

ECONOMIC & COMMUNITY AMBITION STRATEGY – DRAFT DELIVERY PLAN

Tasks in red indicate priorities for that workstream

	0-12 months	12-24 months	Years 3 - 4	Lead	Resources
1. Infrastructure for Growth					
1.1: Transport					
a) Transport infrastructure barriers to growth			Infrastructure implementation to follow?	EBD/ Highways	£
b) Rail Modernisation Business Case				NWEAB/ EBD	£
c) Integrated Public Transport				Transport	£(£?)
d) Subsidised travel				Transport	££
1.2: Digital & Mobile					
a) 'Digital Denbighshire' Plan			Infrastructure implementation to follow?	EBD	££
1.3: Land & Premises					
a) Live Directory of available space				Property	££
b) Shovel ready sites		Implementation to follow		Planning	£
c) Commercial property estates review				Property	£
d) Incubator and Move On units				Property/ EBD	£
e) Incentives scheme				Property/ Finance	££(£?)
Notes:					
<ul style="list-style-type: none"> • Actions 1.1a-c will require close liaison with TAITH regional work – focus to be on Denbighshire contribution • Action 1.2a is a large scale project with many components/sub projects 					
<p>EBD = Economic & Business Development team NWEAB = North Wales Economic Ambition Board</p>					

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2. Supported & Connected Businesses					
2.1: Business Support					
a) Business Advice and Support Partnership				EBD	£ (£?)
b) Additional business grants and/or loans				EBD	££
c) Adopt a 'Better Regulation' approach				Planning Public Protection	£
2.2: Local Business Connections					
a) Facilitate better business networking				EBD	£ (£?)
b) Business to business mentoring				EBD	£ (£?)
c) Denbighshire Business Week and Awards				EBD	££
d) Local supply chain promotion				EBD	£ (£?)
e) Strategic engagement - business community				EBD	£
2.3: DCC Procurement Economic Impact					
a) Community/Local benefits in procurement				Procure- ment	£
b) Supplier Development and Engagement				Procure- ment	£ (£?)
c) 'Business Friendly' across Council services				HR	£
Notes:					
<ul style="list-style-type: none"> • Action 2.1a should be about making better use of existing resources across all partners • Action 2.2e – first question to consider is why strategic engagement may be needed and then what works best • Early action in 2.1a should be to map out what's available (including grants schemes) and publicise better 					

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3. Strengths & Opportunities					
3.1: Tourism					
a) Tourism Growth & Diversification				TM&E	£
b) Tourist accommodation				TM&E	£
c) Support to tourism businesses/skills devt				TM&E EBD	£ (£?)
d) Coastal Facilities business case and strategy		Implementation to follow		CML EBD	£ (£££)
e) Denbighshire Events strategy				TM&E	££
3.2: Growth Opportunities					
a) Assess realistic growth opportunities and emerging challenges/threats				EBD	£
b) Local supply chain Manufacturing/Energy & Environment				EBD	£
c) Promote St Asaph Business Park				EBD	£ (£?)
d) Exploit the potential of OpTiC				EBD	£
e) Growth potential from Renewable Energy				EBD	£
3.3: Social Enterprise					
a) Develop local Social Enterprise Network				DVSC	££
b) Explore opportunities for mutualisation				EBD?	£
Notes:					
<ul style="list-style-type: none"> Health & Care will be considered/explored as a potential economic growth sector 					
TME = Tourism, Marketing & Events team					
CML = Communications Marketing & Leisure service					

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4. Skilled Workforce					
4.1: Skills for Work & Life					
a) Specific focus on literacy & numeracy				Education Lifelong learning	£
b) 'Soft'/employment skills				Education	£
c) Skills Development Partnership	Review need for		Implementation	Education ?	££
d) Improve apprenticeship opportunities				To be decided	£ (£?)
e) Stronger links schools, colleges & employers				Education	£
f) Specific focus on ICT literacy/skills				Education	£
4.2: Connecting People with Jobs					
a) Careers advice in schools				Education EBD	£
b) Work experience opportunities				Education	££
c) Job Brokerage scheme				EBD	££ (£?)
d) Explore barriers to work to identify priorities for action				???	£
e) Consider Employability Partnership				???	£
Notes:					
<ul style="list-style-type: none"> • Actions 4.1a and 4.1e – early actions are evaluations of existing programmes to identify gaps in provision • Much of this activity may be applicable for EU Funding – need to ensure proposals are tailored to priorities from Strategy • Action 4.2c - Rhyl City Strategy already operates a Job Brokerage scheme – evaluate and expand? • Action 4.1a needs to focus on post school/adult literacy and numeracy for early impact 					

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4.3: Advanced Skills for Growth					
a) Career pathways in growth sectors				Education NWEAB	£
b) Engage with employers - skills needs/gaps				Education EBD	£
c) Skills for growth sectors in curriculum				Education	£
d) Business skills for businesses				EBD?	£ (£?)
4.4: Enterprise & Entrepreneurship					
a) Review/evaluate existing enterprise & entrepreneurship development activity & identify gaps					
Notes: <ul style="list-style-type: none"> • Areas for consideration in Action 4.4a may include <ul style="list-style-type: none"> - Enterprise Hubs/Clubs/Resource Centres - Enterprise/Entrepreneurship mentoring schemes - Enterprise/Entrepreneurship incentive/bursary schemes 					

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5. Vibrant Towns & Communities					
5.1: Town and Area Plans					
a) Broaden Town Plans into Area Plans				EBD	£
b) Embed Area Plans				EBD	£
c) Co-ordinated response to eyesore sites		Implementation		Planning	££
5.2: Town Centres/High Streets of the Future					
a) Town Teams/management				EBD	£(£)
b) Parking/traffic management				Highways EBD	£ (£)
c) Temporary uses for empty shops				EBD	£ (£)
d) Attracting (more) independent traders				EBD	£ (£)
e) Retail skills development/support/advice				EBD	£ (£)
f) Evening and night time economies				EBD	£ (£)
g) Business Improvement Districts				EBD	£
h) Alternative uses/diversification in town centres				EBD	£
Notes:					

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5.3: Rural Denbighshire					
a) Diversification to support growth				EBD	£
b) Food production/selling, network of markets				EBD	£ (£)
c) High quality digital infrastructure				EBD	£ (££)
d) Accessibility of services in rural areas				Partnerships Tm	£
e) Incentive scheme - mobile delivery models				EBD	£ (£)
5.4: Tackling Deprivation & Poverty					
a) Rhyl Going Forward programme				EBD	£££
b) N Denbighshire Communities First Cluster				Partnerships Tm	???
c) County wide approach - deprivation & poverty				?EBD	£ (££)
Notes:					
<ul style="list-style-type: none"> • Action 5.3c is a subset of the broader Digital Denbighshire project under Workstream 1.2 • Unclear who is best placed to lead on Action 5.3d • Unclear as yet what the contribution from DCC needs to be to Action 5.4b – needs to be scoped • Action 5.3a to include review of planning policies to encourage/facilitate diversification 					

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6. Well Promoted Denbighshire					
Workstream 6.1: Effective Promotion					
a) Identify target audiences/markets				TME	££
b) Identify cross-marketing opportunities				TME	£
c) Multi channel promotion				TME	£ (£)
d) ‘Ambassadors’ for Denbighshire				TME?	£
e) Target employers and estate agents				TME	£
f) Target domestic Welsh/local visitor market				TME	££
g) Co-ord’d Response Team – inward investors				EBD	£
h) Target appropriate industry events				TME	££
Workstream 6.2: Fulfilling the Promise					
a) Ensure high quality public services				All services	£££
b) Cultural, heritage, retail and leisure opportunities				CML	?££
c) Invest in ‘big ticket’ attractions				TME EBD	£££
d) Destination management				TME	££
e) Reduce risks for investors				EBD	£ (£)
Notes:					
<ul style="list-style-type: none"> • Action 6.1d to include link to Volunteering Strategy 					