

# 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
<b>1. Infrastructure for Growth</b>					
<b>1.1: Transport</b>					
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	££
<b>1.2: Digital &amp; Mobile</b>					
a) 'Digital Denbighshire' Plan			Infrastructure implementation to follow?	EBD	££
<b>1.3: Land &amp; Premises</b>					
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	££(£?)
<b>Notes:</b>					
<ul style="list-style-type: none"> <li>• Actions 1.1a-c will require close liaison with TAITH regional work – focus to be on Denbighshire contribution</li> <li>• Action 1.2a is a large scale project with many components/sub projects</li> </ul>					
<p><b>EBD = Economic &amp; Business Development team</b>  <b>NWEAB = North Wales Economic Ambition Board</b></p>					

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

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

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

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<b>4.3: Advanced Skills for Growth</b>					
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?	£ (£?)
<b>4.4: Enterprise &amp; Entrepreneurship</b>					
a) Review/evaluate existing enterprise & entrepreneurship development activity & identify gaps					
<b>Notes:</b> <ul style="list-style-type: none"> <li>• Areas for consideration in Action 4.4a may include               <ul style="list-style-type: none"> <li>- Enterprise Hubs/Clubs/Resource Centres</li> <li>- Enterprise/Entrepreneurship mentoring schemes</li> <li>- Enterprise/Entrepreneurship incentive/bursary schemes</li> </ul> </li> </ul>					

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<b>5. Vibrant Towns &amp; Communities</b>					
<b>5.1: Town and Area Plans</b>					
a) <b>Broaden Town Plans into Area Plans</b>				EBD	£
b) Embed Area Plans				EBD	£
c) Co-ordinated response to eyesore sites		Implementation		Planning	££
<b>5.2: Town Centres/High Streets of the Future</b>					
a) Town Teams/management				EBD	£(£)
b) Parking/traffic management				Highways EBD	£ (£)
c) Temporary uses for empty shops				EBD	£ (£)
d) <b>Attracting (more) independent traders</b>				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	£
<b>Notes:</b>					

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

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<b>6. Well Promoted Denbighshire</b>					
<b>Workstream 6.1: Effective Promotion</b>					
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	££
<b>Workstream 6.2: Fulfilling the Promise</b>					
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	£ (£)
<b>Notes:</b>					
<ul style="list-style-type: none"> <li>Action 6.1d to include link to Volunteering Strategy</li> </ul>					