



## Cefnogi Busnes - Twristiaeth - Treftadaeth Business Support - Tourism – Heritage

**Cylchlythyr  
Newsletter**   
CYNGOR Sir Ddinbych  
Denbighshire  
COUNTY COUNCIL

### Annex

#### TOWN CENTRE SUPPORT

- Business owners in Ruthin were invited to attend a presentation on the findings of a mystery shopper exercise carried out as part of efforts to boost independent business trade in the town. The presentation included feedback from street interviews and audit along with prizes for the highest mystery shop results. Over 100 Ruthin Business retailers attended the event with 30 independent businesses receiving their individual report. Ruthin has been bench marked against 90 towns across the United Kingdom and has come 16th for Customer Service and experience. This event featured on BBC Wales Radio, the Daily Post, Free Press and the internet.
- Following the Mystery shopping exercise in Ruthin and working in partnership with the retail skill shop fifteen independent businesses at Ruthin Castle on the 5th March to participating in a Mary Portas Master Class - Selling and Service. Feedback received was **"Big Impact and cant wait to put practices into place", "Fresh approach" and "After thirteen years I am amazed how much I have learnt from this session, very up to date, informative, inspiring and positive, thank you"**. Pictures were taken and posted on the Denbighshire Works face book page and tagged into the business for their customers to see them receiving their certificates.
- 18 independent businesses in Prestatyn attended a three hour workshop in part with the retail skill shop about "Why Window Dressing is important to maximise sales for their business". All attendees took away a work book to enable them to carry what they learnt in the workshop. Feedback received was **"This training has given me an insight what we can achieve through our window displays and will do further research", " Think outside the box" and " Cant wait to get into the shop in the morning to start implementing what I have learnt tonight"**. Pictures were taken and posted on the Denbighshire Works face book page and tagged into the business for their customers to see them participating in the course.
- In partnership with the retail skill shop and Denbigh Business Group 30 independent Denbigh Businesses attended a taster session of the Mary Portas Master Class " My Shop My Future" highlights were aired on Radio Wales week at Work news slot. **Feedback received was " Fantastic, thoroughly enjoyed it", "Can't wait to do a full training session" and "Thank you Denbighshire Business Support for organising a great training event"**. This event featured in a whole page of the business section of the Daily Post and was heavily over subscribed.
- Prestatyn Business Forum and the Scala Cinema are due to launch a " I am local" card for the town. Supporting this scheme logos have been designed, cards purchased, marketing material has been funded, a website has been developed and 12 months adverts in the Scala Brochure has been booked.
- The Visit Prestatyn website is receiving a make over and being upgraded to combine the new " I am local " website. [www.visitprestatyn.com](http://www.visitprestatyn.com) receives over 20,000 hits per month. A new business directory has been incorporated along with information on the development works.
- Over 130 businesses in Prestatyn receive a fortnightly news letter on the update of the Highways, Railway and Stadium Development and any other activity that may have a impact on the High Street businesses.
- Supporting Denbigh Business Group a contribution towards the St Davids Days celebrations and events went towards a business brochure advertising the businesses in the Town and their offers over the weekend.

### **RDP Destination Denbighshire (DEN53)**

- Digital trails - we are still awaiting for the agreement from Welsh Government in relation to the funding being re-aligned. This was submitted to them on 10th February and they have 30 working days to respond which takes us through to 26th March.
- Destination Denbighshire - The next Shadow Executive meeting is being held on Monday 19th March. The second Denbighshire Tourism Forum will be held on Thursday 10th May at Ruthin Castle, we are developing the agenda to include speakers and interactive sessions.
- Familiarisation Trips - The Project Officer is working with the Tourism Officers to develop a familiarisation for this quarter for the staff of the Tourist Information Centres in Llangollen and Rhyl to take them to the Denbigh and Ruthin area familiarising them in preparation for the National Eisteddfod 2013 which is being held in Denbigh.
- Workshops for tourism operators - working is progressing on a development programme for tourism operators which will be similar to the Sense of Place workshops that were developed by Visit Wales.

### **Rural Development Plan - Lead Body**

- Partnership packs have been sent out to new member Derek Barker and new advisor Clwyd Spencer.
- The next meeting of the Partnership has been arranged for Monday 16<sup>th</sup> April.
- Work is underway to arrange the Business Plan One Celebration event in May.
- Monitoring visits for Business Plan two projects continue and update meeting on progress taken place with Welsh Government.

### **Rural Development Plan - Business Plan Two Projects:**

#### **Business Creation and Development (DEN52):**

In the period February 2012 to date:

- An advert has been published promoting the availability of grants in the money matters information leaflet.
- 5 Registration of Interest has been received

Two full applications have been approved.

A total of £10,000 has been paid out in claims leveraging in a further £120,109 in Private sector funding.

### **Local Investment Fund (LIF):**

- Convergence funded financial support for new and existing businesses (Anglesey Lead Partner, in conjunction with Conwy, Gwynedd and Denbighshire)
- Attended the cycling centre of excellence events held to promote the available of the grants available.
- 10 Expression of Interests received
- One applications approved
- A total of £4,534.22 has been paid out in claims leveraging in a further £6,801.33 in Private sector funding.
- Total of 11 jobs created and evidenced through monitoring visits.

## Tourism

- Print and delivery of the new 60,000 North Wales Borderlands attractions brochure featuring free adverts for 48 attractions in the area before the up and coming Easter holidays. These will be distributed via the TIC's ,our free literature service and LDS within and hour and half drive time of the area. Continued work on social media, and on web presence and PR opportunities, for the NWB and Denbighshire.
- Re-prints of the 7 town trails in anticipation of the new season- still proving to be very popular via our distribution service.
- Work to revamp the WHS brand toolkit on behalf of the marketing sub group.
- Collating events and new information for the next edition of the What's On. Due to be out for the beginning of April.
- Collation of design briefs for a redesign of the Medieval Denbighshire car trail and people and places booklet, this will be re-launched in May before the shoulder season.
- Meeting with Artychoke web designers to start creating a mobile web site and QR code for further Rhyl and Prestatyn information.
- Commissioned a local photographer to take over two hundred new images of Denbighshire.
- Design work has started on a new St Asaph map board for Members Area Group.
- Internal re-decoration for the Rhyl TIC has been authorised.
- The campaigns are going well and the Rhyl TIC has handled the following numbers of responses (and therefore packed the same number of brochures!) :-

Sunday Mirror	478
Daily Mirror	173
The People	236
Where to go in Britain	569
UK Holiday Collection	915
Seaside Holidays	494
Christmas Postcards	1334

- Visit Wales Rhyl and Prestatyn Buy in: 2,751,000 inserts have been printed for UK and 245,000 for Ireland. In Ireland, there were Inserts in the Irish Times and the Irish Independent on sale on the 28th February and 2nd March respectively.
- **TV/VOD**-Phase 1 of the TV campaign has now finished and VW are looking at the results. The next phase of the TV/VOD campaign began on 6th March and runs until 31st March. The TV spots will run alongside the UK government's GREAT campaign <http://www.visitbritain.org/aboutus/marketing/greatcampaign/index.aspx> The GREAT Campaign began the first week of March. Please see attached Direct mail insert:
- Negotiations are underway with North Wales Tourism to continue their management of the Llangollen and Rhyl TIC's for 2012/13 pending a review of tourist information provision by our strategic colleagues.

### **Community Revenue & Capital Grants**

- A total of £85,000 was allocated to 66 Community Revenue projects across Denbighshire of which in the last month a 13 additional projects have submitted evidence of expenditure and a total of £13,708 has been paid out in claims. This brings the total claims so far to 20 projects and £26,803 being released in grant payments.
- A total of £217,854 was allocated to 15 Community Capital projects across Denbighshire. No additional payments have been made against this scheme this month but several have contacted to say that they will be claiming imminently. A total of £32,000 has been paid out in claims to date.
- One Community Capital project has sent in a request to change their project which has been accepted. The change is due to unforeseen circumstances and the Grovepark Bowling & Social Club have requested that the grant be used for re-roofing their club house rather than purchasing a new mower as the winter weather has caused much damage and they feel this is more urgent.

### **Commutated Sums**

- Further meetings with Planning have been held to discuss the commuted sums and work is being carried out to structure the procedure of dealing with funds, applications and approval of this funding.

### **Corwen Railway extension**

- The art seminar was held on the 14th February which was well attended. A report is currently being drafted and the Arts Council of Wales has expressed an interest in working in Partnership investigating the feasibility of the artist's project proposals and developing the linkages from the temporary platform to the town of Corwen.
- The quarterly meeting of the Llangollen Railway Extension Coordination group took place on the 10<sup>th</sup> March. It was reported that tremendous progress has been made with track laid up to 1500 meters from the Carrog gate. A Phase Two feasibility report will also be commissioned utilising the £45K from the Rural Development Plan study funding to look at the detailed design and costing for this element of work required.

### **CANTATA**

- Discussions are in hand with Tom Booty regarding a phased start for Peter with Rhyl thus ensuring a satisfactory completion of the project without financial or reputational repercussions.
- Appointed Ontrac Public Relations to promote Cantata turn books and Cantata tourism application.
- Facilitated tour of new food trail in Denbighshire for local businesses 16th of March (with Cadwyn Clwyd).
- Further development of Cantata on-line toolkit to create a suite of Cantata digital products.
- Coordinated arrangements with host partner Ireland and other Cantata partners for the Transnational Steering Group Meeting 21st to 24th March.
- Cantata Transnational Newsletter produced (March 2012)

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### **WINSENT**

- Attended WINSENT Development Partner progress meetings held in Dublin on the 29th February
- Agenda and speakers for the main WINSENT conference in the SCALA on the 29th March have been finalised - invitations have been sent out.
- DCC has declined to engage in a further 3 month extension to the project.