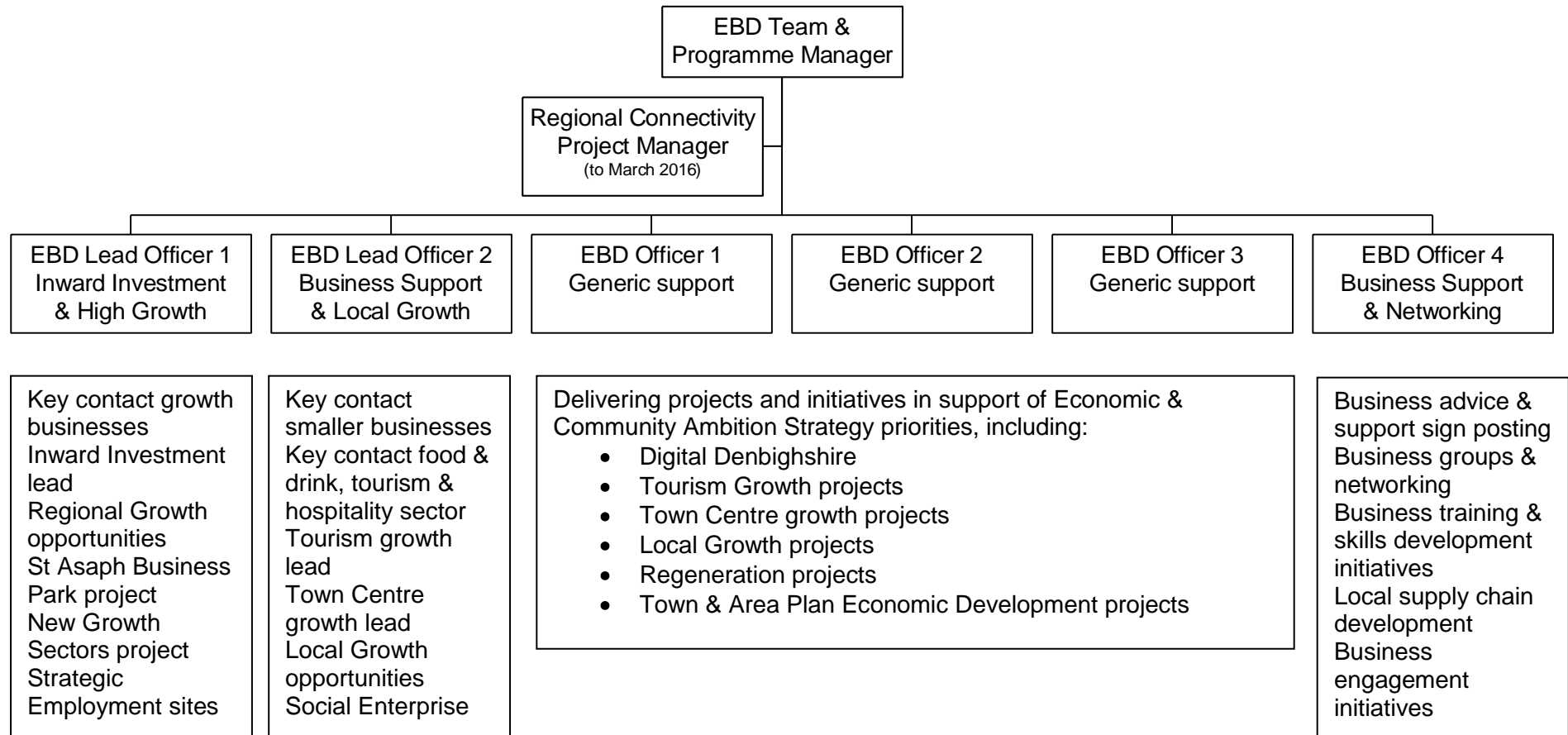


### Priority Projects – Economic & Community Ambition Strategy

1. **Digital Denbighshire** – supporting roll out of superfast broadband / mobile phone coverage and encouraging businesses to develop e-commerce opportunities (*Economic & Business Development lead*)
2. **Strategic Employment Sites** – working to activate key employment sites across the county. (*Property Services lead*)
3. **Business Advice and Support** – better signposting to support and advice services, improved networking among local businesses (*Economic & Business Development lead*)
4. **Better Business for All** – a programme to embed a ‘business friendly’ culture across Council services, starting with Regulatory Services. (*Planning & Public Protection lead*)
5. **Supportive Procurement** – revising our procurement processes with a focus on developing local suppliers and delivering community benefits (*Procurement lead*)
6. **Tourism Growth Planning** – developing a Plan to exploit key tourism markets to increase overnight visitors and high spend activities (*Economic & Business Development lead*)
7. **St Asaph Business Park** - developing a Plan to encourage inward investment and attract high value jobs to St Asaph Business Park (*Economic & Business Development lead*)
8. **Coastal Facilities Redevelopment** – delivering renewed tourism and leisure facilities in Rhyl & Prestatyn (*Communications, Marketing & Leisure lead*)
9. **New Sectors Growth Potential** – evaluating national growth sectors and exploiting them locally (*Economic & Business Development lead*)
10. **Regional Growth Opportunities** – securing local benefit from North Wales regional growth opportunities (*Economic & Business Development lead*)
11. **Careers Advice, Support & Pathways** - ensuring our young people have excellent employability skills and are better connected to the world of work (*Education lead*)

12. **Advanced Skills for Growth Sectors** - focussed on developing advanced skills needed by growth sector businesses, particularly STEM subjects (*Education lead*)
13. **Enterprise & Entrepreneurship Skills Development** – helping to create new and support existing local businesses by developing local talent (*Education lead*)
14. **Town Centre Growth & Diversification** – initiatives to create and maintain viable town centres across the county (*Economic & Business Development lead*)
15. **Locate in Denbighshire' Business Marketing Campaign** – campaign to promote Denbighshire as a location for businesses (*Communications, Marketing & Leisure lead*)
16. **Inward Investment/Business Relocation Enquiry Management** – improving our response to inward investment and relocation enquiries (*Economic & Business Development lead*)

Revised Economic & Business Development Team



**Plus:** Community Projects Officer post in Strategic Planning & Performance Team focused on supporting Community Projects, Community Engagement and Town & Area Plans