

Target who? (key stakeholders)	Why? (objective)	With what additional key questions / messages?	How?
<b>Businesses direct</b>	Because it is businesses that will deliver the economic growth supported by the strategy. To gain feedback on the relevancy of our proposed workstream actions from key new & existing businesses in our strength and opportunity sectors (Tourism, Manufacturing, Energy & Environment, Social enterprise).	Positive impact we want it to make Your role in making it happen How can you help to deliver the strategy? Please spread the word about the consultation opportunities	Targeted mailing to business directory Focus groups – geographical & sector specific (Tourism, Manufacturing/ Energy & Environment, Rural) DCC Members promoting consultation opportunities direct to their local businesses Geographical drop-in days open to business and general public  Website + Survey Monkey
<b>Business Organisations</b>  FSB Business In the Community	Communicate our Vision and promote our priorities to a wider business audience, sign up business organisation support for the strategy.	Positive impact we want it to make Your role in making it happen How can you help to deliver the strategy? Please spread the word about the consultation opportunities Please provide written feedback	Direct mailing Offer to attend their own meeting (branch meetings) Website + Survey Monkey
<b>Business Networks</b>  Network She Denbighshire BN	Gain feedback - especially on workstream 2.2 (Local Business Connections) which is about them.	Positive impact we want it to make Your role in making it happen How can you help to deliver the strategy? Please spread the word about the consultation opportunities	Business breakfasts Offer to attend their own meeting Website + Survey Monkey
<b>Social Enterprises</b>	Focus their attention on our challenges / issues, gain feedback on workstream 3.3 (Social Enterprise) which is about them.	Positive impact we want it to make Your role in making it happen How can you help to deliver the strategy?	Focus groups Direct mailing (DVSC) DVSC blog Website + Survey Monkey
<b>Voluntary sector organisations</b>	To highlight opportunities for working together and elicit feedback across the proposed workstreams.		Direct mailing (DVSC) DVSC blog Health & Social Care network meet Website + Survey Monkey
<b>General public</b>	To communicate our Vision and proposed areas of work. To highlight that DCC is progressing work on the Corporate Plan.	Please provide feedback on whether Strategy will address issues in your community	County Voice - July Website + Survey Monkey Social media Press & PR Geographical drop-in days open to business and general public
<b>Partner agencies</b> TPNW DEA Cadwyn RSLs NWEAB NWEF Flintshire CC Wrexham CBC Conwy CBC TAITH WEFO Rhyl City Strategy Communities 1 <sup>st</sup> AONB Strategic PB RDP Partnership Betsi Cadwaladr DWP Welsh Govt BETS FE & HE	Highlight and gain feedback on the areas of work in which we will be seeking to jointly plan, develop and deliver actions resulting from the strategy.  To highlight areas of overlap / joint working for efficiency across the workstreams.	Your role in making it happen How can you help to deliver the strategy? Please spread the word about the consultation opportunities Please provide written feedback	As part of the LSB engagement phase 1 for developing Big Plan 2 (to include specific consultation with groups who have protected characteristics)  Focus Group Direct mailing Offer to attend their own meeting Website + Survey Monkey
<b>Mersey Dee Alliance / NWEAB / Energy Island</b>	These are key strategic initiatives that offer opportunities for our businesses / residents and may commission regional projects that support our outcomes.	How can you help to deliver the strategy? Please provide written feedback	Direct mailing Offer to attend their own meeting Website + Survey Monkey

Target who? (key stakeholders)	Why? (objective)	With what additional key questions / messages?	How?
<b>Politicians</b> AMs MPs MEPs	To demonstrate that we have an ambitious strategy which supports regional economic growth and requires investment		Direct mailing from Leader Website + Survey Monkey
<b>Town Councils</b>	Because we need TCs to support the Vision and in particular to engage enthusiastically in Theme 5 (Vibrant Towns & Communities) & Theme 6 (Well Promoted Denbighshire). Also to provide feedback on workstreams.	How can you help to deliver the strategy? Please spread the word about the consultation opportunities Please provide written feedback	Direct mailing to notify up-coming consultation Direct mailing DD T&CC Cluster meetings Website + Survey Monkey
<b>Community Councils</b>	Because we need CCs to support the Vision, engage enthusiastically in Theme 5 (Vibrant Towns & Communities) and feedback on the workstreams within the strategy.	Please spread the word about the consultation opportunities Please provide written feedback	Direct mailing to notify up-coming consultation Direct mailing T&CC Cluster meetings 17/23/29 <sup>th</sup> July Website + Survey Monkey
<b>Children &amp; Young People direct</b>	Because they are the future workforce and we want to nurture their entrepreneurialism. To gain feedback on Theme 4 (High Quality Skilled Workforce).	Specific communication around theme 4 activities and views on employment / entrepreneurship?	Denbighshire Youth Council Focus groups with children involved in current enterprise activities Website + Survey Monkey
<b>School Head Teachers &amp; FE Providers</b>	Heads must be supportive of Theme 4 workstreams in order to achieve the desired outcomes for Theme 4 (High Quality Skilled Workforce).	Specific communication around theme 4 activities and views on employment / entrepreneurship related activities?	Curriculum Group 26th June 14-19 Network 27 <sup>th</sup> June Teachers focus group on ECA themes Website + Survey Monkey
<b>Councillors</b>	Members are responsible for communicating the Councils Vision. To enable this the Vision must be clearly understood, backed up by a firm indication of how we propose to achieve change on the ground.	Please spread the word about the consultation opportunities  Please provide feedback on whether Strategy addresses issues in your area.	Full Council 9 <sup>th</sup> July  July MAGS 8 <sup>th</sup> Denbigh, 11 <sup>th</sup> Prestatyn & Meliden, 19 <sup>th</sup> Elwy, 24 <sup>th</sup> Rhyl, 29 <sup>th</sup> Ruthin, 29 <sup>th</sup> Dee Valley  Website + Survey Monkey
<b>DCC Staff, Service areas &amp; Programme Boards</b>	Staff in Service areas will implement the strategy through detailed work on projects and adjustments to service delivery. Their effective engagement is critical.  Programme Boards are responsible for coordinating projects & activities to deliver the outcomes and benefits in the Corporate Plan and ECA Strategy.	These are the Councils key priorities. They'll be delivered via changes to how we deliver services and work in partnership. Projects will be directed by the ECA Programme Board and we will use the corporate project methodology / Verto to support this.  Please provide feedback on deliverability of proposed actions	Senior Leadership Team meeting 20 <sup>th</sup> June  Middle Managers Conference display 24 <sup>th</sup> July  Staff meetings Joint Programme Boards workshop? Website + Survey Monkey
<b>Local Media</b>	To keep informed of upcoming consultation opportunities and demonstrate that we are proactive about the economy and our Corporate Plan	Not a quick fix but a sensible, long term strategy that we want feedback on	Direct mailing At full Council 9 <sup>th</sup> July Interview Press release

Key questions to be asked of all Stakeholders:

- a) Are the Vision, intended outcomes and underpinning principles broadly appropriate for Denbighshire?
- b) Does the Strategy capture the important issues, challenges and opportunities affecting Denbighshire's local economy?
- c) Will the headline actions in the Delivery Plan achieve the right impact?