

ECONOMIC & COMMUNITY AMBITION DELIVERY PLAN: 2013 - 2017

For further information please speak to:

Mike Horrocks, Economic & Community Ambition Programme Manager



Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 1.1a: Local Transport Infrastructure Barriers to Growth

Description:			
Working with TAITH, identify the elements of the local transport infrastructure and network that risk limiting local economic development and ensure these are reflected in a revised Regional Transport Plan, and other investment plans as appropriate.			
Priority: High	DCC Lead: Mike Hitchings, Strategic Highway manager		
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> Infrastructure for Growth Vibrant Towns & Communities 		Easier access to employment, markets and/or suppliers Easier access for visitors/shoppers Denbighshire seen as an attractive place to live, work or visit	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements:		Partners:	
A study into transport infrastructure across North East Wales has been funded by Welsh Government. Further analysis of the interventions identified will be needed to provide estimates of project costs. Internal staff will be used wherever possible but external consultants may be needed, especially where more specialised tasks like transport modelling is required. Implementation of schemes will require capital funding. Currently the majority of funding is provided by Welsh Government for major infrastructure investments.		TAITH, Welsh Government, North Wales Economic Ambition Board.	
Comments:			
Work is already underway through TAITH to revise the North Wales Regional Transport Plan and draft the Regional Bus & Community transport Strategy, both of which highlight the importance of local transport to economic growth and employment.			

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Action 1.1b: Rail Modernisation – North Wales Coast Line

Description:			
Lead development of the economic growth case for modernisation/electrification of rail services in North Wales on behalf of the North Wales Economic Ambition Board			
Priority:		DCC Lead:	
High		Rebecca Maxwell, Corporate Director – Economic & Community Ambition	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> • Infrastructure for Growth • Vibrant Towns & Communities 		Easier access to employment, markets and/or suppliers Easier access for visitors/shoppers Denbighshire seen as an attractive place to live, work or visit	
When?			
<i>2013/14</i>		<i>2014/15</i>	
Resource requirements:		Partners:	
Additional funding is being provided through North Wales Economic Ambition Board and other partners to appoint a dedicated project manager and fund an econometric study.		TAITH, North Wales Economic Ambition Board members, Mersey Dee Alliance, Cheshire & Warrington LEP, Network Rail, Rail operators, Private sector businesses, Welsh & UK Govts	
Comments:			
Preparation of the technical business case for rail modernisation is being led by Welsh Government with input from TAITH. DCC is leading work for the North Wales Economic Ambition Board to provide quantifiable evidence of the potential impact on economic growth and social benefit arising from modernisation. Investment in full rail modernisation will not happen for a number of years. The project will also seek to identify shorter term 'quick wins' to improve connectivity in the interim.			

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Action 1.1c: Improved integration of local public transport services and information

Description:			
Improve integration of local public transport services and information to make them more easily accessible as realistic options for travel to and for work.			
Priority:		DCC Lead:	
Medium		Mike Hitchings, Strategic Highway manager	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> • Infrastructure for Growth • Vibrant Towns & Communities 		Easier access to employment/workforce Easier access for visitors/shoppers	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements:		Partners:	
Funding for local bus services comes from the regional Transport Services grant, and from DCC as direct subsidy. The grant funding is administered by TAITH, on behalf of Welsh government. Changes to the WG funding regime (2013/14 onwards) are still unclear, and given the national picture in relation to public finance, further changes in 2014/15 onwards seem likely.		TAITH, Public Transport operators	
Comments:			
A Regional Bus Network and Community Transport Strategy has already been prepared through TAITH. An area highlighted for further work was better integration of information about bus services. Some funding has been made available through TAITH to support development of Community Transport options across North Wales. Local work will need to identify what further may be required for Denbighshire and how to influence regional and local spend in support.			

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Action 1.2a: Digital Denbighshire

Description: Develop a 'Digital Denbighshire' Plan that focuses on Infrastructure (broadband & mobile), Increasing Uptake, Skills Development and E-Commerce potential.			
Priority: High		DCC Lead: Carolyn Roberts, Team Leader (North), Economic & Business Development	
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses Opportunities for Growth Vibrant Towns & Communities 		Expected Benefits: Improved availability, performance and uptake of digital & 4G mobile services – residents & businesses Better coverage – digital & mobile – throughout the county	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: Development of the Plan will not require additional budget. Once developed, there may be costs associated with implementation. Most broadband infrastructure costs will be met through Welsh Government's Superfast Cymru project. Transfer of some Council land to provide sites for mobile infrastructure (masts) in rural areas may be a consideration.		Partners: WG/BT Superfast Cymru Project, WG Mobile Infrastructure Project, Mobile & Broadband operators	
Comments: With the majority of infrastructure work, for broadband/digital at least, being picked up by the Superfast Cymru scheme, this project will now focus mainly on communications, encouraging uptake and encouraging businesses to develop e-commerce skills.			

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Action 1.3a: Available business land and premises across Denbighshire

Description: Create a single online access point that collates and promotes available business land and premises across all sectors			
Priority: High		DCC Lead: Dave Lorey, Property Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses Well promoted Denbighshire 		Expected Benefits: Easier access to information about business space/premises – new and existing businesses Resulting in more business start/set ups in the county	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: Once established, any increased operational costs will be minimal. Officer time will be required to research and develop the portal.		Partners: Commercial property agents; Public sector landlords	
Comments: It is intended that this online access point will provide information for prospective investors or businesses looking to expand/move into new premises. The original intention was to develop a single live directory/database. Current proposals are to collate a number of different online access points together in a single portal. Links to external sites will not be DCC specific.			

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Action 1.3b: Activation of Strategic Development Sites

Description: Identify the constraints and opportunities, and develop a route map to encourage development of strategic development sites across Denbighshire, including agreeing Development Briefs as appropriate.			
Priority: High		DCC Lead: Angela Loftus, Planning & Public Protection Policy Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> • Infrastructure for Growth • Well promoted Denbighshire 		Expected Benefits: Suitable business land/space will be available when required Denbighshire will be seen as an attractive place to locate a business	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: Predominantly internal staffing from within the Planning Policy Team, with input from officers across a range of services. Production of Planning Briefs to attract inward investment may require a budget allocation.		Partners: Developers, Registered Social Landlords, Statutory Undertakers	
Comments: Work to continue to promote Strategic Development sites will continue throughout the life of the Strategy. Priority areas for Development Briefs is being agreed through the LDP Steering Group. A list of the Strategic Sites is still to be agreed and each site will need its own route map for delivery, including those where a Development Brief is already in place or is not required.			

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Action 1.3c: Public Sector Commercial Property Review

Description:			
Undertake a review of the industrial and commercial property portfolios of public agencies locally (DCC, WAG, BCUHB etc) leading to creation of a strategic investment and development plan			
Priority:		DCC Lead:	
High		Dave Lorey, Property Manager	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> Infrastructure for Growth 		There will be an improved supply of business premises to meet the varying needs of different business across the county.	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements:		Partners:	
Initial work will be taken forward within existing budgets. The resulting strategic plan will identify any resource requirements.		Public Sector agencies property teams	
Comments:			
A review of DCC's commercial property estate has been planned for some time. This project will take the opportunity of expanding that to encompass other key public sector partners. The intention will be to review and assess demand, and where appropriate to dispose of some units to allow reinvestment in other less well supplied areas. Will require liaison with and input from Economic & Business Development.			

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Action 2.1a: Business Advice & Support Partnership

Description: Encourage & support Rhyl City Strategy to extend its current Advice Network initiative into a multi-agency Business Advice and Support Partnership, creating a One Stop Shop approach for businesses seeking advice & support			
Priority: High		DCC Lead: Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses 		Expected Benefits: Businesses find it easier to access high quality business advice and support services. Our advice and support services are more efficient and complement each other	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: Initial work is already underway by Rhyl City Strategy. Additional funding may be needed to expand the remit of their original project. This may be a consideration for the Economic Development corporate priority funding.		Partners: Rhyl City Strategy, existing Business Support & Advice providers	
Comments: Rhyl City Strategy has already received grant funding to develop a Business Advice Network in the area. This project will encourage RCS to expand their initiative into a more formal Partnership concept. Further funding may need to be made available to expand the remit of their project.			

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Action 2.1b: Council Regulatory Services

Description:			
Ensure Council regulatory services adopt a more business friendly approach to their operations ensuring that as far as possible, regulation is proportionate, consistent, accountable, transparent and targeted.			
Priority:		DCC Lead:	
Medium		Emlyn Jones, Public Protection Manager	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> Supported & Connected Businesses 		Businesses find the Council easier to do business with	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements:		Partners:	
Resources will be predominantly officer time. Identified as a priority in Service Plan		North Wales Trading Standards Dept (Regional Collaboration approach), Food Standards Agency	
Comments:			
This is identified as a Service Priority. HoS and Emlyn Jones will lead on promoting a culture change in the Service about regulatory officers also supporting businesses and reducing “red tape” when appropriate. This will still involve a rigorous enforcement approach against those businesses that fail to comply with statutory requirements.			

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Action 2.1c: Business Friendly Council

Description: Develop a culture and behaviour change programme to embed a 'Business Friendly' culture across all Council Services.			
Priority: Medium	DCC Lead: Graham Boase, Head of Planning & Public Protection		
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses 		Expected Benefits: Businesses find the Council easier to do business with Denbighshire is seen as an attractive place to locate a business	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Predominantly officer time although a small budget may be required to support training events, speakers and any resulting materials to embed the culture change		Partners: All Services Training section of Strategic Human Resources Private sector businesses	
Comments: Once 2.1b above is embedded in the Planning & Public Protection Service the lessons learned and examples of good practice will be rolled out across all Services within the Council. There may need to be a priority list of Services so those that engage/interact the most with businesses are involved initially.			

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Action 2.2a: Business Networking & Mentoring

Description: Support and facilitate effective business networking and business to business mentoring across Denbighshire					
Priority: High		DCC Lead: Tom Booty, Economic & Business Development Manager			
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses 			Expected Benefits: Businesses across Denbighshire are well connected to each other Local business to business purchasing is increased Denbighshire is seen as an attractive place to do business		
When?					
<i>2013/14</i>		<i>2014/15</i>		<i>2015/16</i>	
Resource requirements: The majority of resources is likely to be officer time, however a small budget may be required to facilitate meetings, speakers etc.			Partners: Business Wales, Federation of Small Businesses, local businesses and business groups/ organisations, business support organisations		
Comments: Currently mapping existing groups and reviewing the support provided by EBD with a view to an improved and more consistent support approach. Exploring the potential to link this action with 2.1a – support partnership – to provide a more holistic network of business groups and support agencies.					

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Action 2.2b: Denbighshire Business Week & Business Awards

Description:			
Consider establishing a Denbighshire Business Week and Denbighshire Business Awards scheme			
Priority:		DCC Lead:	
Medium		Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> Supported & Connected Businesses Well Promoted Denbighshire 		Denbighshire is seen as an attractive place to do business Successful businesses across Denbighshire are recognised and acknowledged	
When?			
<i>2013/14</i>	<i>2014/15</i>		<i>2015/16</i>
Resource requirements:		Partners:	
It is likely that a budget allocation will need to be made to support a Business Week and Awards Scheme. This may be a consideration for the Economic Development corporate priority funding		Business Wales, Federation of Small Businesses, local businesses and business groups/ organisations, business support organisations	
Comments:			
Flintshire Council already holds a well regarded Business Week. Early work under this action will seek to learn from FCC and assess different options for delivering a Denbighshire equivalent.			

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Action 2.2c: Local Supply Chain/Business to Business Purchasing

Description: Undertake analysis of local supply chain/business to business purchasing within Denbighshire to identify areas for further action			
Priority: Medium		DCC Lead: Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses Vibrant Towns & Communities 		Expected Benefits: Local business to business purchasing is increased. Denbighshire is seen as an attractive place to do business	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: This action may require external expertise to understand local purchasing patterns and how best to influence them. A budget may be required to facilitate supply chain events.		Partners: Business Wales, Federation of Small Businesses, local businesses and business groups/ organisations, business support organisations	
Comments: This activity potentially links with a number of other actions such as 2.2a – business networking and 2.2b – business awards/business week. Early consideration will be given to how we can link these actions to maximise the opportunities provided by different networks and events.			

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Action 2.2d: Engagement with Denbighshire's business community

Description: Consider how to achieve effective strategic engagement with Denbighshire's business community			
Priority: High	DCC Lead: Rebecca Maxwell, Corporate Director – Economic & Community Ambition		
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses 		Expected Benefits: Businesses feel the Council is easier to do business with Denbighshire is seen as an increasingly attractive place to do business	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: The main resource requirement is likely to be officer/Member time. May be a requirement for a small budget to pay for meetings/venues etc. Likely to be possible to contain within existing budget allocations.		Partners: Private sector businesses, existing Business Groups, representative & membership organisations (FSB, CBI, Chamber of Commerce etc), North Wales Business Council	
Comments: To be effective, engagement will need to encompass different groupings and types of business across Denbighshire. It will be important not to seek to place a further burden on private businesses through requirement to attend unnecessary meetings.			

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Action 2.3a: Denbighshire County Council Procurement Strategy

Description: Ensure DCC’s revised procurement strategy incorporates effective Local Procurement and Community Benefits approaches that support local businesses and provide employment opportunities for local residents			
Priority: High		DCC Lead: Stuart Andrews, Acting Strategic Procurement Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses 		Expected Benefits: More local businesses win contracts to supply DCC Community benefit clauses become routine in larger DCC contracts and a consideration in all procurement activity.	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: The main resource will be in Officer time in ensuring that all tender documentation contains the relevant clauses on the use of Community Benefits. An Officer training programme is being developed for November 2013		Partners: Value Wales to provide training for officers.	
Comments: Work has already started on an overall review of DCC’s Procurement Strategy. Work under this action will focus on those elements of the strategy relating to local purchasing and also implementation of Community Benefit clauses. The new Contract Procedure Rules when finalised will contain the requirement to include Community Benefits as compulsory for projects over £2 million, and should be considered for lesser value projects.			

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Action 2.3b: Local Supplier Development

Description: Undertake effective Supplier Development and Engagement activity to improve the ability of local businesses to participate effectively in public procurement opportunities			
Priority: Medium		DCC Lead: Stuart Andrews, Acting Strategic Procurement Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses 		Expected Benefits: More local businesses are able to win contracts to supply DCC, and other public sector agencies	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Officer time to provide training for local businesses in the use of electronic tendering tools. To facilitate Meet the Buyer events within Denbighshire. Possibly a small budget to fund refreshments, although it is possible that Business Wales may be able to fund this.		Partners: Business Wales, DCC Economic Development, FSB	
Comments: The intention is to facilitate workshops for local SME's to provide training in the use of electronic tendering tools and also to facilitate Meet the Buyer events for local SME's to make contact with relevant staff within Denbighshire to promote potential business opportunities. This would be an on-going activity throughout the 2014/15 year. This would be done in conjunction with the review of the Approved List system.			

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Action 3.1A-a: Tourism Growth & Diversification

Description:			
Explore and promote opportunities for growth/diversification, with a particular focus on: <ol style="list-style-type: none"> i. Outdoor and activity tourism ii. Food and drink tourism iii. Welsh language, culture and heritage 			
Priority:		DCC Lead:	
Medium		Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> • Opportunities for Growth • Vibrant Towns & Communities • Well Promoted Denbighshire 		The value of visitor spend in Denbighshire increases There are more higher value jobs in the tourism sector locally	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements:		Partners:	
Main resource to research and promote opportunities will be officer time. May also require some external expert input. RDP & Community Benefit/Economic Development Funds from wind farm development may help with individual projects		Internal support from Tourism, Marketing & Events team External partners will include neighbouring authorities, Cadwyn Clwyd, DEA and others	
Comments:			
Some existing activity already taking place through the RDP. An early action will be to review this activity to examine how we can strengthen the impact of this work to create more growth and diversification.			

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Action 3.1A-b: Visitor Accommodation

Description: Work with accommodation providers to improve the quality and quantity of visitor accommodation across the county			
Priority: Medium	DCC Lead: Peter McDermott, Team Leader, Tourism, Marketing & Events		
Supports ECA Outcomes: <ul style="list-style-type: none"> • Opportunities for Growth • Well Promoted Denbighshire 		Expected Benefits: The number of overnight stays are increased Denbighshire attracts more visitors spending more money in the county.	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Unknown at present. This will become clearer as work starts with accommodation providers. Main resource to start will be officer time.		Partners: Accommodation providers, Visit Wales, Destination Management Partnership.	
Comments: We will work with existing providers to offer help, support and provide toolkits on how they can improve their offer through a buddying/mentoring scheme. Some of this work crosses a number of departments. It will be necessary to work with Economic Development if we are to increase the quantity of visitor accommodation.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 3.1A-c: Tourism Skills Development & Business Support

Description:			
Work with Tourism businesses to provide assistance and support, with a specific focus on Tourism skills development and opportunities for diversification.			
Priority:		DCC Lead:	
Medium		Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> • Opportunities for Growth • Vibrant Towns & Communities • Well Promoted Denbighshire 		Increased value derived from Tourism activity in the county Denbighshire is seen as an increasingly attractive place to visit	
When?			
<i>2013/14</i>		<i>2014/15</i>	
Resource requirements:		Partners:	
May require budget for external support to understand skills gaps, opportunities, and help to develop appropriate training courses with partners. Budget may also be required to run and promote some events. There may be funding opportunities from European funding & wind farm community benefit programmes.		Internal support from Tourism, Marketing & Events team External partners will include neighbouring authorities, Cadwyn Clwyd, DEA and others	
Comments:			
Further work on scoping this action is being undertaken, to be followed by the development of an action plan to outline how this action will be progressed and what detailed resources will be required in 2014/15.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 3.1A-d: Coastal Facilities Redevelopment

Description: Complete business case for redevelopment of Coastal leisure facilities (SunCentre, Sky Tower, Pavilion Theatre, Nova), including proposals for implementation			
Priority: High		DCC Lead: Jamie Groves, Head of Communications, Marketing & Leisure	
Supports ECA Outcomes: <ul style="list-style-type: none"> • Opportunities for Growth • Vibrant Towns & Communities • Well Promoted Denbighshire 		Expected Benefits: Visitor and resident leisure facilities in Rhyl & Prestatyn are upgraded, leading to higher footfalls in both towns Denbighshire is seen as a good place to visit.	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: Implementation of the recommendations arising from the business case analysis are likely to require significant capital resources. Expectation is that private sector investment will also be possible however.		Partners: Welsh Government, Private sector	
Comments: This project is already underway. A report on initial findings from the business case analysis is anticipated in early 2014. The procurement route is currently being worked through, possible report to cabinet December 2013.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 3.1A-e: Denbighshire Events Strategy

Description: Develop a Denbighshire Events Strategy, integrating both major and local events.			
Priority: Medium	DCC Lead: Peter McDermott, Team Leader, Tourism, Marketing & Events		
Supports ECA Outcomes: <ul style="list-style-type: none"> • Opportunities for Growth • Vibrant Towns & Communities • Well Promoted Denbighshire 		Expected Benefits: Successful events bring economic benefit to Denbighshire's businesses, towns & communities Denbighshire is seen as a good place to visit	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: Development of the Events Strategy will require officer time. Delivery of an enhanced programme of events will require additional budget allocation. Opportunities for commercial sponsorship etc will be explored for individual events to reduce overall costs to the Council.		Partners: Welsh Government/TPNW Businesses Private sector events providers Local Businesses Arts Council for Wales. Sporting governing bodies etc.	
Comments: Work has already started on drafting an Events Strategy, to be in place for 2014/15. The Council intends to build on the success of current events during 2014/15, with a clearer calendar of events to follow during 2015/16. Once the Strategy is complete, we will need to re-visit the costings and how events will be funded in future. Work will also happen with other local authorities to avoid duplication			

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Action 3.1B-a: Engagement with Denbighshire's Agriculture Sector

Description: Establish a strategic relationship with the agricultural sector in Denbighshire			
Priority: High	DCC Lead: Joanna Douglass, Team Leader (South), Economic & Business Development		
Supports ECA Outcomes: <ul style="list-style-type: none"> • Opportunities for Growth • Vibrant Towns & Communities 		Expected Benefits: Agricultural businesses feel the Council is easier to engage with Denbighshire County Council has a better understanding of the needs and priorities for agricultural businesses in Denbighshire	
When?			
	<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>
Resource requirements: The main resource is likely to be officer time. May be a requirement for a small budget to pay for meetings/venues etc. Likely to be possible to contain within existing budgets.		Partners: Agricultural businesses, Rural Development Plan partnership	
Comments: Denbighshire County Council does not currently have a particularly well developed relationship with agricultural businesses in the county. A first priority will be to begin a process of engagement to better understand issues and pressures, needs and priorities. To be effective, any engagement will need to be structured so that it is beneficial and meaningful for businesses themselves and does not add burdens through, for example, unnecessary meetings.			

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Action 3.1B-b: Supporting growth and diversification in Agriculture

Description:			
Explore and promote opportunities for sustainable growth and jobs within the agricultural sector, in particular measures that support farmers and land managers improve competitiveness, reduce grant dependency and improve resilience			
Priority:		DCC Lead:	
Medium		Joanna Douglass, Team Leader (South), Economic & Business Development	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> • Opportunities for Growth • Vibrant Towns & Communities 		Agricultural businesses in Denbighshire are supported to grow and expand, supporting more and higher value jobs and supply chain.	
When?			
<i>2013/14</i>	<i>2014/15</i>		<i>2015/16</i>
Resource requirements:		Partners:	
Resource requirements are unclear at present. Further work is required to fully understand the scale of work required. The next round of EU RDP monies is likely to be a key source of funding for action under this heading. Initially the main resource will be officer time but there may be some requirement for additional expertise to be bought and/or skills development		Agriculture businesses, Rural Development Plan partnership, Cadwyn Clwyd	
Comments:			
This will be a new area of work for the Council and at present is difficult to quantify. Partnership with RDP and Cadwyn Clwyd will be essential, as will better engagement with the agricultural sector itself and specialist working in that field.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 3.2a: New Sectors Growth Potential

Description: Explore the local growth potential from new sectors, with an initial focus on Advanced Manufacturing, Energy & Environmental Technologies, Health & Care and Creative Industries.			
Priority: Medium		DCC Lead: Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> Opportunities for Growth 		Expected Benefits: Denbighshire's economy shows signs of diversification There is growth in new businesses offering value jobs in a range of new sectors.	
When?			
<i>2013/14</i>		<i>2014/15</i>	
		<i>2015/16</i>	
		<i>2016/17</i>	
Resource requirements: Initial activity is likely to be around the need for further research, and there may be a need to buy in some expertise to assist with the research and identification of opportunities. Expertise already developed through North Wales EAB projects will be used for Advanced Manufacturing & Energy/Environment.		Partners: NWEAB, WG, Glyndwr University, Sector Councils DCC Planning, St Asaph Business Park and other businesses in the identified sectors	
Comments: Work already underway through the North Wales Economic Ambition Board will assist with growth potential in Advanced Manufacturing and Energy & Environmental Technologies, but will need further work to assess and apply locally. Work to understand the Health & Care and Creative Industries sectors will need to be initiated locally.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 3.2b: Advanced Manufacturing/Energy and Environmental Technologies – Supply Chain opportunities

Description: Through the North Wales Economic Ambition projects, maximise the potential for local supply chain connections into the Manufacturing and Energy & Environmental Technologies sectors			
Priority: Medium		DCC Lead: Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses Opportunities for Growth 		Expected Benefits: More Denbighshire businesses are able to participate in the supply chain for growth sectors across the region. More businesses offering value jobs are created/expanded	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: Small budget may be required to facilitate supply chain events and promotion to raise awareness among businesses to the opportunities.		Partners: North Wales Economic Ambition Board, Sector Councils, Welsh Government, Glyndwr University, St Asaph Business Park, local businesses and business organisations	
Comments: This work has already started through the North Wales Economic Ambition Board projects. The challenge will be to ensure Denbighshire's businesses understand and are equipped to take advantage of opportunities emerging.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 3.2c: OpTiC/St Asaph Business Park Development

Description:			
Work with Glyndwr University to further exploit the potential of OpTiC as a high tech incubator hub and promote St Asaph Business Park generally as a location for Advanced Manufacturing (Opto Electronics)			
Priority:		DCC Lead:	
High		Peter McHugh, Head of Housing and Community Development	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> • Infrastructure for Growth • Opportunities for Growth • Well Promoted Denbighshire 		High tech business space is readily available within the county Denbighshire is seen as an increasingly attractive place to locate a high tech business	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements:		Partners:	
Clear opportunity to prioritise this action as a key element of the next European Funding programme within Denbighshire.		Glyndwr University, St Asaph Business Park forum	
Comments:			
Initial discussions with Glyndwr University and St Asaph businesses has already commenced, and we are currently building up our understanding of the need and opportunity at the business park, and linking that understanding with how we are developing our programme for European funding.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 3.2d: Regional Growth opportunities

Description: Map regional growth locations (Deeside & Anglesey Enterprise Zones, Energy Island developments, new Prison, 21 st Century Schools programmes, etc) to identify supply chain and job opportunities			
Priority: Medium		DCC Lead: Peter McHugh, Head of Housing & Community Development	
Supports ECA Outcomes: <ul style="list-style-type: none"> • Supported & Connected Businesses • Opportunities for Growth • High Quality Skilled Workforce 		Expected Benefits: Denbighshire’s businesses and residents are aware of new opportunities emerging and well positioned to take advantage of them.	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: This work will be undertaken in-house by the Economic and Business Development Team working in partnership through the North Wales Economic Ambition Board project teams.		Partners: North Wales Economic Ambition Board	
Comments: Work on this will commence in November 2013.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 3.3a: Social Enterprise Network

Description:			
Work with DVSC to develop a local Social Enterprise Network that can offer tailored support and advice to Social Enterprises and enable them to provide a realistic alternative economic growth and jobs creation option			
Priority:		DCC Lead:	
Low		Sian Morgan Jones, External Funding Team Leader, Economic & Business Development	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> • Opportunities for Growth • Vibrant Towns & Communities 		Social Enterprises offer an increasingly viable employment choice across the county Social Enterprises see Denbighshire as an attractive place to locate and establish	
When?			
<i>2013/14</i>		<i>2014/15</i>	
Resource requirements:		Partners:	
The Cyfenter Funding (European) currently offers financial support to social enterprises. We are currently extending the scheme. Support to social enterprises likely to be a component of the new European programme.		Denbighshire Voluntary Services Council, Rhyl City Strategy, Wales Co-operative Centre, Bangor University, local Social Enterprises	
Comments:			
Both Denbighshire Voluntary Services Council (DVSC) and Rhyl City Strategy already have work underway to support growth of social enterprises locally. The challenge under this action will be to align these separate pieces of work and ensure minimal overlap exists. The Cyfenter funding scheme offers an opportunity for social enterprise ideas to be developed.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 3.3b: Social Enterprise/Mutualisation opportunities

Description: Explore opportunities for delivering Council and other public services through social enterprise/mutual/co-operative business models			
Priority: Medium		DCC Lead: Peter McHugh, Head of Housing & Community Development	
Supports ECA Outcomes: <ul style="list-style-type: none"> • Opportunities for Growth • Vibrant Towns & Communities 		Expected Benefits: Social enterprises are able to provide an increasingly viable employment option for residents Service delivery may be protected, particularly in harder to reach communities	
When?			
<i>2013/14</i>		<i>2014/15</i>	
Resource requirements: Initial research will be undertaken in-house.		Partners: Wales Cooperative Centre, local social enterprises, DVSC	
Comments: Some initial consideration will be given to the opportunity for existing Council services such as grounds maintenance on our housing estates to be run on a social enterprise model.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.1a: Literacy, Numeracy & ICT Skills Development - Schools

Description: Review current programmes to support skills development, particularly in Literacy, Numeracy and ICT within the context of the requirement to adhere to national frameworks such as the Literacy & Numeracy Framework, as well as changes arising from the 14-19 Curriculum Review Task and Finish Group.			
Priority: High		DCC Lead: Karen Evans, Head of Education	
Supports ECA Outcomes: <ul style="list-style-type: none"> High Quality Skilled Workforce 		Expected Benefits: Denbighshire's young people are equipped for work and future job opportunities, resulting in reduced youth unemployment Denbighshire's businesses have access to a skilled workforce	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: This action will use grants and core funding to target support.		Partners: Schools, Colleges, GwE	
Comments: An extensive Welsh Government funded training programme for all schools provided by external consultants is underway to improve the planning and teaching of literacy and numeracy. All schools will have started the training by December 2013. The significant improvement this year in ICT infrastructure in schools and the use of VLE resources will assist in improving ICT skills of all pupils in schools.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.1b: Soft Skills/Skills for Employment

Description: Develop a clear definition and shared understanding of ‘soft’ skills and identify which skills within this context fall in to the scope of responsibility of the different sectors.			
Priority: Medium		DCC Lead: Karen Evans, Head of Education	
Supports ECA Outcomes: <ul style="list-style-type: none"> • High Quality Skilled Workforce • Vibrant Towns & Communities 		Expected Benefits: Denbighshire’s young people are equipped for work and future job opportunities, resulting in reduced youth unemployment Denbighshire’s businesses have access to a skilled and work-ready workforce	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: This action will use grants and core funding to target support.		Partners: Schools, Cyswllt Dysgu partnership, colleges, employers	
Comments: It is vital that Denbighshire’s learners of all ages develop soft skills that provide strong practical competences that help to improve communication, interview skills, team-building, leadership and interpersonal skills. The expansion of the Welsh Bac qualification in all high schools and colleges will support this development.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.1c: Regional Skills & Employment Plan

Description: Contribute to the North Wales Economic Ambition Board project on Skills & Employment, ensuring Denbighshire's priorities and needs are reflected in the emerging North Wales Skills Development Plan.			
Priority: High		DCC Lead: Karen Evans, Head of Education	
Supports ECA Outcomes: <ul style="list-style-type: none"> • Opportunities for Growth • High Quality Skilled Workforce • Vibrant Towns & Communities 		Expected Benefits: Skills development across the region and in Denbighshire is coordinated and focused on the right priorities to support economic growth and better outcomes for residents across North Wales	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: An allocation has been made from the WG Regional Collaboration Fund to support this work at regional level.		Partners: North Wales Economic Ambition Board – Skills & Employment Working Group	
Comments: The regional Skills & Employment Working Group is tasked with developing a Regional Skills Plan for North Wales. The challenge under this action will be to ensure that Denbighshire's needs and priorities are appropriately reflected. The Regional Skills Plan is due for completion in early summer 2014.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.2a: Careers Advice & Support

Description: Support and challenge Careers Wales to improve the Careers advice available to young people in schools			
Priority: Medium		DCC Lead: John Gambles, 14 – 19 Coordinator	
Supports ECA Outcomes: <ul style="list-style-type: none"> • Opportunities for Growth • High Quality Skilled Workforce • Vibrant Towns & Communities 		Expected Benefits: Young people are prepared for work and are aware of careers available to them, particularly in growth sectors, leading to a reduction in youth unemployment Businesses have access to an appropriately skilled workforce	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: The majority of resources for this already directed at Careers Wales, including development of an online resource. Resource requirements locally will be in schools, including training for staff.		Partners: Careers Wales, 14-19 Network partners	
Comments: Work between local 14-19 Network Partners and Careers Wales has already started. A self improvement process for schools is being rolled out during 2013-14 and will set targets for careers advice. Careers Wales are also partners in implementing the Youth Engagement and Progression Framework in Denbighshire. Stronger connections need to be made between this work and the outputs from the North Wales Economic Ambition Board projects on growth sectors and skills.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.2b: Work Experience Opportunities

Description: Improve the range, quality and availability of work experience opportunities			
Priority: Medium	DCC Lead: John Gambles, 14 – 19 Coordinator		
Supports ECA Outcomes: <ul style="list-style-type: none"> • High Quality Skilled Workforce • Vibrant Towns & Communities 		Expected Benefits: Denbighshire’s young people are equipped for work and future job opportunities, resulting in reduced youth unemployment Denbighshire’s businesses have access to a skilled and work-ready workforce	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Considerable officer time already focuses on this aspect of work. Much of the activity is EU funded. Replacement funding may be required. Capacity pressures on businesses to accommodate work experience placements are considerable.		Partners: Schools, colleges, employers	
Comments: Both the 14-19 Network and the Conwy & Denbighshire LSB are engaged in work in this area. A prospectus of opportunities has been developed and is due to be published. Increased opportunities for placements within the Council are being explored. An assessment of the quality of the current placements may be required. Again, closer links with the priority growth sectors from the North Wales Economic Ambition Board, and this Strategy could perhaps be considered.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.2c: Apprenticeships

Description: Improve the availability and quality of apprenticeship opportunities across Denbighshire, including within the Council			
Priority: High	DCC Lead: John Gambles, 14 – 19 Coordinator		
Supports ECA Outcomes: <ul style="list-style-type: none"> • High Quality Skilled Workforce • Vibrant Towns & Communities 		Expected Benefits: Denbighshire’s young people are equipped for work and future job opportunities, resulting in reduced youth unemployment Denbighshire’s businesses have access to a skilled and work-ready workforce	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Much of the funding for apprenticeships is sourced from Welsh Government initiatives. Consider a coordinated approach to funding and provision with partners within DCC.		Partners: Schools, colleges, employers, work based learning providers	
Comments: The 14-19 Network is already heavily engaged in this area. An early action may be for an objective evaluation of the impact of current arrangements and an assessment of the connections with the growth sectors for North Wales and Denbighshire. The Council’s own apprenticeship scheme is well regarded. A common ‘charter’ for employers and apprentices setting out standards could be beneficial			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.2d: Links between Schools, Colleges & Employers

Description: Review current arrangements linking schools, colleges and employers and explore how to build more effective connections			
Priority: Medium	DCC Lead: John Gambles, 14 – 19 Coordinator		
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses High Quality Skilled Workforce 		Expected Benefits: Denbighshire’s young people are equipped for work and future job opportunities, resulting in reduced youth unemployment Denbighshire’s businesses have access to a skilled and work-ready workforce Denbighshire is seen as a good place to run a business	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Funding for much of this activity currently comes from EU programmes. This funding ends in 2014.		Partners: 14-19 Network partners, Llwyddo’n Lleol Delivery Framework partners, Sector Skills Councils, Conwy & Denbighshire Skills Forum members	
Comments: Current arrangements are in place but may need to be evaluated in the light of the priorities from this Strategy and the North Wales Economic Ambition Board projects.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.2e: Job Brokerage

Description: Work with Rhyl City Strategy to develop a county wide Job Brokerage scheme to connect people with employment opportunities, and businesses with employees			
Priority: High		DCC Lead: Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses High Quality Skilled Workforce Vibrant Towns & Communities 		Expected Benefits: Unemployment rates will be reduced. Businesses will have access to an appropriately skilled workforce	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: A successful model – Open Doors – operates in Rhyl through Rhyl City Strategy. However, the initiative relies on time-limited grant funding. Significant additional funding will be required to sustain this initiative in Rhyl and to extend it to a wider area.		Partners: Rhyl City Strategy, employers	
Comments: Initial discussions with RCS already commenced, and work will begin late 2013 on preparing a report outlining how a County wide service might be provided, what it would look like, how much it would cost and where potential funding could be sourced.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.2f: Barriers to Employment

Description:			
Assess the factors that present barriers to work for Denbighshire residents, particularly young people, and identify priority areas for action and where the accountability for taking forward this action lies.			
Priority:		DCC Lead:	
Medium		Peter McHugh, Head of Housing & Community Development	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> • High Quality Skilled Workforce • Vibrant Towns & Communities 		Unemployment rates, particularly for young people, are reduced Levels of deprivation across the county are reduced	
When?			
<i>2013/14</i>	<i>2014/15</i>		<i>2015/16</i>
Resource requirements:		Partners:	
Much of the work in this area currently is funded from EU programmes that end in 2014. A review of effectiveness and priority is needed before future programmes are initiated. EU funding is likely to continue to be needed.		Local employability partners, 14 – 19 Network, Schools, Colleges, Youth Services	
Comments:			
Learning and experience from the current EU funded programmes of activity will be essential in understanding the priorities for action to address barriers for young people and those furthest from the workplace and how best to address those locally in the changed financial climate.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.2g: Employability Partnership

Description: Review existing arrangements and consider whether creation of a new/revised Employability Partnership would help to achieve better co-ordination and integration of activities and programmes			
Priority: High/Medium/Low		DCC Lead: Peter McHugh, Head of Housing & Community Development	
Supports ECA Outcomes: <ul style="list-style-type: none"> High Quality Skilled Workforce 		Expected Benefits: Unemployment rates, particularly for young people, are reduced Levels of deprivation across the county are reduced	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: There are multiple potential sources of funding for activity in this area, including DWP. An objective should be to consider how mainstream funding could be used more effectively to achieve better outcomes for individuals.		Partners: Key Employability partners, Department for Work & Pensions, Rhyl City Strategy, Welfare and Advice services	
Comments: A key first step will be to map and understand current arrangements. This will help to confirm what further action may be required.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.3a: Career Pathways – Advanced Manufacturing/Energy & Environmental Technologies

Description: Identify and promote career pathways in growth sectors, with particular focus on Manufacturing and Energy & Environmental Technologies			
Priority: Medium		DCC Lead: Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> • Opportunities for Growth • High Quality Skilled Workforce 		Expected Benefits: Denbighshire residents have access to higher value jobs in regional growth sectors. Businesses have access to an appropriately skilled workforce Denbighshire & North Wales are seen as attractive places to locate a growth sector business	
When?			
<i>2013/14</i>		<i>2014/15</i>	
Resource requirements: Unlikely to require additional budget – most of the work can be carried out in-house and with partner organisations.		Partners: North Wales Economic Ambition Board, Careers Wales, Schools, Colleges, Glyndwr (and other) University, employers, St Asaph Business Park businesses	
Comments: There is a link between this and the work of the North Wales Skills & Employment Working Group. Full potential in Denbighshire will be dependent on action to promote business growth under Theme 3.2			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.3b: Employer Engagement – Growth Sectors

Description:			
Explore how to achieve better engagement with employers in growth sectors of Advanced Manufacturing and Energy & Environmental Technologies to understand skills needs and gaps			
Priority:		DCC Lead:	
High		Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> • Opportunities for Growth • High Quality Skilled Workforce 		Denbighshire residents have access to higher value jobs in regional growth sectors. Businesses have access to an appropriately skilled workforce Denbighshire & North Wales are seen as attractive places to locate a growth sector business	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements:		Partners:	
Some work has already started through North Wales Economic Ambition Board regionally on this work. Advice will be sought on how to further progress locally.		North Wales Economic Ambition Board, Sector Councils, growth sector businesses, Careers Wales, Schools, Colleges, Glyndwr (and other) University	
Comments:			
Some further scoping of the action is required to understand what is required, the resource requirement and how to move forward (ie in-house or through an external commission). Initial discussions with St Asaph businesses and Glyndwr University have already commenced.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.3c: Advanced Skills for Growth Sectors

Description: Ensure the advanced skills needed for growth sector businesses are addressed effectively through the local school/college curriculum			
Priority: High		DCC Lead: Karen Evans, Head of Education	
Supports ECA Outcomes: <ul style="list-style-type: none"> • Opportunities for Growth • High Quality Skilled Workforce 		Expected Benefits: Denbighshire's young people are equipped for future job opportunities, particularly in emerging growth sectors Denbighshire's businesses have access to a skilled workforce Denbighshire is seen as a good place to run a business	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: Activity will take place within existing mainstream budgets		Partners: Schools, Grŵp Llandrillo Menai, Coleg Cambria, North Wales Economic Ambition Board Skills & Employment Working Group	
Comments: The major FE colleges currently offer full and part-time degree level courses within easy travelling distance of most parts of Denbighshire. The colleges also provide local accredited courses that prepare students for higher education in a range of subjects. At present there are very few opportunities for students to follow degree level courses within Denbighshire. The work being undertaken at Regional level under the North Wales Economic Ambition Board will help to address these issues.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 4.4a: Enterprise & Entrepreneurship Skills Development

Description: Review and evaluate how enterprise and entrepreneurship are promoted, both in schools and community settings and identify priority areas for action.			
Priority: Medium		DCC Lead: John Gambles, 14 – 19 Coordinator	
Supports ECA Outcomes: <ul style="list-style-type: none"> High Quality Skilled Workforce 		Expected Benefits: There is an increase in entrepreneurship and self employment across the county, with more successful businesses Unemployment rates, particularly youth unemployment, reduce	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: Work in this area is currently funded from ESF EU funding through the Llwyddo'n Lleol Project (until 2015). Some work is also being funded regionally through the North Wales Economic Ambition Board workstream on Skills		Partners: Schools, colleges, businesses and other training providers	
Comments: Areas for focus may include – further development of enterprise hubs/clubs/resource centres; mentoring schemes; incentives and bursary schemes. A number of projects and initiatives already operate in this area and will require to be assessed for impact. The issue of progression in school based enterprise activities will be explored.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 5.1a: Empty Shops Initiatives

Description: Develop initiatives for empty shops – including visual improvements, temporary uses and securing permanent new tenants			
Priority: High	DCC Lead: Tom Booty, Economic & Business Development Manager		
Supports ECA Outcomes: <ul style="list-style-type: none"> Vibrant Towns & Communities 		Expected Benefits: Denbighshire's town centres are vibrant, with reduced numbers of empty units and increased footfall	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Some action can be covered by existing budgets. More extensive initiatives such as grant schemes will require additional funding. External opportunities may exist through private sector partnerships, WG and others.		Partners: Private Sector, Estate Agents, Welsh Government, DCC Planning, DCC Revenues (in relation to possible rate relief), Town Centre Partnerships and Business Groups.	
Comments: Consideration is currently being given to the establishment of a post within the EBD Coastal Team (where there is the highest vacancy rate) which would focus on improving the appearance of vacant properties and bringing them back into use. The expertise developed within this post would be rolled out across the County.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 5.1b: Independent Retailers

Description: Develop initiatives to promote and assist independent retailers			
Priority: Medium		DCC Lead: Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses Vibrant Towns & Communities 		Expected Benefits: Denbighshire's town centres are vibrant with increased footfall supporting successful businesses Denbighshire is seen as a good place to live and to visit	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Some action can be covered by existing budgets. More extensive initiatives such as grant schemes will require additional funding. External opportunities may exist through private sector partnerships, WG and others.		Partners: Town Centre Partnerships and Business Groups, Welsh Government, Business Support Organisations, Coleg Llandrillo	
Comments: Some further scoping of the action is required to fully understand what is required, the resource requirement and how to move forward			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 5.1c: Diversification in Town Centres

Description: Promote diversification and introduce new, non-retail uses which will help support the future vitality and viability of town centres and improve the evening economy			
Priority: Low		DCC Lead: Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> Vibrant Towns & Communities 		Expected Benefits: Denbighshire's town centres are vibrant with increasing footfall supporting successful town centre businesses Denbighshire is seen as a good place to live and to visit	
When?			
<i>2013/14</i>		<i>2014/15</i>	
Resource requirements: Key role for Planning - land-use implications and potentially supplementary planning guidance – as well as Economic & Business Development Team. Early work will include research of best practice elsewhere.		Partners: Private Sector, Estate Agents, Welsh Government, DCC Planning, DCC Revenues (in relation to possible rate relief), Town Centre Partnerships and Business Groups.	
Comments: Initial discussion between EBD and Planning commenced, but further scoping of the project required.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 5.1d: Parking & Traffic Management

Description: Review parking/traffic management in all towns and consider changes that will promote economic sustainability or growth			
Priority: High	DCC Lead: Mike Jones - Parking, Traffic and Road Safety Manager		
Supports ECA Outcomes: <ul style="list-style-type: none"> Vibrant Towns & Communities 		Expected Benefits: Denbighshire's town centres are vibrant with increasing footfall supporting successful town centre businesses Denbighshire is seen as a good place to live and to visit	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: A new parking policy is likely to be required. This will require officer time from across Traffic & Economic Development teams. Traffic management and parking reviews in all towns could have significant resource requirements depending upon scope. Early scoping will be vital to identify Requirements are likely to vary from town to town.		Partners: Internal: Traffic, Parking and Road Safety; Economic and Business Development, Elected Members. External: Local businesses, Taith	
Comments: A comprehensive of review of traffic management & parking across Denbighshire towns will potentially be a substantial piece of work that may need to be externally resourced, albeit under the project management of staff from the Traffic, Parking and Road Safety team. It is, therefore, vital that work is scoped at an early stage to identify the correct level of review for each town i.e. it won't be a one size fits all. This should help ensure the work is undertaken as quickly as possible, provides sufficient detail, yet minimises the potential for any unnecessary work.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 5.2a: Rural Diversification

Description: Explore and promote opportunities for diversification to support growth in rural areas beyond tourism and agriculture			
Priority: Medium	DCC Lead: Joanna Douglass, Team Leader (South), Economic & Business Development		
Supports ECA Outcomes: <ul style="list-style-type: none"> Vibrant Towns & Communities 		Expected Benefits: Denbighshire’s rural communities are economically sustainable Rural businesses are increasingly confident about the future Opportunities for employment in rural communities increase	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Rural Development Plan (RDP) and Community Benefit /Economic Development Funds arising from wind farm development present potential sources of funding for activities.		Partners: External partners will include neighbouring authorities, Cadwyn Clwyd, DEA and others	
Comments: Some existing activity is already taking place through the RDP. An early action will be to review this activity to examine how we can strengthen the impact of this work to create more growth and diversification			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 5.2b: Local Food Production

Description: Develop initiatives to promote local food production/selling - including consideration of supply chain issues to local shops, markets, cafes, restaurants and hotels			
Priority: Low		DCC Lead: Joanna Douglass, Team Leader (South), Economic & Business Development	
Supports ECA Outcomes: <ul style="list-style-type: none"> • Opportunities for Growth • Vibrant Towns & Communities 		Expected Benefits: Opportunities for employment in rural communities increase Agricultural and rural businesses in general are increasingly confident about the future Local business to business purchasing is increased	
When?			
<i>2013/14</i>		<i>2014/15</i>	
Resource requirements: Rural Development Plan (RDP) and Community Benefit /Economic Development Funds arising from wind farm development present potential sources of funding for activities. Further scoping required to identify full resource requirements		Partners: Internal support from Tourism, Marketing & Events team External partners will include neighbouring authorities, Cadwyn Clwyd, DEA and others, local business groups and networks	
Comments: There is a clear link between this action, the work to further develop Food & Drink Tourism in Denbighshire and the work to develop the agricultural sector locally. This activity will focus on making connections between the different priority growth sectors.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 5.2c: Rural Accessibility Review

Description: Assess accessibility of goods and services in rural areas			
Priority: Medium	DCC Lead: Liz Grieve, Partnership and Communities Team Manager		
Supports ECA Outcomes: <ul style="list-style-type: none"> Vibrant Towns & Communities 		Expected Benefits: Denbighshire’s rural communities are economically sustainable Denbighshire’s rural areas are seen as good places to live Rural deprivation is reduced	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Requirements for the initial study will be derived from the LSB of the Partnership team in DCC. Support may be required from the Hwb. RDP may be a source of funding for works arising.		Partners: LSB partners – Health, Fire, Police, RSLs, National Par, Environment Wales; Public Health, Third Sector Rural Development Plan Partnership	
Comments: This action will be delivered by the LSB if it forms part of the LSB’s Single integrated Plan, due to be agreed mid-year in 2014. If it is agreed, the work will be managed and delivered by the Denbighshire SPB.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 5.3a: Rhyl Going Forward

Description: Deliver the priority projects within the Rhyl Going Forward programme workstreams for – Coastal Tourism; Town Centre; West Rhyl Housing Improvement; Live & Work in Rhyl			
Priority: High		DCC Lead: Mark Dixon, Team Leader (Coastal), Economic & Business Development	
Supports ECA Outcomes: <ul style="list-style-type: none"> Vibrant Towns & Communities 		Expected Benefits: Levels of deprivation in Rhyl are reduced Rhyl is seen as a good place to live, visit and invest in	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: A number of projects are already funded – either through commitments from DCC budgets or through Welsh Government former Strategic Regeneration Area funding. EU funding is also a key element and will continue to be so. We are hopeful of also increasingly attracting private sector investment to Rhyl.		Partners: Welsh Government, Rhyl City Strategy, Communities First, Pennaf Housing, Rhyl Town Council, Rhyl Business Group, Wales Cooperative Centre, town centre businesses	
Comments: A separate Programme and Programme Board covers the detail of this area of work. It is included due to the significant impact it will have on Denbighshire’s economy as a whole as well as tackling stubbornly high levels of deprivation in Rhyl itself.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 5.3b: North Denbighshire Communities First

Description: Work with and support North Denbighshire Communities First Cluster to address the causes of deprivation and improve outcomes for residents in Rhyl & Upper Denbigh			
Priority: Medium		DCC Lead: Liz Grieve, Partnership and Communities team Manager	
Supports ECA Outcomes: <ul style="list-style-type: none"> Vibrant Towns & Communities 		Expected Benefits: Levels of deprivation in Rhyl & Upper Denbigh are reduced	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Communication process managed within current resources, unknown requirement if need for further support identified. Communities First Cluster has received funding from Welsh Government for its activities.		Partners: North Denbighshire Communities First; The Wales Cooperative Society; Welsh Government. Relevant Council Services	
Comments: A DCC officer is currently seconded to post of CF Cluster manager to support the development of the scheme.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 5.3c: Tackling Deprivation & Poverty County Wide

Description: Develop a county wide approach to understanding and tackling deprivation and poverty			
Priority: Medium	DCC Lead: Hywyn Williams, Corporate Director, Customers. DCC Anti-Poverty lead		
Supports ECA Outcomes: <ul style="list-style-type: none"> Vibrant Towns & Communities 		Expected Benefits: Levels of deprivation across Denbighshire as a whole are reduced Household incomes are increased across the county	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Most of the resources required are invested in existing programmes, including ESF funding in the LSB's Financial Inclusion Project, and in mainstream activity.		Partners: Health, Public Health, Communities First, Education, Families First, Flying Start, Welfare Rights, LSB	
Comments: Activity needs to be focused on coordinating the existing work-streams. This can be achieved through the Director's lead of the Families Operational Group with support from the Partnership and Communities Team Manager. This may also appear as a priority in Denbighshire's next Single Integrated Plan, due for agreement mid 2014.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 6.1a: Target Market/Audience Research

Description: Undertake market research to better understand our target markets and audiences, our customers' needs and preferences, and our competitors, allowing us to tailor our promotional activity for greatest impact			
Priority: High		DCC Lead: Peter McDermott, Team Leader, Tourism Marketing & Events	
Supports ECA Outcomes: <ul style="list-style-type: none"> Well Promoted Denbighshire 		Expected Benefits: Denbighshire is recognised as a great place to live, visit, work or invest. Numbers of visitors and new businesses both increase	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: Much of the resource for the early parts of this action will be in the form of officer time. Budgets will be required, however, to produce the promotional material. This may be a consideration for the Economic Development corporate priority funding.		Partners: Welsh Government, Tourism Partnership North Wales, Visit Wales, Local Businesses and business/tourism groups	
Comments: Resources have been identified within the team to take forward this piece of work. It will underpin all other activity in this Theme.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 6.1b: Collaborative Marketing

Description: Identify and exploit opportunities for collaborating with others on the marketing of Denbighshire through strengthened links with national and regional marketing campaigns			
Priority: Medium		DCC Lead: Peter McDermott, Team Leader, Tourism Marketing & Events	
Supports ECA Outcomes: <ul style="list-style-type: none"> Well Promoted Denbighshire 		Expected Benefits: Denbighshire is recognised as a great place to live, visit, work or invest. Marketing activity is cost effective and complementary	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Resources may be required to undertake more locally driven activity to ensure the Denbighshire offer and brand remains strong within regional campaigns, and more nationally for the unique areas within the authority that we may wish to promote.		Partners: Welsh Government, Visit Wales, Tourism Partnership North Wales, North Wales Tourism.	
Comments: Marketing areas have been agreed, with Denbighshire forming part of the North East Wales region and taking a lead on the development of North East Wales publications. There is insufficient resource in place to do stand alone marketing for Denbighshire. If this is to be achieved , additional budget will be required.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 6.1c: Effective Promotion

Description: Develop effective promotion of Denbighshire, incorporating both traditional and newer modes of communication, in particular social media and PR			
Priority: Medium		DCC Lead: Gareth Watson, Team Leader – Communications and Campaign Management	
Supports ECA Outcomes: <ul style="list-style-type: none"> Well Promoted Denbighshire 		Expected Benefits: Marketing activity is cost effective Denbighshire is recognised as a great place to live, visit, work or invest. Numbers of visitors and new businesses both increase	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: Much of the resource for the early parts of this action will be in the form of officer time. Budgets will be required, however, for promotional material. This may be a consideration for the Economic Development corporate priority funding.		Partners: Businesses, Tourism partners, Press, Communities	
Comments: The Council is adopting an accounts management process, as well as an enhanced approach to social media and marketing campaigns. This work is programmed into the Team workplan and will be reviewed on a regular basis. This will support enhanced activity in this area.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 6.1d: Marketing Denbighshire to Visitors

Description: Understand and exploit better the significance of Wales as a market for visitors to Denbighshire			
Priority: Medium	DCC Lead: Peter McDermott, Team Leader, Tourism Marketing & Events		
Supports ECA Outcomes: <ul style="list-style-type: none"> • Opportunities for Growth • Well Promoted Denbighshire 		Expected Benefits: Denbighshire's Welsh identity and culture are promoted, resulting in an increase in visitors and visitor spend Denbighshire is recognised as a great place to visit	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Much of the resource for the early parts of this action will be in the form of officer time. Budgets will be required, however, for promotional material. This may be a consideration for the Economic Development corporate priority funding.		Partners: Visit Wales, Tourism Partnership North Wales, Destination businesses, Denbighshire Destination Partnership.	
Comments: Work needs to be done to build the relationship in the visitor market and understand how to influence it in the future. Denbighshire needs to be more of a sector leader, setting the agenda within Visit Wales' Marketing Areas. We will also work with local businesses to ensure that they understand the importance of Wales as a market for their businesses.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 6.1e: Marketing Denbighshire to residents

Description: Encourage local residents to see Denbighshire as a place to 'visit' as well as live in			
Priority: Medium	DCC Lead: Peter McDermott, Team Leader, Tourism Marketing & Events		
Supports ECA Outcomes: <ul style="list-style-type: none"> Vibrant Towns & Communities Well Promoted Denbighshire 		Expected Benefits: Denbighshire's town centres and rural communities are vibrant with increasing footfall supporting successful businesses Denbighshire is seen as a great place to live and to visit More 'Denbighshire' income is recirculated locally	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Much of the resource for the early parts of this action will be in the form of officer time. Budgets will be required, however, for promotional material. This may be a consideration for the Economic Development corporate priority funding.		Partners: Business groups and associations Town and Community Councils.	
Comments: As part of developing a working Destination Management Plan the Destination Denbighshire Partnership will be strengthened to better represent the business community. This in turn will contribute to ensuring that the business offer is right in the first place and that Denbighshire businesses and ultimately its residents understand the county's key tourism products. The Events Strategy will also help with this action.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 6.1f: Champions for Denbighshire

Description:			
Work with local businesses and community representatives to establish ‘champions’ for Denbighshire, who will promote the county as a great place to live, work, operate a business and visit			
Priority:		DCC Lead:	
Medium		Peter McDermott, Team Leader, Tourism Marketing & Events	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> Well Promoted Denbighshire 		Denbighshire is seen as a great place to live, work, visit & invest Denbighshire is seen as an easy place to locate and run a business, with a successful modern and vibrant local economy	
When?			
<i>2013/14</i>		<i>2014/15</i>	
Resource requirements:		Partners:	
Much of the resource for the early parts of this action will be in the form of officer time. Budgets will be required, however, for promotional material. This may be a consideration for the Economic Development corporate priority funding. It is not anticipated that champions would receive payment.		Destination Management Partnership, Federation of Small Businesses, local businesses and business groups, County & Town Councillors, AMs/ MPs, Community leaders, community groups, residents	
Comments:			
While use of local ‘champions’ can be an effective way of promoting an area, it is important that any such initiative is well thought through from the start. Champions will need to be credible and authentic, and the role of champion will need to be clear – both to the champion and to others. They will need to play a key role in any marketing campaign promoting Denbighshire.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 6.1g: Denbighshire as a Great Place to Live

Description: Work with estate agents and housing developers to strengthen promotion of Denbighshire’s towns and communities as desirable places to live			
Priority: Low		DCC Lead: Gareth Watson, Team Leader, Communications and Campaign Management	
Supports ECA Outcomes: <ul style="list-style-type: none"> • Vibrant Towns & Communities • Well Promoted Denbighshire 		Expected Benefits: Denbighshire is seen as an attractive place to live	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Much of the resource for the early parts of this action will be in the form of officer time. Budgets will be required, however, for any promotional material. This may be a consideration for the Economic Development corporate priority funding, however it is anticipated that agents themselves will provide most materials		Partners: Estate agents, property developers, Town and Community Councils.	
Comments: This action will pull together information to promote what the county and region has to offer in terms of infrastructure, schools, transport links. This will involve working with estate agents and developers on getting the message right and embedded in their materials.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 6.1h: Industry Event Marketing

Description: Together with our partners, target appropriate industry events to promote Denbighshire to visitors and potential businesses, using a shared overall message to maximise the impact of our combined marketing activity			
Priority: High		DCC Lead: Peter McDermott, Team Leader, Tourism Marketing & Events	
Supports ECA Outcomes: <ul style="list-style-type: none"> Well Promoted Denbighshire 		Expected Benefits: Denbighshire is recognised as a great place to live, visit, work or invest. Marketing activity is cost effective and complementary	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Much of the resource for the early parts of this action will be in the form of officer time. Budgets will be required, however, for promotional material. This may be a consideration for the Economic Development corporate priority funding.		Partners: Major investors in Denbighshire, North Wales Economic Ambition Board, Tourism Partnership North Wales, Visit Wales, Welsh Government	
Comments: Early work will research and identify what kind of events the Council could attend. A calendar of potential events and marketing plan will be developed during 2014/15. Attendance at events will have resource implications			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 6.2a: Destination Management Plan & Partnership

Description: Complete a Destination Management Plan for Denbighshire & consolidate the Destination Denbighshire Partnership			
Priority: High	DCC Lead: Peter McDermott, Team Leader, Tourism Marketing & Events		
Supports ECA Outcomes: <ul style="list-style-type: none"> • Opportunities for Growth • Vibrant Towns & Communities • Well Promoted Denbighshire 		Expected Benefits: Denbighshire's towns, rural communities and visitor attractions live up to the promotional messages Denbighshire is recognised as a great place to visit, with increasing visitor numbers and spend Denbighshire's tourism, retail and hospitality businesses are increasingly confident about the future	
When?			
<i>2013/14</i>		<i>2014/15</i>	
<i>2015/16</i>		<i>2016/17</i>	
Resource requirements: <i>Opportunity to talk about what resources requirements will be or where funding will predominantly come from?</i>		Partners: Destination Denbighshire Partnership, local businesses, Town & Community Councils, Council services	
Comments: A lot of work has already been undertaken to progress a Destination Management Plan for Denbighshire. This has involved representatives of internal departments and members of the Destination Denbighshire Partnership. This work is continuing and there is an expectation that this will be delivered in this current financial year. Work will then continue to consolidate the Partnership and implement the Plan.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 6.2b: Inward Investment management

Description: Establish a coordinated approach to ensure a professional and seamless response to Inward Investment enquiries			
Priority: High	DCC Lead: Carolyn Roberts, Team Leader (North), Economic & Business Development		
Supports ECA Outcomes: <ul style="list-style-type: none"> Supported & Connected Businesses Well Promoted Denbighshire 		Expected Benefits: Denbighshire is seen as a location of choice for new businesses Businesses find it easy to do business with the Council	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: There will be a budget requirement for the production of promotional material		Partners: North Wales Economic Ambition Board, commercial property agents, Welsh Government, developers	
Comments: North Wales Economic Ambition Board already has a project focused on promoting inward investment in North Wales as a region. Work under this action will ensure that Denbighshire's priorities and needs are reflected in that work, and also that arrangements are made for improved handling of local enquiries arising from the increased regional profile.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 6.2c: Town & Area Plans

Description:			
Continue to develop and embed Town & Area Plans, across Council Services and priorities, with partners and within communities themselves			
Priority:		DCC Lead:	
High		Tom Booty, Economic & Business Development Manager	
Supports ECA Outcomes:		Expected Benefits:	
<ul style="list-style-type: none"> Vibrant Towns & Communities Well Promoted Denbighshire 		Denbighshire's towns and rural communities prosper, and are seen as great places to live, work, visit and invest.	
When?			
<i>2013/14</i>		<i>2014/15</i>	
Resource requirements:		Partners:	
A budget has been established to support implementation of priority actions identified within each of the Town & Area Plans. Funding can also be drawn from mainstream service budgets and external grant funding depending on individual actions. Development of the Plans themselves is supported by Plan Champions and Single Point of Contact officers from EBD.		Town & Community Councils, community organisations, Rural Development Partnership, local businesses and business groups	
Comments:			
Town Plans are currently being expanded into Area Plans to include the associated rural communities. Implementation of Year 1 priorities is underway. Work is monitored by the Plan Champions Group.			

Economic & Community Ambition Delivery Plan: 2013 – 2017

Action 6.2d: Tackling Eyesore Sites

Description: Develop and implement a coordinated approach to tackling identified eyesore sites across the county			
Priority: High	DCC Lead: Graham Boase, Head of Planning & Public Protection		
Supports ECA Outcomes: <ul style="list-style-type: none"> • Vibrant Towns & Communities • Well Promoted Denbighshire 		Expected Benefits: Denbighshire’s towns and rural communities are seen as great places to live, work, visit and invest.	
When?			
<i>2013/14</i>	<i>2014/15</i>	<i>2015/16</i>	<i>2016/17</i>
Resource requirements: Predominantly officer time. A one off allocation would provide a budget from which works could be funded with receipts recycled for future use. This is currently under consideration.		Partners: Developers, property owners, Welsh Government	
Comments: A cross service group has been established and a database of eyesore sites developed. A ‘Top 20’ priority list has been established and action is underway to address the sites. Implementation of the approach will continue through the life of the strategy.			