises advised or assisted	35
Number of enterprises advised for the development / marketing of tourism projects	30
Number of projects relating to basic services for the economy and the rural population financially supported	12
Number of enterprises advised to develop projects relating to basic services for the economy and rural population	14
Number of villages where renewal and development projects have taken place	5
Number of projects in support of maintaining, restoring or upgrading the rural heritage financially supported	144

Number of individuals trained	100
Number of community action plans developed	5
Number of community capacity building events held	27
Number of partnerships participated in	12
Number of pilot projects financially supported	41
Number of new or improved processes introduced by supported enterprises	10
Number of new products launched	5
Area under successful land management contributing to bio diversity and high nature value farming/forestry	100
Gross Number of Jobs Created	8
Additional number of tourists attracted to the region	1000
Population in rural area benefiting from improved services (Services Measure)	5000
Population in rural area benefiting from improved services (Development Measure)	5000
Population in rural area benefiting from improved services (Heritage Measure)	5000
Number of participants implementing skills developed (no formal qualification was achieved)	100
Number of new or improved processes introduced by supported enterprises	10

#### Examples of projects Supported:

##### Llangollen Food Festival

The food festival committee are now working with the Welsh Government's Food Division on an event for food festival organisers in January 2014 at Llangollen Pavilion to encourage food festivals to work together and share ideas when it comes to attracting private sector sponsorship, long-term sustainability, support for producers and building the Welsh economy. The food festival committee are also working with the local Slow Food Group on creating a Llangollen Food Week in the run-up to the food festival in 2014 as well as arranging a 'Beer Train' with Llangollen Railway on Saturday the 18<sup>th</sup> of October 2014. Local chefs will be brought on board with the event more than in the past to perform cookery demonstrations and the committee are looking into new ideas about how to involve local children and young people with the festival to give them an education and experience in the food and drink industry.

##### SCBKA Pollinators Garden

South Clwyd Beekeepers Association have now commenced work at Llysfasi on their pollinators garden which will be an educational space for beekeepers, farmers, students and the general public about the importance of pollinators in the environment. The existing greenhouse on the site will be renovated and converted into an outdoor classroom, the whole site tidied up and planted with pollinators friendly plants. The project has the full support of Coleg Cambria who plan a marketing campaign to highlight this new facility, as well as the Welsh Beekeepers Association and the Clwydian Range and Dee Valley AONB who provided match-funding to the project through the Sustainable Development Fund. It is hoped that works will be completed in March 2014 when an official opening event will be held.

##### Beekeepers Conference

South Clwyd Beekeepers Association have started preparations for the conference which will take place at Llangollen Pavilion in September 2014. It is expected that over 400 people will be present from all over the UK. The association are now in talks with SICCAM – a pan-European group of scholars and academics about having their annual event in conjunction with the association's conference at the same time and location.

### Food Unit Consultancy

This project is the next phase of the feasibility study that was undertaken to research the demand and practicalities of setting up a facility in rural Denbighshire for use by local food and drink producers available to be hired on a daily basis with equipment included. West Wales Consulting have now been appointed to carry out the 2<sup>nd</sup> consultancy phase of the project which will involve confirming the use of the proposed facility with producers, securing funding for the facility and confirming the legal entity of the facility and make arrangements with Coleg Cambria in regard to the proposed facility's site at Llysfasi.

### AONB Lamb Branding

A co-ordinator has now been appointed and has started working with the group of farmers and the project partners to develop supply chains from the farms to potential customers, as well as working with the Clwydian Range and Dee Valley AONB on brand development.

### Llaeth Lleol

The Food Technology Centre has now completed the first phase of the project which was researching gaps in the market and now started work on the second phase of the dairy product development project. The first phase was to research and identify gaps in the food and drink market for dairy products by market research and researching demand e.g. consulting with major food outlets such as farm shops, Bodnant Food Centre, small supermarket chains etc. The second phase will involve testing and developing the products with working with interested companies/individuals to take on the products. With the other element of the project, the project officer is now finalising with the agricultural staff at Coleg Cambria (Llysfasi) a series of lectures and workshops throughout 2014 – each specialising in an important or innovative field in dairy farming. The workshops will be open to all including the agricultural students at the college as well as the whole dairy farming industry across the Cadwyn Clwyd area.

### Women in Enterprise

The Women in Enterprise Scheme will pilot a package of support which includes: overcoming barriers to business; networking events; and a start-up bursary. The Start-up bursary gives women in rural Denbighshire a great opportunity to set up their business with a grant of up to £2000 RDP funds.

### Maintaining hedgerows and traditional boundaries

The officer is currently visiting applicants who have completed the intended works to check on their progress. So far 72 applicants of the total 95 on the Denbighshire scheme have completed the works and the paperwork is currently being processed for reimbursement.

### Micro power generation and alternative energy pilot projects

A lot of work has been put into the Corwen Hydro power scheme and we are coming to a critical time in the scheme development

### Community Facilities Scheme and Community Action Scheme – Henllan Community Facility

Cadwyn Clwyd has been working with the Henllan Community Council to ascertain the feasibility of developing a new community facility within the village. The community want to create a new building, bowling area and small car park on the lower plateau of the Top Park site, which is adjacent to Ty-Coch Street and in close proximity to the existing football pitch. A new facility would be utilised by a range of sports groups, including a bowling club and football teams, and would be opened for meetings and during community events in the village. Cadwyn Clwyd's funding has enabled the Community Council to engage with Club Design Ltd., who produced a short feasibility study that includes a number design options with costs and architectural plans.

### Mile End Mill Llangollen

The aim is to provide the local community of Llangollen with premier leisure and adventure training facilities embracing the community whilst promoting health and fitness and physical well-being.

The Trust's aspirations are to develop the Mill into a leisure facility for both the local community and tourist trade. Funding from Cadwyn Clwyd has been used to fund a marketing appraisal which will be used to strengthen the planning process and help to strengthen future funding bids.

#### River Dee Access Project

Cadwyn has recently approved this pilot project and the aim is to employ a facilitator to promote sustainable recreational access to the River Dee around Llangollen in particular for canoeists and rafting and to manage the impacts of these activities. We are in the process of discussing with the group what the Job Description should look like and we will be holding interviews early February.

#### Llangollen Pre School CIC

The CIC's initial aim is to provide a purpose built pre-school building which it will then manage, on a non-profit making basis. Once the building is complete they will, in partnership with the present providers, support them in providing outstanding full time wrap around childcare and pre-school education for up to 70 children aged from 6 months to 4. They have applied to Cadwyn to develop architects drawings and building estimates in order to draw down the further funding we need to progress the project.

**All RDP Projects are subject to 'on-the-spot' audits by the Rural Inspectorate for Wales.**