

RURAL DEVELOPMENT PLAN AXES

The RDP consists of four sections, which have been called Axes 1, 2, 3 & 4.

- **AXIS 1** – is about increasing competitiveness in the rural economy, especially in farming and forestry.
- **AXIS 2** – focuses on conserving our landscape and environment for the benefit of all.
- **AXIS 3** – improving quality of life and encouraging diversification.
- **AXIS 4** – is about helping local people to develop their own communities.

Axis 1 and 2 are managed by the Welsh Assembly Government. Denbighshire Rural Development Plan was invited to submit projects under axis 3 and 4.

AXIS 3

Axis 3 aims to diversify the rural economy by providing support to farming families to diversify into non agricultural activities, support for the creation and development of micro-enterprises and support for the encouragement of tourism activities. It also aims to improve the quality of life in rural communities by supporting basic services for the rural economy and population, village renewal, conservation and upgrading of the rural heritage and training for rural economic actors.

AXIS 4

Axis 4 uses the LEADER approach to engage grass-roots communities and to encourage the generation of new innovative ways to sustain rural development in Wales in the longer term.

BUSINESS PLAN

The Business Plan looks to implement actions that address Axis 3 and Axis 4 of the Rural Development Plan for Wales 2007 – 2013.

Amongst the priorities of Axis 3 are; improvement of employment opportunities, the promotion of capacity building, the development of skills and ensuring that rural areas remain sustainable for future generations to benefit and enjoy. Axis 4 is based on the LEADER methodology which follows the principles of community participation, innovation and partnership working.

The Rural Development Plan for Wales is financed by the European Union and the Welsh Assembly Government.

For general enquiries about the Denbighshire Rural Development Plan or for Axis 3 projects, please contact:

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Or for more information with regards to Axis 4 projects please see the Cadwyn Clwyd website www.cadwynclwyd.co.uk or telephone 01824 705802

Axis 3 Approved Projects

GRANTS FOR MICRO-BUSINESS

What is the project?

The project is to provide grants for micro rural enterprises where otherwise there is a funding gap. The grants proposed would target innovation, niche sectors, geographical areas where employment opportunities are limited and also micro enterprises showing growth potential in emerging markets. Advice and assistance will be provided to determine what level of investment would be most beneficial and what would be the most appropriate and affordable for the applicant.

Who can apply and what is eligible?

The grants are available to businesses of 9 employees or less in the eligible wards of rural Denbighshire. Ineligible sectors are tourism, agriculture and forestry. The grant will be based on 50% of the total eligible project costs with funding given up to a maximum of £4,999. There are two types of grant;

- Business Development, which assists towards the purchase of capital equipment for both manufacturing and office, and
- Marketing, which assists towards promotional literature, website design, brochures and folders or attendance at trade shows and exhibition costs (within the UK).

Both types of grant will have to give recognition of EU assistance e.g. Business Development grants have to display an EU plaque and Marketing grants have to display all logo's on the printed materials, website homepage and a plaque displayed at trade shows.

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BUSINESS GROWTH INITIATIVE FOR PRIORITY MARKET SECTORS

What is the project?

The project is to develop growing/emerging sectors, which have the capacity for further growth, within markets which have potential to generate revenue. Market sectors will be selected according to criteria based on economic benefit, the quality and sustainability of jobs, and their impact on quality of life within Denbighshire. Marketing initiatives will be designed to support those sectors within opportunities for priority sector businesses to participate themselves through such things as joint funding of promotional programmes. The project will deliver:

- A better range and quality of job opportunities for the rural population of Denbighshire.
- Improvements in business efficiency in target sectors; this will depend on the specific requirements of each target sector, but could include such things as better marketing/customer services.
- Following on from the success of the above target sectors supported will be an improved position to complete and grow.
- Growing healthy business sectors will bring additional prosperity into the rural area of Denbighshire.

For more information contact:

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MOOR TO SHORE

What is the project?

The project will seek to significantly enhance the walking activity product in the county by the development of a new high quality way marked walking route approximately 30km long. The route will run along the west of the county from Corwen linking with both the Dee Valley Way and the North Berwyn Way and continuing northwards to link with the Hiraethog Way. Existing trails and planned trails being developed through another project will finally complete the route by linking in with the North Wales Path which runs along the coast. This project will complete a circuit of the county along with the Offa's Dyke national trail which runs along the east of the county. The route will substantially grow the image of the county as a centre for activity holidays, especially walking. To maximise the benefits to the tourism businesses along the route, accommodation establishments, pubs and restaurants that are part of existing business groups will be supported to raise their awareness of the opportunities to develop and welcome these markets.

For more information contact:

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Principal Countryside Officer

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AONB

What is the project?

The project will encourage development of sustainable tourism in the Clwydian Range AONB (rural Denbighshire) through the implementation of the Clwydian Range AONB Sustainable Tourism Strategy and Five Year Action Plan. Tourism is seen as a key activity within the Clwydian Range, as it provides a source of prosperity which, in itself, depends upon maintaining the area's special qualities, thereby providing support and justification for their conservation.

The project will address the following objectives;

- To raise awareness of the Clwydian Range and all that it has to offer to visitors, encouraging exploration and longer stays.
- To develop and enhance a set of visitor experience based on outdoor recreation and appreciation of the area's natural and cultural heritage.
- To encourage and support tourism related enterprise in the development and improvement of facilities and services, environmental management, and their relationship to the AONB.
- To improve the management of visitor flows to and within the Range, including impact on the environment and communities in the AONB and surrounding area.
- To strengthen understanding of visitors to the AONB and the impact of tourism on the area.

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KICKSTART

What is the project?

This project is to improve the rural and inter-urban bus services in south Denbighshire. The project will:

- Enhance the quality of life of residents in rural areas, including existing and potential bus users
- Enhance the bus service as a way of generating visitors and sustainable tourism
- Improve access for all by offering easy access buses
- Improve seating capacity, so that services have room to develop
- Improve marketing to encourage use of buses/routes, and
- Complement the Axis 4 Rural Demand Responsive Public Transport pilot.

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DENBIGHSHIRE RURAL KEY FUND

What is the project?

This project application was made on behalf of Denbighshire County Council and Denbighshire Voluntary Services Council to establish a fund to support community led initiatives that seek to enhance the strength, capacity and quality of life within rural communities in Denbighshire. The project specifically aims to:

- Promote easier access to funding for community led initiatives
- Support community led action in accordance with eligible activities under Axis 3 of the Rural Development Plan 2007-13
- Ensure an access scheme with simple application procedures
- Effectively market the scheme with the appropriate agencies, in partnership, and
- Provide advice and assistance to groups on aspects of the application process, project management, monitoring, evaluation and sources of finance

Who can apply and what is eligible?

Organisations which can apply include Town and Community Councils, community and voluntary groups, or even the private sector for projects which are in the public interest and from which no profit will be derived. Individuals may not apply to the Fund

The Rural Development Plan Key Fund will fund capital projects involving construction work, cost of acquiring or converting premises, installing non-mobile equipment, plant, machinery, alterations or additions to the fabric of a building

The Key Fund is not able to assist with costs incurred prior to approval of the application, nor is it able to help with certain revenue costs such as salaries, rents, rates, service charges etc. Applicants seeking assistance with these revenue costs will be referred to other potential available sources

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DENBIGHSHIRE RURAL COMMUNITY DEVELOPMENT LEARNING

What is the project?

This project will enable and empower local rural communities to develop and implement learning plans for their communities. Over 3 years, the project will deliver localised informal learning opportunities in the rural areas of Denbighshire using local amenities. Learning will focus on the wants and needs of the rural community with particular emphasis on the local environment, local culture, traditional skills, skills for sustainability and skill to encourage local participation and confidence. Funding will be used to employ a rural development coordinator for the rural area, skilled traditional crafts people (local where possible), tutors and resources to deliver the project accordingly. Needs of bilingual communities will be met through bilingual provision, bilingual Coordinator, emphasis on local culture, local delivery, encouraging and embedding the development of Welsh language skills in other contexts.

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CLWYD YFC IN THE RUNNING OF CLWYD FEDERATION OF YOUNG FARMERS CLUB

What is the project?

This project aims to develop and advance the education of young people aged 10 to 26 and enhance their knowledge of agriculture, rural affairs, country crafts and life skills. The appointment of a field officer would enable increased direct contact with members, encouraging them to participate as fully as possible in events and training organised by Clwyd YFC and other national organisations such as public speaking, sports and training including conversational Welsh classes.

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Axis 4 Approved Projects to be delivered by Cadwyn Clwyd

AGRI FOOD AND FORESTRY

The project will pilot new methods for Co-operation for the development of new products, processes and technologies in the agri-food and forestry sectors. It will enable the adding value to raw materials through the piloting of products and processes.

The project will implement joint initiatives between producers to pilot projects and processes which seek to develop new ways of enhancing efficiency and increasing profitability. Specifically, developing new ways of gaining access to markets and also to create new products which may create a new demand within the marketplace.

The project will work with farm businesses to pilot the growing of new food crops and food stuffs within rural Denbighshire. Fruit, vegetables and herbs which are not traditionally cultivated in the area will be trialled. We will work with individual and groups of agri-food producers and forestry / wood using sector to develop new processes which seek to enhance efficiency and increase profitability.

The project will also work directly with groups of producers to pilot new ways of working collectively to ensure closer integration between the primary producer and end user. The project will support initiatives which pilot new ways of showcasing food products to visitors.

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DENBIGHSHIRE ENERGY PILOTS

The project will comprise a number of initiatives which aim to find solutions to improve economic and environmental sustainability of businesses and communities in rural Denbighshire. Project elements will pilot methods of making best use of the area's natural and environmental assets for economic and community benefit.

The project's objectives are:

- To promote the sustainable use of natural resources, including the development of clean technologies and the use of renewable energy to exploit new business sectors for the benefit of the local economy.
- To explore innovative methods of tackling local environmental problems including declining wildlife habitats (due to specialisation of agriculture), pollution and low recycling rates.
- To sympathetically exploit natural resources for local economic benefit.
- To provide a local outlet for food waste or similar organic material to reduce the carbon footprint.
- To produce heat and power from the processes.
- To explore the possibility of creating links between businesses and the community and encourage co-operation.

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DENBIGHSHIRE COMMUNITY HERITAGE

The project will enable local communities to pilot initiatives which will enable the conservation and upgrading of the rural heritage. The project will facilitate a process of community participation which will enable local communities to identify projects, plan and implement projects which aim to both conserve and to make best use of the area's heritage and cultural assets.

The project aims to:

- To develop a niche tourism product for the area based on the Heritage opportunity identified by local communities in rural Denbighshire.
- To build the capacity of local communities through the piloting of innovative projects which assist to conserve and upgrade the rural heritage.
- To develop the wealth of historical features and routes and to ensure their appreciation and accessibility.
- To increase the number of visitors to the area and visitor expenditure and to ensure an all-year experience, thereby creating and safeguarding jobs and benefiting businesses and the local economy.
- To collectively promote and market cultural enterprises, develop new innovative initiatives and marketing techniques by using the indigenous culture to increase visitor and consumer expenditure to safeguard jobs and benefit local businesses and the area's economy.
- To sympathetically exploit the landscape's cultural and artistic assets for economic benefit.
- To explore the economic potential of culture, traditions and language in a sympathetic and sustainable manner and encourage the local business community to maximise this potential

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DENBIGHSHIRE RURAL SERVICES

The project will pilot new initiatives which aim to provide basic services for rural Denbighshire. Projects such as community transport facilities e.g. demand responsive transport will be piloted, and community services will be supported for example, the development of new community shop. The project will also support initiatives under the Pub is The Hub programme. Other basic rural services identified in the RDP such as leisure, sport and cultural activities will also receive support. The Access to Essential Services element will support a pilot initiative which will implement a media driven public-awareness campaign to improve the overall signage of rural farms and dwellings.

The project will encourage local enterprise and initiative through the support for innovative projects to enable access to basic services in rural Denbighshire. It will support the long-term sustainability and viability of rural communities. It will improve access to, and the provision of, basic services, and will develop the links between the rural service centres e.g. Ruthin, Denbigh, Llangollen, Corwen and St Asaph, and the rural hinterland.

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DENBIGHSHIRE RURAL TOURISM

The project will aim to provide opportunities to pilot new approaches to developing the tourism sector within rural Denbighshire. It will aim to extend the tourism season and develop new green tourism opportunities. The project will enable the tourism sector to pilot the combination of activities and provisions in the area e.g. mountain biking / trails with accommodation providers, footpath networks linked with rural businesses. In addition new tourism offers may be piloted e.g. wildlife tourism, activity tourism and environmental tourism.

The project will deliver the following activities and results within rural Denbighshire:

- Improved walking routes and trails; mountain bike / cycling trails; networking of accommodation providers linked to outdoor activities; development of the equestrian offer in the area; development of water-based activities e.g. fishing; nature trails
- Interpretation and promotion of the tourism 'product' within rural Denbighshire
- An enhanced link between recreation and the countryside and enabling community participation in projects and activities.
- Sustainable management of tourism in the area.

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